

Tobacco Prevention Program

Tobacco by the Numbers

\$13.4 billion

amount the tobacco industry spends each year
on marketing in the U.S.

\$930 million

amount big tobacco spends in Florida annually
on marketing, more than in any other state

5.4 million

number of people tobacco kills annually
around the world

1,153,000

kids alive now who will become smokers in
Florida



What are you gonna do about it?