Best Practices *for* **Comprehensive Tobacco Control Programs**

Nevada

Program Intervention Budgets	2014
Recommended Annual Investment	**$30.0 million**

Deaths in State Caused by Smoking

Annual average smoking-attributable deaths	4,100
Youth aged 0-17 projected to die from smoking	41,200

Annual Costs Incurred in State from Smoking

Total medical	$1,080 million

State Revenue from Tobacco Sales and Settlement

FY 2012 tobacco tax revenue	$102.4 million
FY 2012 tobacco settlement payment	$40.3 million
Total state revenue from tobacco sales and settlement	$142.7 million

Percent Tobacco Revenue to Fund at Recommended Level	**21%**

	Annual Total (Millions)		Annual Per Capita	
	Minimum	Recommended	Minimum	Recommended
I. State and Community Interventions Multiple social resources working together will have the greatest long-term population impact.	$8.3	$10.4	$3.01	$3.77
II. Mass-Reach Health Communication Interventions Media interventions work to prevent smoking initiation, promote cessation, and shape social norms.	$3.4	$4.9	$1.23	$1.78
III. Cessation Interventions Tobacco use treatment is effective and highly cost-effective.	$6.8	$10.8	$2.46	$3.91
IV. Surveillance and Evaluation Publicly funded programs should be accountable and demonstrate effectiveness.	$1.9	$2.6	$0.67	$0.95
V. Infrastructure, Administration, and Management Complex, integrated programs require experienced staff to provide fiscal management, accountability, and coordination.	$0.9	$1.3	$0.34	$0.47
TOTAL	$21.3	$30.0	$7.71	$10.88

Note: A justification for each program element and the rationale for the budget estimates are provided in Section A. The funding estimates presented are based on adjustments for changes in population and cost-of-living increases since *Best Practices — 2007* was published. The actual funding required for implementing programs will vary depending on state characteristics, such as prevalence of tobacco use, sociodemographic factors, and other factors. See Appendix E for data sources on deaths, costs, revenue, and state-specific factors.

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