



Iowa

Broken Promises to Our Children

The 1998 Tobacco Settlement 27 Years Later

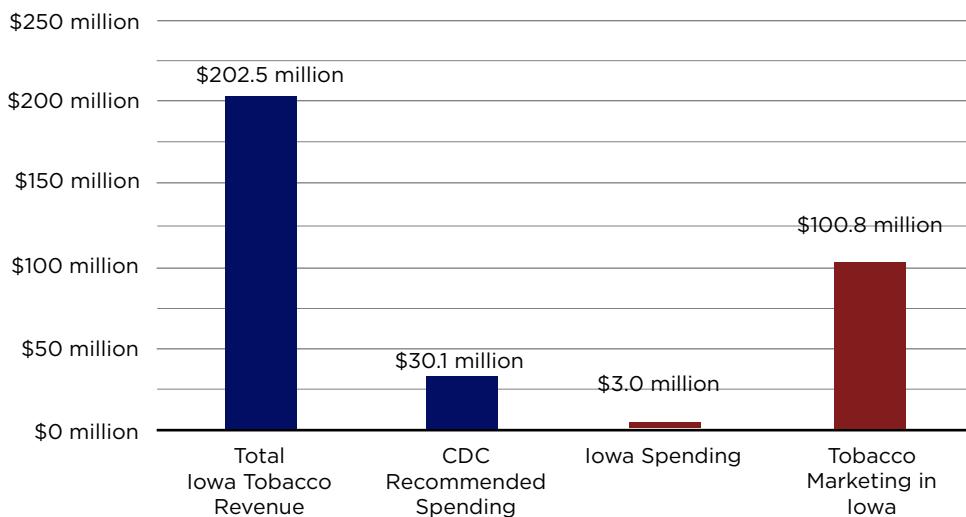


Despite receiving **\$202.5 million** from the tobacco settlement and tobacco taxes in FY2026, **Iowa** continues to severely underfund tobacco prevention and cessation programs proven to save lives and money.

In the midst of a youth e-cigarette epidemic, such programs are as critical as ever.

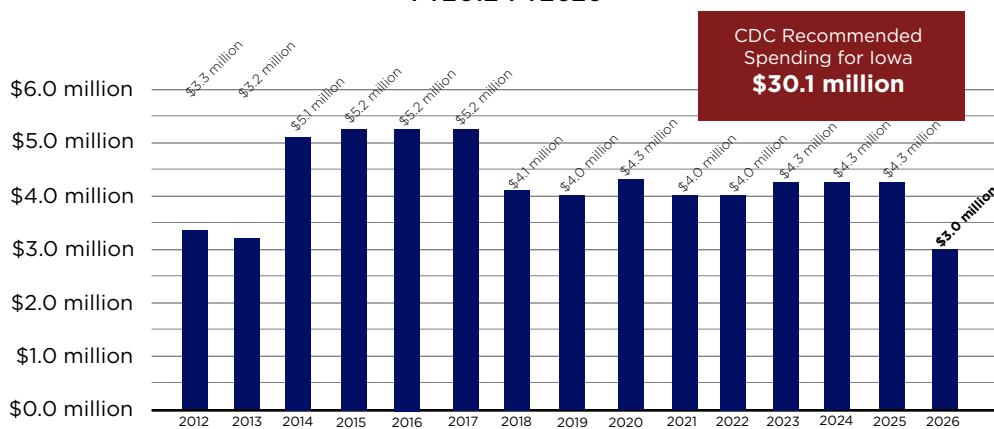
	FY2026	FY2025
State Ranking	34	27
State Spending on Tobacco Prevention	\$3.0 million	\$4.3 million
Percent of CDC Recommended Spending (\$30.1 million for Iowa)	10.0%	14.2%

Iowa's Tobacco Revenue, CDC Recommended Spending, State Spending and Tobacco Industry Marketing



Iowa's Annual Tobacco Prevention Spending

FY2012-FY2026



CDC Recommended Spending for Iowa
\$30.1 million

The Toll of Tobacco in Iowa

Adults who smoke	12.9% (323,900)
High school students who smoke	4.1% (7,500)
High school students who use e-cigarettes	16.4%
Death caused by smoking each year	5,100
Proportion of cancer deaths attributable to smoking	31.4%
Annual health care costs directly caused by smoking	\$1.49 billion
Iowans' state and federal tax burden from smoking-caused government expenditures	\$1,081 per household
Estimated annual tobacco industry marketing in Iowa	\$100.8 million

Campaign for Tobacco-Free Kids

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TobaccoFreeKids.org
tfk.org/statereport

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Toll of tobacco in Iowa
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