

Protect the Virginia Tobacco Control Program

TOLL OF TOBACCO IN VIRGINIA

Tobacco use continues to be the leading cause of preventable death in Virginia. Smoking causes about 20% of all cancers and 30% of all cancer deaths in the United States.¹



10,300

Virginians die every year from smoking²

ANNUAL COSTS IN VIRGINIA²



\$3.61 billion

Healthcare costs due to smoking

\$522.1 million

Medicaid costs due to smoking

On April 1st, HHS reduction-in-force measures eliminated the CDC Office of Smoking and Health—jeopardizing coordinated tobacco control programs and smoking quit hotlines across the country. The Virginia Tobacco Control Program (TCP) relies entirely on CDC funding to run its programs



\$1.8 Million

In potential federal funding cuts to the tobacco control program.³

The loss of federal funding would potentially result in **Virginia being the only state in the nation without a tobacco control program** and without a statewide tobacco and nicotine cessation quit line.

In FY25, Virginia's funding for tobacco prevention and cessation amounted to just 10.3% of the level recommended by the CDC.⁴

Contact your local legislators and urge them to allocate funds to support the Virginia Tobacco Control Program.

[Click here to find your local legislators](#)

This brief was prepared by TCP partners for collective impact



ABOUT THE TOBACCO CONTROL PROGRAM

The Virginia Tobacco Control Program (TCP) implements strategies and services to reduce the health and economic impact of tobacco use including,

- **Quit Now Virginia:** the state's only free tailored cessation service.⁵
- **Tobacco Free Colleges:** providing technical and policy support for tobacco free campuses.⁶
- **Tobacco Free Living:** preventing tobacco use among young people and reducing 2nd hand exposure.⁷

Impact of the Virginia TCP



Decrease in adult smoking rates from 16.4% to 10.9%.⁸
(2017 vs 2023)



Youth vaping decreased from 11.8% to 8.1%.⁹
(2017 vs 2023)



30% of Quitline users successfully quit.¹⁰

1 American Cancer Society, Health Risks of Smoking Tobacco
2 TobaccoFreeKids, Virginia State Report
3 CDC, National Tobacco Control Program Funding

4 TobaccoFreeKids, Broken Promises to Our Children
5 Virginia Department of Health, Quit Now Virginia
6 Virginia Department of Health, Tobacco Free Colleges & Universities

7 Virginia Department of Health, Tobacco Free Living
8 Virginia Department of Health, Tobacco Use Data Dashboard
9 Virginia Department of Health, Virginia High School Survey
10 Virginia Department of Health, Quit Now Virginia Stakeholder Report 2023