

Increasing the Price of Tobacco is a Win-Win-Win

Reduce youth and adult smoking ▪ Lower health care costs ▪ Fund critical health programs

Higher Tobacco Taxes Save Lives

- Increasing the tobacco tax prompts more adults to try and succeed at quitting.¹
- Higher prices discourage kids from buying tobacco products. They are effectively priced out of addiction before they even start.²

Tobacco Taxes Save Money

- The reduction in smoking caused by increased tobacco taxes results in lower healthcare costs.
- Tobacco taxes are the only government revenue source that increase revenues while decreasing state government expenditures.

Invest the Tax Wisely

- Wisconsin's Tobacco Prevention & Control Program could operate at the funding level recommended by the Centers for Disease Control & Prevention (CDC) with a designation of just 29¢ per pack of the cigarette tax.³
- Nearly two-thirds of Wisconsin voters support using the tobacco tax to expand access to health care, particularly for children and the uninsured.⁴

What did the recent \$1 increase in the cigarette tax mean for Wisconsin?

- More than 39,000 calls to the WI Tobacco Quit Line in 2008⁵
- Projected 65,800 fewer future youth smokers⁶
- Projected 8,800 kids saved from early smoking deaths⁶
- Projected overall long-term health savings of \$1.5 billion⁶

Raising the tax on tobacco products is an excellent public health policy - it reduces youth and adult smoking and provides funds for critical health programs.

¹ U.S. Department of Health and Human Services. *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, Ga: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health; 2000.

² Wisconsin Medical Journal. *Increasing tobacco taxes: An evidence-based measure to reduce tobacco use*. 2005: Vol. 104, No. 4

³ Campaign for Tobacco-Free Kids. *Using State Tobacco Tax Increases to Fund Comprehensive Tobacco Prevention Programs*. 2008. (<http://www.tobaccofreekids.org/research/factsheets/pdf/0295.pdf>).

⁴ The Mellman Group/Public Opinion Strategies. Statewide poll of Wisconsin voters. February 17-19, 2007.

⁵ University of Wisconsin Center for Tobacco Research and Intervention, *Calls to Wisconsin Tobacco Quit Line Break All Records*. February 2008. (http://www.ctri.wisc.edu/News.Center/press_releases/2008%20releases/WITobQuitLine_Feb2008.pdf)

⁶ Campaign for Tobacco-Free Kids, *Benefits of a \$1.00 Cigarette Tax Increase in Wisconsin*. October 2007. (<http://www.smokefreewi.org/priorities/IncrTobPrices/documents/1.00CigTaxIncreaseBenefits.pdf>)