



# How We Fight the Dangers of Tobacco



## 1 What's the PROBLEM?

**Smoking is the leading cause of preventable deaths,**

claiming **480,000 lives** each year.

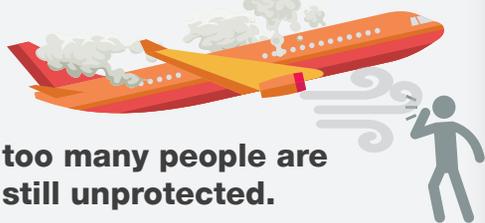


**34,000 LIVES**

lost to heart disease each year because of secondhand smoke.



We've made progress in stopping smoking in airplanes and other public places, but



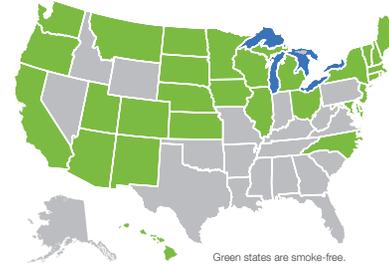
**too many people are still unprotected.**

## 2 What is the American Heart Association doing to **SAVE AND IMPROVE LIVES?**

We are working to **ensure clean air for all.**

**65% of Americans**

today live in communities where restaurants and bars are smoke-free.



Green states are smoke-free.

**2020 GOAL:**  
Achieve 80% smoke free



Success will result in **268,000 fewer deaths** by 2020.



By 2020, we will **help 3 million people have smoke-free lives.**

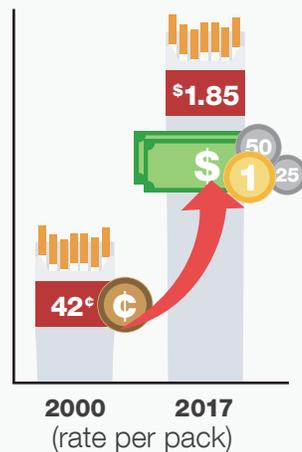
**Increasing taxes** will deter more smokers and help fund:



**cessation assistance**



**tobacco control programs**



**Millions more**

breathe clean air through our workplace health programs and other smoke-free work environments.



We're partnering for clean air in affordable housing.



## 3 How can I promote **CHANGE?**

**Voice your support**



**For Clean Air**  
Support strong smoke-free laws in your community.



**For Higher Costs**  
Support efforts to raise tobacco taxes.



**For Support Programs**  
Increase funds for tobacco prevention and cessation.

Learn more: [YoureTheCure.org](http://YoureTheCure.org)

**Make progress!**

Help keep the air clean in your workplace and community.



**TOGETHER,** let's shape a world where smoking in public seems just as absurd as smoking on a plane.



[www.heart.org/quitsmoking](http://www.heart.org/quitsmoking)



## How We Fight the **Dangers of Tobacco**



“Would you like to sit in the smoking or non-smoking section of the plane?” Many Americans have never been asked that question – and probably can’t imagine it was ever asked. Smoking on an airplane? How could that be allowed?

But it was, until 25 years ago, with deadly smoke drifting throughout all sections of the cabin. We were still learning the extent of secondhand smoke’s dangers back then. But today, we know 34,000 Americans die from heart disease because of it. In all, 480,000 deaths are attributed to smoking every year, making it the leading cause of preventable deaths.

The American Heart Association is committed to changing that picture. We believe everyone should be able to breathe smoke-free air, avoid being lured into tobacco addiction and get the help they need to quit. It’s part of our larger strategy of building a “culture of health,” where the healthy choice is the easy and popular choice.

Just as we supported the federal law banning cigarettes on airplanes, we have also worked with state and local policymakers for decades to ensure people can breathe clean air. About 65 percent of Americans now live in places where restaurants and bars are smoke-free. Our goal is 80 percent by 2017, which would mean 268,000 fewer deaths by 2020.

We’re focusing on the places where people work and live, as well. More than 13 million people now work in smoke-free environments through our workplace health programs. And, through our partnership with organizations like Enterprise Community Partners and HUD, at least 1 million people won’t be exposed to secondhand smoke in affordable housing by 2020.

We are devoted to preventing children from starting to smoke – traditional cigarettes or increasingly popular newer forms of tobacco and electronic cigarettes. We do this by advocating for regulations on newer forms of tobacco as well as for higher tobacco taxes, which have been proven to lower consumption.

Since 2000, the average state tax on cigarettes has increased from 42 cents a pack to \$1.54. We’re working to raise the average to \$1.85 per pack by 2017, which would help more than 3 million people stop smoking or never start.

If people do smoke, we’re committed to helping them quit, by ensuring tobacco-cessation is covered by insurance and increasing community cessation funding.

With your voice and your support, we can help everyone breathe clean air, help prevent tobacco habits and help people who do smoke quit. Together we can shape a world where a restaurant smoking section – or smoking at all – seems just as absurd as smoking on a plane.

