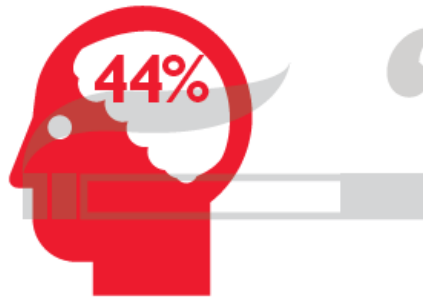


THE TOBACCO IMPACT

44% OF THE US TOBACCO MARKET IS CONSUMED BY PEOPLE WITH MENTAL ILLNESS AND SUBSTANCE USE DISORDERS



“Tobacco treatment isn’t only about treating tobacco, it is a core service that significantly impacts the overall health and quality of life of the individuals we serve.”

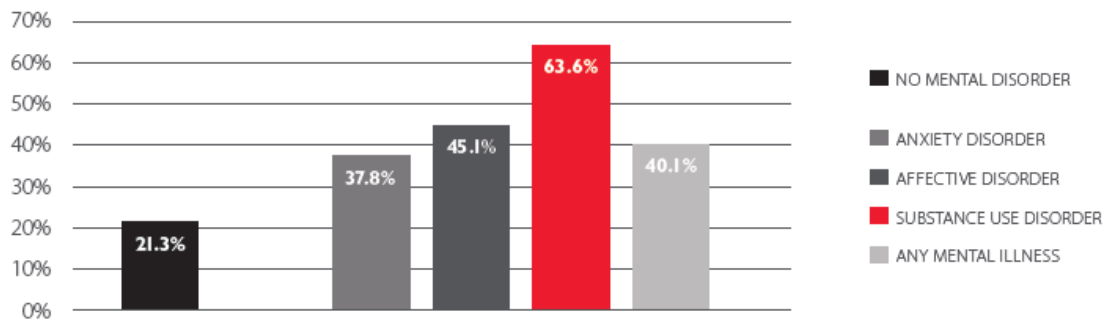
~ Katie O'Brien, Vice President of Operations at People Incorporated

“We see, first-hand, the health disparities experienced by our clients. Tobacco treatment plays a significant role in treating the whole person—a key part of our mission and promise to our clients, staff, and communities.”

~ Jill West, CEO at People Incorporated

IN 3 PEOPLE WHO SMOKE IN THE U.S. HAVE BEEN DIAGNOSED WITH MENTAL ILLNESS

U.S. SMOKING PREVALENCE



32 years

ADULTS WITH SERIOUS MENTAL ILLNESS & A TOBACCO-RELATED DIAGNOSIS HAD A MEDIAN AGE AT DEATH 32 YEARS EARLIER THAN ADULTS WITHOUT SMI AND WITHOUT A TOBACCO-RELATED DIAGNOSIS.

75%

OF PEOPLE WHO SMOKE HAVE A PAST OR PRESENT PROBLEM WITH MENTAL ILLNESS OR ADDICTION