

First Breath Maternal Tobacco Use Reach* by County
(01/01/2025 – 11/30/2025)

County	Estimated Number of Eligible Individuals	2021 Annual Reach	2022 Annual Reach	2023 Annual Reach	2024 Annual Reach	2025 Year-to-Date Reach
Adams	31	19.35%	25.81%	29.03%	25.81%	16.13%
Ashland	32	6.25%	9.38%	6.25%	0.00%	12.50%
Barron	50	2.00%	2.00%	0.00%	0.00%	2.00%
Bayfield	12	16.67%	8.33%	16.67%	0.00%	0.00%
Brown	248	4.03%	7.26%	4.44%	8.06%	8.47%
Buffalo	11	9.09%	9.09%	9.09%	9.09%	0.00%
Burnett	32	3.13%	0.00%	3.13%	0.00%	0.00%
Calumet	36	2.78%	2.78%	0.00%	2.78%	0.00%
Chippewa	80	5.00%	1.25%	1.25%	3.75%	5.00%
Clark	44	4.55%	4.55%	4.55%	0.00%	2.27%
Columbia	49	42.86%	26.53%	34.69%	16.33%	6.12%
Crawford	20	0.00%	0.00%	5.00%	5.00%	0.00%
Dane	217	35.02%	32.72%	23.04%	21.66%	19.35%
Dodge	86	9.30%	9.30%	10.47%	3.49%	4.65%
Door	15	6.67%	6.67%	6.67%	13.33%	0.00%
Douglas	53	3.77%	0.00%	0.00%	0.00%	0.00%
Dunn	51	11.76%	19.61%	17.65%	11.76%	19.61%
Eau Claire	113	9.73%	9.73%	7.96%	4.42%	4.42%
Florence	5	0.00%	0.00%	40.00%	0.00%	20.00%
Fond du Lac	104	13.46%	7.69%	12.50%	14.42%	13.46%
Forest	29	10.34%	3.45%	3.45%	3.45%	0.00%
Grant	55	1.82%	5.45%	1.82%	5.45%	9.09%
Green	26	26.92%	19.23%	11.54%	11.54%	11.54%
Green Lake	23	4.35%	17.39%	17.39%	4.35%	4.35%
Iowa	12	8.33%	8.33%	0.00%	0.00%	8.33%
Iron	5	20.00%	0.00%	40.00%	0.00%	0.00%
Jackson	30	0.00%	0.00%	3.33%	0.00%	3.33%
Jefferson	87	13.79%	16.09%	10.34%	5.75%	12.64%
Juneau	30	63.33%	53.33%	43.33%	30.00%	33.33%
Kenosha	149	3.36%	14.09%	12.75%	4.70%	4.70%
Kewaunee	20	5.00%	10.00%	0.00%	0.00%	15.00%
La Crosse	100	5.00%	5.00%	9.00%	7.00%	8.00%
Lafayette	15	13.33%	6.67%	0.00%	0.00%	0.00%
Langlade	36	13.89%	13.89%	0.00%	2.78%	0.00%
Lincoln	44	13.64%	9.09%	0.00%	2.27%	0.00%
Manitowoc	96	1.04%	3.13%	6.25%	3.13%	6.25%
Marathon	143	6.99%	13.29%	6.29%	2.10%	2.80%
Marinette	74	25.68%	48.65%	43.24%	32.43%	22.97%
Marquette	25	28.00%	12.00%	4.00%	0.00%	4.00%
Menominee	24	62.50%	16.67%	45.83%	12.50%	12.50%
Milwaukee	731	29.00%	25.03%	22.02%	17.65%	22.02%
Monroe	61	4.92%	0.00%	3.28%	8.20%	4.92%
Oconto	47	2.13%	10.64%	12.77%	8.51%	10.64%

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Oneida	50	18.00%	6.00%	8.00%	6.00%	4.00%
Outagamie	167	14.37%	6.59%	3.59%	4.19%	6.59%
Ozaukee	36	2.78%	0.00%	0.00%	2.78%	0.00%
Pepin	5	40.00%	20.00%	0.00%	0.00%	80.00%
Pierce	32	0.00%	18.75%	9.38%	15.63%	9.38%
Polk	47	10.64%	6.38%	2.13%	4.26%	6.38%
Portage	53	24.53%	13.21%	5.66%	22.64%	16.98%
Price	20	0.00%	5.00%	5.00%	0.00%	5.00%
Racine	157	38.22%	22.93%	19.75%	21.66%	21.02%
Richland	19	0.00%	10.53%	0.00%	10.53%	10.53%
Rock	243	9.47%	9.05%	21.40%	9.05%	9.05%
Rusk	24	0.00%	16.67%	25.00%	0.00%	4.17%
Saint Croix	36	0.00%	13.89%	16.67%	11.11%	0.00%
Sauk	72	23.61%	20.83%	20.83%	6.94%	12.50%
Sawyer	33	6.06%	3.03%	6.06%	3.03%	0.00%
Shawano	55	7.27%	9.09%	5.45%	1.82%	3.64%
Sheboygan	106	8.49%	5.66%	5.66%	2.83%	4.72%
Taylor	19	10.53%	0.00%	5.26%	0.00%	0.00%
Trempealeau	30	6.67%	23.33%	0.00%	6.67%	3.33%
Vernon	24	0.00%	0.00%	8.33%	4.17%	12.50%
Vilas	39	12.82%	2.56%	2.56%	2.56%	10.26%
Walworth	66	10.61%	15.15%	4.55%	9.09%	12.12%
Washburn	17	11.76%	0.00%	5.88%	0.00%	0.00%
Washington	71	7.04%	9.86%	5.63%	2.82%	0.00%
Waukesha	108	18.52%	22.22%	12.04%	13.89%	12.04%
Waupaca	66	6.06%	1.52%	6.06%	7.58%	3.03%
Waushara	29	17.24%	6.90%	6.90%	10.34%	6.90%
Winnebago	186	19.89%	11.83%	22.04%	17.74%	17.20%
Wood	119	20.17%	7.56%	12.61%	8.40%	5.04%

*To calculate “reach” we use: 1) number of individual tobacco users referred to First Breath, and 2) estimated number of eligible individuals is based on most recent WISH maternal smoking data. “Reach” is proportion of estimated eligible individuals who are referred to First Breath. This calculation is an estimation only and used as a way to monitor statewide activity and access.