

The State of Tobacco Control in Nebraska:

One Economist's Perspective

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University of Illinois at Chicago**

**Change – Challenge - Progress
Tobacco Free Nebraska State Conference
Lincoln, NE, April 20, 2011**

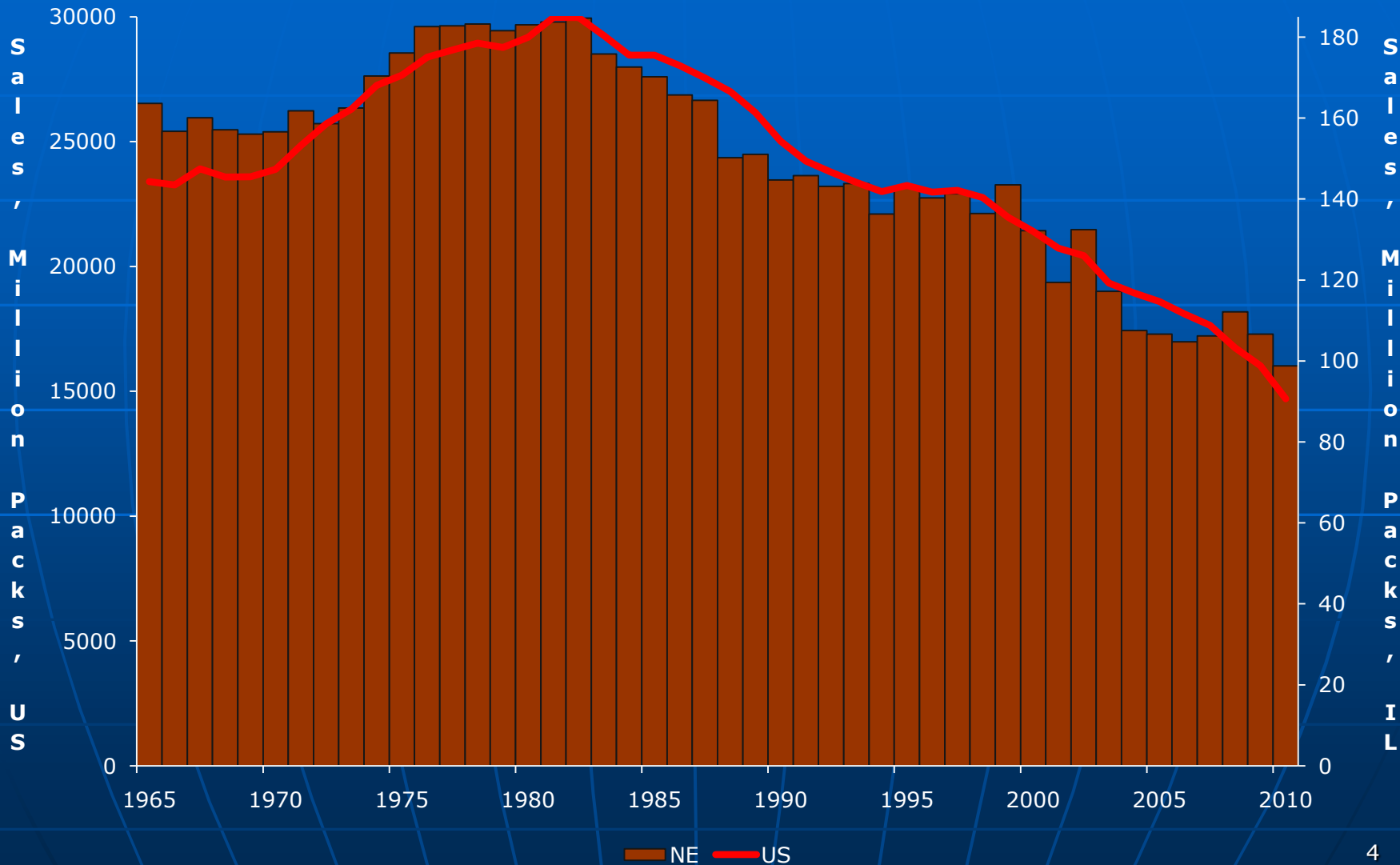
Overview

- MPOWER Framework
 - “Monitor” the tobacco epidemic
 - “Protect” non-smokers
 - “Offer” help to quit
 - “Warn” about the harms
 - “Enforce” marketing bans
 - “Raise” taxes
- Focus on:
 - Where we’ve been
 - Where we are now
 - Where we can go



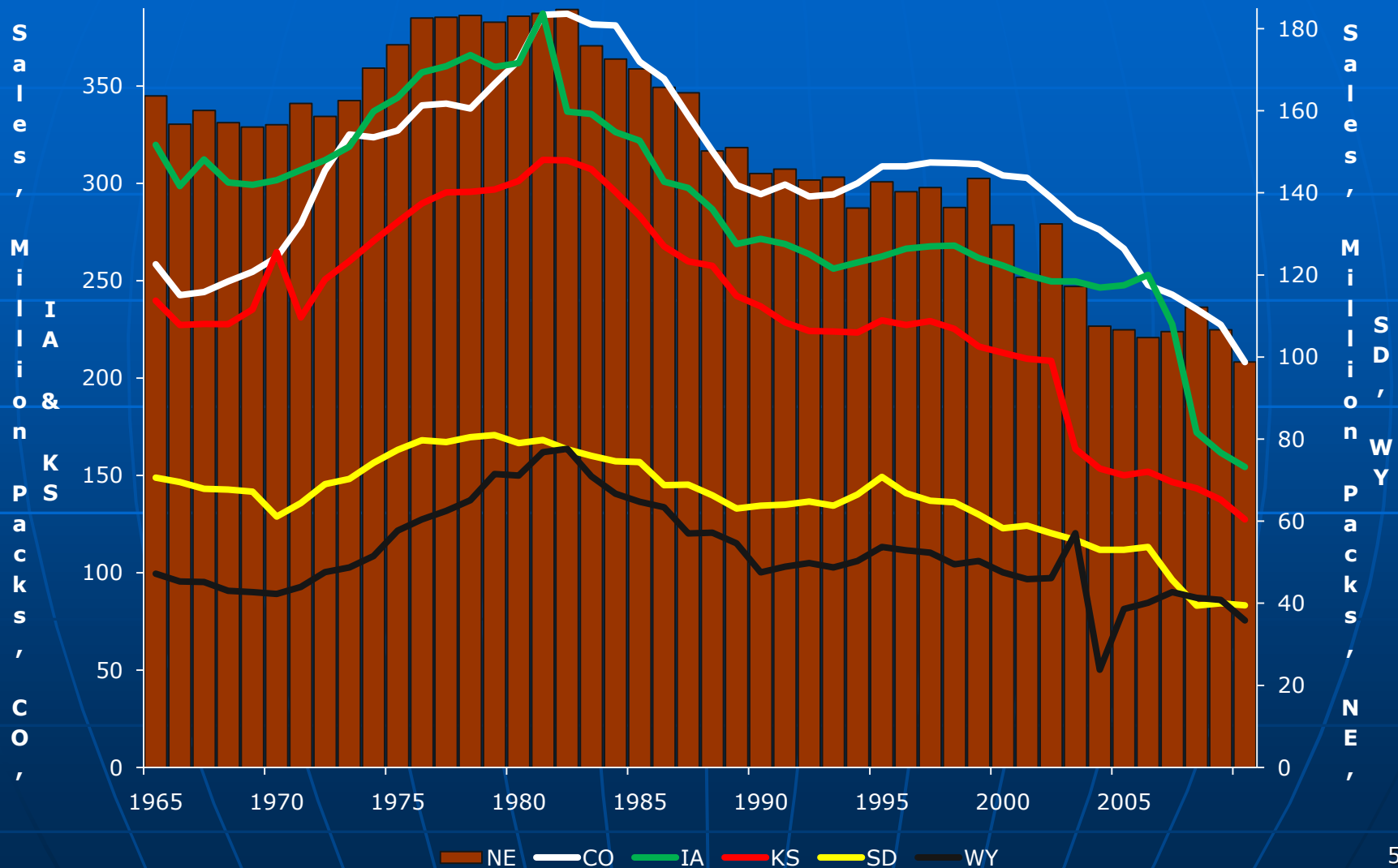
Monitor

Cigarette Sales, Nebraska and US, 1965-2010



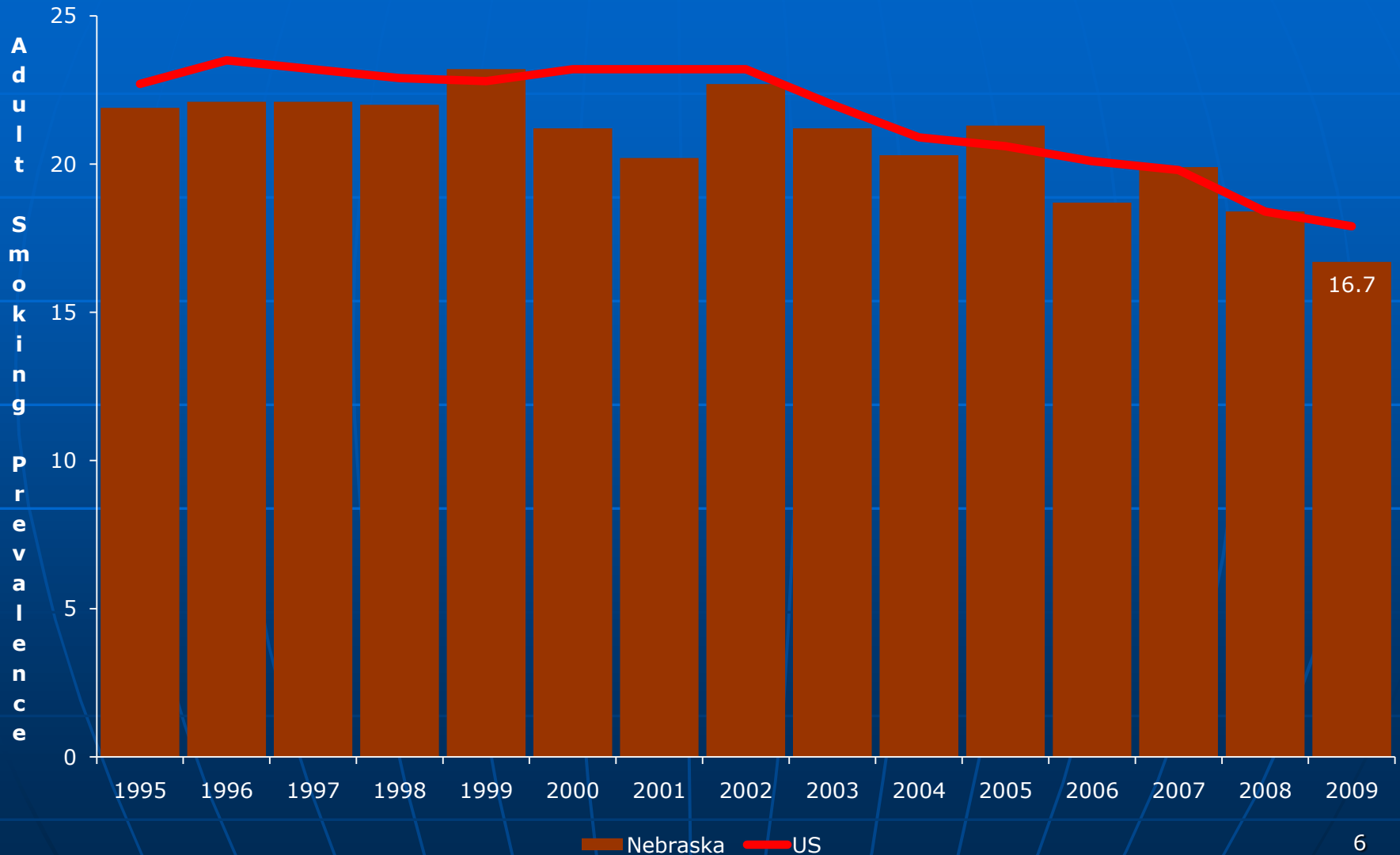
Source: TBOT

Cigarette Sales, NE, CO, IA, KS, SD and WY, 1965-2010



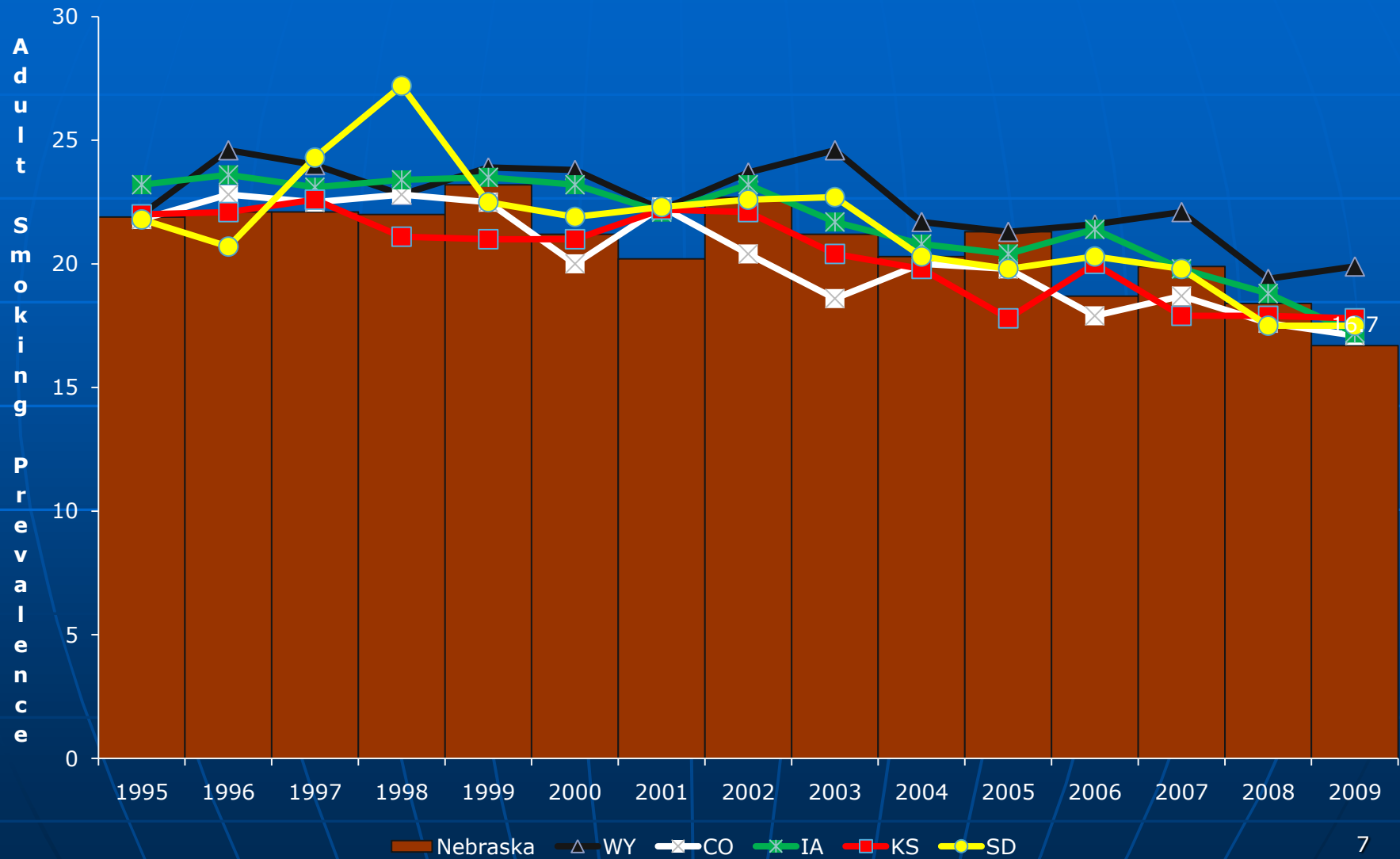
Source: TBOT

Adult Smoking Prevalence, Nebraska and US, 1995-2009



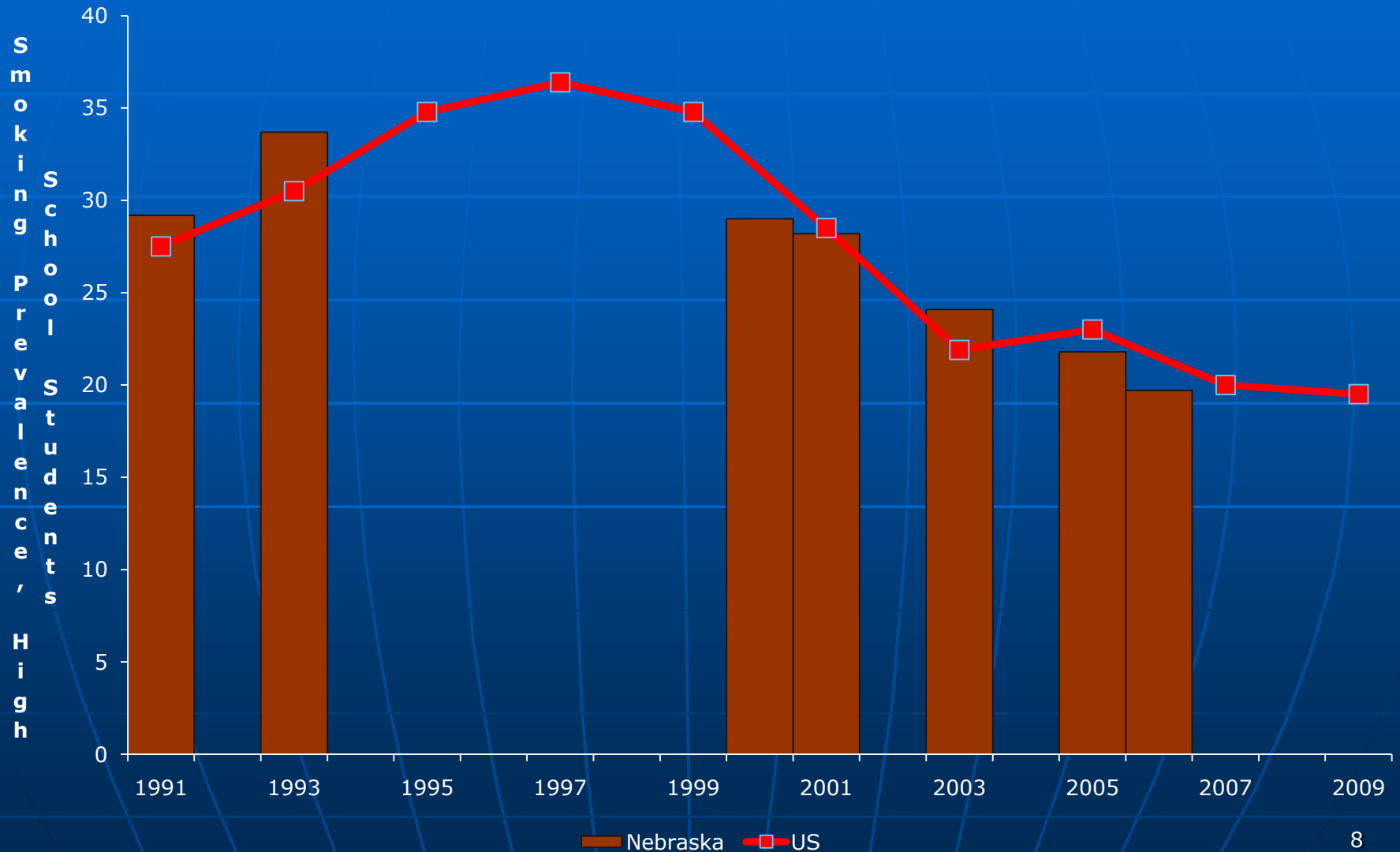
Source: BRFSS

Adult Smoking Prevalence, NE and Neighbors, 1995-2009



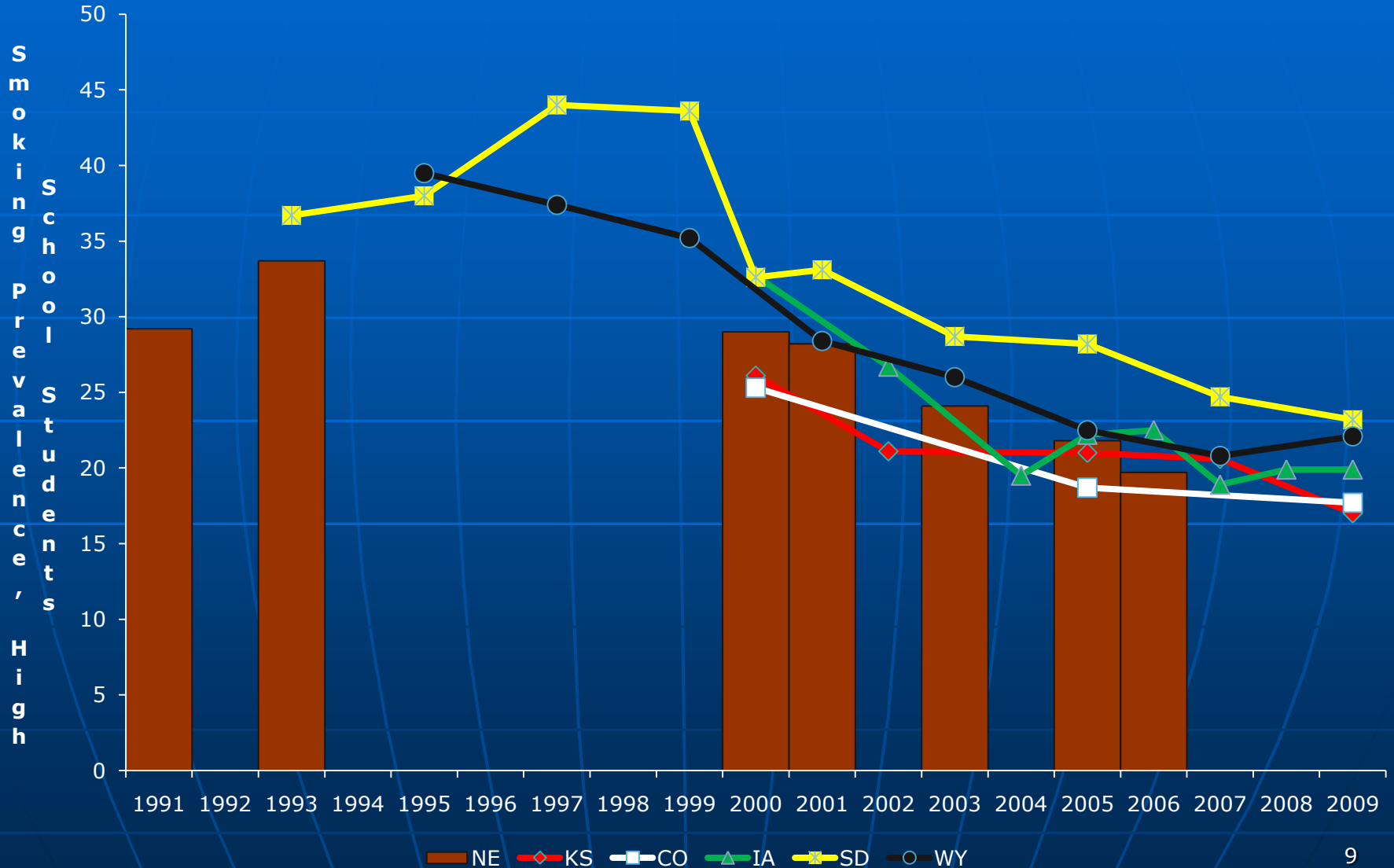
Source: BRFSS

Youth Smoking Prevalence, Nebraska and US, 1991-2009



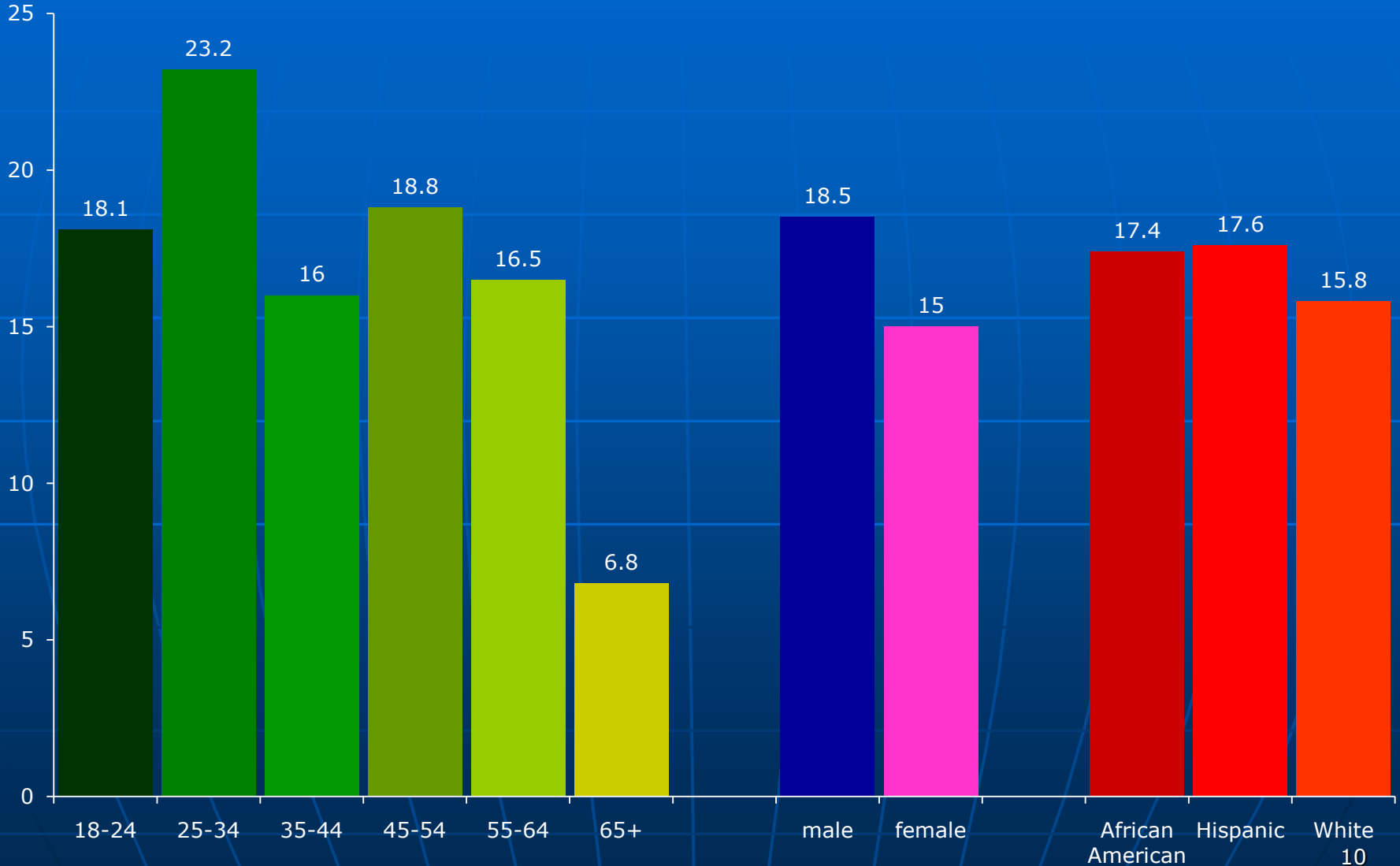
Source: YRBS, YTS; some data points interpolated

Youth Smoking Prevalence, Nebraska and Neighbors, 1991-2009



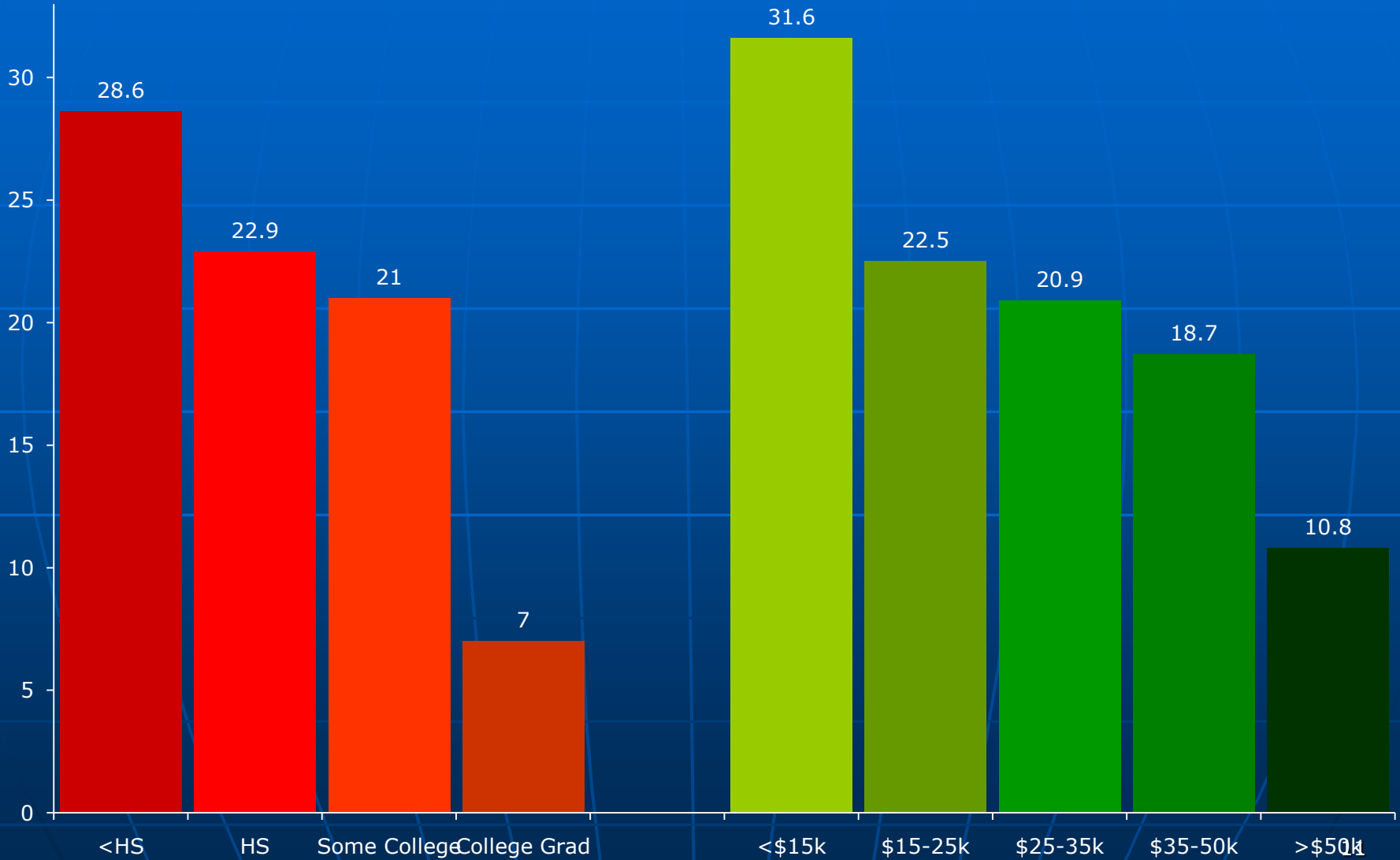
Source: YRBS, YTS; some data points interpolated

Disparities - Adult Prevalence in Key Subpopulations, Nebraska, 2009



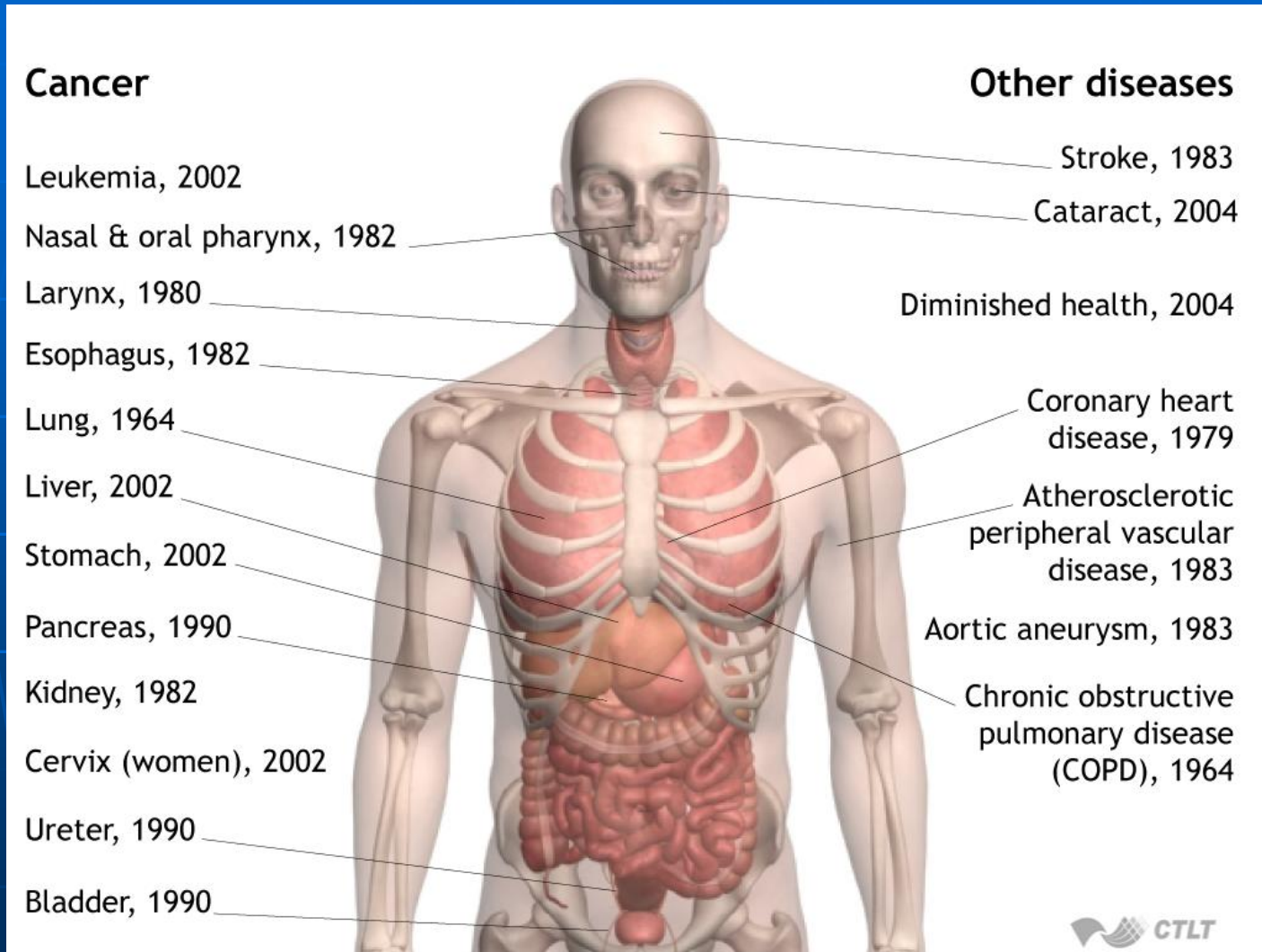
Source: BRFSS

Disparities - Adult Prevalence in Key Subpopulations, Nebraska, 2009



Source: BRFSS

Most Recent Scientific Evidence:



Source: adapted by CTLT from the U.S. Surgeon General's Report. (2004); from JHBSPH/IGTC on-line course

Tobacco Use in Nebraska

■ Where have we been?

- Slow but steady progress in reducing tobacco use in NE
 - Adult & youth smoking prevalence, cigarette consumption falling over time
 - Declines comparable to US and neighbors
 - Sharper declines in sales in some neighboring states in recent years

Tobacco Use in Nebraska

■ **Where are we?**

● **Much remains to be done:**

- Over 220,000 adults currently smoke
 - Persistent racial/ethnic, socio-economic, and gender disparities
- Over 20,000 high school kids are likely currently smoking
- Many non-smokers exposed to tobacco smoke at home, in workplaces
- ~2,300 premature deaths each year caused by smoking

Tobacco Use in Nebraska

■ Where are we?

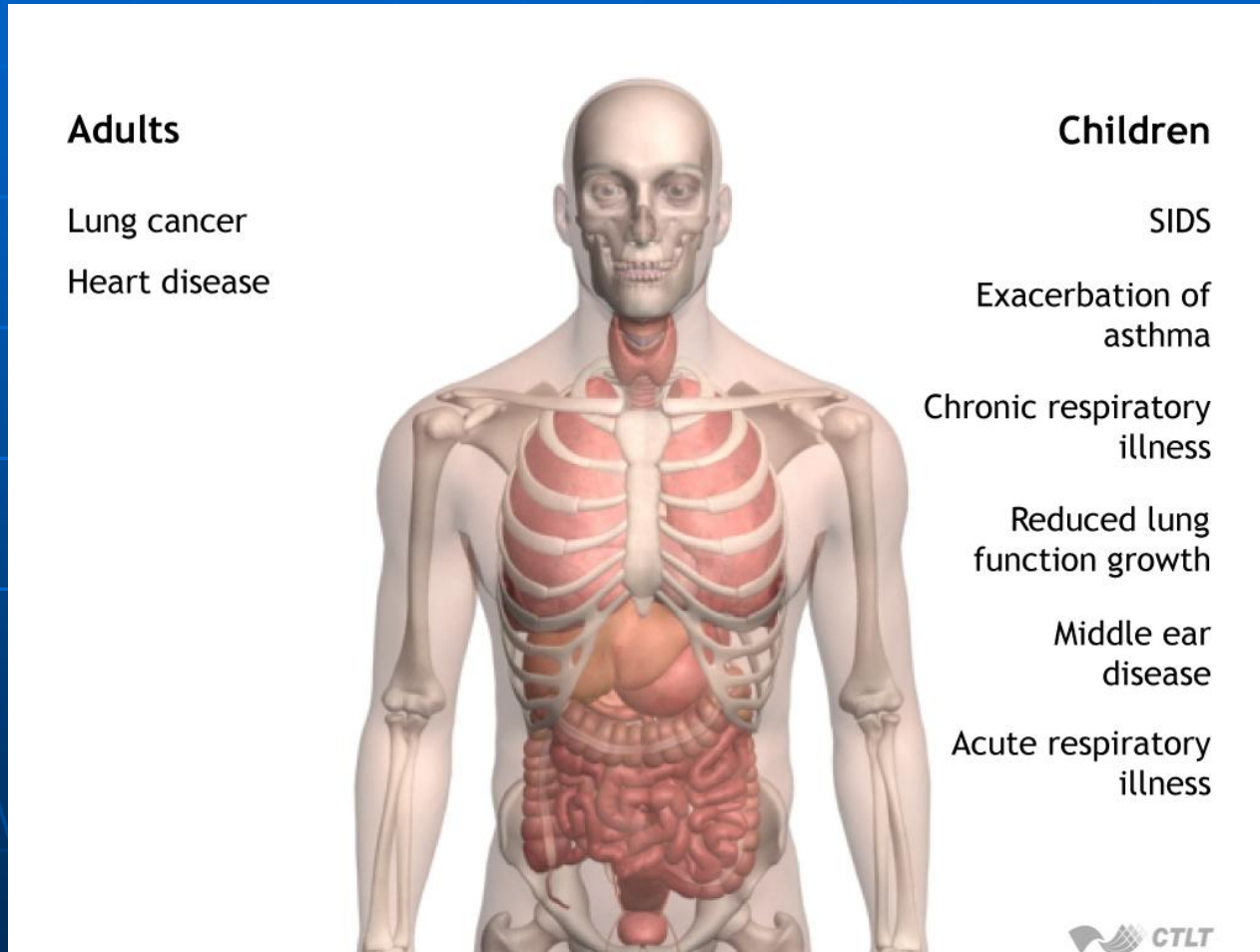
- Considerable economic costs
 - Over \$750 million spent annually to treat diseases caused by smoking
 - Significant fraction paid by public health insurance programs
 - Another \$625 million in lost productivity from premature deaths caused by smoking

Tobacco Use in Nebraska

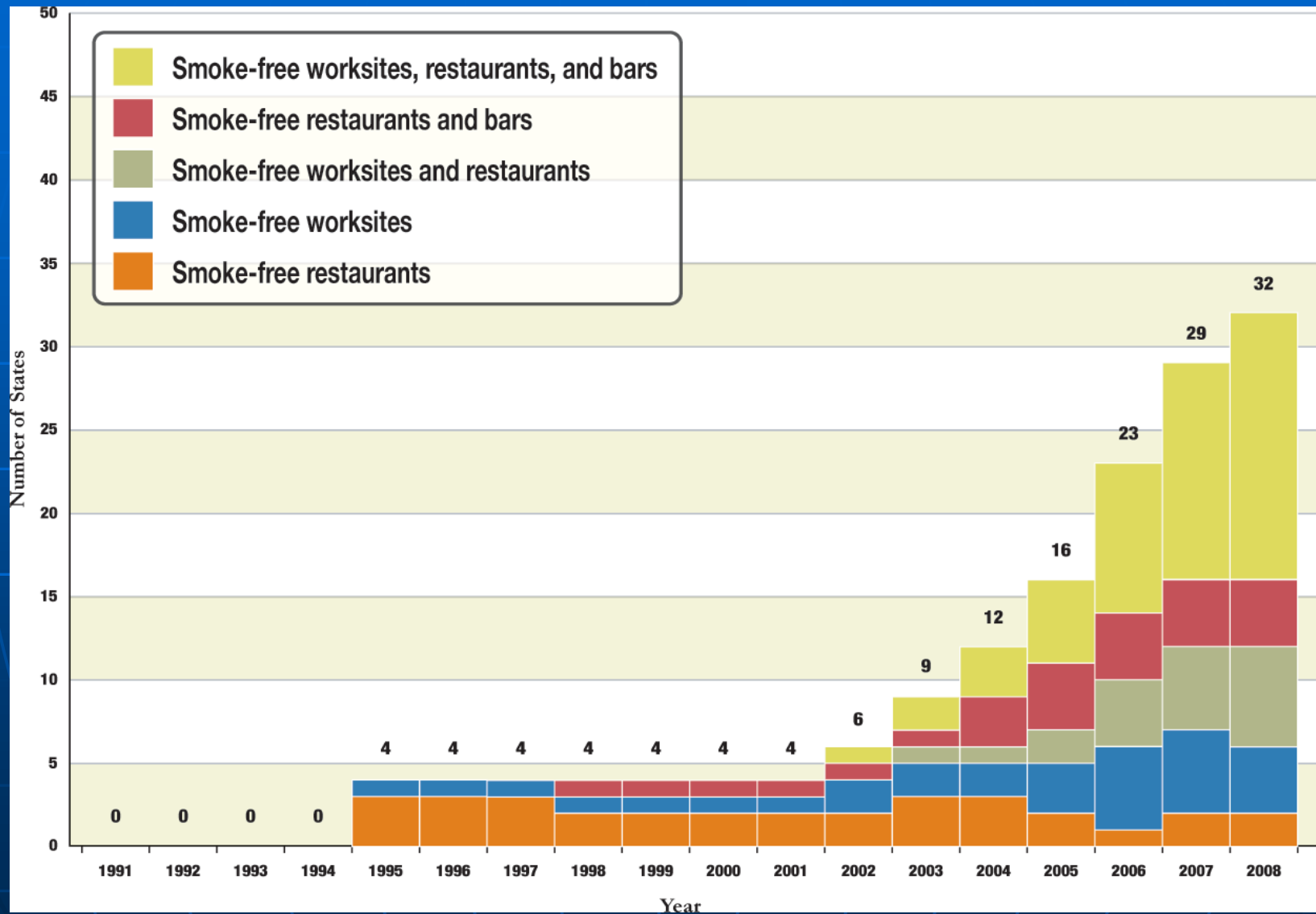
- **Where can we go?**
 - Much remains to be done:
 - Estimate that ~105,000 current youth will eventually take up smoking
 - As many as 160,000 current Nebraskans will die prematurely from smoking
 - Health and economic burden greatest among poor, less educated
 - Effective interventions exist

Protect

Diseases and Adverse Health Effects Caused by SHS

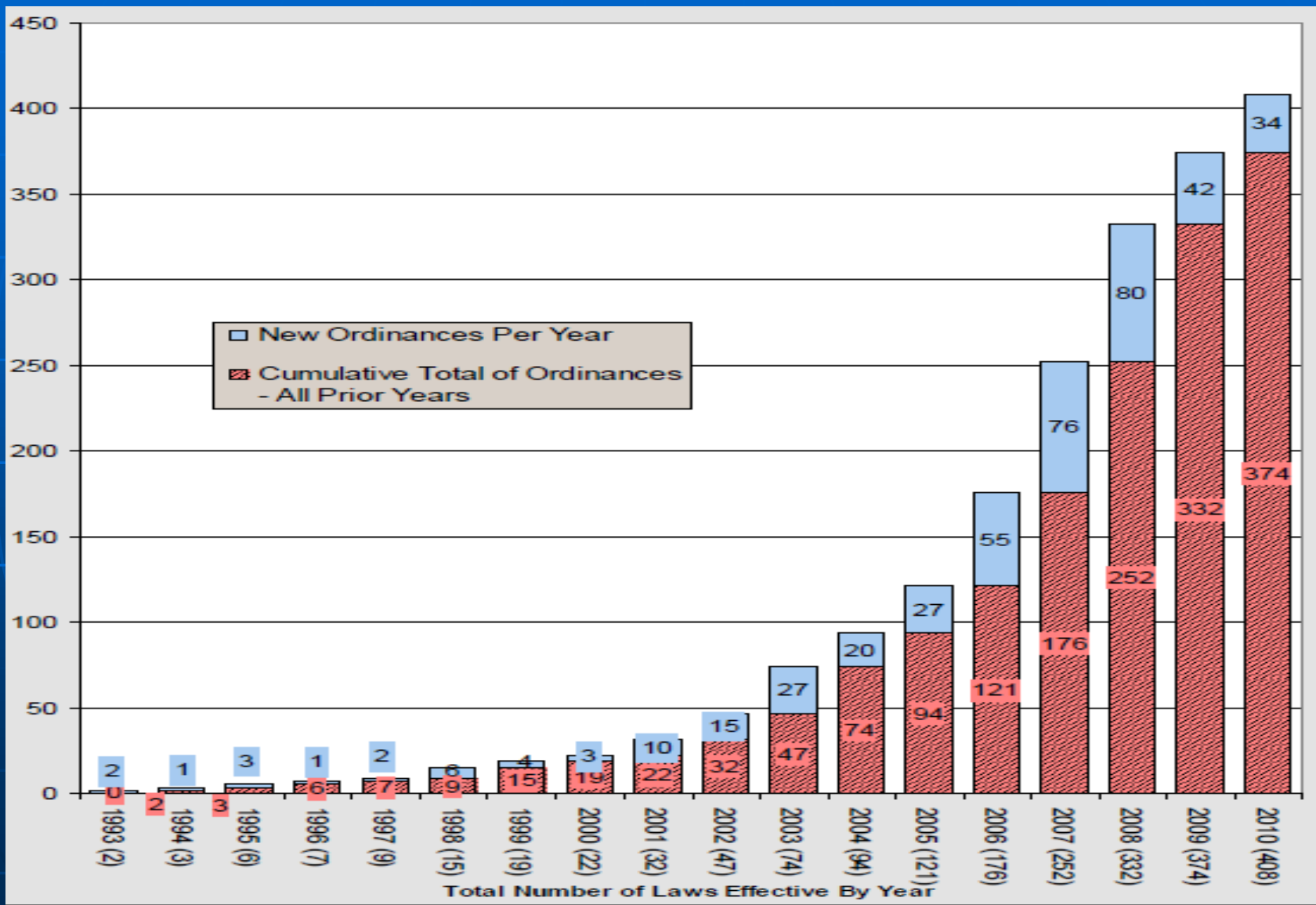


State Smoke-Free Air Policies



Source: ImpacTeen Project

Local Smoke-Free Air Policies



Source: Americans for NonSmokers' Rights Foundation

Smoke-Free Air Policies

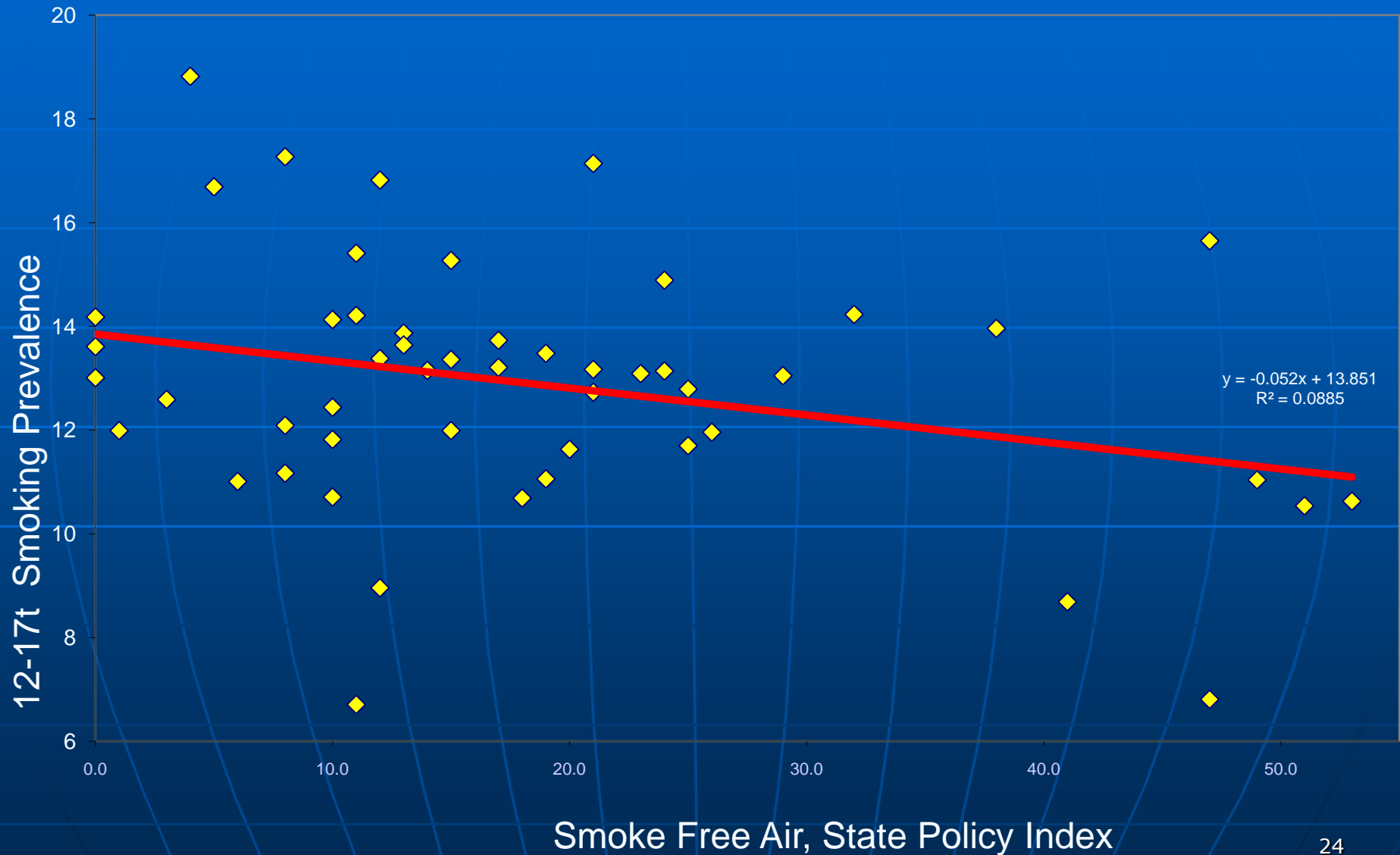
- **Where have we been?**
 - Until recently
 - Relatively weak state policies limiting smoking in public places, workplaces

Smoke-Free Air Policies

■ **Where are we now?**

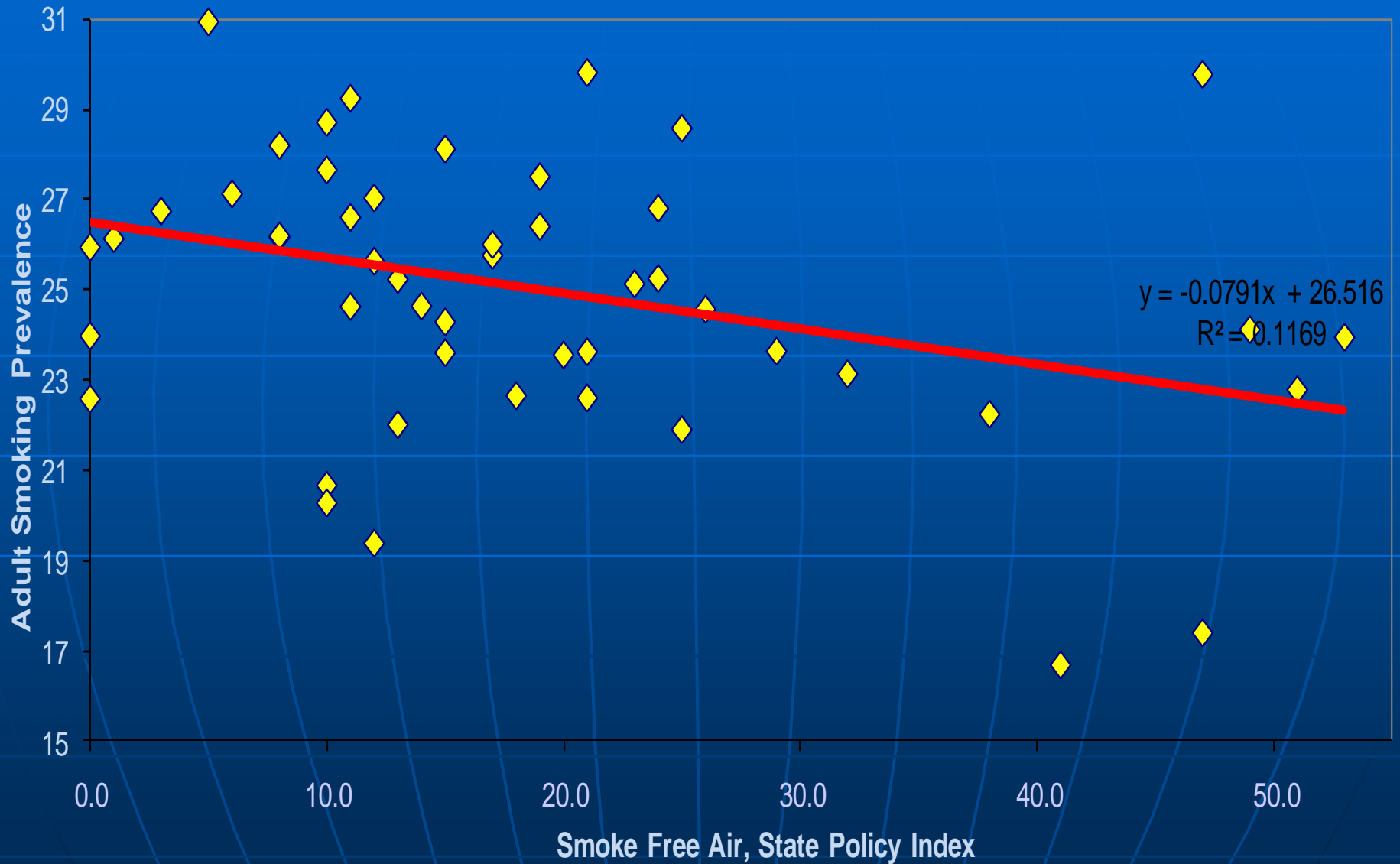
- NE Smoke-Free Air Act adopted February 2008
 - Effective June, 2009
 - 100% smoke free workplaces, bars, restaurants, gambling establishments, and other public places
 - Among most comprehensive state policies
 - CO (1/08), IA (7/08), KS (7/10) adopt similar policies, but not as comprehensive

Impact of Smoke-Free Air Policies



Source: Chaloupka 2010

Impact of Smoke-Free Air Policies



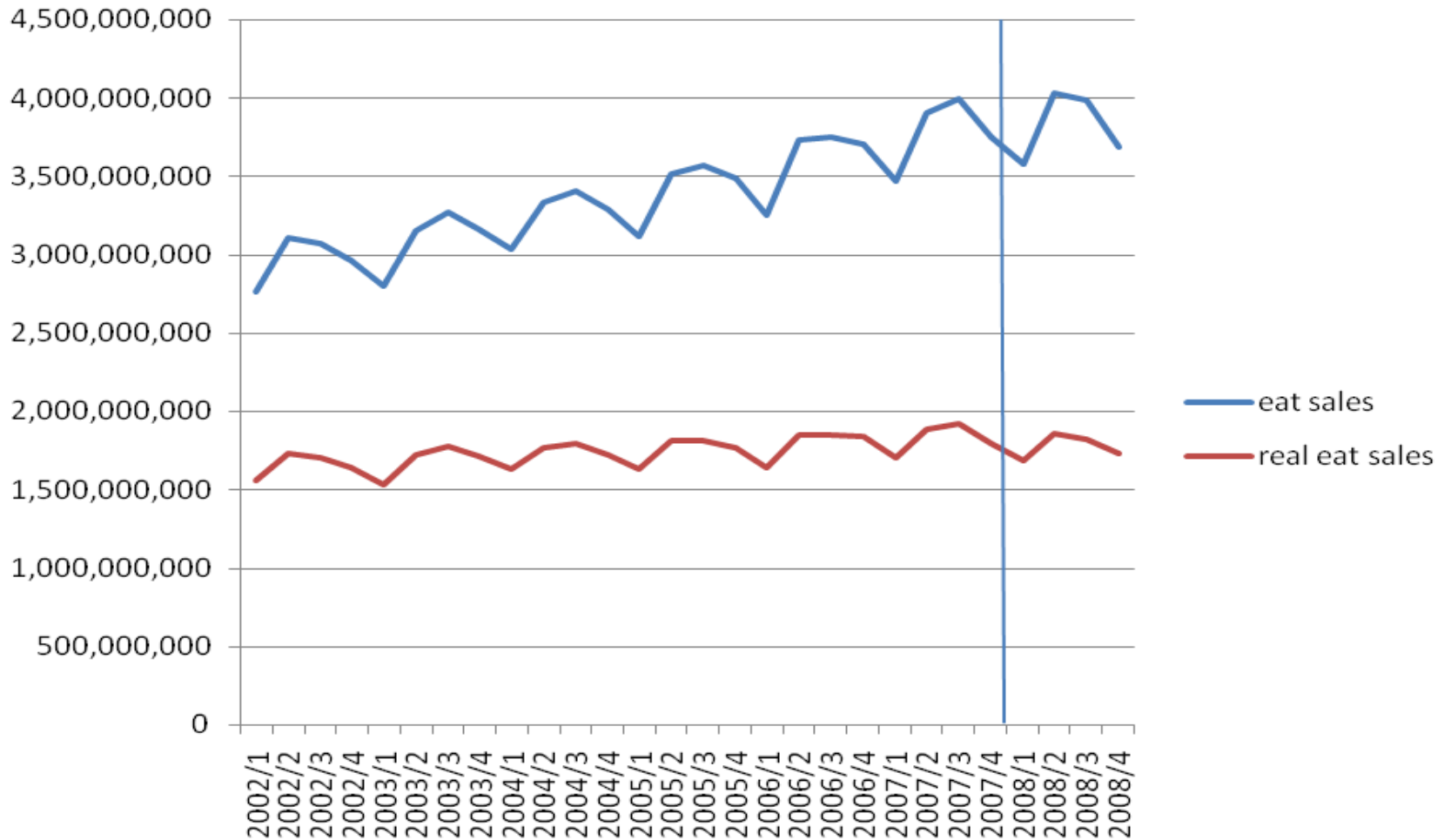
Source: Chaloupka 2010

Smoke-Free Air Policies

- **Where are we now?**
 - Compliance improving over time
 - SFA policies generally self-enforcing
 - No negative economic impact
 - Any losses due to reduced patronage offset (or more) by increased patronage from non-smokers
 - Reduces other business costs
 - Cleaning costs, lost productivity

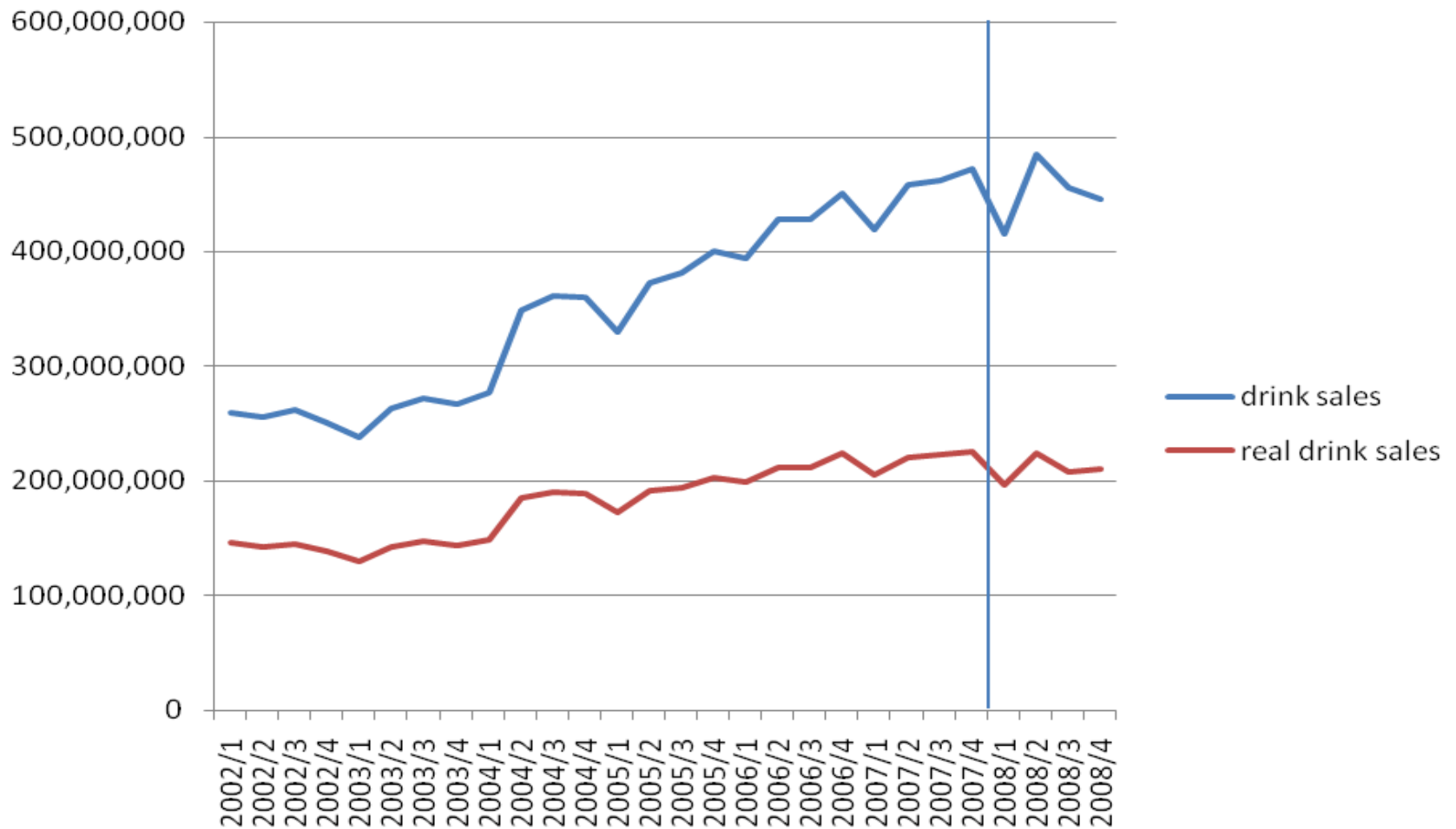
Economic Impact of IL SFA Policy

Restaurant Revenues



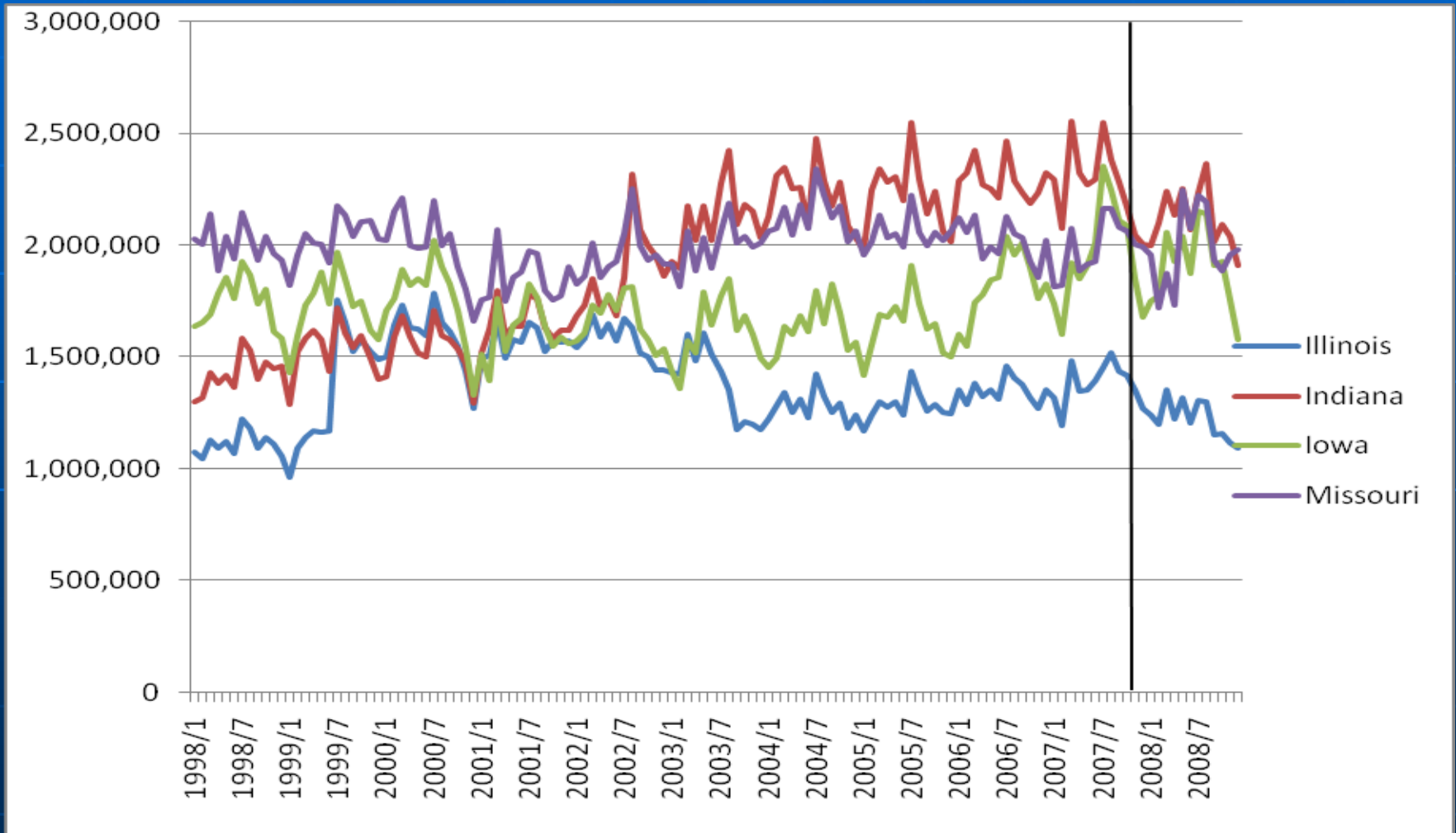
Economic Impact of IL SFA Policy

Bar Revenues



Economic Impact of IL SFA Policy

Casino Patrons per Month



Source: Tauras & Chaloupka, in progress

Smoke-Free Air Policies

- **Where can we go?**
 - Extend protections to new venues
 - Parks, beaches, outdoor dining, other outdoor venues
 - Multi-unit housing
 - Cars with children
 - Various localities have adopted policies covering outdoor settings

Offer & Warn

Comprehensive Programs

- General aims:
 - Prevent initiation of tobacco use among young
 - Increased prices, reduced access
 - Increased antitobacco messages, reduced protobacco
 - Promote cessation among young adults, adults
 - Better access to cessation services
 - Increased prices and strong smoke-free policies
 - Increased antitobacco messages, reduced protobacco
 - Eliminate exposure to secondhand smoke
 - Strong smoke-free policies
 - Strengthened anti-smoking norms
 - Identify and eliminate disparities
 - Intertwined with others; need for targeted approaches

Comprehensive Programs

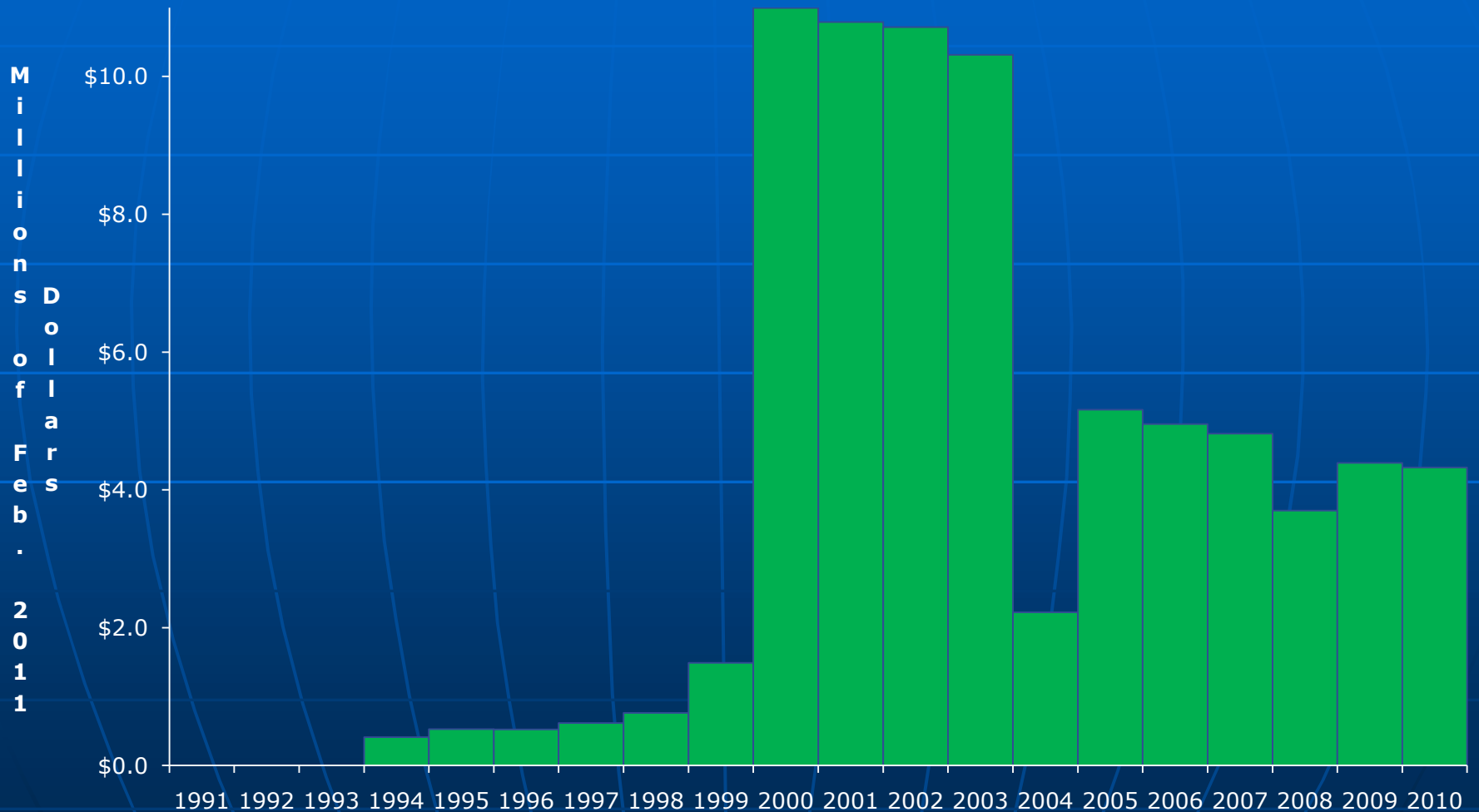
- Components of a comprehensive program:
 - State and community interventions
 - Support for policy development and implementation
 - Efforts to strengthen norms against tobacco
 - Targeted efforts to reduce youth tobacco use, disparities
 - Health communication interventions
 - Mass-media countermarketing campaigns
 - Efforts to replace tobacco industry sponsorship/promotion
 - Targeted messaging/delivery
 - Cessation interventions
 - Array of policy, health system, and population-based measures
 - Surveillance and Evaluation
 - Administration and Management

State Tobacco Control Program

■ **Where have we been?**

- Funding since 1994 for state tobacco control program
 - CDC program funding
 - Private funds (RWJF, ALF)
 - State Master Settlement Agreement revenues since 2000
- In early 2000s, among better funded state programs

Nebraska State Tobacco Control Program Funding 1991-2010, Inflation Adjusted

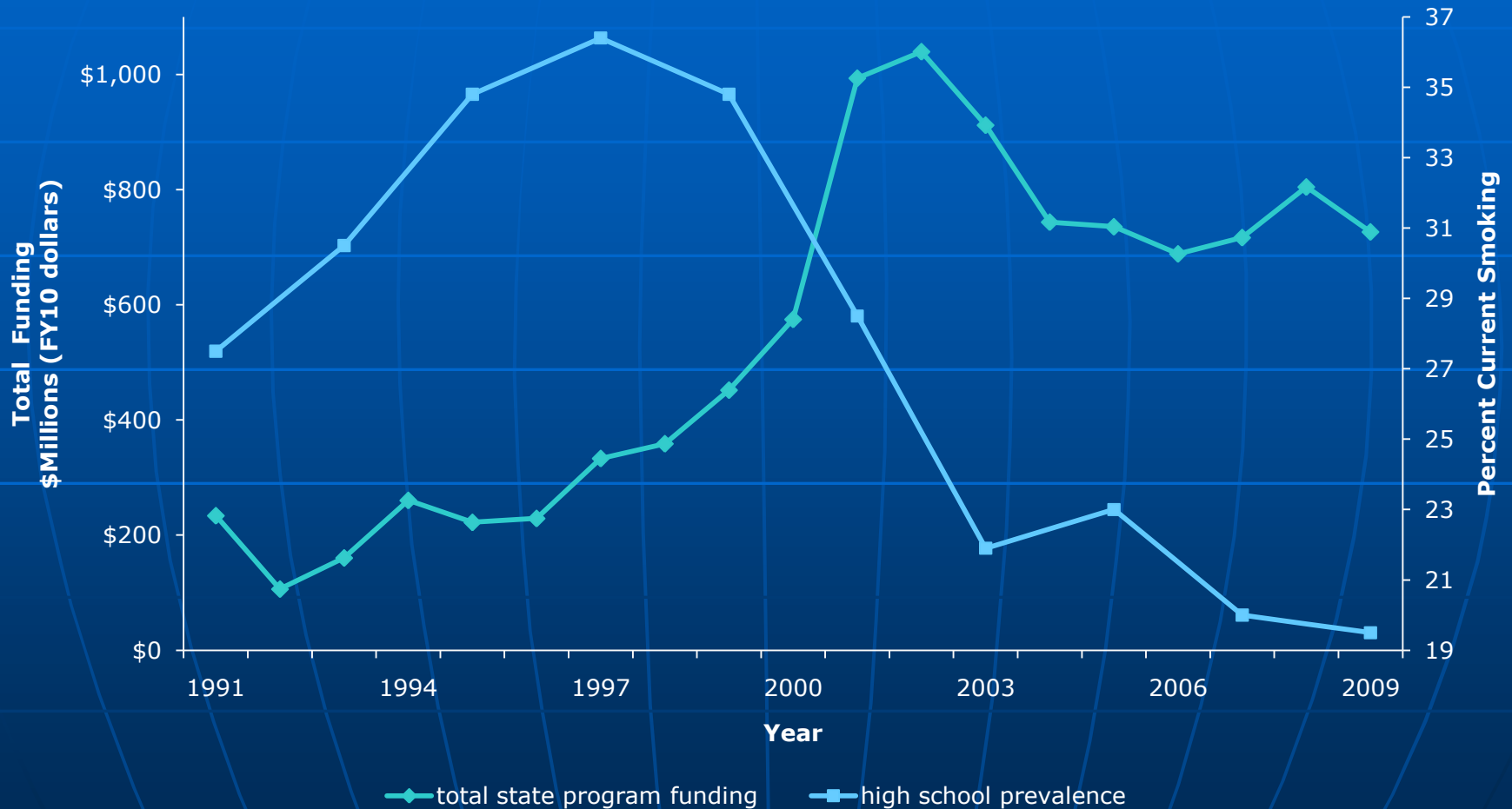


Source: ImpacTeen Project, CDC

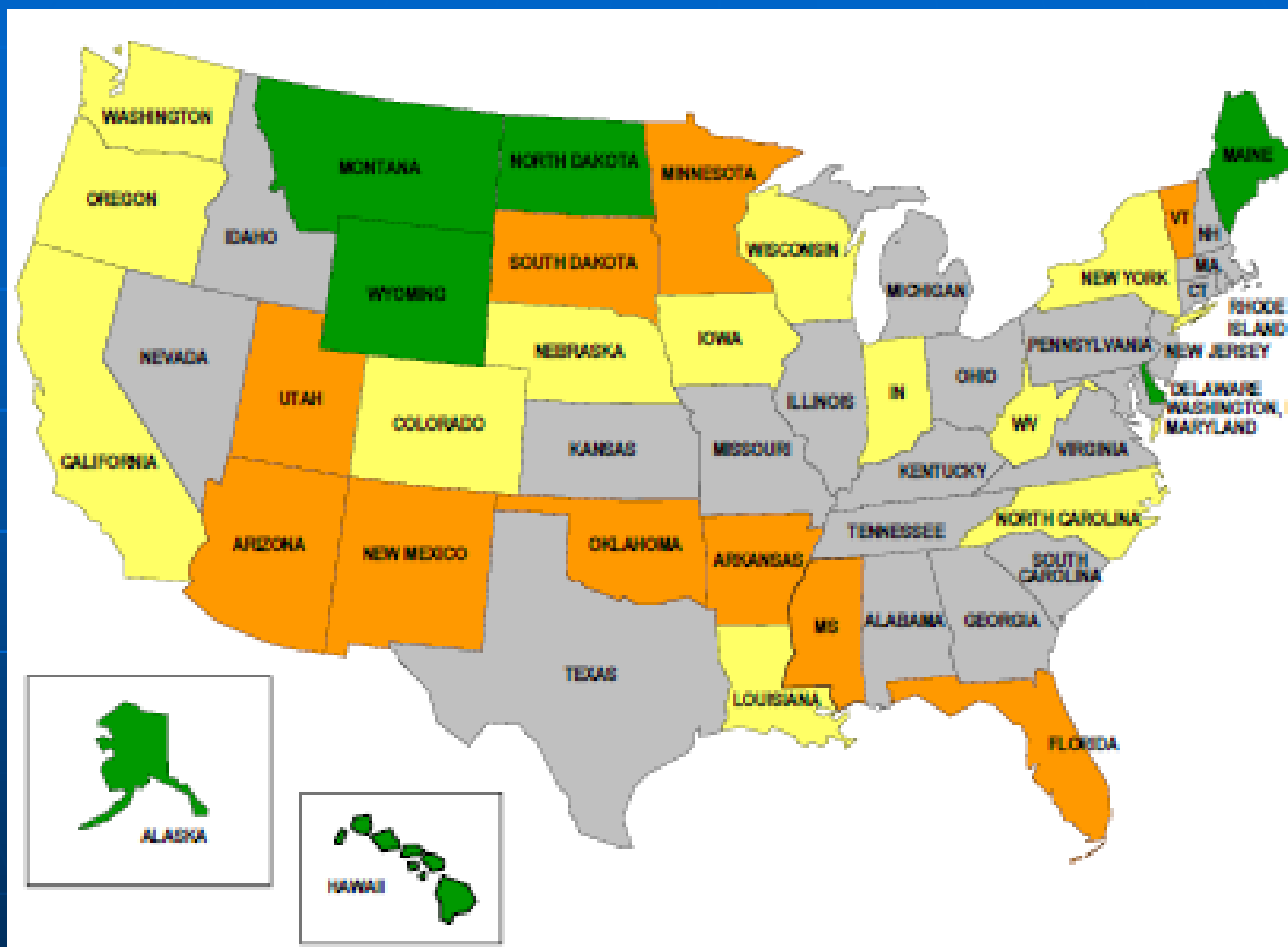
Comprehensive Programs





- Impact of state program funding
 - Increased funding associated with:
 - Reductions in overall cigarette sales
 - Lower youth smoking prevalence
 - Lower adult smoking prevalence
 - Increased interest in quitting, successful quitting
 - Much of impact results from large scale mass-media anti-smoking campaigns

State Tobacco Control Program Funding and Youth Smoking Prevalence



Program Funding



-  States that are spending 50% or more of CDC recommendation on tobacco prevention programs.
-  States that are spending 25% - 49% of CDC recommendation on tobacco prevention programs.
-  States that are spending 10% - 24% of CDC recommendation on tobacco prevention programs.
-  States that are spending less than 10% of CDC recommendation on tobacco prevention programs.

State Tobacco Control Program

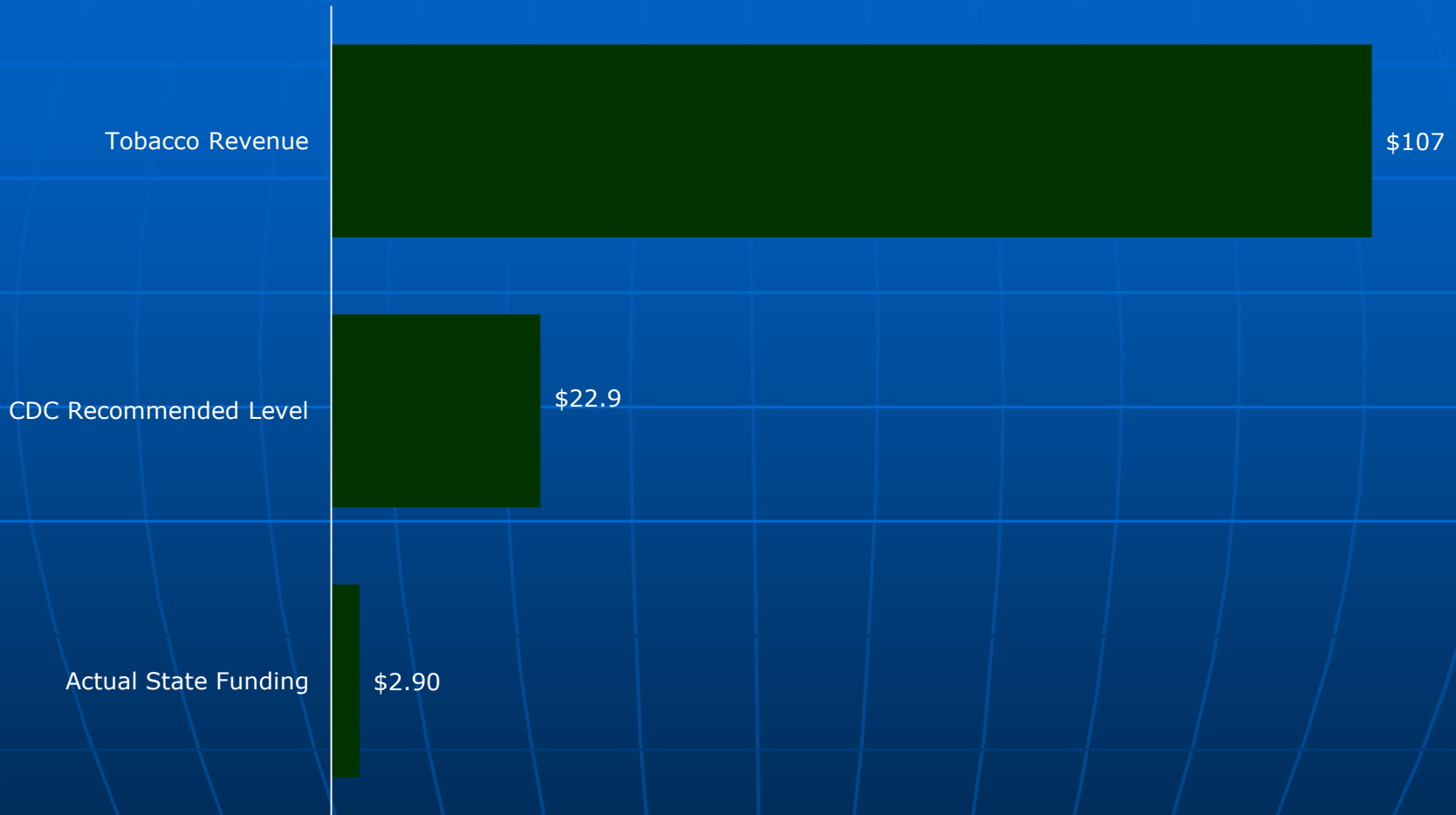
■ **Where are we now?**

- Significant reductions in state funding in recent years
 - From \$7 million in FY03 to \$2.9 million in current fiscal year
 - Continued funding from CDC for state program (\$1.8 million in current fiscal year)
 - Additional funding from Communities Putting Prevention to Work, American Recovery and Reinvestment Act, and Prevention and Public Health Fund grants (~\$1.8 million in FY10-11)

Program Funding

Program Funding

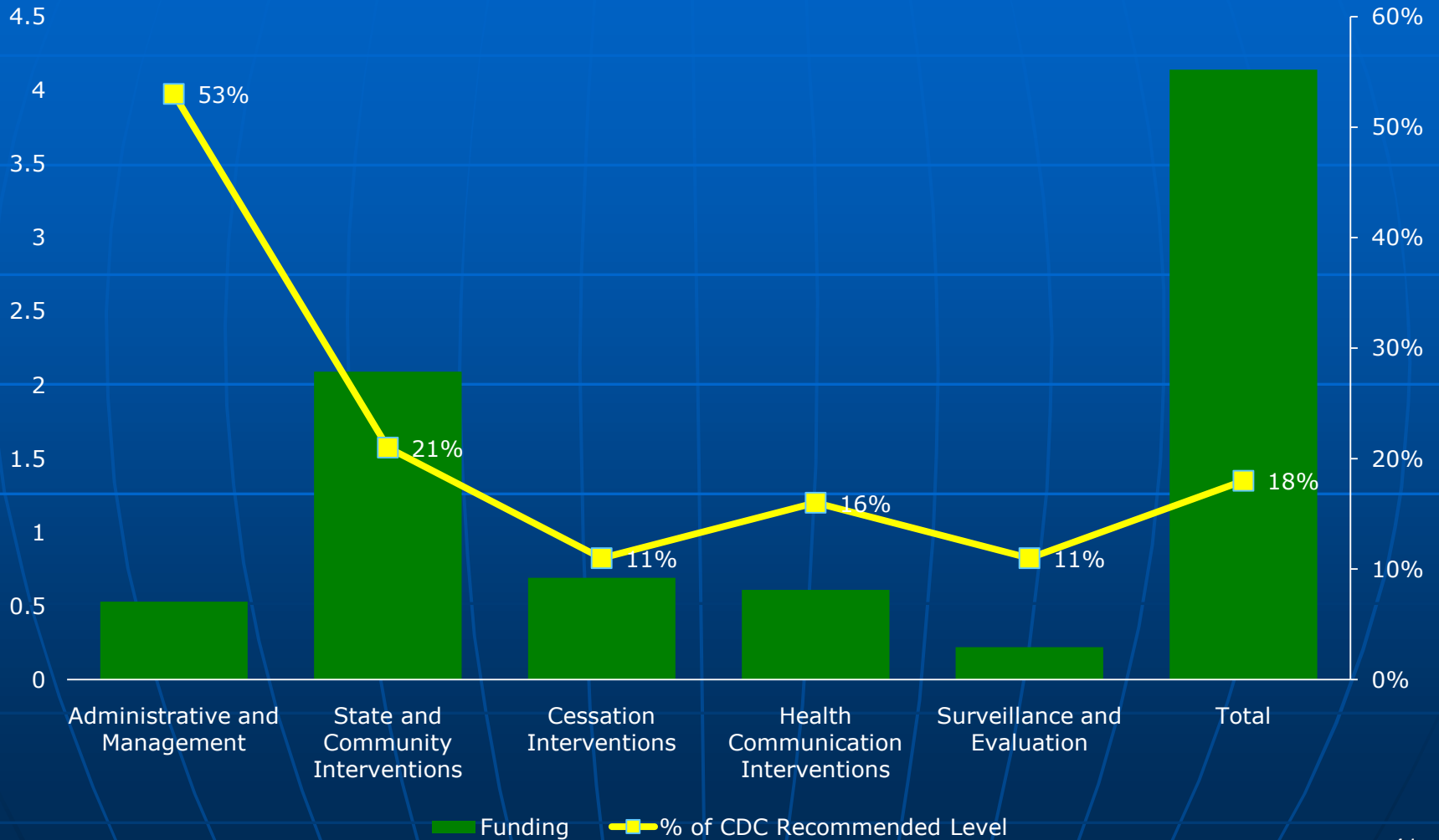
Nebraska, Tobacco Revenues vs Program Funding, FY 2011



Source: Tobacco Free Kids, 2010

Program Funding

Nebraska Tobacco Control Program Program Spending, by Category, FY 2009



Source: ImpactTeen project, 2010

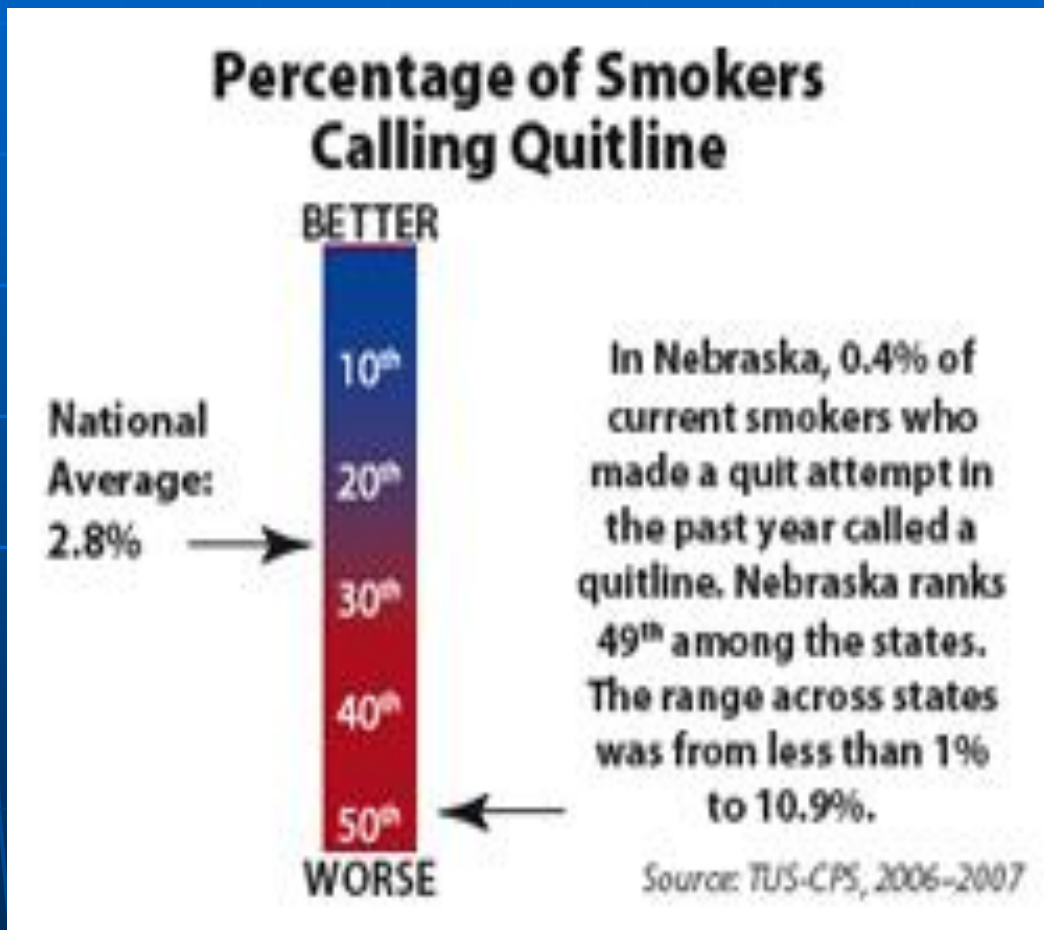
State Tobacco Control Program

■ **Where are we now?**

- Significant demand for cessation
 - ~50% of smokers indicate making quit attempt in past year
 - Nearly 2/3 indicate interest in quitting
- State support minimal
 - 11% of CDC recommended funding for cessation in FY09, likely less now
 - Medicaid coverage for NRT, Chantix, Zyban (with co-pay)
 - No coverage for individual/group counseling

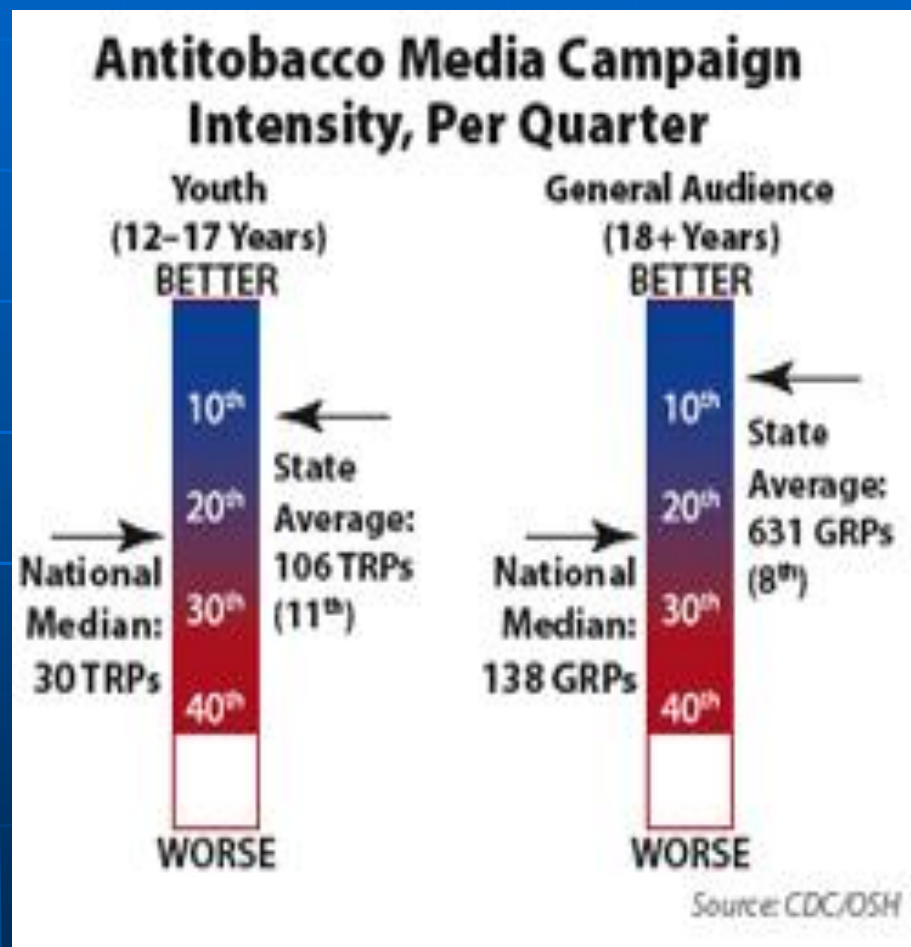
State Tobacco Control Program

- **Where are we now?**
 - Few smokers using the state's Quitline



State Tobacco Control Program

- **Where are we now?**
 - Relatively good exposure to anti-smoking media campaign ads
 - Some anti-smoking messages coming from national campaigns



State Tobacco Control Program

■ Where can we go?

- Fund program activities at levels recommended by CDC
 - \$9.9m for state/community interventions
 - \$6.2m for cessation interventions
 - \$3.8m for health communication interventions
 - \$2.0m for surveillance/evaluation
 - \$1.0m for management/administration
 - \$22.9m total

Enforce

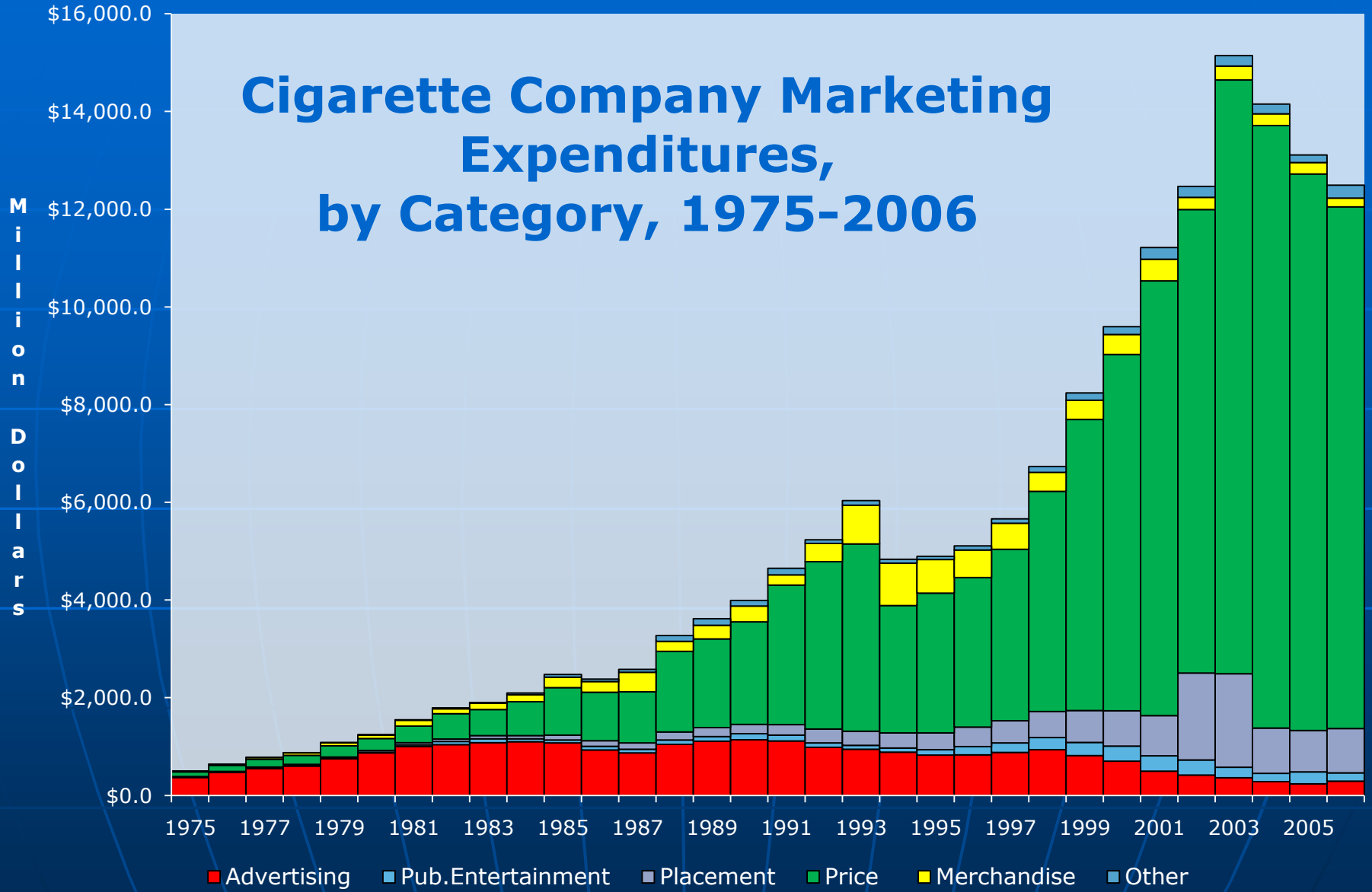
Tobacco Marketing

- Marketing Strategies – the 4 P's:
 - Product – design, packaging
 - Price – including price promotions
 - Place – availability, accessibility
 - Promotion – advertising, sponsorship, etc.
- Most effective campaigns are well-integrated across different dimensions of marketing

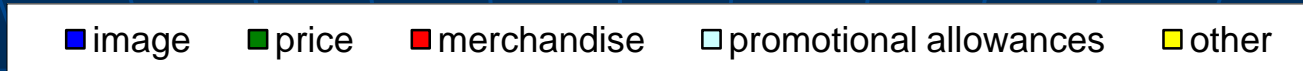
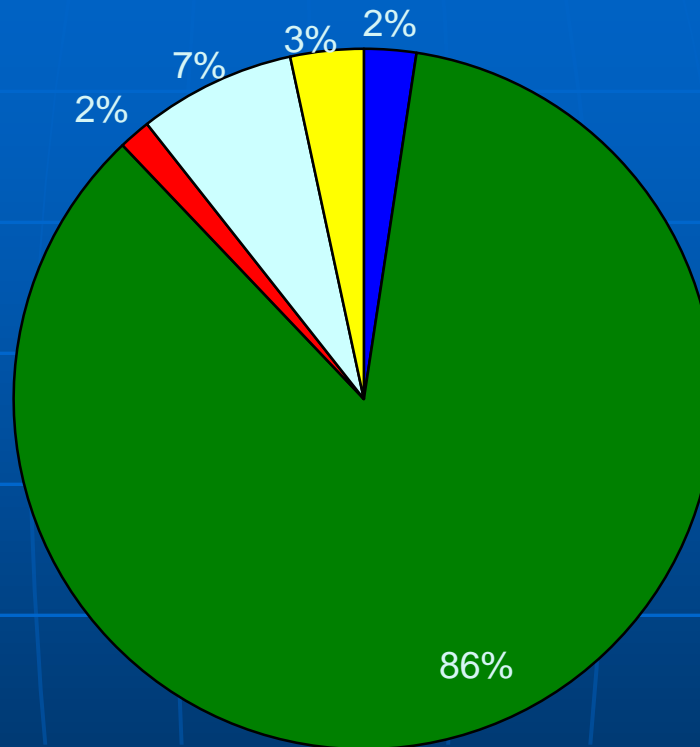
Tobacco Company Marketing

- **Where have we been?**
 - Tobacco company marketing pervasive
 - Grew rapidly over time
 - Companies adapt quickly to constraints (e.g. TV/radio ad ban, MSA limits)
 - Change in focus over time
 - State/local restrictions pre-empted by federal legislation

Cigarette Company Marketing Expenditures, by Category, 1975-2006



2006 Cigarette Marketing Expenditures by Category, United States







Get a RIDE

12
3
6
9

22.89

ABSOLUTELY NO SPARTY CHECKS
THERE WILL BE A \$100 SERVICE CHARGE ON ALL RETURNED CHECKS

NEW MILD FLAVOR
ULTRA LIGHTS

SKOAL

CAMEL
\$2.35

SPECIAL VALUE
\$1.94

\$2.40

Marlboro

CAMEL

Auto Trader
Great Remains!

Truck Trader
More Values, More Choices

NO CHECKS ACCEPTED

CAMEL

Price-Related Marketing: Price Discounts



Price-Related Marketing: Retail Value Added - product



Price-Related Marketing: Coupons

<p>SAVE \$1.00 ON WINSTON \$1.00</p> <p>MANUFACTURER COUPON 04/28/90</p> <p>GOOD ON 1 CARTON OF WINSTON ANY STYLE, ANY LENGTH</p> <p>02314 479335147 REDEEM BY APRIL 28, 1990</p> <p>Winston</p>	<p>SAVE \$1.00 ON WINSTON \$1.00</p> <p>MANUFACTURER COUPON 05/19/90</p> <p>GOOD ON 1 CARTON OF WINSTON ANY STYLE, ANY LENGTH</p> <p>02317 479335147 REDEEM BY MAY 19, 1990</p> <p>Winston</p>
<p>SAVE \$1.00 ON WINSTON \$1.00</p> <p>MANUFACTURER COUPON 05/05/90</p> <p>GOOD ON 1 CARTON OF WINSTON ANY STYLE, ANY LENGTH</p> <p>02315 479335147 REDEEM BY MAY 5, 1990</p> <p>Winston</p>	<p>SAVE \$1.00 ON WINSTON \$1.00</p> <p>MANUFACTURER COUPON 05/12/90</p> <p>GOOD ON 1 CARTON OF WINSTON ANY STYLE, ANY LENGTH</p> <p>02316 479335147 REDEEM BY MAY 12, 1990</p> <p>Winston</p>

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Save NEW

50¢ OFF **Newport Slim 120's** **50¢ OFF**

MANUFACTURER'S COUPON / EXPIRES 8/30/96

50¢ OFF

NAME: Chk. Dns. (Print) _____
 NICHELS: _____
 PHONE: _____
 REGULAR BRAND GOODS: _____
 By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am not willing to receive free samples of cigarettes and related merchandise in the mail, subject to applicable state and Federal law.
 SIGNATURE (Required): _____

05177
 26100 21450 5 181010 05177



\$6.00 savings for the exclusive use of:
 Elizabeth A. Sayles

SURGEON
 Now Great

Price-Related Marketing: Other Value Added



4000 PREMIUM

CONNECTICITY COLLECTION

- wireless ear x 30 cupones
- microphone x 3 cupones
- optica optica x 5 cupones
- webcam x 10 cupones
- USA memory x 20 cupones

Juntá los cupones

Además, en cada uno podés ganarte una **PalmOne Zire 72**.
Centros de corte sólo en locales **MUMUMUNDO** adheridos a partir del 10 de abril.

CRAZY CAMEL CASH

500	1000	2000
150	300	450
100	200	300
65	130	195
40	80	120
20	40	60
15	30	45
10	20	30
ANY	ANY	ANY
5	10	15
ANY	ANY	ANY
2	4	
ANY	ANY	ANY
	WILD	X 3

COINS: 3 TOTAL BET: \$0.03 WIN: \$0.06

SELECT COINS DET MAX AUTO SPIN

GOLDEN STICK

THE SEARCH IS ON FOR THOUSANDS OF GOLDEN STICKS WORTH P5,000 TO **P1,000,000**

FREE CAMERA
WITH 3-PACK PURCHASE.

PARLIAMENT Lights

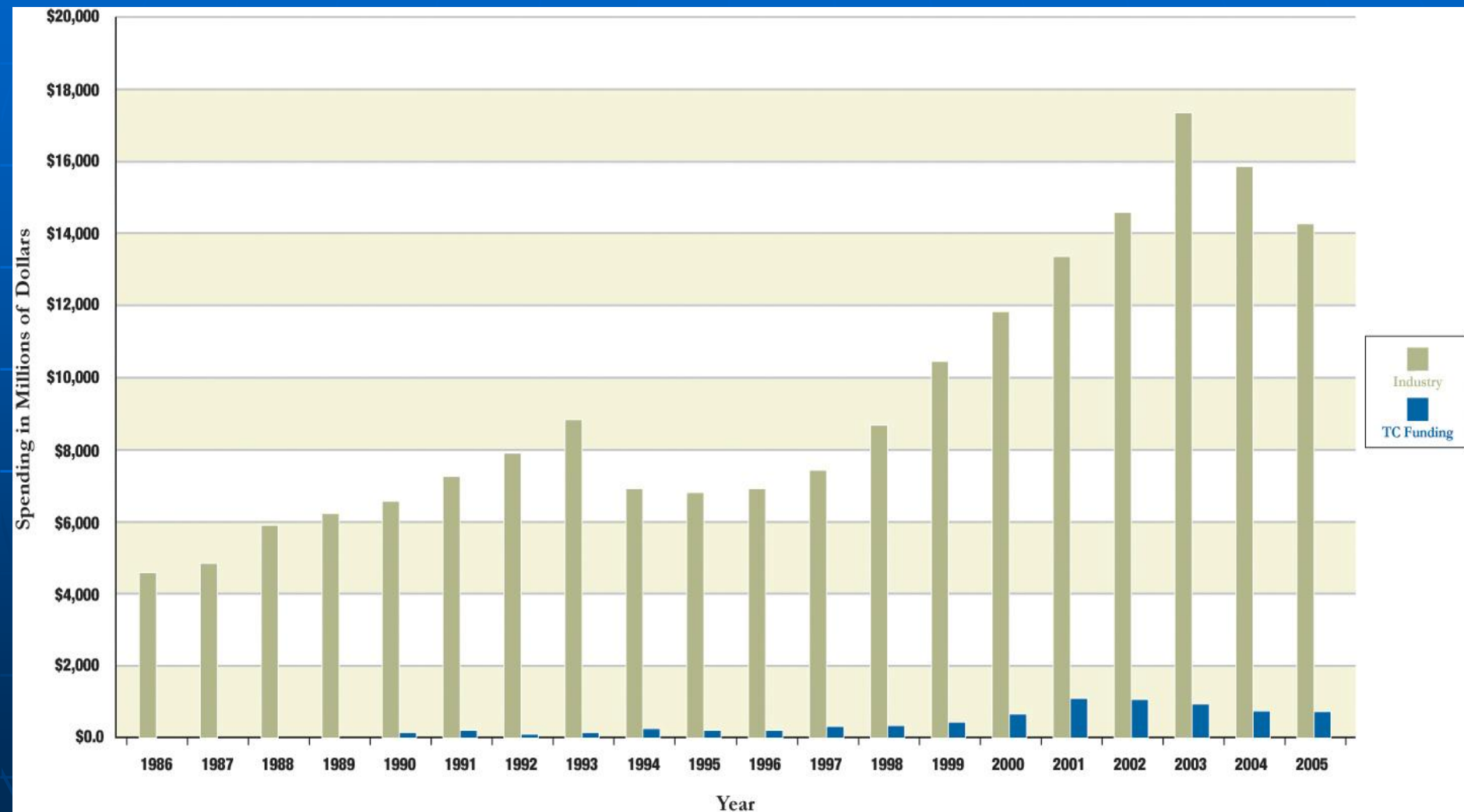
35mm FOCUS FREE

KOMBO
FREE when you buy a pack.

bottle opener -> lighter

KOOL

Tobacco Industry Marketing vs. Tobacco Control Spending (in millions of dollars) – United States, 1986-2005



Source: FTC 2005 and Project ImpactTEEN; data are in July 2007 dollars.

Tobacco Company Marketing

■ **Where are we now?**

- Federal TV/radio ad ban
- MSA restrictions
 - Outdoor, transit, sponsorships, branded merchandise, etc.

Tobacco Company Marketing

■ **Where are we now?**

- Significant changes in tobacco industry
 - Consolidation of tobacco companies
 - Emergence of variety of new tobacco products
 - Brand extensions
 - Concentration of marketing effort on fewer and fewer brands



©2001 R.J. Reynolds Tobacco Co. Offer and validity restricted to smokers 21+.

Discover the difference.

A cigarette that may present less risk of cancer, chronic bronchitis and possibly emphysema.*

eclipse

No lingering odor. 80% less secondhand smoke.

* Eclipse is not perfect. For instance, we do not claim that Eclipse presents smokers with less risk of cancer, chronic bronchitis, or emphysema and pregnancy. An average brand, 16 cigarettes, provides about 100 mg. of tar, including Eclipse.

NEW!

Omni

Reduced carcinogens. Premium taste:

Introducing the first premium cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.

For more information call 1-866-679-OMNI or visit us at www.omnicigs.com.

Reductions in carcinogens are in comparison to similar repetitive brand styles.

OMNI Kings: 15 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

OMNI Lights: 11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

OMNI Lights: 11 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.bv.com.

©2001 B&W T Co-1

NEW ADVANCE

A Step In The Right Direction.

All of the taste... Less of the toxins.

ADVANCE contains less toxins than the leading lights brands, thanks to a revolutionary new filter design and a patented new method for curing tobacco.

Made with premium tobaccos, ADVANCE offers all of the rich, satisfying taste you expect from a great lights cigarette. Less toxins and great taste... Now that's an ADVANCE.

Trionic™ Filter

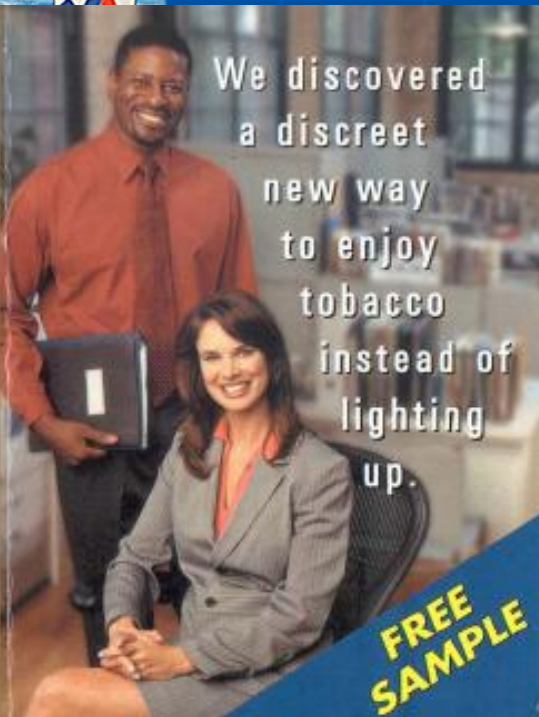
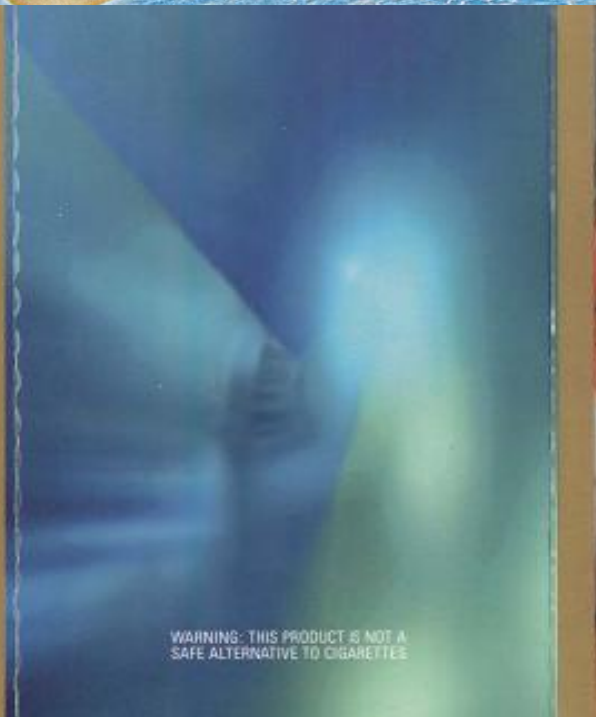
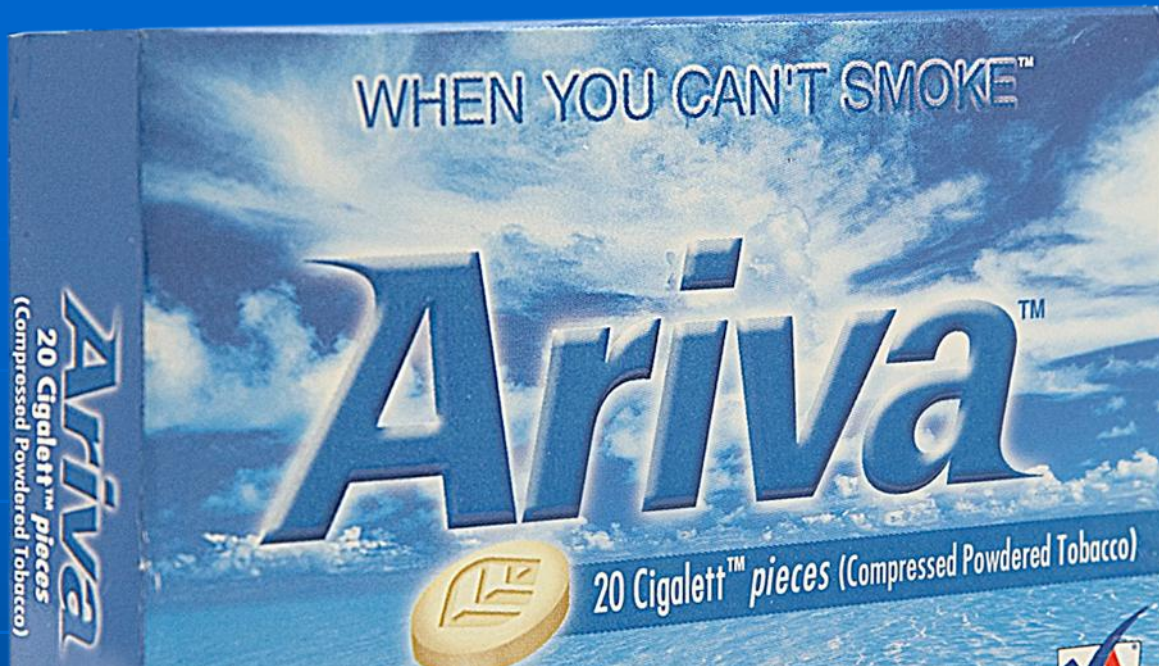
10 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.bv.com.

Available in the Indianapolis Metro Area

There is no such thing as a safe cigarette, nor is there enough available medical information to know if Advance with less toxins will lower health risks.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

ADVANCE Magazine Ad male.tif



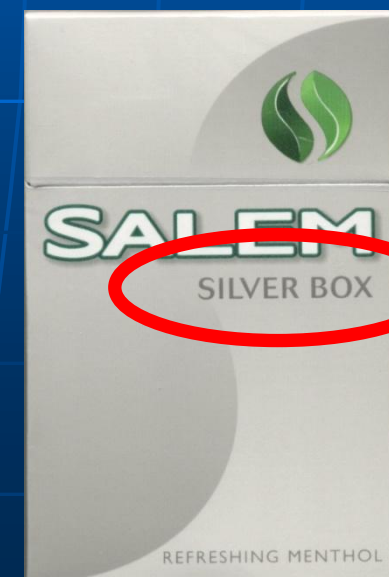
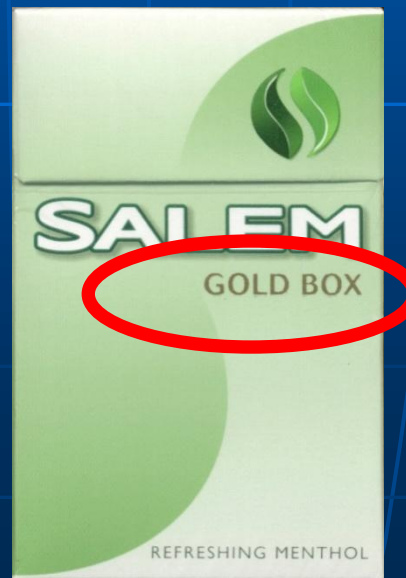
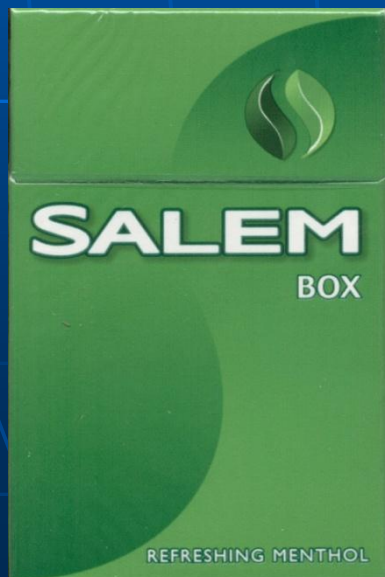
Tobacco Company Marketing

- **Where are we now?**
- Family Smoking Prevention and Tobacco Control Act, 2009
 - Gives FDA authority to regulate tobacco products
 - Candy and fruit flavored cigarettes banned 9/22/09
 - Excludes menthol flavored cigarettes
 - Doesn't covered other flavored products (small cigarettes, cigarillos, smokeless,.....)

Tobacco Company Marketing

- **Where are we now?**
- **FDA regulation**
 - Brand specific disclosure of product constituents required January 2010
 - Restrictions on sale and marketing to youth, April 2010
 - Ban on misleading descriptors, July 2010

Product Labeling: "Replacement" Descriptors



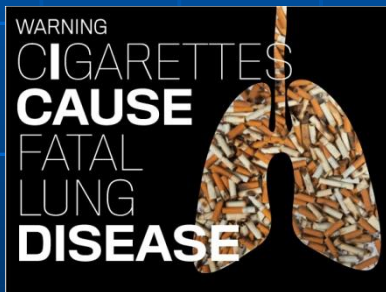
Tobacco Company Marketing

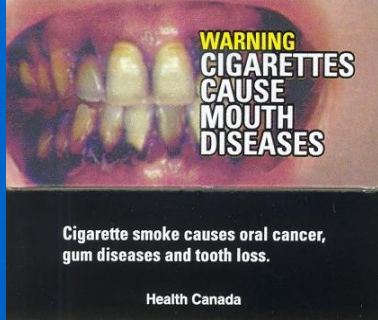
- **Where are we now?**
- FDA regulation
 - New warning labels:
 - On smokeless products, July 2010
 - On cigarettes, October 2012



WHAT HAS FDA REGULATION OF TOBACCO DONE FOR YOU LATELY?







**Canada
2000**



**Brazil
2002**



**Singapore
2004**



**Jordan
2005**



**Venezuela
2005**



**Thailand
2005**



**Uruguay
2006**



**Chile
2006**



**Australia
2006**



**Hong Kong
2007**



**Belgium
2007**



**UK
2008**



**New Zealand
2008**



**Romania
2008**



**Egypt
2008**



**Brunei
2008**



**Cook Islands
2008**



**Iran
2009**



**Malaysia
2009**



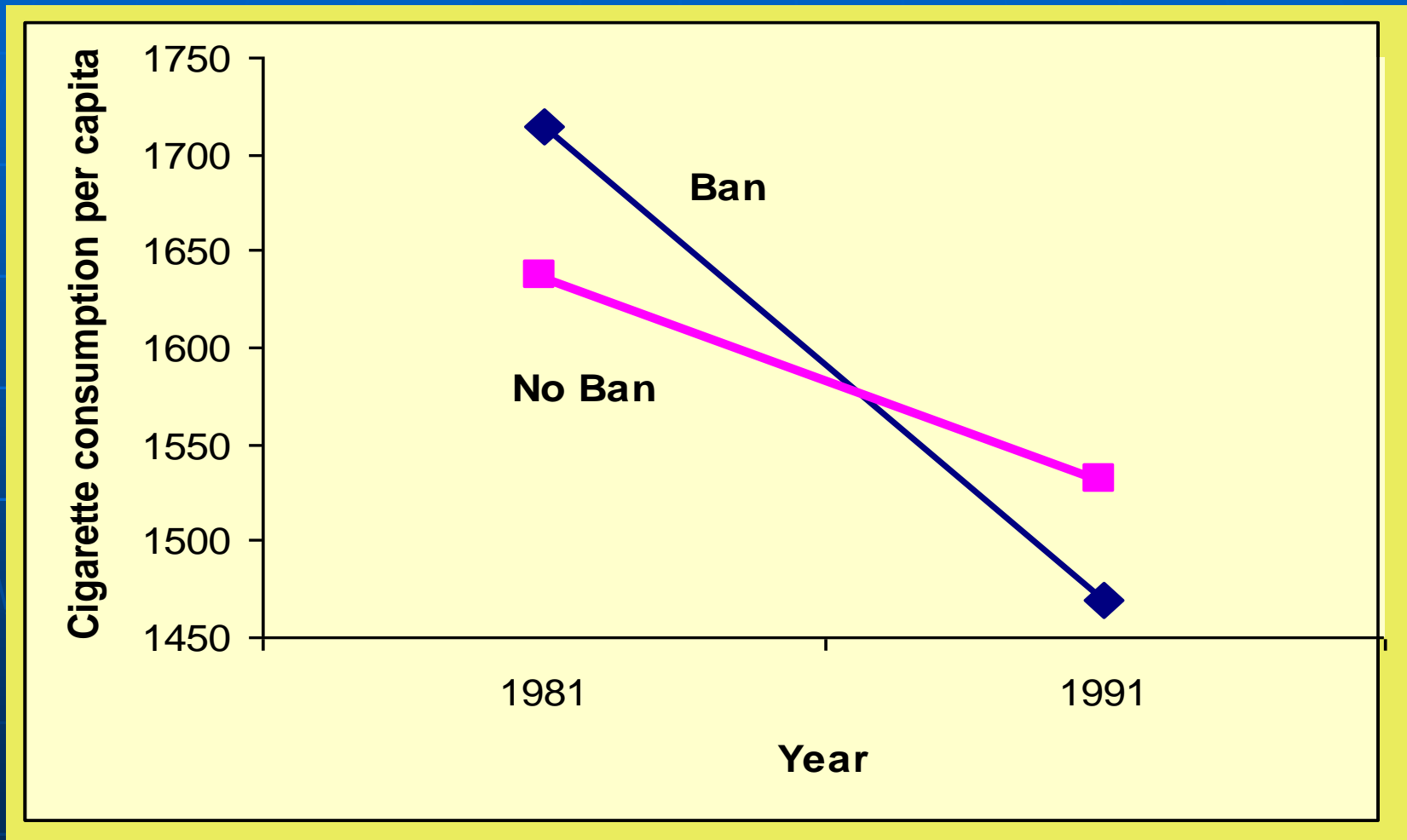
**Peru
2009**

Tobacco Company Marketing

- **Where can we go?**
- FDA regulation
 - Eliminates federal pre-emption of stronger state, local restrictions on tobacco company marketing
 - Comprehensive marketing bans possible?
 - Evidence that comprehensive bans lead to significant reductions in tobacco use

Comprehensive advertising bans reduce cigarette consumption

Consumption trends in countries with such bans vs. those with no bans



Source: Saffer, 2000

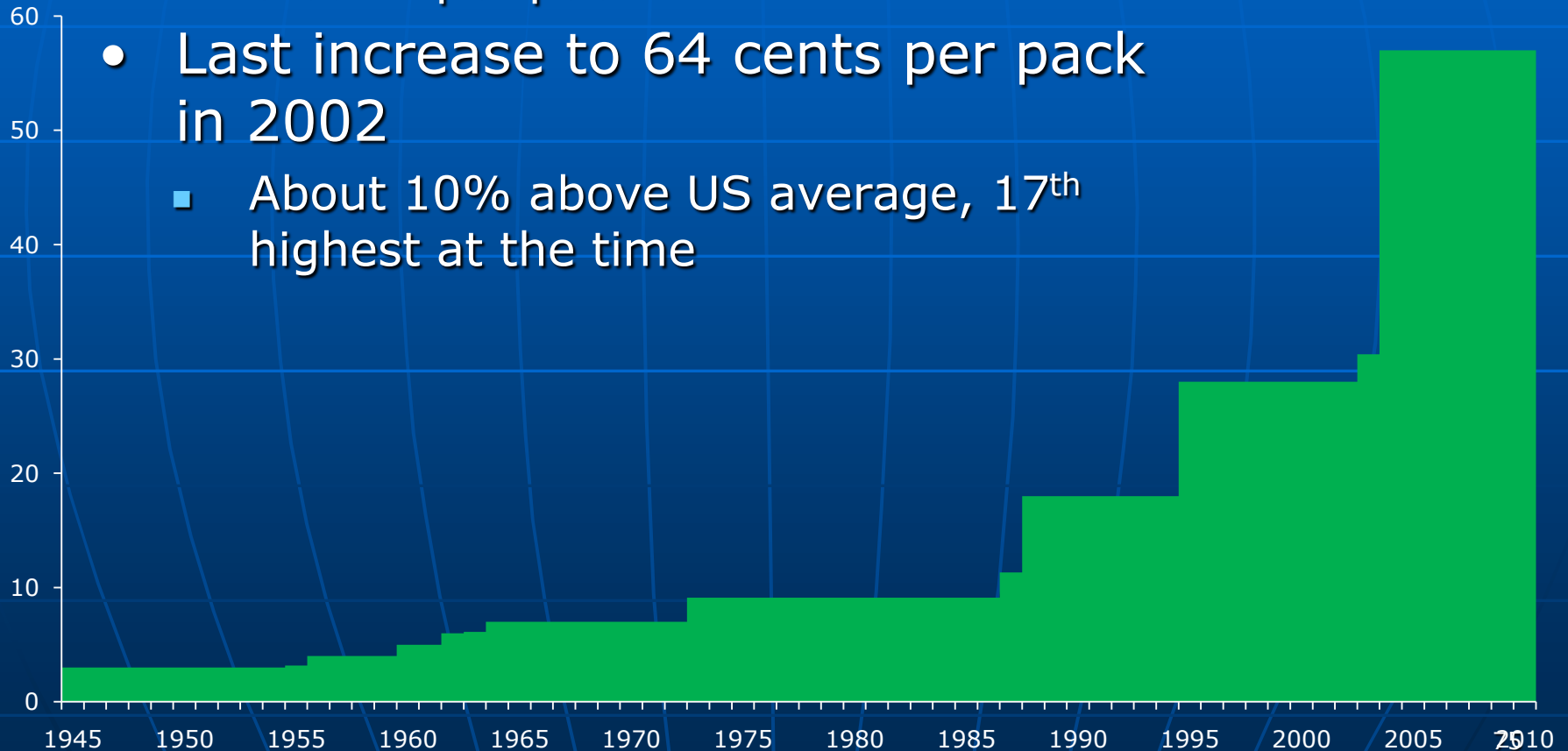
Minimum Pricing Policies

- As of 12/31/09:
 - 25 states with minimum pricing policies
 - Typically mix of minimum markups to wholesale and retail prices
 - Median wholesale markup 4% (4.75% in NE)
 - Median retail markup 8% (8% in NE)
 - 7 states (including Nebraska) prohibit use of price promotions in minimum price calculation
 - Little impact on actual retail prices
 - Greater impact where promotions excluded

Raise

Cigarette Taxation in NE

- Nebraska first adopted cigarette tax in 1947
 - 3 cents per pack
- Last increase to 64 cents per pack in 2002
 - About 10% above US average, 17th highest at the time



Tobacco Taxation

■ Where have we been?

- Federal cigarette tax
 - Specific (per unit) excise tax, initially adopted in 1864
 - Raised during war time/lowered during peace time
 - Set at 8 cents per pack in 1951; doubled 1983
 - Eventually raised to 39 cents per pack in 2002
 - Less than 60% of inflation adjusted value of 1951 tax
 - Significant increase – 61.66 cents – April 1, 2009
 - Earmarked for S-CHIP expansion
- Other tobacco products taxes at similar rates

Tobacco Taxation

- **Where have we been?**
 - Other state cigarette taxes
 - First adopted by IA in 1921;
 - NC last to adopt in 1969
 - Specific excise tax in all states
 - All but PA tax other tobacco products
 - Mostly ad valorem (percentage of price) taxes

Taxes, Prices and Tobacco Use

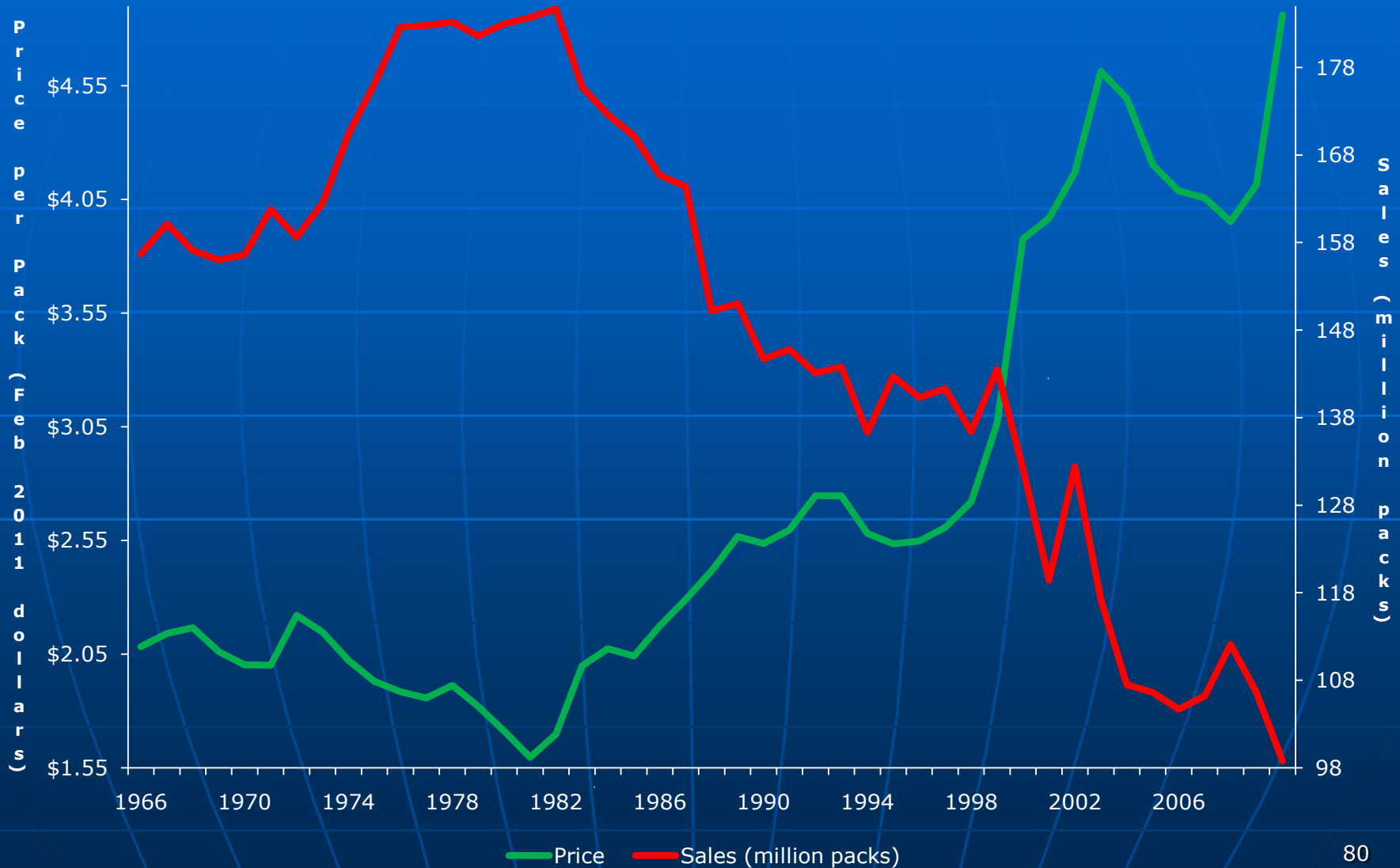
- **Increases in tobacco product taxes and prices:**
 - Induce current users to try to quit
 - Many will be successful in long term
 - Keep former users from restarting
 - Prevent potential users from starting
 - Particularly effective in preventing transition from experimentation to regular use
 - Reduce consumption among those who continue to use
 - Lead to other changes in tobacco use behavior, including substitution to cheaper products or brands, changes in buying behavior, and compensation

Cigarette Prices and Cigarette Sales, United States, 1970-2009



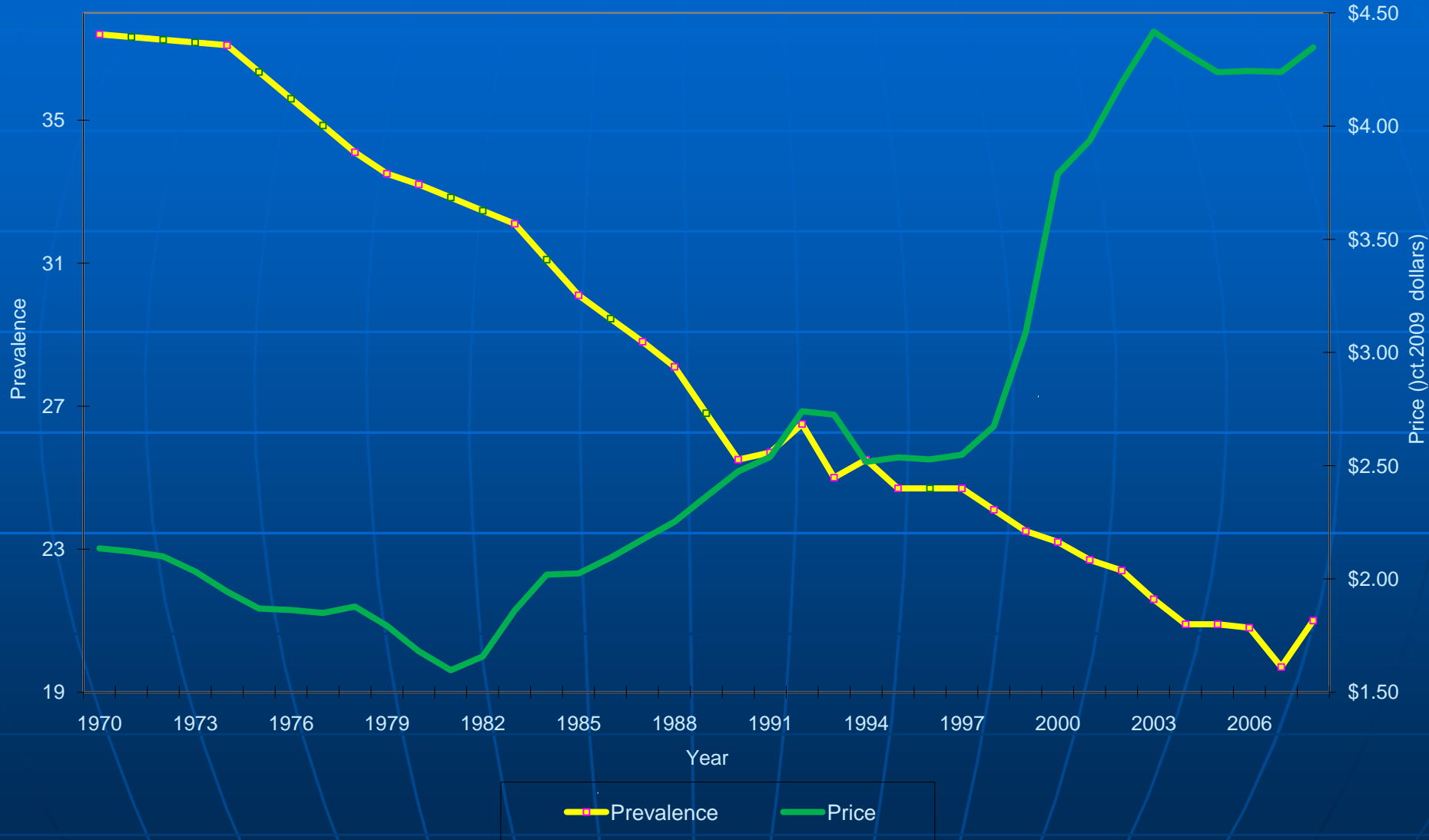
Source: *Tax Burden on Tobacco*, 2009, and author's calculations

Price (Inflation Adjusted) and Cigarette Sales, Nebraska, 1966-2010



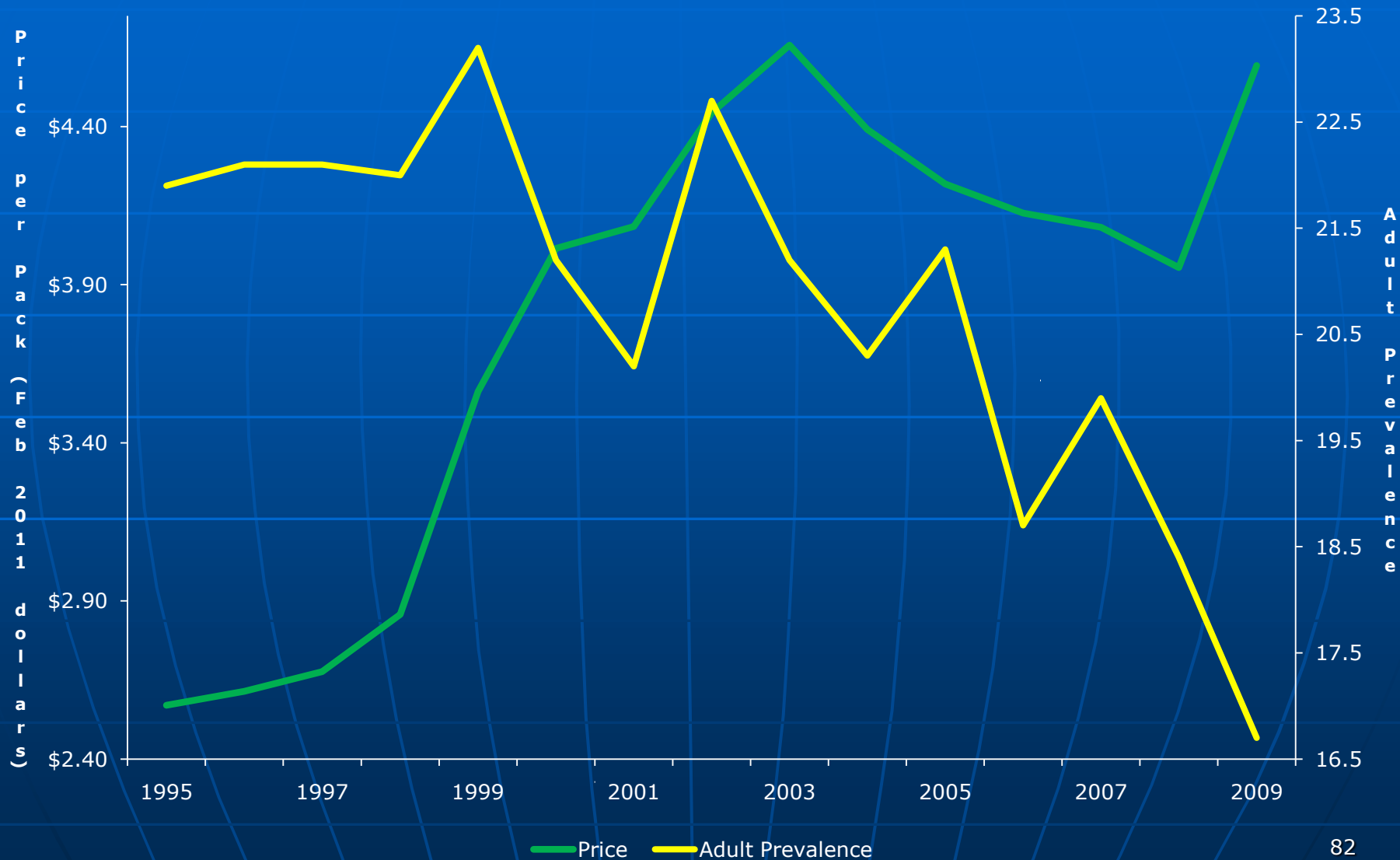
Source: *Tax Burden on Tobacco*, 2011, and author's calculations

Cigarette Prices and Adult Smoking Prevalence, United States, 1970-2008

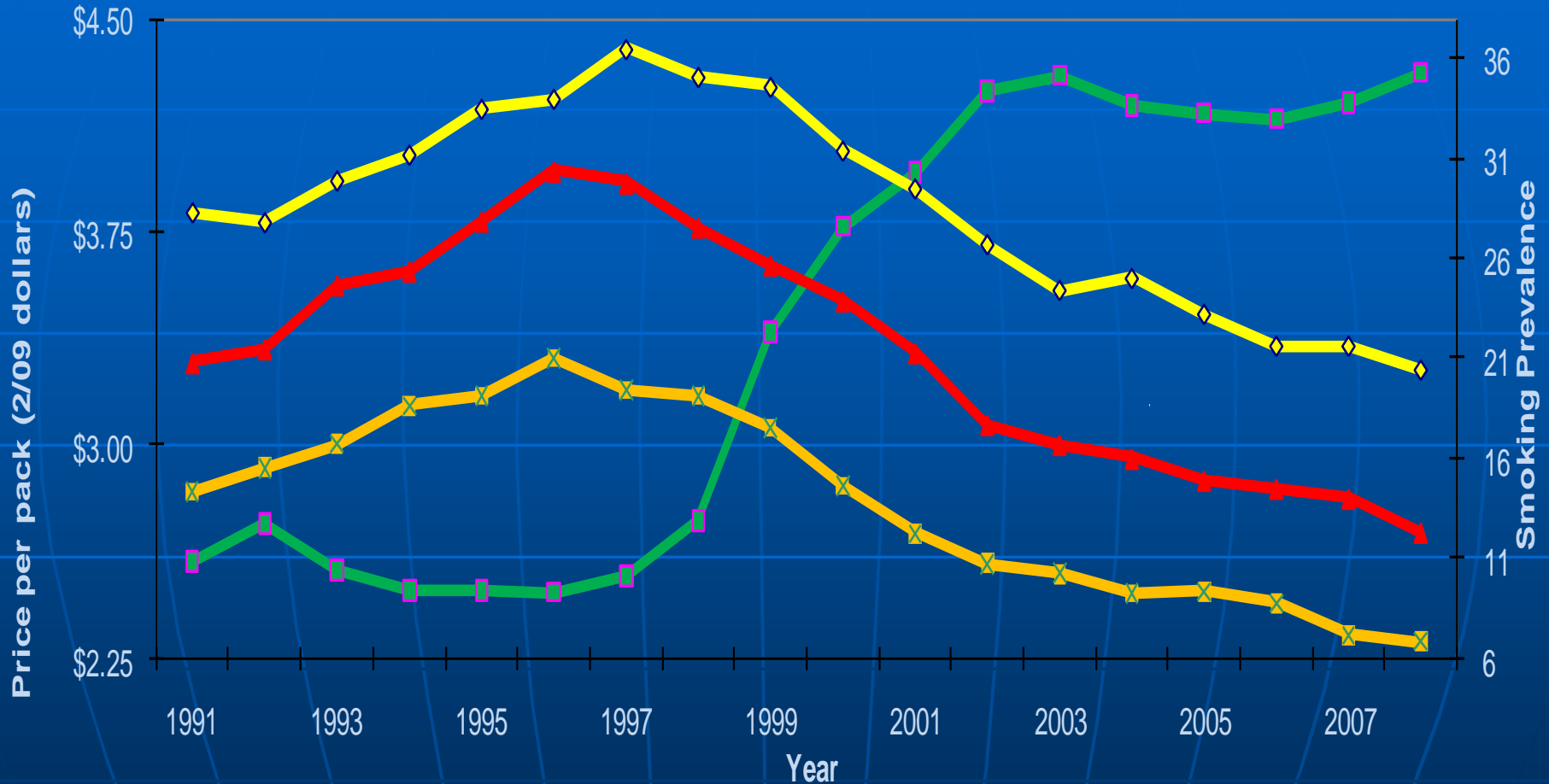


Source: NHIS, *Tax Burden on Tobacco*, 2009, and author's calculations
 Note: green data points for prevalence are interpolated assuming linear trend

Price (Inflation Adjusted) and Adult Smoking Prevalence, NE, 1995-2009

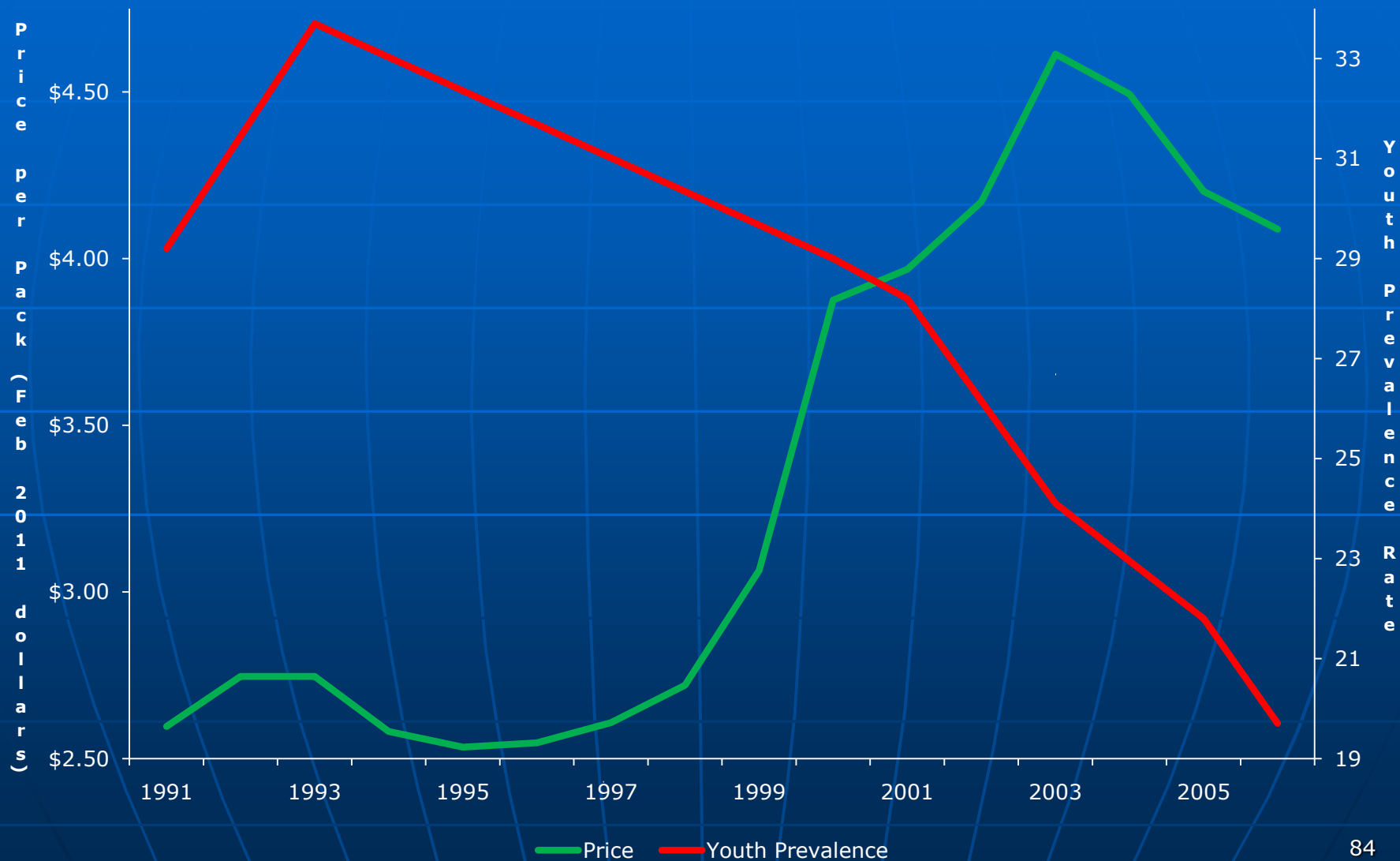


Cigarette Price and Youth Smoking Prevalence, United States, 1991-2008



■ Cigarette Price
 ◆ 12th grade prevalence
 ▲ 10th grade prevalence
 × 8th grade prevalence

Price (Inflation Adjusted) and Youth Smoking Prevalence, NE, 1991-2006



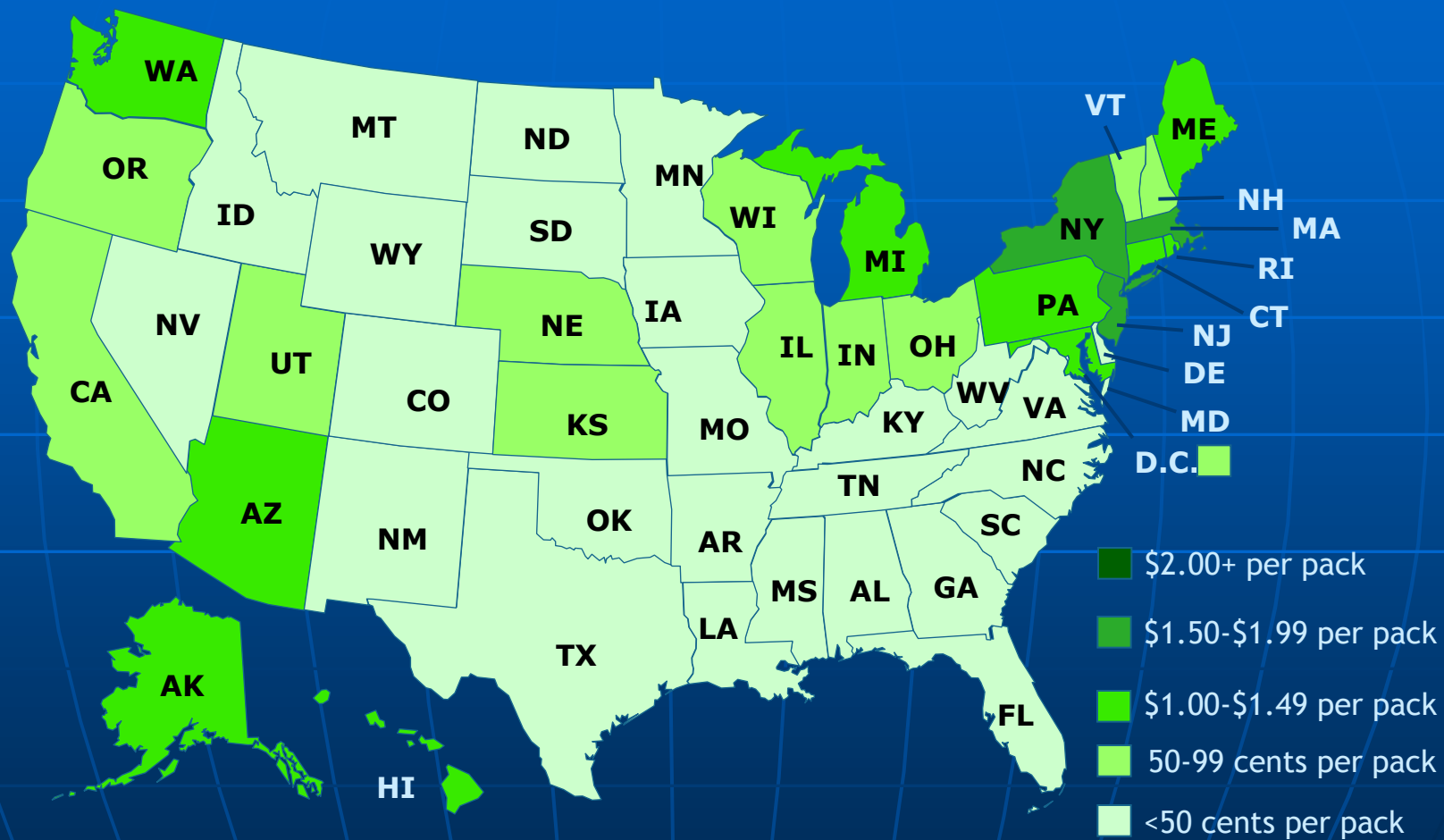
Source: NE YTS and YRBS, *Tax Burden on Tobacco*, 2011, and author's calculations

Tobacco Taxation

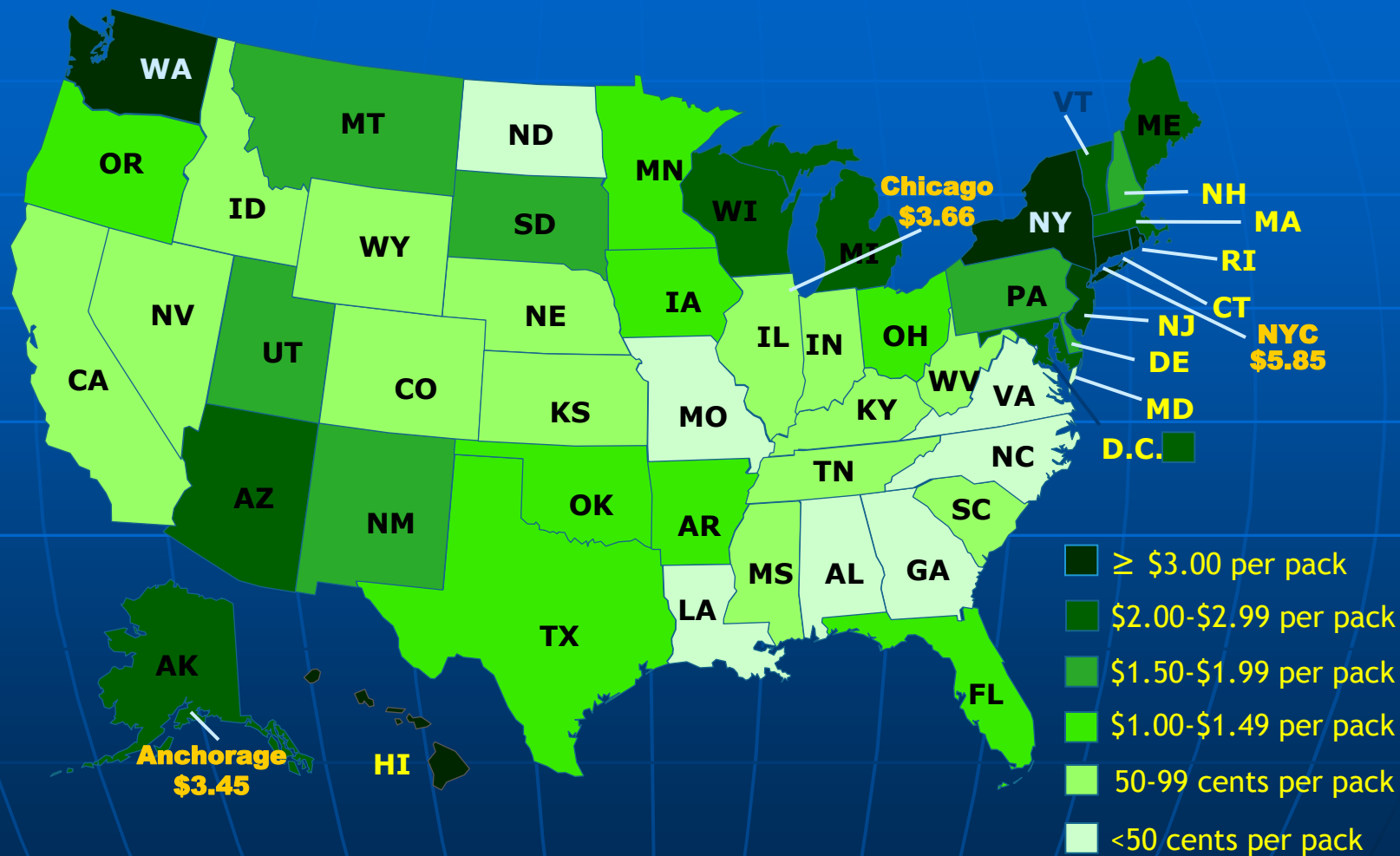
■ **Where are we now?**

- When tax last raised in 2002:
 - 64 cent per pack was 17th highest
 - About 10% above the average state tax rate
- Currently:
 - 38th among state taxes
 - Majority of states have increased cigarette taxes since 2002, some multiple times
 - NE less than ½ of the average state tax
 - Have similarly fallen behind on other tobacco product taxes

State Cigarette Excise Tax Rates – 2002



State Cigarette Excise Tax Rates – 2010

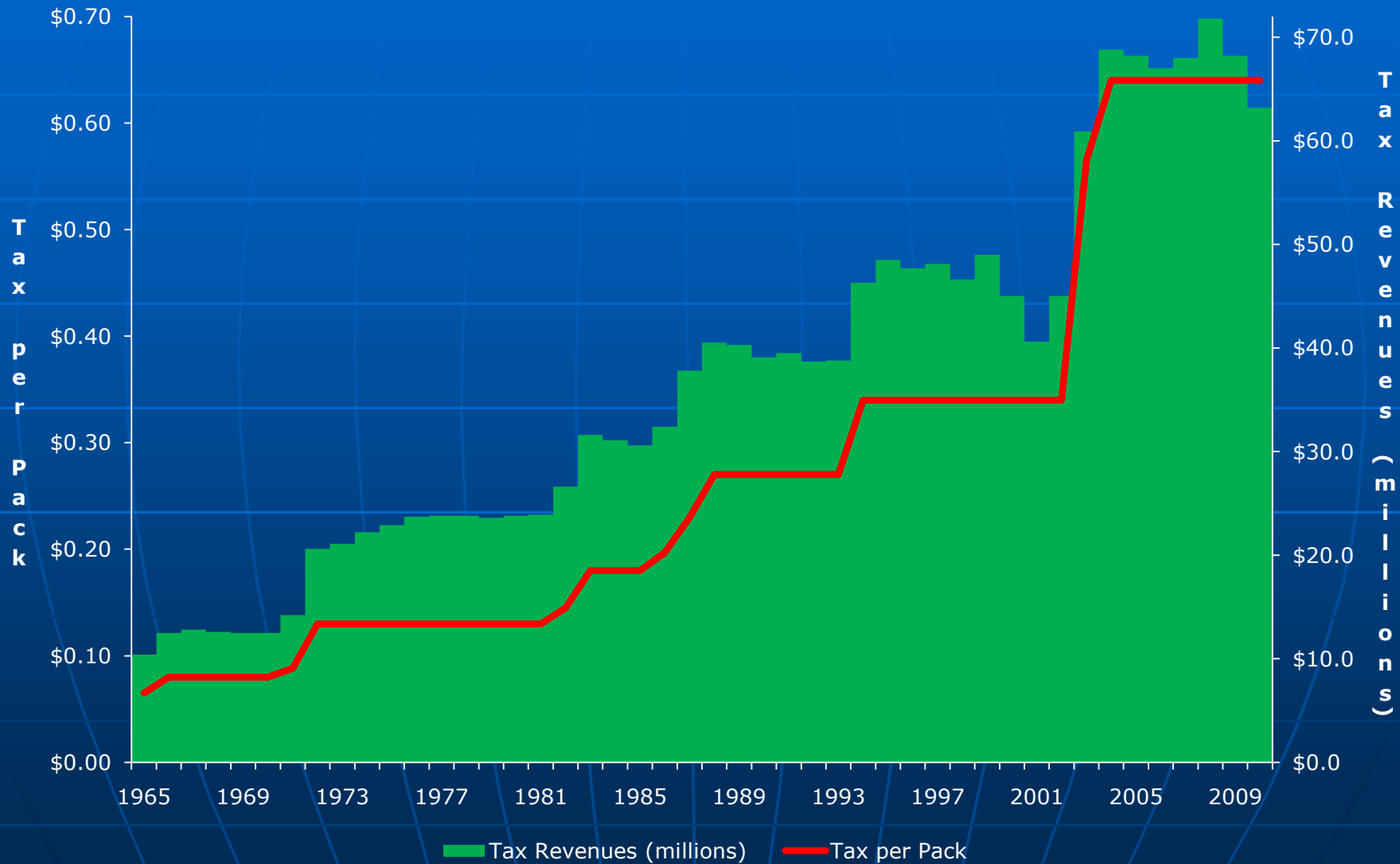


CDC, Office on Smoking and Health. State Tobacco Activities Tracking and Evaluation (STATE) System.

Tobacco Taxation

- **Where can we go?**
 - Raise the state cigarette excise tax
 - Getting back to 17th place would require \$1.70 per pack tax
 - If raised to \$1.99 (15th highest):
 - Over \$90 million in additional tax revenues in first full year; \$10 million more from OTP increase
 - Almost 10,000 adult smokers would quit
 - Almost 19,500 fewer kids would start
 - Prevent about 8,8000 premature deaths from smoking among current population

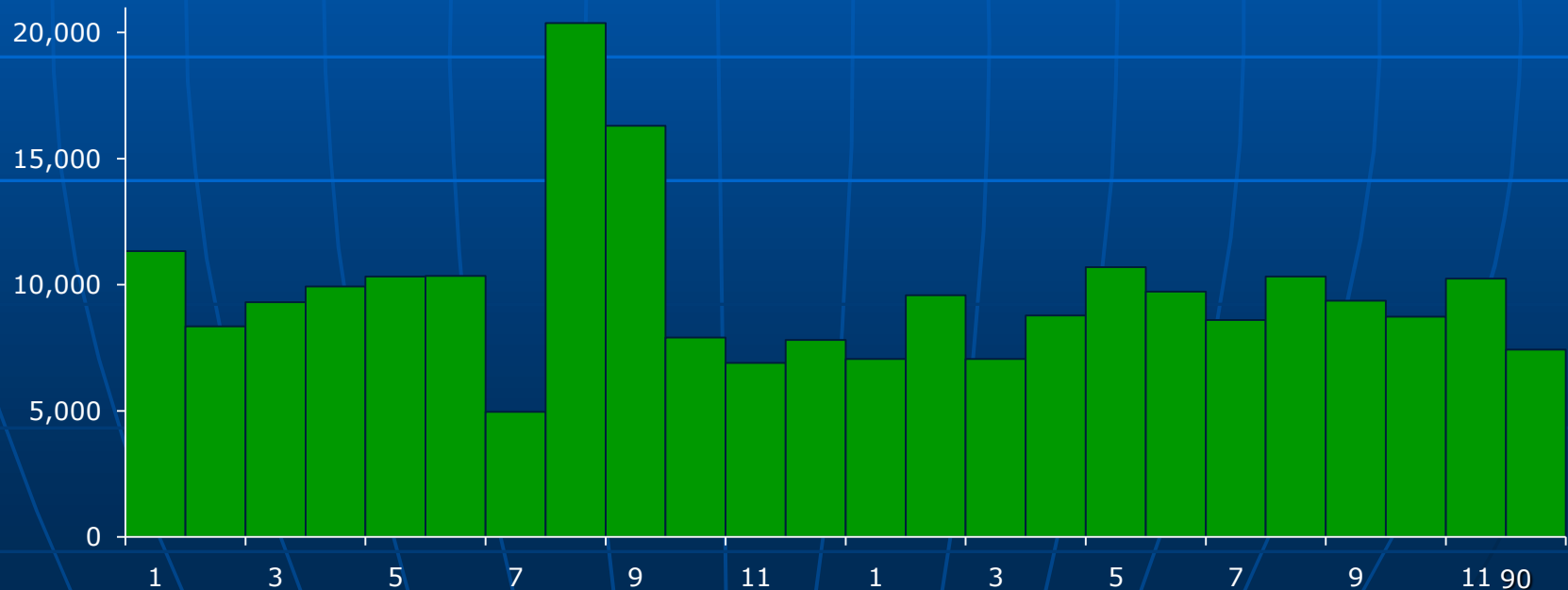
Cigarette Tax and Tax Revenues Nebraska, 1965-2010



Tobacco Taxation

- **Where can we go?**
 - Impose floor tax when adopting tax increases

Monthly Cigarette Shipments, Nebraska, 2002-2003



Tobacco Taxation

- **Where can we go?**
 - Raise the state's other tobacco product excise taxes
 - Currently 20% of wholesale prices
 - By comparison, WI is 100% of wholesale price
 - Tighten tobacco product definitions

Tobacco Taxation

- Little cigars
 - Taxed at lower rate
 - Exempt from various product regulations related to flavorings, packaging, marketing
 - Can redefine cigarettes to include:
 - “any roll of tobacco that weighs no more than four and a half pounds per thousand (unless wrapped in whole tobacco leaf and does not have a cellulose acetate or other cigarette-like filter)
 - Redefine cigars as “any roll of tobacco that is not a cigarette”



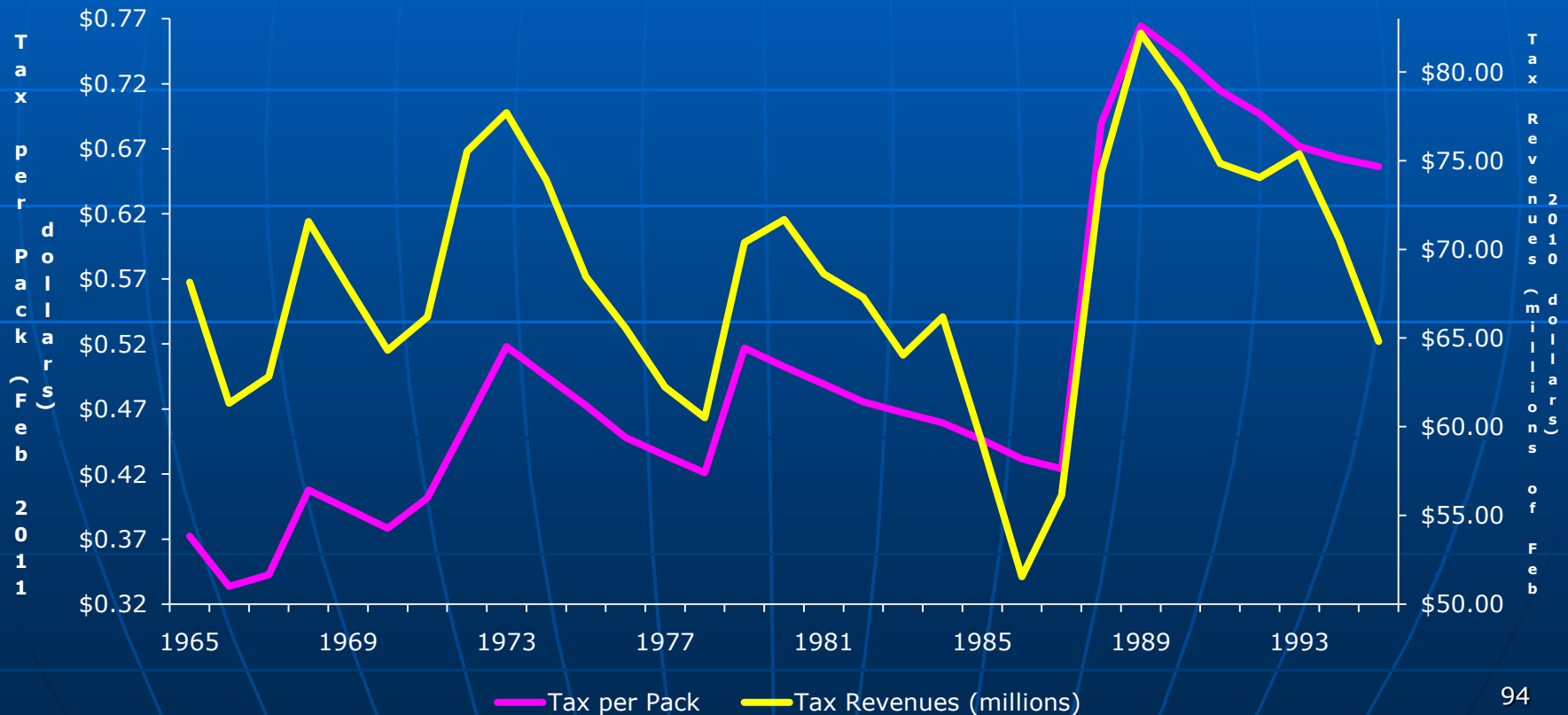
Tobacco Taxation

- Other product definitions
 - Non-combustible tobacco products – redefine smokeless tobacco products (or ‘other tobacco products’, ‘tobacco products’ to include:
 - “any other product containing tobacco that is intended or expected to be consumed without being combusted”

Tobacco Taxation

■ Where can we go?

- Allow for annual administrative tax increases to keep pace with inflation



Tobacco Taxation

- **Where can we go?**
 - Use portion of new revenues to fund state tobacco control program

Program Funding

Nebraska, Tobacco Revenues vs Program Funding, FY 2011



Tobacco Taxation

■ Where can we go?

- Adopt high tech tax stamp and license all involved in tobacco distribution
- Expand enforcement efforts
- California – only state so far; generated additional \$124 million in revenues in first 20 months

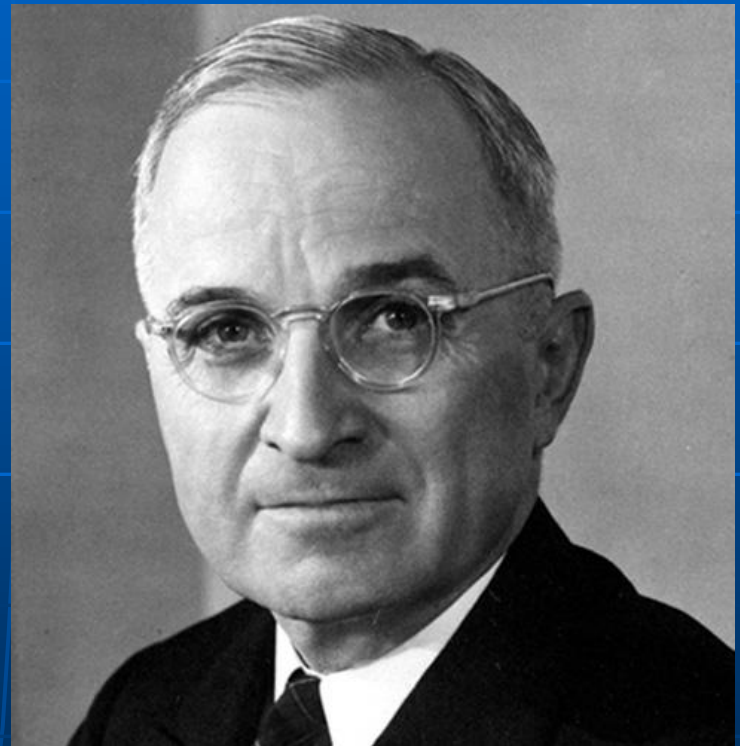


State of Tobacco Control in Nebraska

Summary

- **Harry Truman:**

Give me a one-
handed economist!
All my economists
say
On the one hand.....
And on the other....



Summary

- **On the one hand, some positives**
 - Continuing declines in tobacco use among adults and youth
 - Comparable to US and neighbors
 - One of the most comprehensive state smoke-free air policies in the world
 - Additional local policies thanks to absence of pre-emption

Summary

- **On the other hand, several negatives**
 - Persistent disparities in tobacco use
 - Woefully underfunded state tobacco control program
 - Have fallen well behind most states on tobacco taxes

Summary

- **And on the other other hand, some opportunities**
 - Increased taxes on all tobacco products
 - Inflation adjustments, high-tech tax stamps, and increased enforcement
 - Funding for state tobacco control efforts
 - Comprehensive restrictions on tobacco company marketing

For more information:

www.bridgingthegapresearch.org

www.impactteen.org

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