

# Broken Promises To Our Children

A State-by-State Look at the  
1998 State Tobacco Settlement  
18 Years Later

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Robert Wood Johnson Foundation



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## Executive Summary

For the past 18 years – since the states settled their lawsuits against the major tobacco companies in November 1998 – we have issued annual reports assessing how well the states have kept their promise to use a significant portion of their settlement funds to combat tobacco use in the United States. In addition to their settlement funds – estimated at \$246 billion over the first 25 years – the states collect billions each year in tobacco taxes.

This year's report finds, once again, that nearly every state gets a failing grade and is spending only a miniscule portion of tobacco revenues to fight tobacco use and the enormous public health problems it causes.

**In the current budget year, Fiscal Year 2017, the states will collect \$26.6 billion in revenue from the tobacco settlement and tobacco taxes. But they will spend only 1.8 percent of it – \$491.6 million – on programs to prevent kids from smoking and help smokers quit. This means the states are spending less than two cents of every dollar in tobacco revenue to fight tobacco use.**

The states' failure to adequately fund tobacco prevention and cessation programs is undermining the nation's efforts to reduce tobacco use – still the No. 1 preventable cause of death in the country and the killer of more than 480,000 Americans each year. It is also indefensible given the conclusive evidence that such programs work not only to reduce smoking and save lives, but also to reduce tobacco-related health care costs. These costs total about \$170 billion a year in the U.S., according to the Centers for Disease Control and Prevention (CDC).<sup>1</sup>

Other key findings of this year's report include:

- The states continue to fall far short of CDC-recommended spending levels for tobacco prevention programs.<sup>2</sup> The \$491.6 million allocated by the states amounts to a small fraction of the \$3.3 billion the CDC recommends for all states combined. It would take less than 13 percent of total state tobacco revenues to meet the CDC recommendations in every state.
- Only two states – **North Dakota** and **Alaska** – currently fund tobacco prevention programs at the CDC-recommended level (Alaska meets that standard when a federal grant is included along with state funds). Only one other state – **Oklahoma** – provides even half the recommended funding. Twenty-nine states and the District of Columbia are spending less than 20 percent of what the CDC recommends. **New Jersey**, which ranks last in our report for the third year in a row, and **Connecticut** have allocated no state funds for tobacco prevention programs.

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<sup>1</sup> Xu, Xin, "Annual Healthcare Spending Attributable to Cigarette Smoking," *Am J Prev Med*, published online: December 09, 2014, <http://www.ajpmonline.org/article/S0749-3797%2814%2900616-3/abstract>

<sup>2</sup> U.S. Centers for Disease Control and Prevention (CDC), *Best Practices for Comprehensive Tobacco Control Programs – 2014*, Atlanta, GA: U.S. Department of Health and Human Services (HHS), January 2014.

- States have failed to reverse deep cuts to tobacco prevention and cessation programs that have occurred since 2008. The current funding of \$491.6 million is more than 30 percent less than the \$717.2 million spent in FY 2008.
- The states' inadequate funding of tobacco prevention programs is dwarfed by the billions tobacco companies spend each year to market their deadly and addictive products. According to the latest data from the Federal Trade Commission, the major cigarette and smokeless tobacco companies spent \$9.1 billion in 2014 – more than one million dollars *each hour* – on marketing.<sup>3</sup> This means the tobacco companies spend more than \$18 to market tobacco products for every \$1 the states spend to reduce tobacco use.
- States that have implemented well-funded, sustained tobacco prevention programs continue to report significant progress, adding to the evidence that these programs work. Florida, with one of the longest-running programs, reduced its high school smoking rate to 5.2 percent in 2016, one of the lowest ever reported by any state.<sup>4</sup> North Dakota reduced smoking among high school students by nearly half from 2009 to 2015, to 11.7 percent.<sup>5</sup>

## Finishing the Fight Against Tobacco

This year's report comes at a pivotal moment in the nation's fight against tobacco. The latest government surveys show that both adult and youth smoking rates fell to record lows in 2015, with declines accelerating in recent years. In the last 50 years, the U.S. has cut the adult smoking rate by 64 percent – from 42.4 percent in 1965 to 15.1 percent in 2015, according to the CDC's National Health Interview Survey.<sup>6</sup> Since peaking at 36.4 percent in 1997, the high school smoking rate has been slashed by 70 percent to 10.8 percent in 2015, according to the CDC's Youth Risk Behavior Survey.<sup>7</sup>

Recent results have been even more impressive. An [analysis](#) published in *The New England Journal of Medicine* (NEJM) in August 2016 found that the adult smoking rate in the U.S. fell more than twice as steeply under the Obama Administration as under the previous two

<sup>3</sup> U.S. Federal Trade Commission (FTC). *Cigarette Report for 2014, 2016*, [https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc\\_cigarette\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2014.pdf); FTC, *Smokeless Tobacco Report for 2014, 2016*, [Data for top 5 manufacturers only].

<sup>4</sup> Florida Department of Health. Bureau of Epidemiology, Division of Disease Control and Health Protection. "Florida Youth Tobacco Survey: 2012-2016 Florida Youth (Ages 11-17), High School, and Middle School Data," 2016, <http://www.tobaccofreeflorida.com/wp-content/uploads/2016-FYTS-State-and-County-Data.pdf>.

<sup>5</sup> North Dakota Department of Health, "Youth Risk Behavior Survey Results-Detailed Summary Tables," 2015, <https://www.nd.gov/dpi/uploads/1298/2015NDHighSchoolSummaryTables.pdf>

<sup>6</sup> Centers for Disease Control and Prevention (CDC), "Current Cigarette Smoking Among Adults—United States, 2005-2015," *Morbidity & Mortality Weekly Report*, 65(44): 1205-1211, November 11, 2016, [http://www.cdc.gov/mmwr/volumes/65/wr/mm6544a2.htm?s\\_cid=mm6544a2\\_w](http://www.cdc.gov/mmwr/volumes/65/wr/mm6544a2.htm?s_cid=mm6544a2_w).

<sup>7</sup> CDC, "Youth Risk Behavior Surveillance—United States, 2015," *Morbidity and Mortality Weekly Report*, 65(6), June 10, 2016. [http://www.cdc.gov/healthyyouth/data/yrbs/pdf/2015/ss6506\\_updated.pdf](http://www.cdc.gov/healthyyouth/data/yrbs/pdf/2015/ss6506_updated.pdf).

administrations and would fall to zero by around 2035 if this accelerated rate of decline continues.<sup>8</sup>

The NEJM analysis made clear this progress is no accident: “The recent accelerated decrease in cigarette smoking has not occurred in a vacuum. The striking decline since 2009 is most likely due to the implementation of an array of tobacco-control interventions at the federal, state, non-profit, and private-sector levels.”

In particular, the analysis pointed to a series of actions taken by the federal government. These include a 62-cent increase in the federal cigarette tax in 2009; enactment of the landmark 2009 law granting the Food and Drug Administration (FDA) authority over tobacco products; enhanced coverage for tobacco cessation treatments under the Affordable Care Act; and the first-ever federally funded mass media campaign to reduce tobacco use, the CDC’s Tips From Former Smokers.

The Tips From Former Smokers campaign has been highly successful. According to the CDC, the Tips campaign – now in its fifth year – has helped at least 400,000 smokers quit for good and saved at least 50,000 lives at a cost of less than \$400 per year of life saved, making the campaign a public health “best buy.”<sup>9</sup> Thanks to Tips, as well as campaigns by the FDA and Truth Initiative aimed at youth and young adults, the United States currently has the strongest and most sustained media campaigns to reduce tobacco use in history. However, continuation of the Tips campaign is threatened by a proposal in Congress to cut funding for the CDC’s tobacco prevention and cessation programs by more than half (from \$210 million to \$100 million).

To keep making progress, the NEJM analysis endorsed the roadmap of scientifically proven strategies laid out by the 2014 Surgeon General’s report on smoking and health, *The Health Consequences of Smoking – 50 Years of Progress*.<sup>10</sup> Robust tobacco prevention and cessation programs – both at the federal and state levels – are a critical part of these recommendations. The Surgeon General’s report called for “fully funding comprehensive statewide tobacco control programs at CDC-recommended levels.” It also called for conducting national media campaigns, such as Tips, “at a high frequency level and exposure for 12 months a year for a decade or more.”

Other key recommendations of the Surgeon General include:

- Regularly and significantly increasing tobacco taxes to prevent kids from smoking and encourage smokers to quit. (California voters passed a \$2-per-pack increase in the state’s tobacco tax in November – the single largest tobacco tax increase by any state.)

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<sup>8</sup> Fiore, Michael C. "Tobacco Control in the Obama Era—Substantial Progress, Remaining Challenges." *New England Journal of Medicine* 375.15 (2016): 1410-1412.

<sup>9</sup> CDC Press Release, “Impact of first federally funded anti-smoking ad campaign remains strong after three years,” March 24, 2016 <http://www.cdc.gov/media/releases/2016/p0324-anti-smoking.html>; Centers for Disease Control and Prevention (CDC), FY 2017 Justification of Estimates for Appropriations Committees <http://www.cdc.gov/budget/documents/fy2017/fy-2017-cdc-congressional-justification.pdf>; and CDC; Xu, Xin, et al., “Cost-Effectiveness Analysis of the First Federally Funded Antismoking Campaign,” *American Journal of Preventive Medicine*, 2014.

<sup>10</sup> U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. 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 on Smoking and Health, 2014.

- Fulfilling the Affordable Care Act’s requirement that health plans provide coverage for all proven tobacco cessation treatments, including counseling and medication.
- Effectively implementing the FDA’s authority over tobacco products “in order to reduce tobacco product addictiveness and harmfulness.”
- Enacting comprehensive smoke-free laws that protect all Americans from secondhand smoke. Currently, 25 states, Washington, D.C., and hundreds of cities have such laws, protecting nearly 60 percent of the U.S. population.

Another strategy gaining momentum across the country is to increase the minimum legal sale age for tobacco products to 21. Such Tobacco 21 laws have been adopted by the states of California and Hawaii and more than 200 cities and counties, including New York City, Chicago, Boston, Cleveland, Washington, D.C., St. Louis and both Kansas Cities. While most activity has occurred at the state and local level, federal legislation to raise the tobacco age to 21 has also been introduced. A March 2015 report by the prestigious Institute of Medicine (now called the National Academy of Medicine) predicted that raising the tobacco sale age to 21 nationwide would, over time, reduce the smoking rate by about 12 percent and smoking-related deaths by 10 percent.<sup>11</sup>

The recent *New England Journal of Medicine* analysis shows that eliminating smoking and all the death and disease it causes is not a faraway dream. Rather, it is a realistic goal that can be achieved relatively quickly with bold action at all levels of government to implement these proven strategies.

### **No Excuses: Tobacco Prevention Programs Save Lives and Save Money**

As recommended by the Surgeon General, the CDC and other public health experts, well-funded state tobacco prevention and cessation programs are essential components of a comprehensive strategy to accelerate progress and win the fight against tobacco use. Through their youth prevention and other community-based activities, public education efforts and programs and services to help smokers quit, state programs play a critical role in helping to drive down tobacco use rates and serve as a counter to the ever-present tobacco industry.

There is conclusive evidence that tobacco prevention and cessation programs work to reduce smoking, save lives and save money by reducing tobacco-related health care costs, especially when part of a comprehensive strategy to reduce tobacco use. Every scientific authority that has studied the issue – including the Surgeon General, the CDC, the Institute of Medicine, the President’s Cancer Panel and the National Cancer Institute – has concluded that when properly funded, implemented and sustained, tobacco prevention and cessation programs reduce smoking among both kids and adults. (See Appendix C and Appendix D for a full summary of this evidence).

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<sup>11</sup> Institute of Medicine, *Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products*, Washington, DC: The National Academies Press, 2015, [http://www.iom.edu/~media/Files/Report%20Files/2015/tobacco\\_minimum\\_age\\_report\\_brief.pdf](http://www.iom.edu/~media/Files/Report%20Files/2015/tobacco_minimum_age_report_brief.pdf).

The 2014 Surgeon General’s report found, “States that have made larger investments in comprehensive tobacco control programs have seen larger declines in cigarettes sales than the nation as a whole, and the prevalence of smoking among adults and youth has declined faster, as spending for tobacco control programs has increased.” The report concluded that long-term investment is critical: “Experience also shows that the longer the states invest in comprehensive tobacco control programs, the greater and faster the impact.”

The CDC reached similar conclusions in January 2014 when it released its updated *Best Practices for Comprehensive Tobacco Control Programs – 2014*. The CDC found, “Research shows that the more states spend on comprehensive tobacco control programs, the greater the reductions in smoking. The longer states invest in such programs, the greater and quicker the impact.”<sup>12</sup>

The strongest evidence that tobacco prevention programs work comes from the states themselves.

- **Florida**’s high school smoking rate fell to a historically low 5.2 percent in 2016. Florida has cut its high school smoking rate by 81 percent since 1998.<sup>13</sup> Launched in 2007 and based on CDC Best Practices, the Tobacco-Free Florida program is a key contributor to these declines. The program implements community-based efforts including the youth-led Students Working Against Tobacco (SWAT), hard-hitting media campaigns and help for smokers trying to quit. Florida voters approved a constitutional amendment in 2006 requiring the state to spend 15 percent of its tobacco settlement funds on tobacco prevention.
- Another state reporting significant progress in reducing youth smoking is **North Dakota**, which ranks first in this report for the fourth year in a row and has funded its tobacco prevention program at or near the CDC-recommended level since FY 2010 as a result of a voter-approved ballot measure. From 2009 to 2015, smoking among North Dakota’s high school students fell by 48 percent, from 22.4 percent to 11.7 percent.<sup>14</sup>
- **Washington** state, which had a well-funded prevention program before funding was virtually eliminated in FY2012, reduced adult smoking by one-third and youth smoking by half from the initiation of its program in 1999 to 2010.<sup>15</sup> These smoking declines translated into lives and health care dollars saved. A December 2011 study in the *American Journal of Public Health* found that from 2000 to 2009, Washington state saved more than \$5 in health care costs for every \$1 spent on its tobacco prevention and cessation program by reducing hospitalizations for heart disease, strokes, respiratory diseases and cancer caused by tobacco use. Over the 10-year period, the program

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<sup>12</sup> U.S. Centers for Disease Control and Prevention (CDC), *Best Practices for Comprehensive Tobacco Control Programs –2014*, Atlanta, GA: U.S. Department of Health and Human Services (HHS), January 2014.

<sup>13</sup> Florida Youth Tobacco Survey <http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/index.html>; Florida Department of Health. Bureau of Epidemiology, Division of Disease Control and Health Protection. “Florida Youth Tobacco Survey: 2012-2016 Florida Youth (Ages 11-17), High School, and Middle School Data,” 2016, <http://www.tobaccofreeflorida.com/wp-content/uploads/2016-FYTS-State-and-County-Data.pdf>.

<sup>14</sup> North Dakota Department of Health, “Youth Risk Behavior Survey Results-Detailed Summary Tables,” 2015, <https://www.nd.gov/dpi/uploads/1298/2015NDHighSchoolSummaryTables.pdf>

<sup>15</sup> Washington State Department of Health, Tobacco Prevention and Control Program, *Progress Report*, March 2011

prevented nearly 36,000 hospitalizations, saving \$1.5 billion compared with \$260 million spent on the program.<sup>16</sup>

- Studies show that **California**, which has the nation's longest-running tobacco prevention and cessation program, has saved tens of thousands of lives by reducing smoking-caused birth complications, heart disease, strokes and lung cancer. From 1988 to 2011, California reduced lung and bronchus cancers twice as fast as the rest of the United States.<sup>17</sup> A February 2013 study in the scientific journal *PLOS ONE* found that, from 1989 to 2008, California's tobacco control program reduced health care costs by \$134 billion, far more than the \$2.4 billion spent on the program.<sup>18</sup> The tobacco tax ballot initiative passed in November also boosts funding for California's tobacco prevention and cessation programs, which has been steadily eroded in recent years.

This strong return on investment demonstrates that tobacco prevention is one of the smartest and most fiscally responsible investments states can make.

Despite our nation's progress, tobacco use remains an enormous public health problem in the United States. In fact, smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined. More than 36 million Americans still smoke, and there are large disparities in smoking rates, with higher rates among people who live below the poverty level; those with less education; American Indians/Alaska Natives; residents of the Midwest; lesbians, gays and bisexual people; people with mental illness; and adults who are uninsured or on Medicaid.<sup>19</sup>

We know how to win the fight against tobacco, but continued progress is not inevitable. It requires aggressive implementation of proven strategies, including well-funded, sustained tobacco prevention programs in every state. By doing what we know works, our nation can end this entirely preventable epidemic and make the next generation tobacco-free.

*December 14, 2016*

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<sup>16</sup> Dilley, Julia A., et al., "Program, Policy and Price Interventions for Tobacco Control: Quantifying the Return on Investment of a State Tobacco Control Program," *American Journal of Public Health*, Published online ahead of print December 15, 2011. See also, Washington State Department of Health, Tobacco Prevention and Control Program, Progress Report, March 2011. Washington State Department of Health, Tobacco Prevention and Control Program, News Release, "Thousands of lives saved due to tobacco prevention and control program," November 17, 2010, [http://www.doh.wa.gov/Publicat/2010\\_news/10-183.htm](http://www.doh.wa.gov/Publicat/2010_news/10-183.htm)

<sup>17</sup> California Department of Public Health, California Tobacco Control Program, California Tobacco Facts and Figures 2016, Sacramento, CA 2016, <https://www.cdph.ca.gov/programs/tobacco/Documents/CDPH%20CTCP%20Refresh/Research%20and%20Evaluation/Facts%20and%20Figures/FactsFigures2016PrePrintEditionV2.pdf>

<sup>18</sup> Lightwood, J and Glantz SA, "The Effect of the California Tobacco Control Program on Smoking Prevalence, Cigarette Consumption, and Healthcare Costs: 1989-2008," *PLOS ONE* 8(2), February 2013.

<sup>19</sup> CDC, "Current Cigarette Smoking Among Adults—United States, 2005-2015," *Morbidity & Mortality Weekly Report*, 65(44): 1205-1211, November 11, 2016, [http://www.cdc.gov/mmwr/volumes/65/wr/mm6544a2.htm?s\\_cid=mm6544a2\\_w](http://www.cdc.gov/mmwr/volumes/65/wr/mm6544a2.htm?s_cid=mm6544a2_w).



**FY2017 State Rankings:**  
**States Ranked by Percent of CDC-Recommended Funding Levels**  
 (Annual funding amounts only include state funds.)

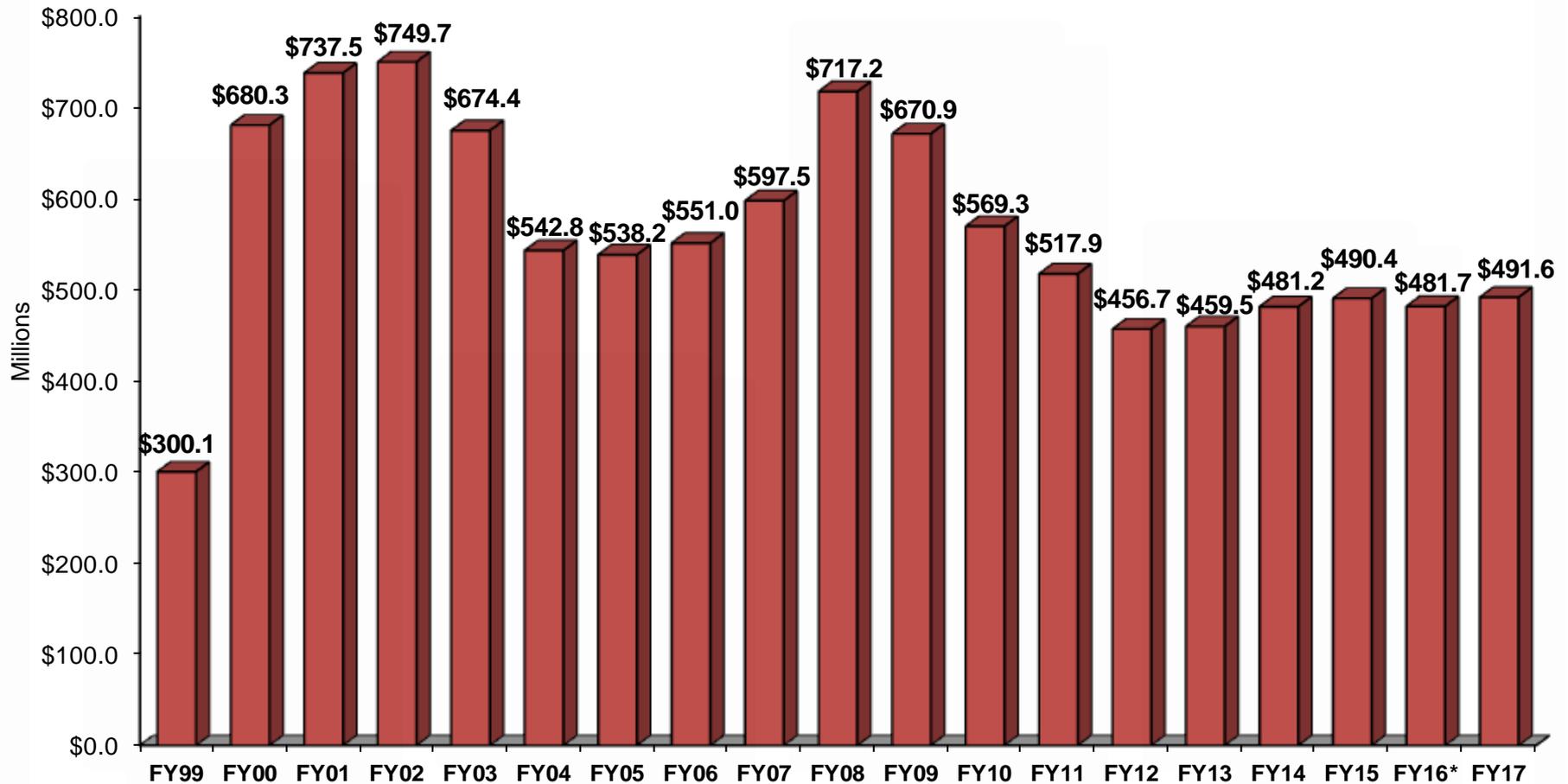
State	FY2017 Current Annual Funding (millions)	CDC Annual Recommendation (millions) <sup>\$</sup>	FY2017 Percent of CDC's Recommendation	Current Rank
North Dakota	\$9.9	\$9.8	100.9%	1
Alaska*	\$9.5	\$10.2	93.0%	2
Oklahoma	\$23.5	\$42.3	55.6%	3
Wyoming	\$4.2	\$8.5	49.4%	4
Maine	\$7.8	\$15.9	49.1%	5
Delaware	\$6.4	\$13.0	48.9%	6
Montana	\$6.4	\$14.6	44.1%	7
Colorado	\$23.2	\$52.9	43.8%	8
Minnesota	\$22.0	\$52.9	41.7%	9
Vermont	\$3.4	\$8.4	40.2%	10
Utah	\$7.5	\$19.3	38.9%	11
Hawaii	\$5.3	\$13.7	38.6%	12
South Dakota	\$4.5	\$11.7	38.5%	13
Florida	\$67.8	\$194.2	34.9%	14
Mississippi	\$10.7	\$36.5	29.4%	15
Arizona	\$18.4	\$64.4	28.6%	16
Oregon	\$9.8	\$39.3	25.0%	17
New Mexico	\$5.7	\$22.8	24.9%	18
Arkansas	\$9.0	\$36.7	24.5%	19
Maryland	\$10.6	\$48.0	22.0%	20
California	\$75.7	\$347.9	21.8%	21
New York	\$39.3	\$203.0	19.4%	22
Idaho	\$2.9	\$15.6	18.4%	23
Iowa	\$5.2	\$30.1	17.4%	24
Nebraska	\$2.6	\$20.8	12.4%	25
Louisiana	\$7.0	\$59.6	11.7%	26
West Virginia	\$3.0	\$27.4	11.1%	27
Ohio	\$13.5	\$132.0	10.3%	28
Pennsylvania	\$13.9	\$140.0	9.9%	29
South Carolina	\$5.0	\$51.0	9.8%	30
District of Columbia	\$1.0	\$10.7	9.3%	31
Wisconsin	\$5.3	\$57.5	9.2%	32
Virginia	\$8.2	\$91.6	9.0%	33
Indiana	\$5.9	\$73.5	8.0%	34
Illinois	\$9.1	\$136.7	6.7%	35

State	FY2017 Current Annual Funding (millions)	CDC Annual Recommendation (millions) <sup>§</sup>	FY2017 Percent of CDC's Recommendation	Current Rank
Massachusetts	\$3.9	\$66.9	5.8%	36
Kentucky	\$2.4	\$56.4	4.2%	37
Texas	\$10.2	\$264.1	3.9%	38
Washington	\$2.3	\$63.6	3.6%	39
Nevada	\$1.0	\$30.0	3.3%	40
Kansas	\$847,041	\$27.9	3.0%	41
Rhode Island	\$375,622	\$12.8	2.9%	42
Alabama	\$1.5	\$55.9	2.7%	43
Georgia	\$1.8	\$106.0	1.7%	44
Tennessee	\$1.1	\$75.6	1.5%	45
Michigan	\$1.6	\$110.6	1.4%	46
North Carolina	\$1.1	\$99.3	1.1%	47
New Hampshire	\$125,000	\$16.5	0.8%	48
Missouri	\$109,341	\$72.9	0.1%	49
Connecticut	\$0.0	\$32.0	0.0%	50
New Jersey	\$0.0	\$103.3	0.0%	50

<sup>§</sup> CDC annual recommendations are based on CDC *Best Practices for Comprehensive Tobacco Control Programs*, 2014, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/index.htm?s\\_cid=cs\\_3281](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm?s_cid=cs_3281).

\* Alaska funds tobacco prevention programs at the CDC-recommended levels if both state and federal funding are counted.

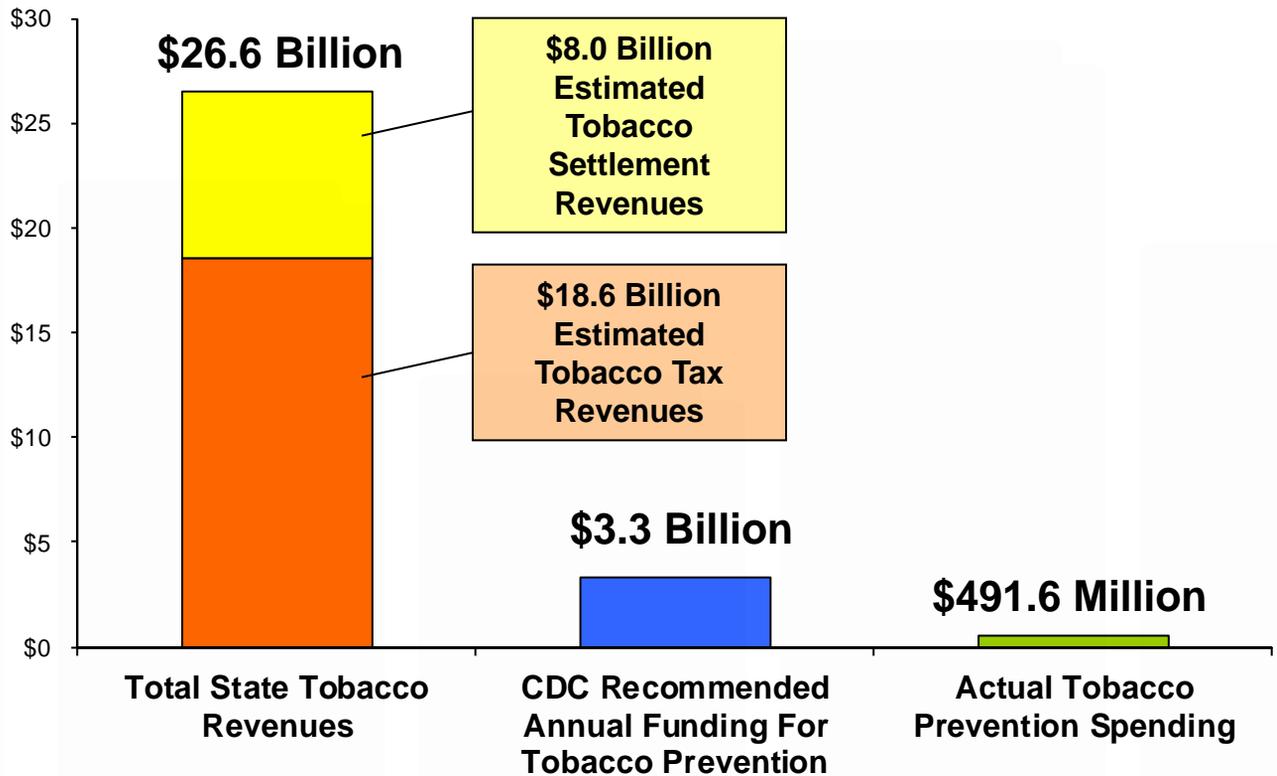
# Total Annual State Tobacco Prevention Spending FY1999 - FY2017



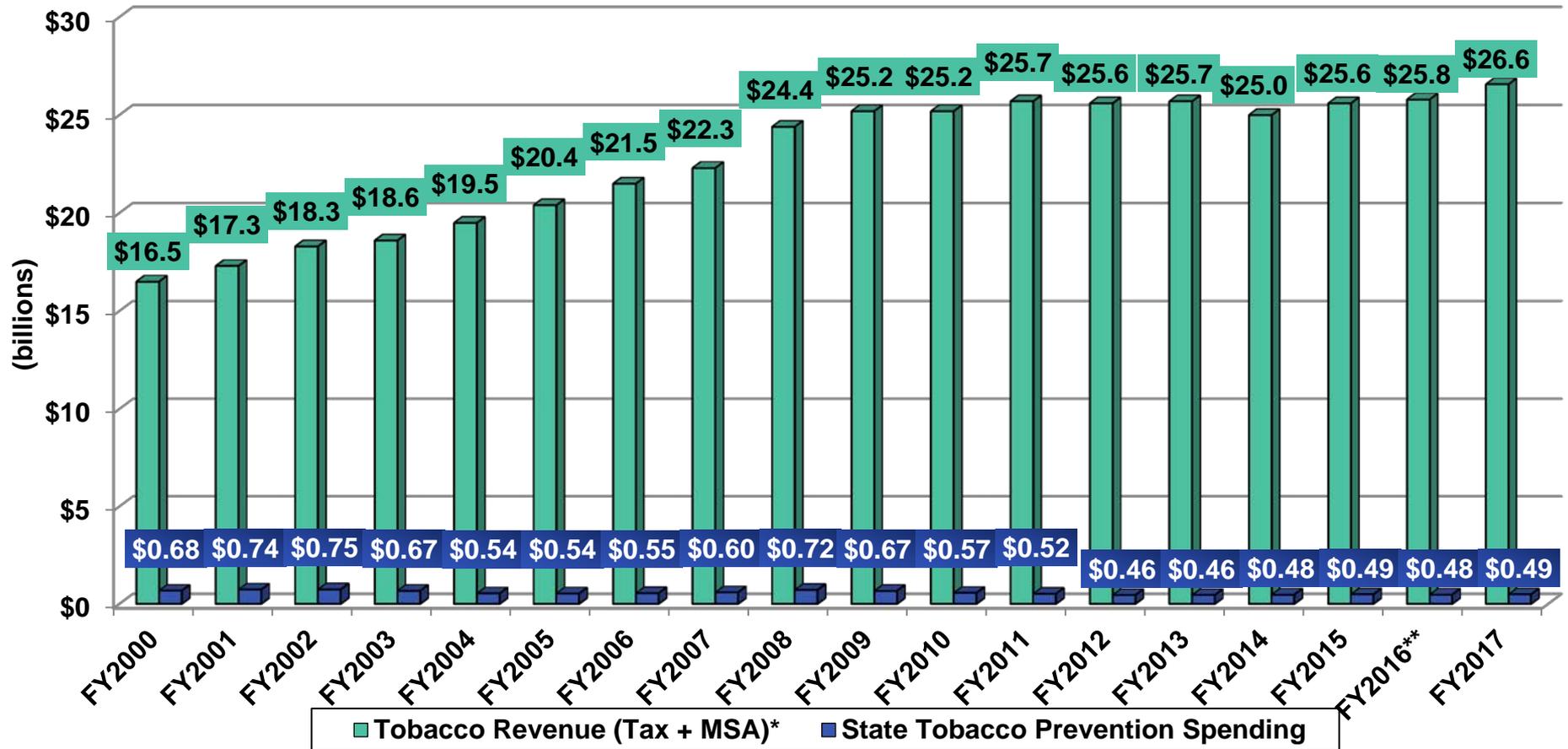
Only 3 states – AZ, CA and MA - spent any money on tobacco prevention prior to 1999. Settlement payments to states began in 1999. All states were receiving payments by 2001. Funding amounts only include state funds.

\* State spending for FY16 includes \$13.7 million for Pennsylvania that was not available for the 2015 Broken Promises Report.

# Total FY2017 State Tobacco Prevention Spending vs. State Tobacco Revenue and CDC Recommendations



# Total Annual State Tobacco Prevention Spending vs. State Tobacco Revenue, FY2000-FY2017



Tax and MSA revenue totals based on TFK estimates

\*\* State spending for FY16 includes \$13.7 million for Pennsylvania that was not available for the 2015 Broken Promises Report.



## STATE TOBACCO PREVENTION SPENDING vs. TOBACCO COMPANY MARKETING

[All amounts are annual and in millions of dollars per year, except where otherwise indicated]

States today are still failing to invest in programs that prevent and reduce tobacco use and its related health care costs at the levels recommend by the U.S. Centers for Disease Control and Prevention (CDC). Moreover, despite new evidence showing that cigarettes are more deadly and addictive than ever before, several states have taken a step backward and significantly reduced their tobacco prevention spending. At the same time, the tobacco industry continues to spend overwhelming sums to market its products. As a result, states are being greatly outspent.

States' tobacco prevention investments amount to a small fraction of tobacco industry marketing expenditures. In North Carolina, for example, the tobacco industry spends \$345.40 to promote its deadly products for every single dollar the state spends to prevent and reduce tobacco use and its harms. To look at it another way, North Carolina's tobacco prevention spending amounts to less than one percent of the tobacco industry's marketing expenditures in the state. Nationwide, the tobacco industry is outspending tobacco prevention funding in the states by 18.5 to 1.\*

State	Annual Smoking Caused Health Costs in State	FY2017 Total Tobacco Prevention Spending	2014 Tobacco Company Marketing in State (estimated)	Percentage of Tobacco Company Marketing that State Spends on Tobacco Prevention	Ratio of Tobacco Company Marketing to State Tobacco Prevention Spending
<b>Total</b>	<b>\$170.0</b>	<b>\$491.6</b>	<b>\$9.1 bill.</b>	<b>5.4%</b>	<b>18.5 to 1</b>
Alabama	\$1.88 bill.	\$1.5	\$203.1	0.7%	134.2 to 1
Alaska	\$438	\$9.5	\$18.6	51.1%	2.0 to 1
Arizona	\$2.38 bill.	\$18.4	\$103.7	17.8%	5.6 to 1
Arkansas	\$1.21 bill.	\$9.0	\$109.5	8.2%	12.2 to 1
California	\$13.29 bill.	\$75.7	\$592.6	12.8%	7.8 to 1
Colorado	\$1.89 bill.	\$23.2	\$131.4	17.6%	5.7 to 1
Connecticut	\$2.03 bill.	\$0.0	\$73.6	0.0%	--
Delaware	\$532	\$6.4	\$44.8	14.2%	7.1 to 1
DC	\$391	\$1.0	\$7.1	14.1%	7.1 to 1
Florida	\$8.64 bill.	\$67.8	\$563.9	12.0%	8.3 to 1
Georgia	\$3.18 bill.	\$1.8	\$332.9	0.5%	190.2 to 1
Hawaii	\$526	\$5.3	\$24.3	21.8%	4.6 to 1
Idaho	\$508	\$2.9	\$44.8	6.4%	15.6 to 1
Illinois	\$5.49 bill.	\$9.1	\$295.0	3.1%	32.4 to 1
Indiana	\$2.93 bill.	\$5.9	\$284.5	2.1%	48.2 to 1
Iowa	\$1.28 bill.	\$5.2	\$99.2	5.3%	18.9 to 1
Kansas	\$1.12 bill.	\$847,041	\$77.7	1.1%	91.8 to 1
Kentucky	\$1.92 bill.	\$2.4	\$266.2	0.9%	113.1 to 1
Louisiana	\$1.89 bill.	\$7.0	\$205.1	3.4%	29.3 to 1
Maine	\$811	\$7.8	\$42.8	18.2%	5.5 to 1
Maryland	\$2.71 bill.	\$10.6	\$127.5	8.3%	12.1 to 1
Massachusetts	\$4.08 bill.	\$3.9	\$123.6	3.1%	32.0 to 1
Michigan	\$4.59 bill.	\$1.6	\$299.4	0.5%	189.4 to 1
Minnesota	\$2.51 bill.	\$22.0	\$115.8	19.0%	5.3 to 1
Mississippi	\$1.23 bill.	\$10.7	\$124.6	8.6%	11.6 to 1
Missouri	\$3.03 bill.	\$109,341	\$339.7	0.0%	3,106.5 to 1
Montana	\$440	\$6.4	\$29.7	21.7%	4.6 to 1
Nebraska	\$795	\$2.6	\$60.2	4.3%	23.4 to 1

\* These ratios are based on state tobacco prevention expenditures in FY2017 versus tobacco industry marketing expenditures in 2014 (the most recent year for which data is available).

State	Annual Smoking Caused Health Costs in State	FY2017 Total Tobacco Prevention Spending	2014 Tobacco Company Marketing in State (estimated)	Percentage of Tobacco Company Marketing that State Spends on Tobacco Prevention	Ratio of Tobacco Company Marketing to State Tobacco Prevention Spending
Nevada	\$1.08 bill.	\$1.0	\$79.1	1.3%	79.1 to 1
New Hampshire	\$729	\$125,000	\$81.6	0.2%	652.8 to 1
New Jersey	\$4.06 bill.	\$0.0	\$177.6	0.0%	--
New Mexico	\$844	\$5.7	\$34.8	16.3%	6.1 to 1
New York	\$10.39 bill.	\$39.3	\$206.4	19.1%	5.2 to 1
North Carolina	\$3.81 bill.	\$1.1	\$379.9	0.3%	345.4 to 1
North Dakota	\$326	\$9.9	\$37.3	26.5%	3.8 to 1
Ohio	\$5.64 bill.	\$13.5	\$420.1	3.2%	31.0 to 1
Oklahoma	\$1.62 bill.	\$23.5	\$168.5	13.9%	7.2 to 1
Oregon	\$1.54 bill.	\$9.8	\$110.7	8.9%	11.2 to 1
Pennsylvania	\$6.38 bill.	\$13.9	\$441.6	3.2%	31.7 to 1
Rhode Island	\$640	\$375,622	\$26.3	1.4%	69.9 to 1
South Carolina	\$1.90 bill.	\$5.0	\$191.5	2.6%	38.3 to 1
South Dakota	\$373	\$4.5	\$24.4	18.5%	5.4 to 1
Tennessee	\$2.67 bill.	\$1.1	\$276.9	0.4%	252.1 to 1
Texas	\$8.85 bill.	\$10.2	\$606.6	1.7%	59.3 to 1
Utah	\$542	\$7.5	\$38.5	19.5%	5.1 to 1
Vermont	\$348	\$3.4	\$17.2	19.6%	5.1 to 1
Virginia	\$3.11 bill.	\$8.2	\$376.9	2.2%	45.7 to 1
Washington	\$2.81 bill.	\$2.3	\$88.4	2.6%	38.2 to 1
West Virginia	\$1.00 bill.	\$3.0	\$122.9	2.5%	40.5 to 1
Wisconsin	\$2.66 bill.	\$5.3	\$155.8	3.4%	29.4 to 1
Wyoming	\$258	\$4.2	\$22.4	18.7%	5.3 to 1

*Campaign for Tobacco-Free Kids, December 7, 2016 / Emily Horowitz*

More information on tobacco company marketing is available at [http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/toll/tobacco\\_kids/marketing/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/).

More state information relating to tobacco use is available at [http://www.tobaccofreekids.org/facts\\_issues/key\\_issues/](http://www.tobaccofreekids.org/facts_issues/key_issues/).

**Sources:**

Xu, Xin, "Annual Healthcare Spending Attributable to Cigarette Smoking," *Am J Prev Med*, published online: December 09, 2014, <http://www.ajpmonline.org/article/S0749-3797%2814%2900616-3/abstract>

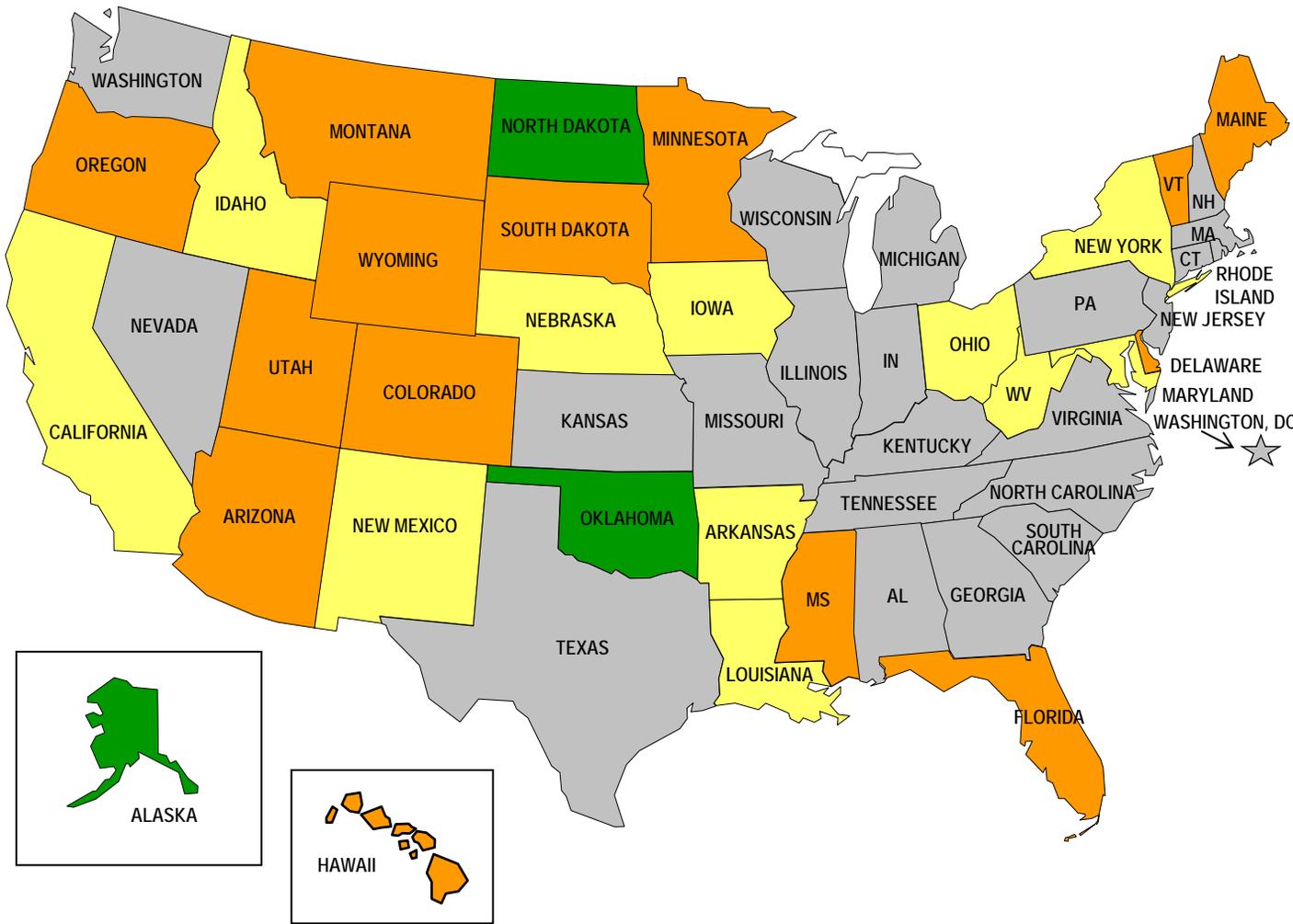
CDC, *Best Practices for Comprehensive Tobacco Control*, 2014, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2014/comprehensive.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf).

Campaign for Tobacco-Free Kids, et al., *Broken Promises to Our Children: A State-by-State Look at the 1998 State Tobacco Settlement 18 Years Later*, 2016, [www.tobaccofreekids.org/statereport](http://www.tobaccofreekids.org/statereport).

U.S. Federal Trade Commission (FTC). *Cigarette Report for 2014*, 2016, [https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc\\_cigarette\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2014.pdf); FTC, *Smokeless Tobacco Report for 2014*, 2016, [https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc\\_smokeless\\_tobacco\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_smokeless_tobacco_report_2014.pdf). Data for top 5 manufacturers only. State total is a prorated estimate based on cigarette pack sales in the state.

# FY2017

## State Tobacco Prevention Spending as a Percent of CDC Recommendations



- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: green; margin-right: 5px;"></span> States that are spending 50% or more of CDC recommendation on tobacco prevention programs.</li> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: orange; margin-right: 5px;"></span> States that are spending 25% - 49% of CDC recommendation on tobacco prevention programs.</li> </ul> | <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: yellow; margin-right: 5px;"></span> States that are spending 10% - 24% of CDC recommendation on tobacco prevention programs.</li> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: grey; margin-right: 5px;"></span> States that are spending less than 10% of CDC recommendation on tobacco prevention programs.</li> </ul> |
|---|--|

FY2017 STATE TOBACCO PREVENTION SPENDING  
AS A PERCENT OF CDC RECOMMENDATIONS

**States that are spending 50% or more of CDC recommendation on tobacco prevention programs. (3)**

Alaska  
North Dakota

Oklahoma

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**States that are spending 25%- 49.9% of CDC recommendation on tobacco prevention programs. (14)**

Arizona  
Colorado  
Delaware  
Florida  
Hawaii  
Maine  
Minnesota

Mississippi  
Montana  
Oregon  
South Dakota  
Utah  
Vermont  
Wyoming

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**States that are spending 10%- 24.9% of CDC recommendation on tobacco prevention programs. (11)**

Arkansas  
California  
Idaho  
Iowa  
Louisiana  
Maryland

Nebraska  
New Mexico  
New York  
Ohio  
West Virginia

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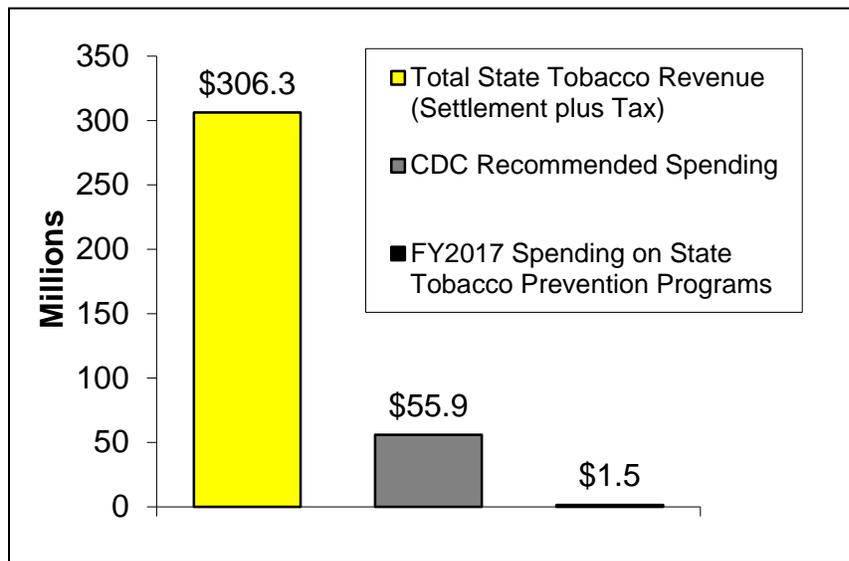
**States that are spending less than 10% of CDC recommendation on tobacco prevention programs. (22 and the District of Columbia)**

Alabama  
Connecticut  
District of Columbia  
Georgia  
Illinois  
Indiana  
Kansas  
Kentucky  
Massachusetts  
Michigan Missouri  
Nevada

New Hampshire  
New Jersey  
North Carolina  
Pennsylvania  
Rhode Island  
South Carolina  
Tennessee  
Texas  
Virginia  
Washington  
Wisconsin

# Alabama

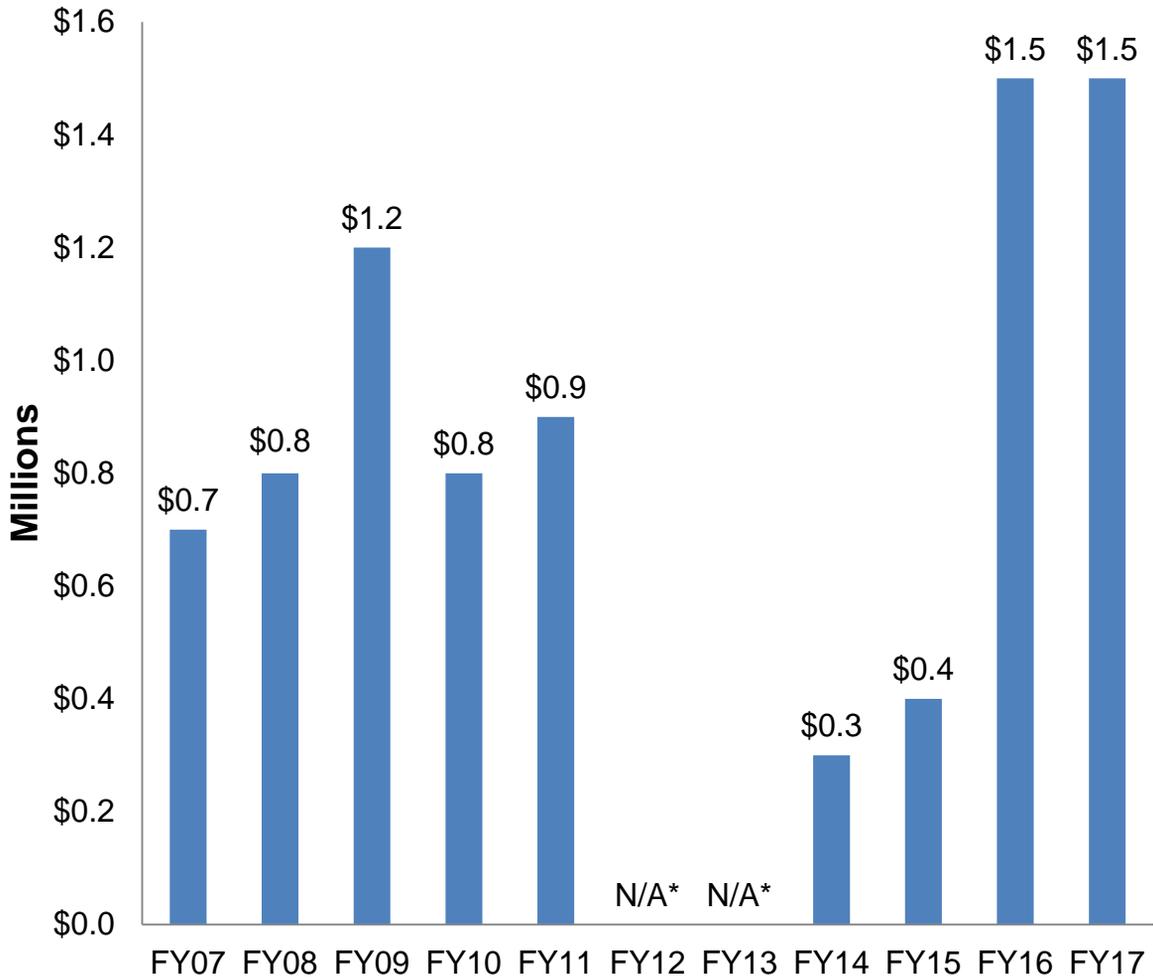
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	43	42
<b>State Spending On Tobacco Prevention</b>	\$1.5 million	\$1.5 million
<b>% of CDC Recommended Spending (\$55.9 million)</b>	2.7%	2.7%



<b>Tobacco's Toll in Alabama</b>	
Adults who smoke	21.4%
High school students who smoke	14.0%
Deaths caused by smoking each year	8,600
Annual health care costs directly caused by smoking	\$1.88 billion
Proportion of cancer deaths attributable to smoking	31.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$855 per household
Estimated annual tobacco industry marketing in state	\$203.1 million
Ratio of industry marketing to state tobacco prevention spending	134.2 to 1

# Alabama

## Total Annual Tobacco Prevention Spending FY2007-FY2017

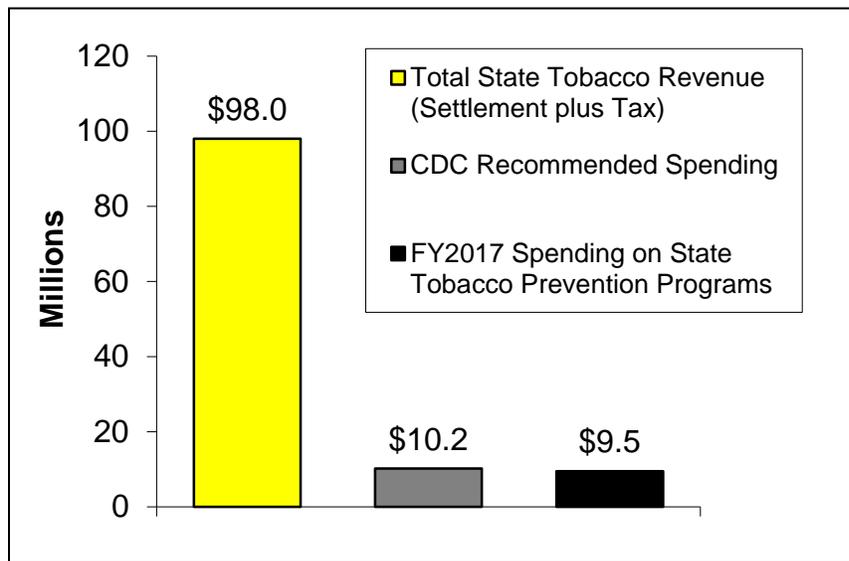


CDC Recommended Spending: \$55.9 million

\*Alabama's FY2012 and FY2014 tobacco prevention program budget was not available at the time this report went to press.

# Alaska

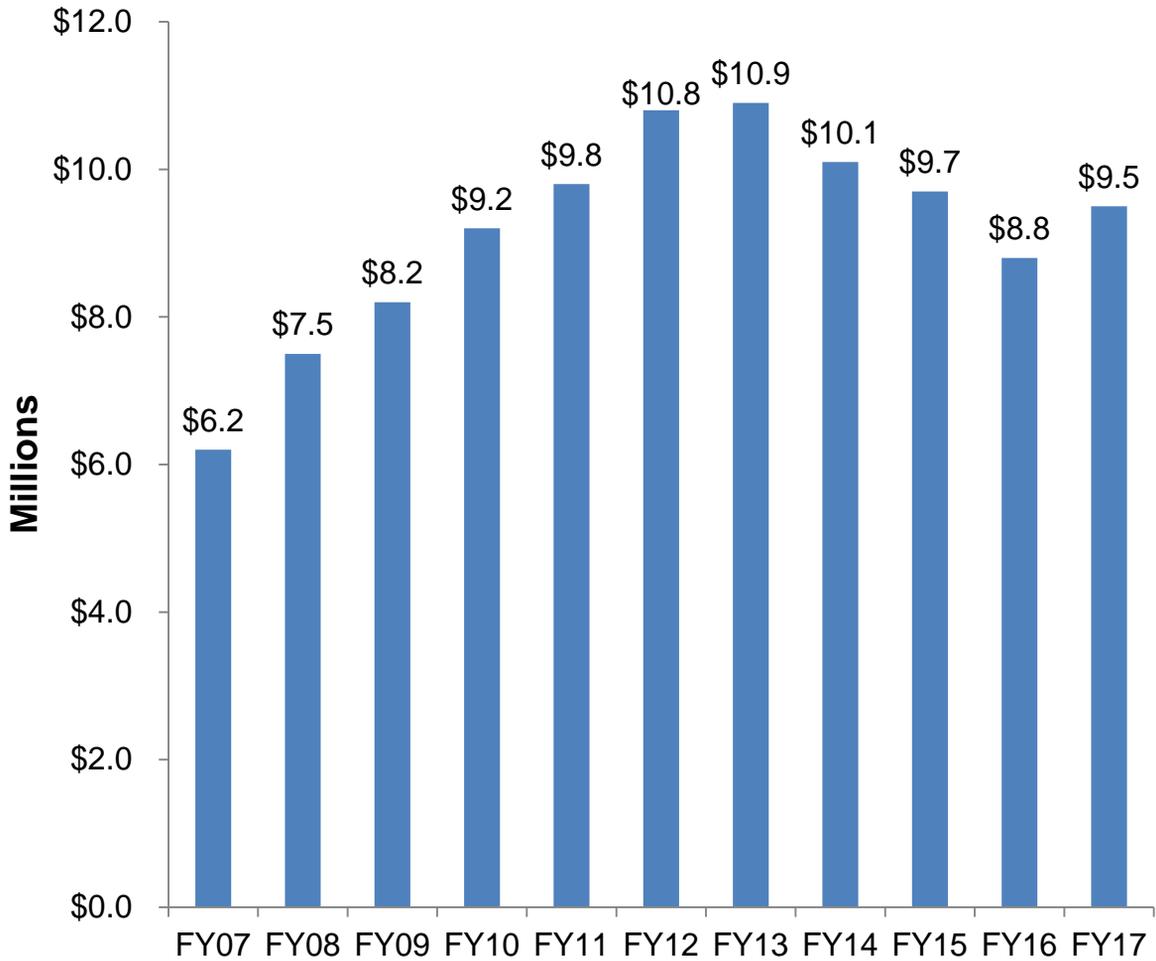
State Spending Summary	FY2017	FY2016
State Ranking	2	2
State Spending On Tobacco Prevention	\$9.5 million	\$8.8 million
% of CDC Recommended Spending (\$10.2 million)	93.0%	86.4%



Tobacco's Toll in Alaska	
Adults who smoke	19.1%
High school students who smoke	11.1%
Deaths caused by smoking each year	600
Annual health care costs directly caused by smoking	\$438 million
Proportion of cancer deaths attributable to smoking	31.4%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,072 per household
Estimated annual tobacco industry marketing in state	\$18.6 million
Ratio of industry marketing to state tobacco prevention spending	2.0 to 1

# Alaska

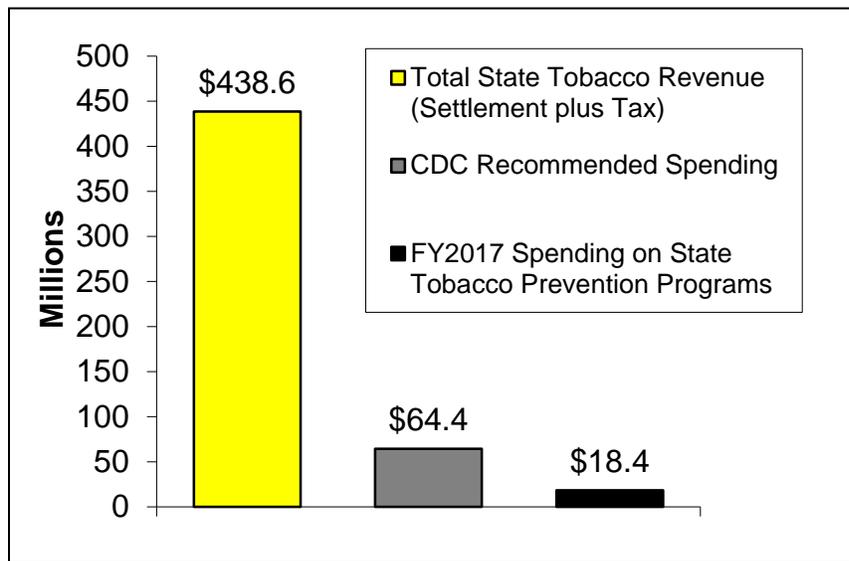
## Total Annual Tobacco Prevention Spending FY2000-FY2017



CDC Recommended Spending: \$10.2 million

## Arizona

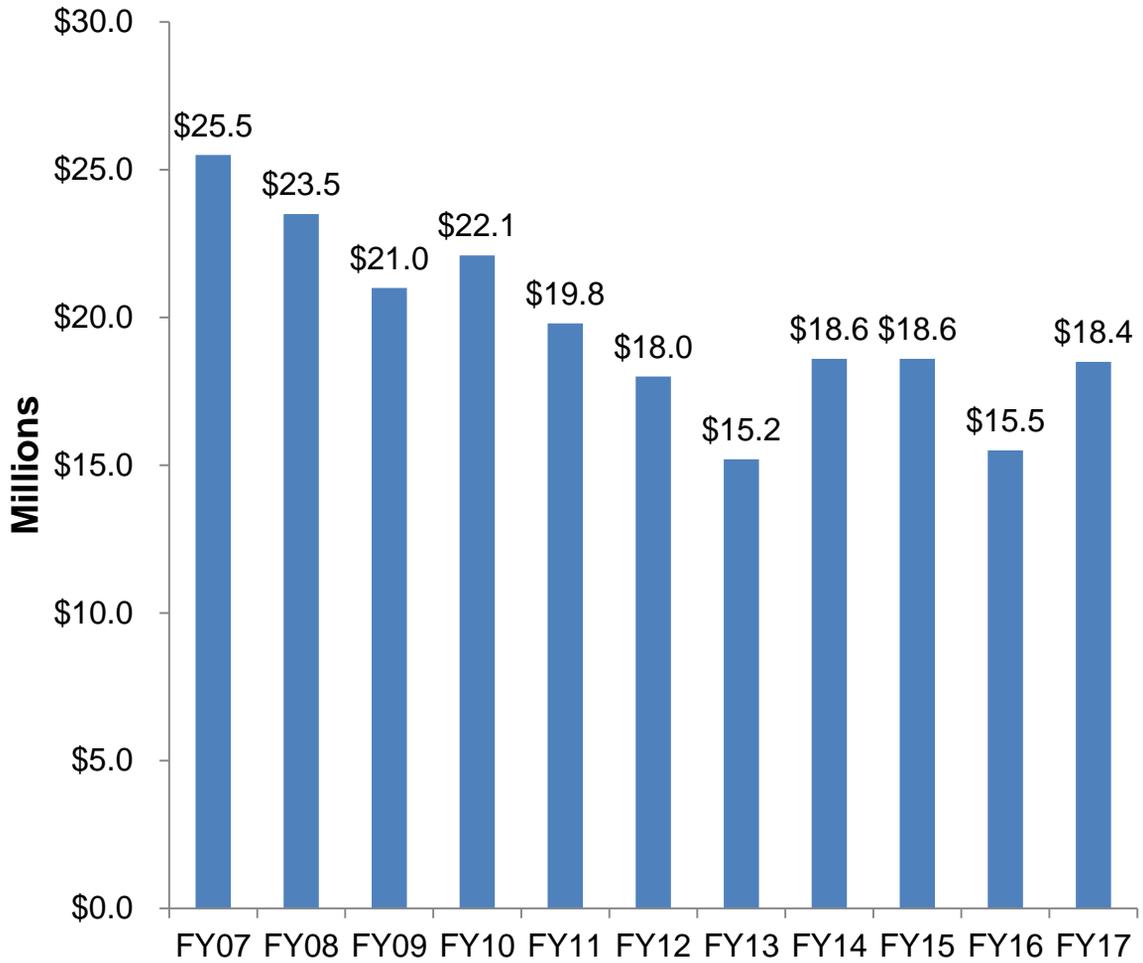
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	16	19
<b>State Spending On Tobacco Prevention</b>	\$18.4 million	\$15.5 million
<b>% of CDC Recommended Spending (\$64.4 million)</b>	28.6%	24.0%



<b>Tobacco's Toll in Arizona</b>	
Adults who smoke	14.0%
High school students who smoke	10.1%
Deaths caused by smoking each year	8,300
Annual health care costs directly caused by smoking	\$2.38 billion
Proportion of cancer deaths attributable to smoking	28.7%
Residents' state & federal tax burden from smoking-caused government expenditures	\$638 per household
Estimated annual tobacco industry marketing in state	\$103.7 million
Ratio of industry marketing to state tobacco prevention spending	5.6 to 1

# Arizona

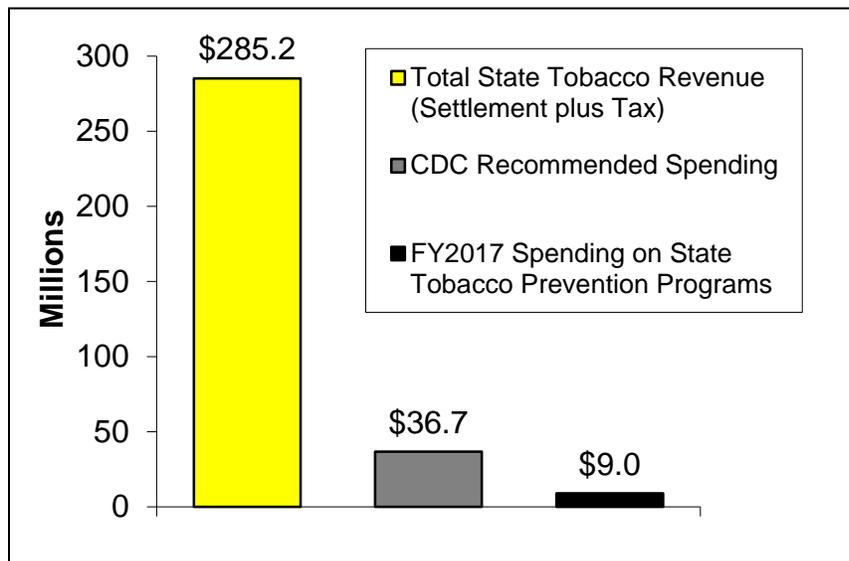
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$64.4 million

# Arkansas

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	19	8
<b>State Spending On Tobacco Prevention</b>	\$9.0 million*	\$17.4 million
<b>% of CDC Recommended Spending (\$36.7 million)</b>	24.5%	47.4%



Tobacco's Toll in Arkansas	
Adults who smoke	24.9%
High school students who smoke	15.7%
Deaths caused by smoking each year	5,800
Annual health care costs directly caused by smoking	\$1.21 billion
Proportion of cancer deaths attributable to smoking	33.5%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,046 per household
Estimated annual tobacco industry marketing in state	\$109.5 million
Ratio of industry marketing to state tobacco prevention spending	12.2 to 1

\*Arkansas's FY17 state spending number reflects a change in health department reporting methods.

# Arkansas

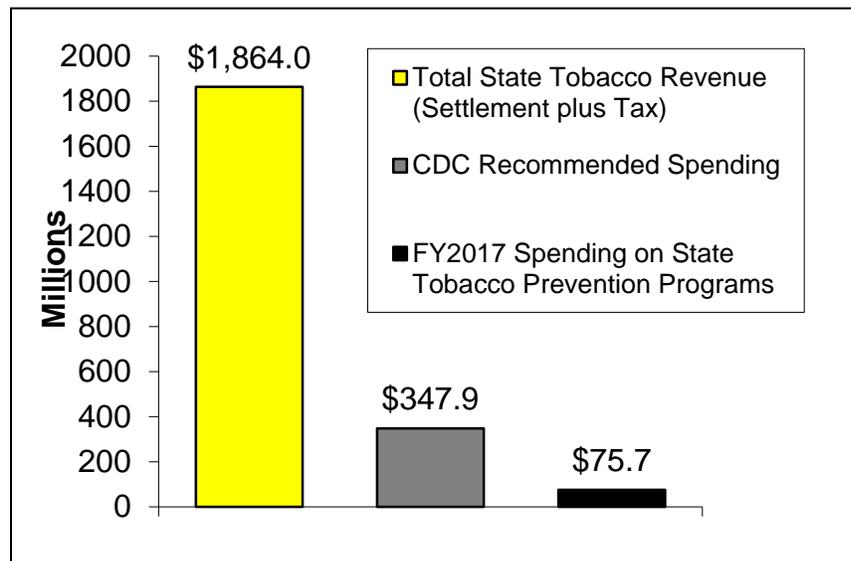
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$36.7 million

# California

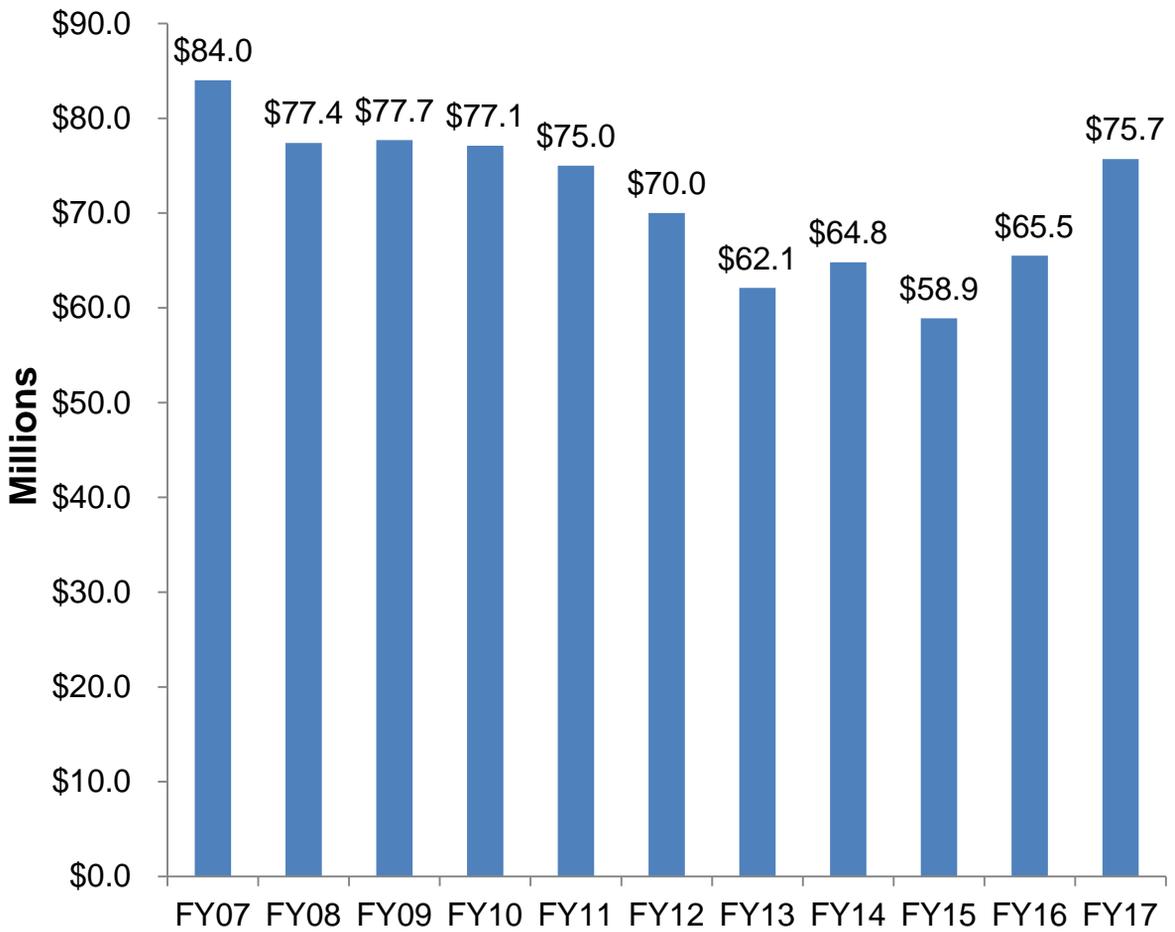
State Spending Summary	FY2017	FY2016
State Ranking	21	21
State Spending On Tobacco Prevention	\$75.7 million	\$65.5 million
% of CDC Recommended Spending (\$347.9 million)	21.8%	18.8%



Tobacco's Toll in California	
Adults who smoke	11.7%
High school students who smoke	7.7%
Deaths caused by smoking each year	40,000
Annual health care costs directly caused by smoking	\$13.29 billion
Proportion of cancer deaths attributable to smoking	25.5%
Residents' state & federal tax burden from smoking-caused government expenditures	\$727 per household
Estimated annual tobacco industry marketing in state	\$592.6 million
Ratio of industry marketing to state tobacco prevention spending	7.8 to 1

# California

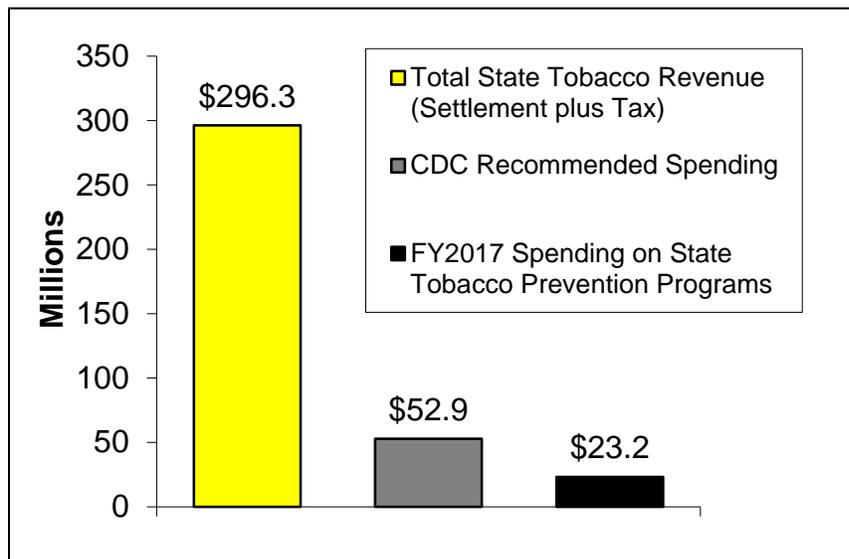
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$347.9 million

## Colorado

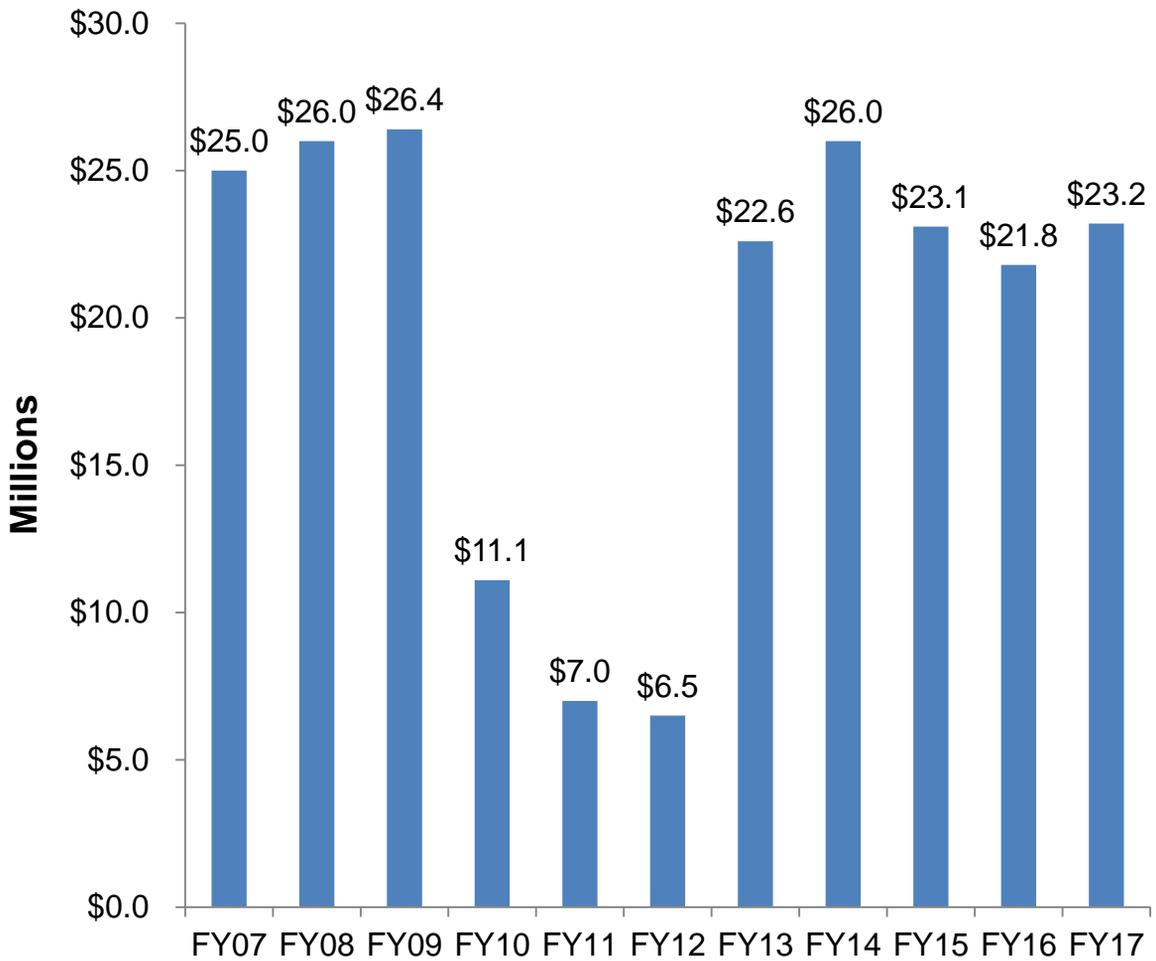
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	8	11
<b>State Spending On Tobacco Prevention</b>	\$23.2 million	\$21.8 million
<b>% of CDC Recommended Spending (\$52.9 million)</b>	43.8%	41.3%



<b>Tobacco's Toll in Colorado</b>	
Adults who smoke	15.6%
High school students who smoke	8.6%
Deaths caused by smoking each year	5,100
Annual health care costs directly caused by smoking	\$1.89 billion
Proportion of cancer deaths attributable to smoking	25.7%
Residents' state & federal tax burden from smoking-caused government expenditures	\$698 per household
Estimated annual tobacco industry marketing in state	\$131.4 million
Ratio of industry marketing to state tobacco prevention spending	5.7 to 1

# Colorado

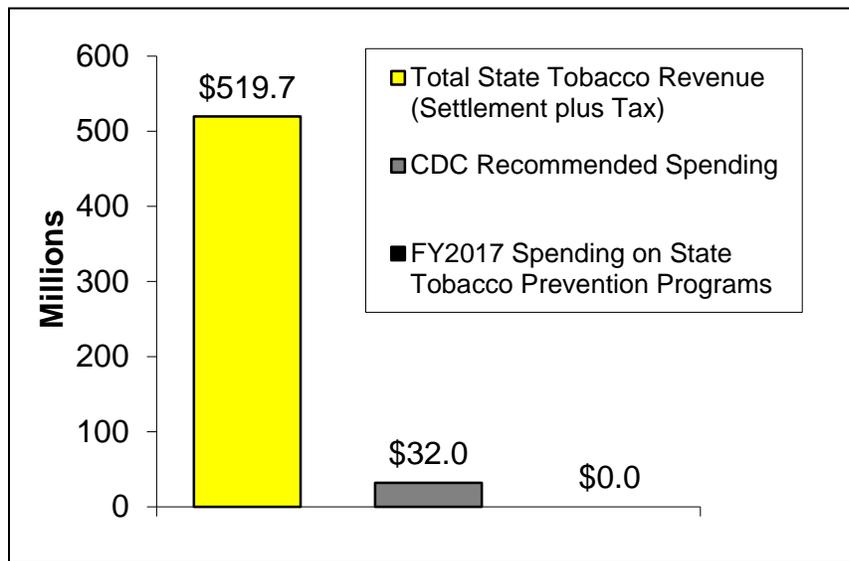
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$52.9 million

## Connecticut

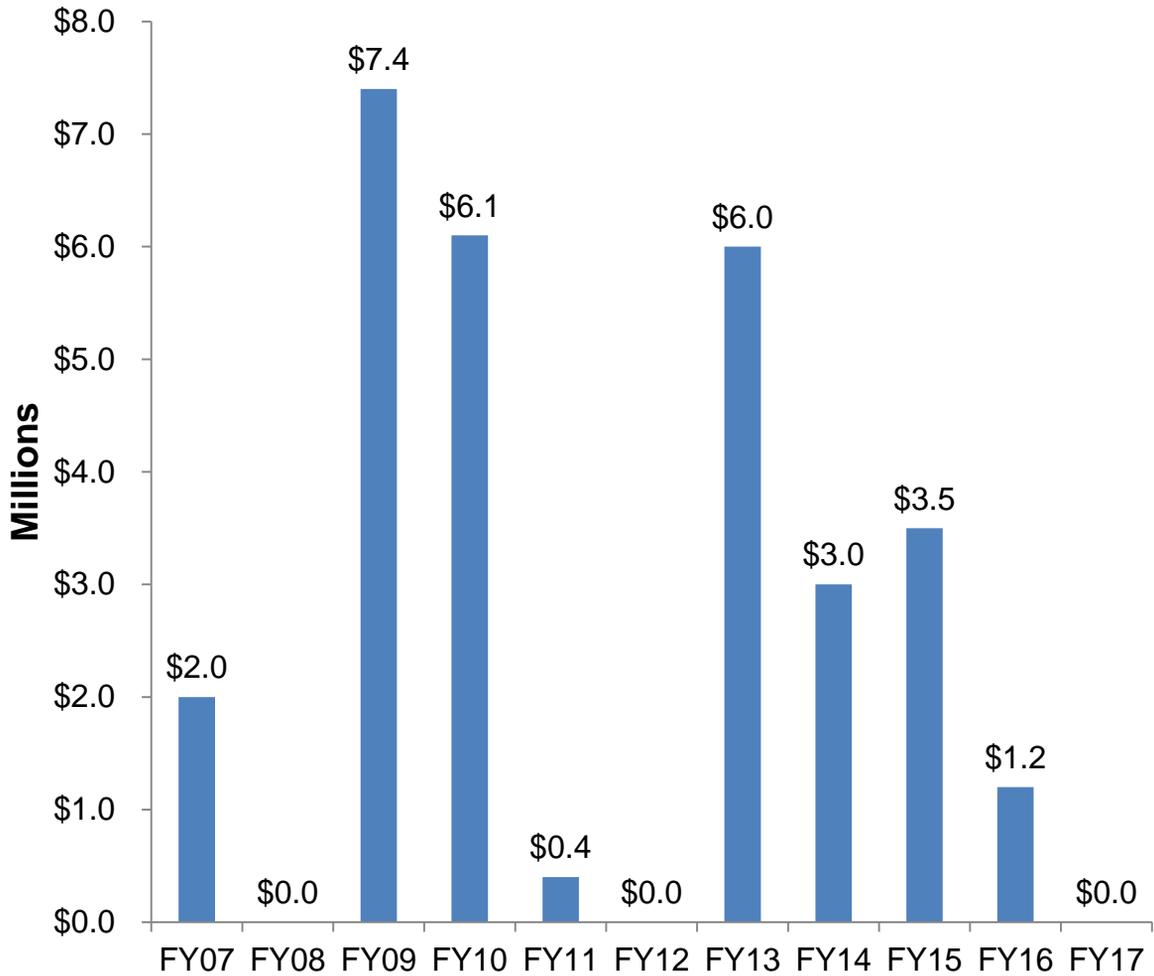
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	50	38
<b>State Spending On Tobacco Prevention</b>	\$0.0	\$1.2 million
<b>% of CDC Recommended Spending (\$32.0 million)</b>	0.0%	3.7%



<b>Tobacco's Toll in Connecticut</b>	
Adults who smoke	13.5%
High school students who smoke	10.3%
Deaths caused by smoking each year	4,900
Annual health care costs directly caused by smoking	\$2.03 billion
Proportion of cancer deaths attributable to smoking	27.0%
Residents' state & federal tax burden from smoking-caused government expenditures	\$869 per household
Estimated annual tobacco industry marketing in state	\$73.6 million
Ratio of industry marketing to state tobacco prevention spending	--

# Connecticut

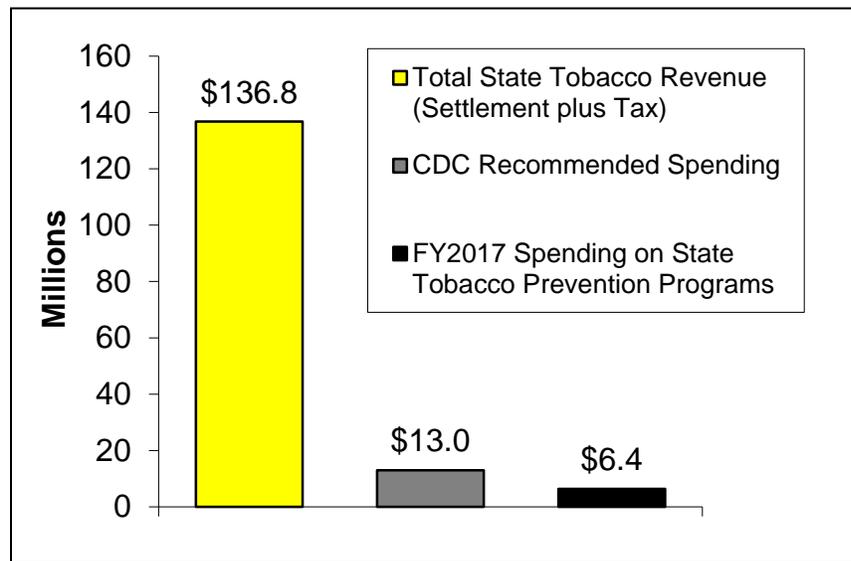
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$32.0 million

## Delaware

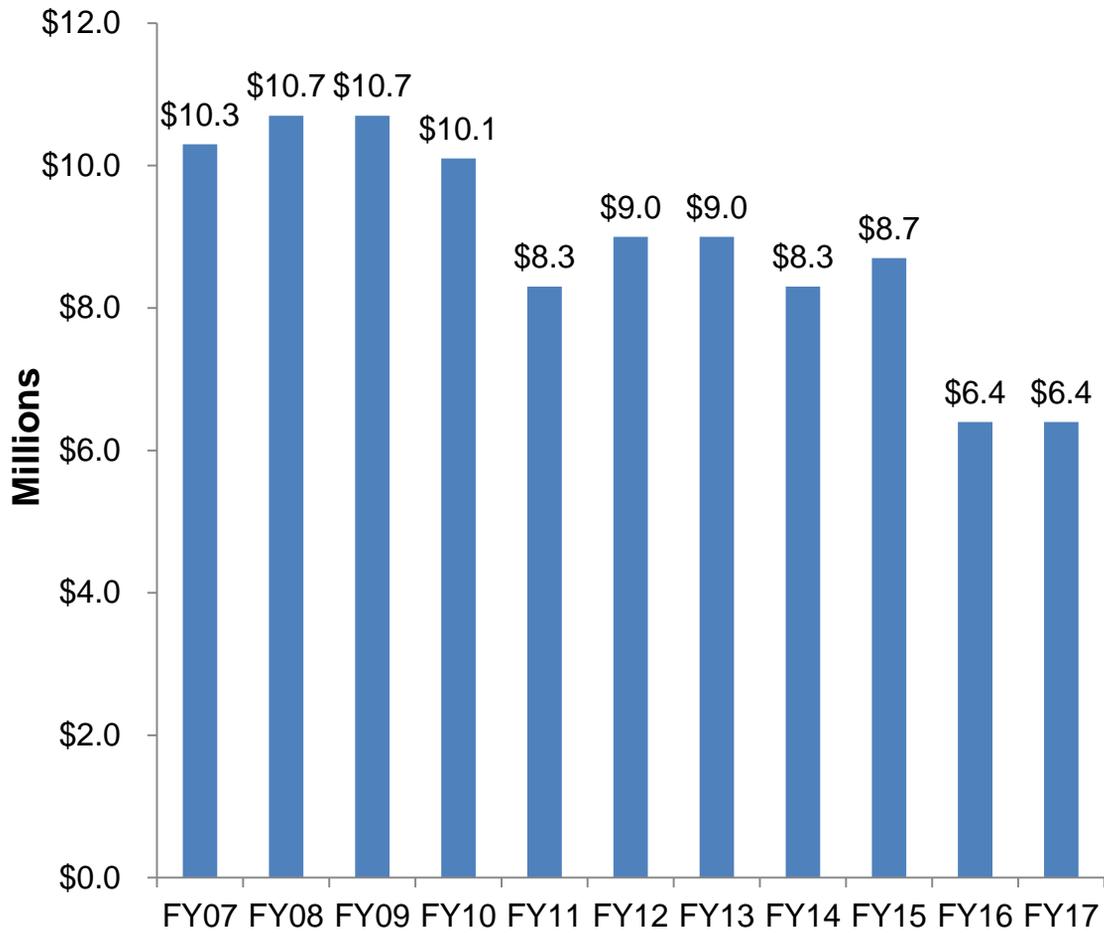
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	6	7
<b>State Spending On Tobacco Prevention</b>	\$6.4 million	\$6.4 million
<b>% of CDC Recommended Spending (\$13.0 million)</b>	48.9%	49.2%



Tobacco's Toll in Delaware	
Adults who smoke	17.4%
High school students who smoke	9.9%
Deaths caused by smoking each year	1,400
Annual health care costs directly caused by smoking	\$532 million
Proportion of cancer deaths attributable to smoking	30.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$878 per household
Estimated annual tobacco industry marketing in state	\$44.8 million
Ratio of industry marketing to state tobacco prevention spending	7.1 to 1

# Delaware

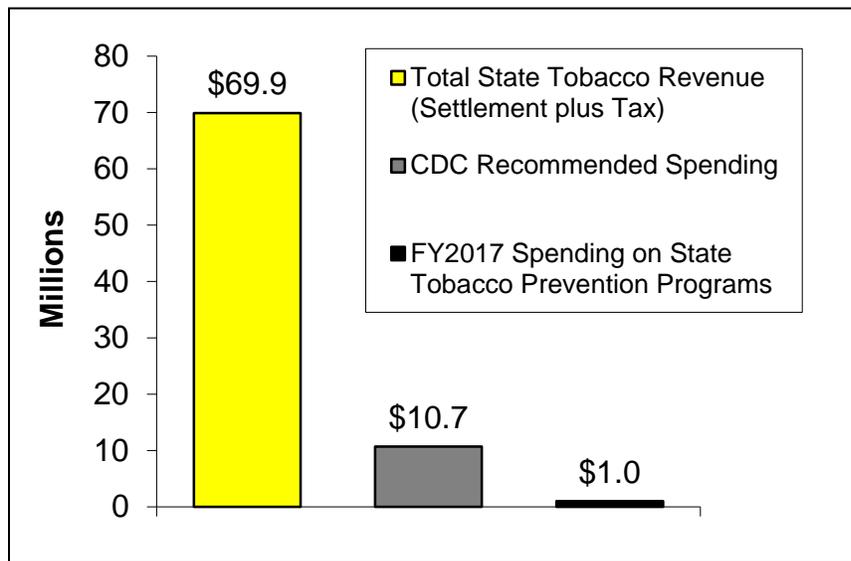
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$13.0 million

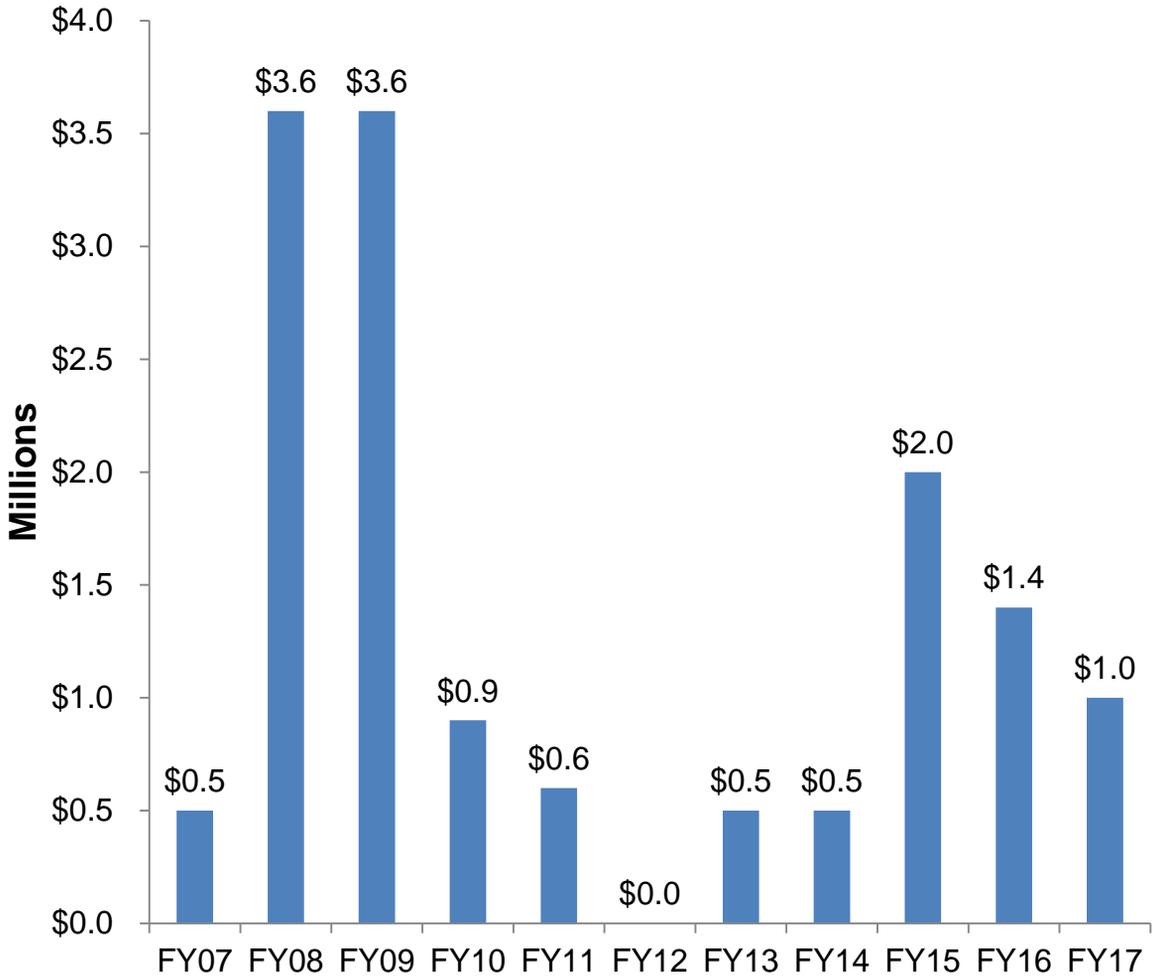
## District of Columbia

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	31	26
<b>State Spending On Tobacco Prevention</b>	\$1.0 million	\$1.4 million
<b>% of CDC Recommended Spending (\$10.7 million)</b>	9.3%	12.7%



<b>Tobacco's Toll in District of Columbia</b>	
Adults who smoke	16.0%
High school students who smoke	12.5%
Deaths caused by smoking each year	800
Annual health care costs directly caused by smoking	\$391 million
Proportion of cancer deaths attributable to smoking	28.2%
Residents' state & federal tax burden from smoking-caused government expenditures	\$860 per household
Estimated annual tobacco industry marketing in state	\$7.1 million
Ratio of industry marketing to state tobacco prevention spending	7.1 to 1

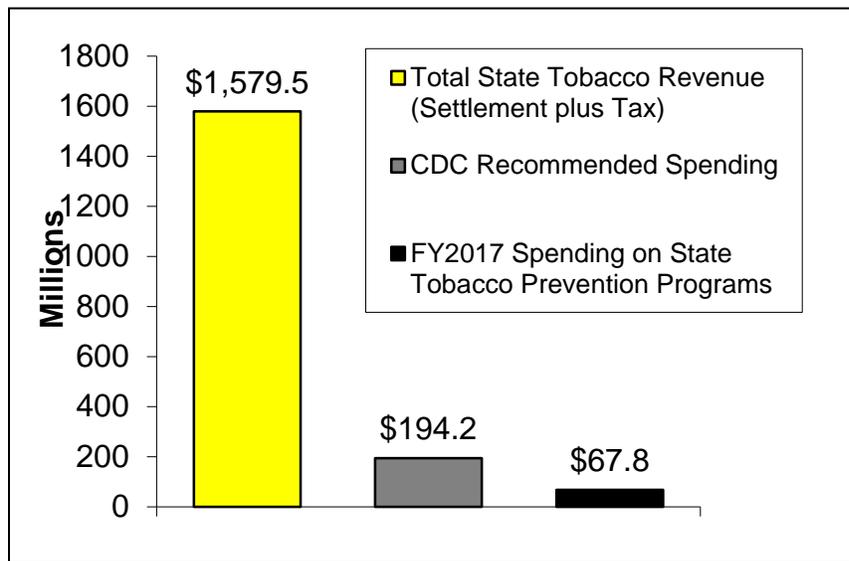
DC  
Total Annual Tobacco Prevention Spending  
FY2007-FY2017



CDC Recommended Spending: \$10.7 million

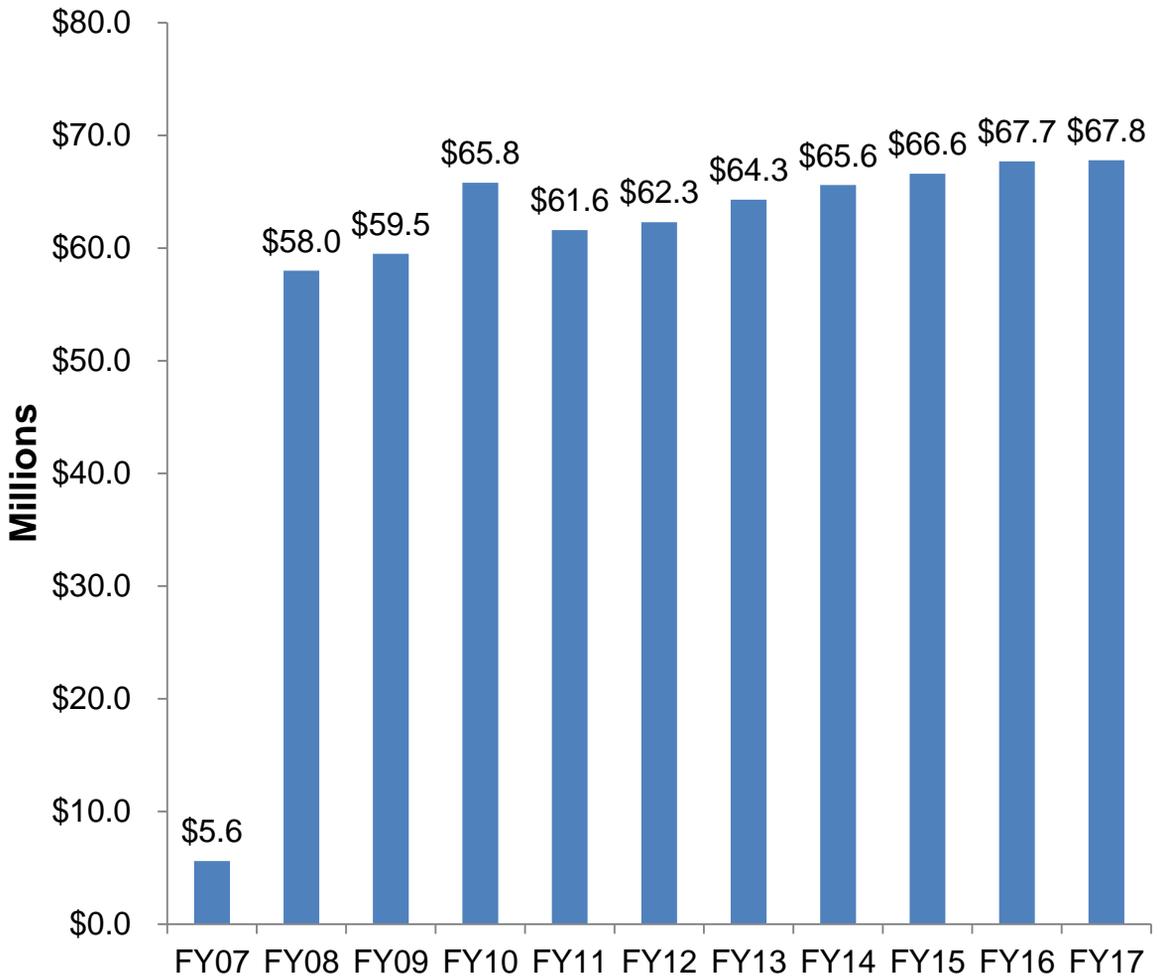
# Florida

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	14	15
<b>State Spending On Tobacco Prevention</b>	\$67.8 million	\$67.7 million
<b>% of CDC Recommended Spending (\$194.2 million)</b>	34.9%	34.9%



<b>Tobacco's Toll in Florida</b>	
Adults who smoke	15.8%
High school students who smoke	5.2%
Deaths caused by smoking each year	32,300
Annual health care costs directly caused by smoking	\$8.64 billion
Proportion of cancer deaths attributable to smoking	29.4%
Residents' state & federal tax burden from smoking-caused government expenditures	\$763 per household
Estimated annual tobacco industry marketing in state	\$563.9 million
Ratio of industry marketing to state tobacco prevention spending	8.3 to 1

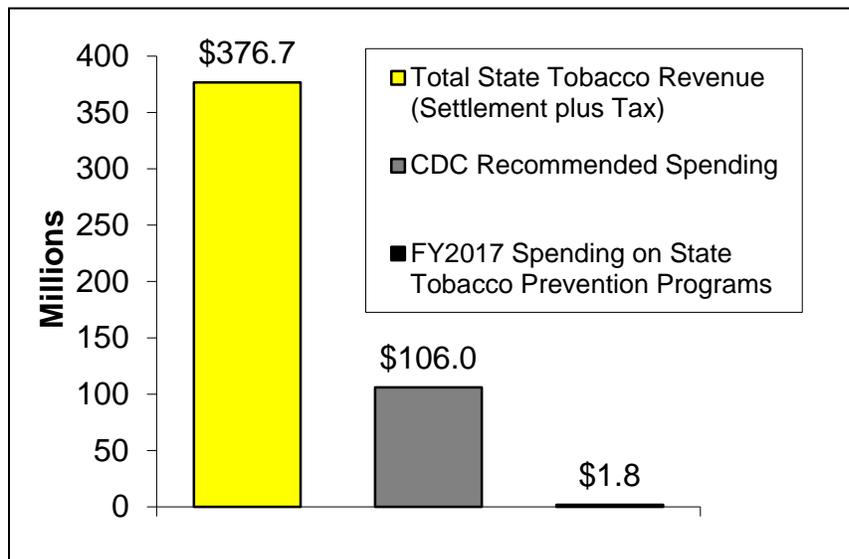
# Florida Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$194.2 million

# Georgia

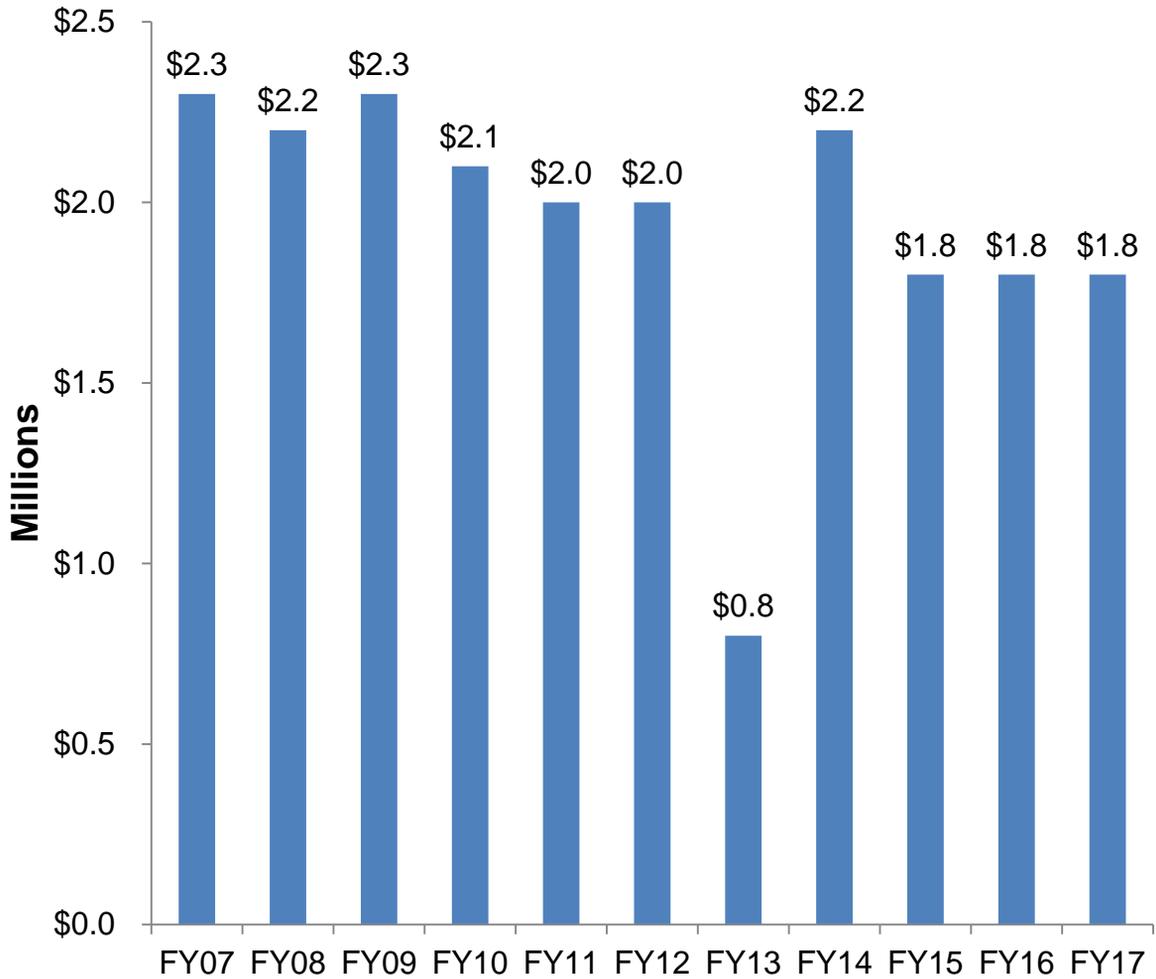
State Spending Summary	FY2017	FY2016
State Ranking	44	43
State Spending On Tobacco Prevention	\$1.8 million	\$1.8 million
% of CDC Recommended Spending (\$106.0 million)	1.7%	1.7%



Tobacco's Toll in Georgia	
Adults who smoke	17.7%
High school students who smoke	12.8%
Deaths caused by smoking each year	11,700
Annual health care costs directly caused by smoking	\$3.18 billion
Proportion of cancer deaths attributable to smoking	29.2%
Residents' state & federal tax burden from smoking-caused government expenditures	\$777 per household
Estimated annual tobacco industry marketing in state	\$332.9 million
Ratio of industry marketing to state tobacco prevention spending	190.2 to 1

# Georgia

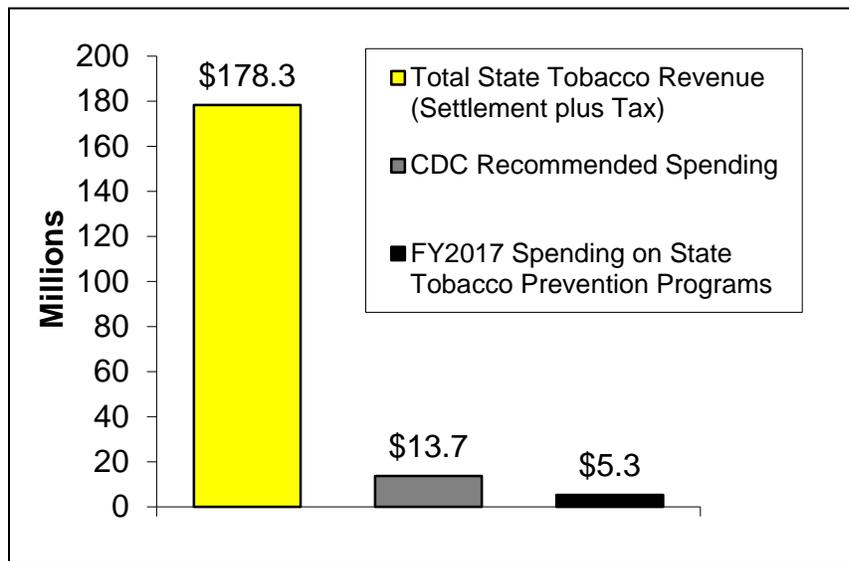
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$106.0 million

# Hawaii

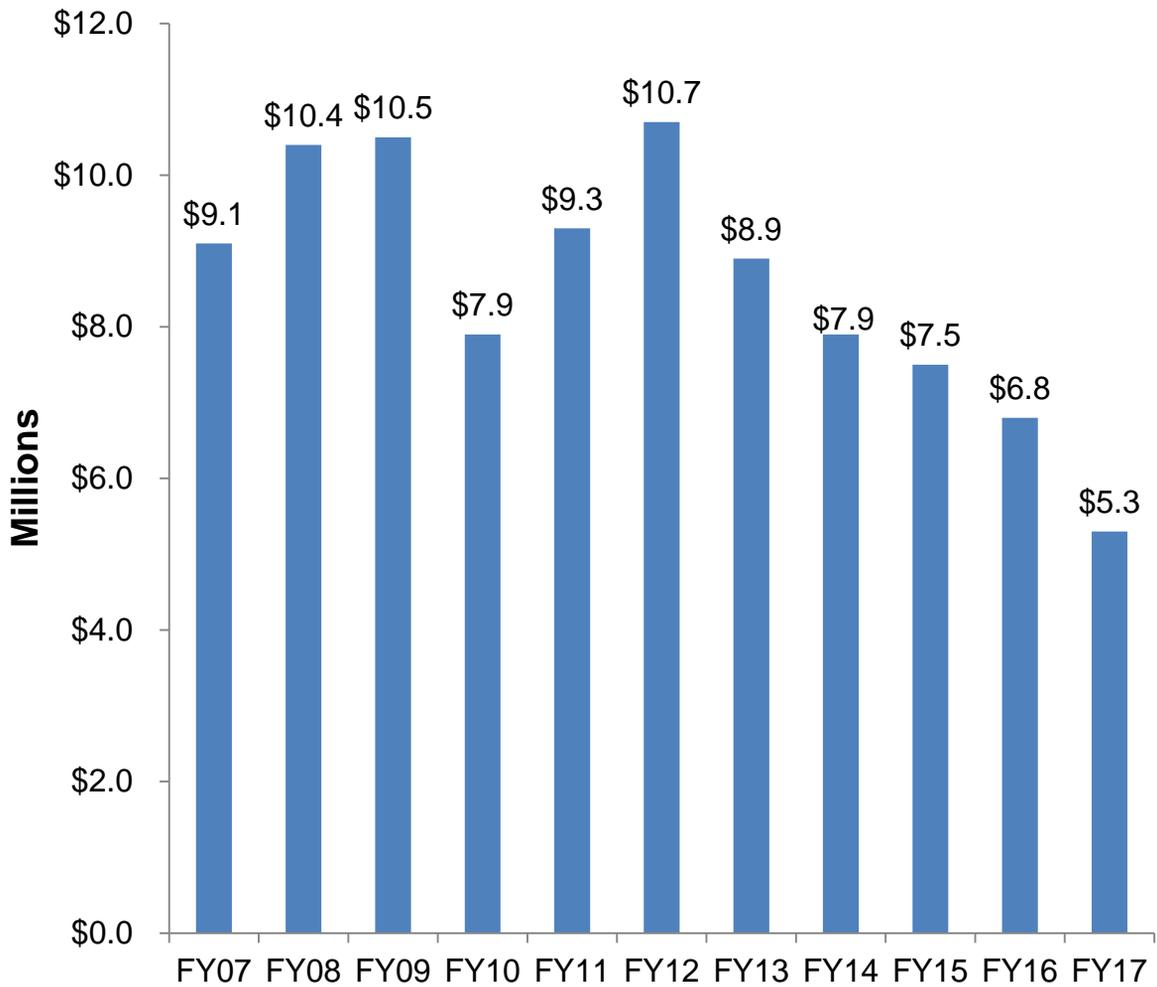
State Spending Summary	FY2017	FY2016
State Ranking	12	6
State Spending On Tobacco Prevention	\$5.3 million	\$6.8 million
% of CDC Recommended Spending (\$13.7 million)	38.6%	49.3%



Tobacco's Toll in Hawaii	
Adults who smoke	14.1%
High school students who smoke	9.7%
Deaths caused by smoking each year	1,400
Annual health care costs directly caused by smoking	\$526 million
Proportion of cancer deaths attributable to smoking	26.0%
Residents' state & federal tax burden from smoking-caused government expenditures	\$897 per household
Estimated annual tobacco industry marketing in state	\$24.3 million
Ratio of industry marketing to state tobacco prevention spending	4.6 to 1

# Hawaii

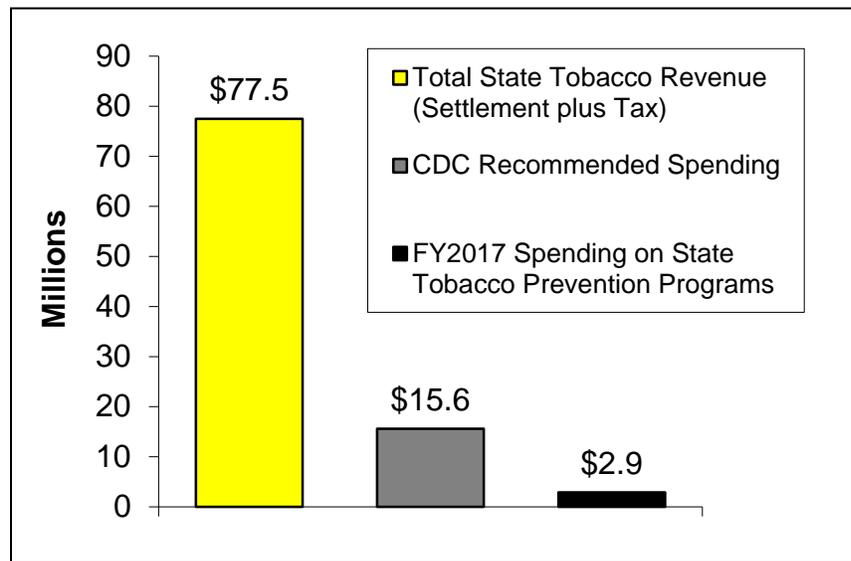
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$13.7 million

# Idaho

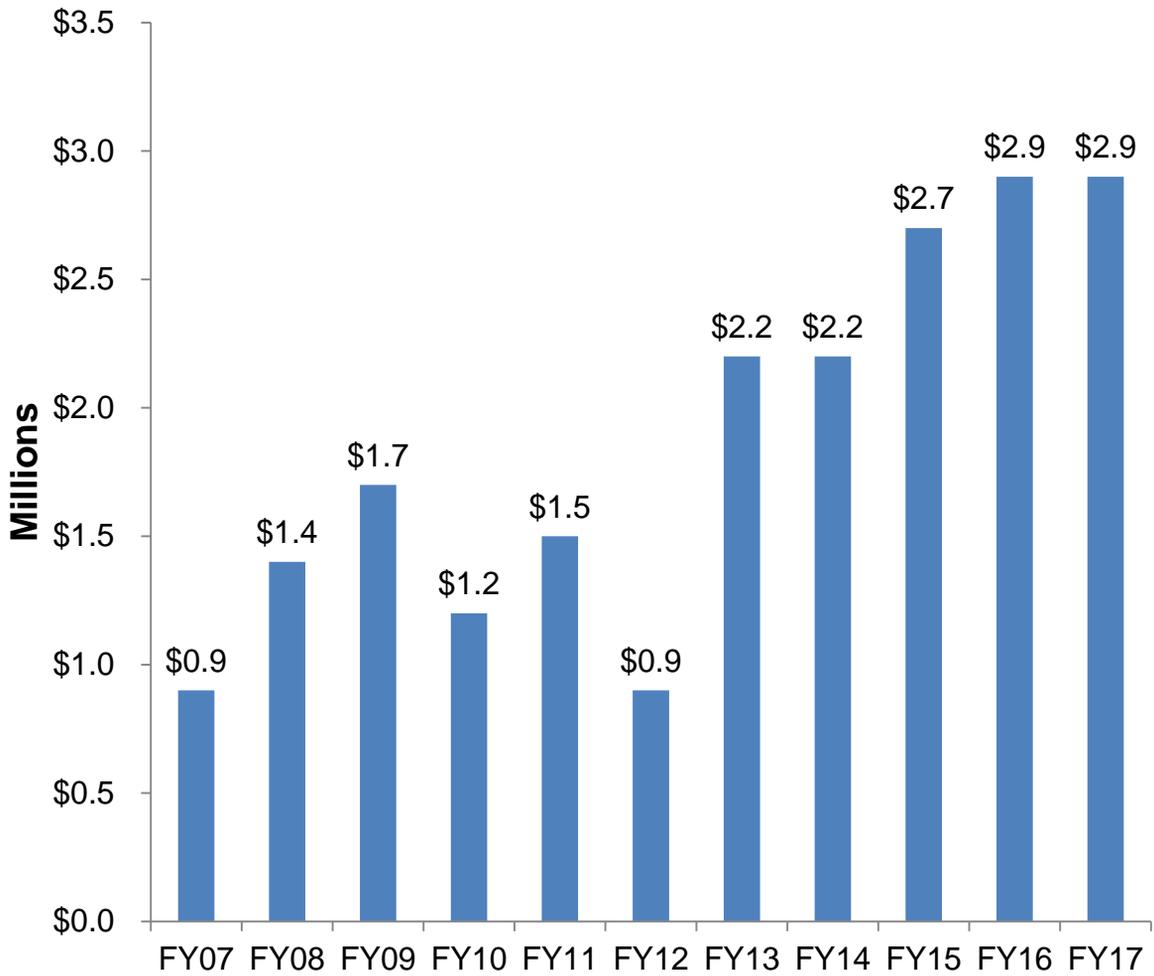
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	23	22
<b>State Spending On Tobacco Prevention</b>	\$2.9 million	\$2.9 million
<b>% of CDC Recommended Spending (\$15.6 million)</b>	18.4%	18.4%



Tobacco's Toll in Idaho	
Adults who smoke	13.8%
High school students who smoke	9.7%
Deaths caused by smoking each year	1,800
Annual health care costs directly caused by smoking	\$508 million
Proportion of cancer deaths attributable to smoking	26.6%
Residents' state & federal tax burden from smoking-caused government expenditures	\$627 per household
Estimated annual tobacco industry marketing in state	\$44.8 million
Ratio of industry marketing to state tobacco prevention spending	15.6 to 1

# Idaho

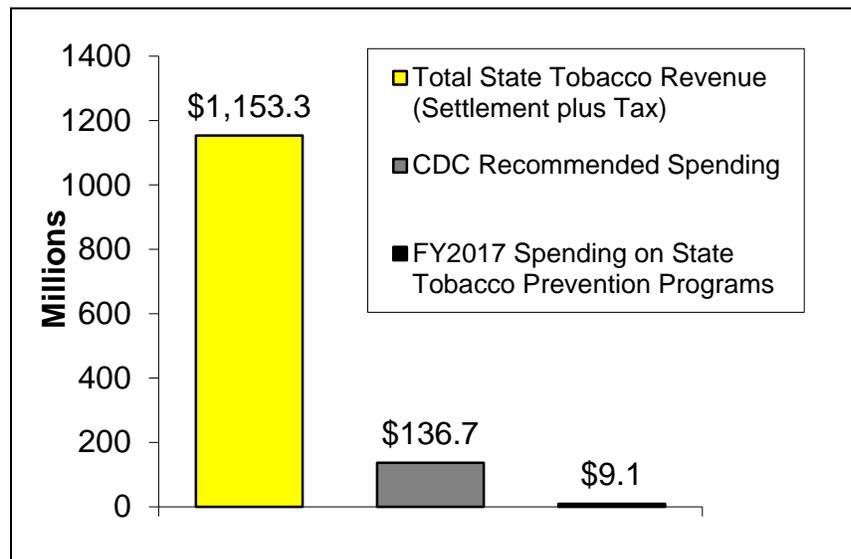
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$15.6 million

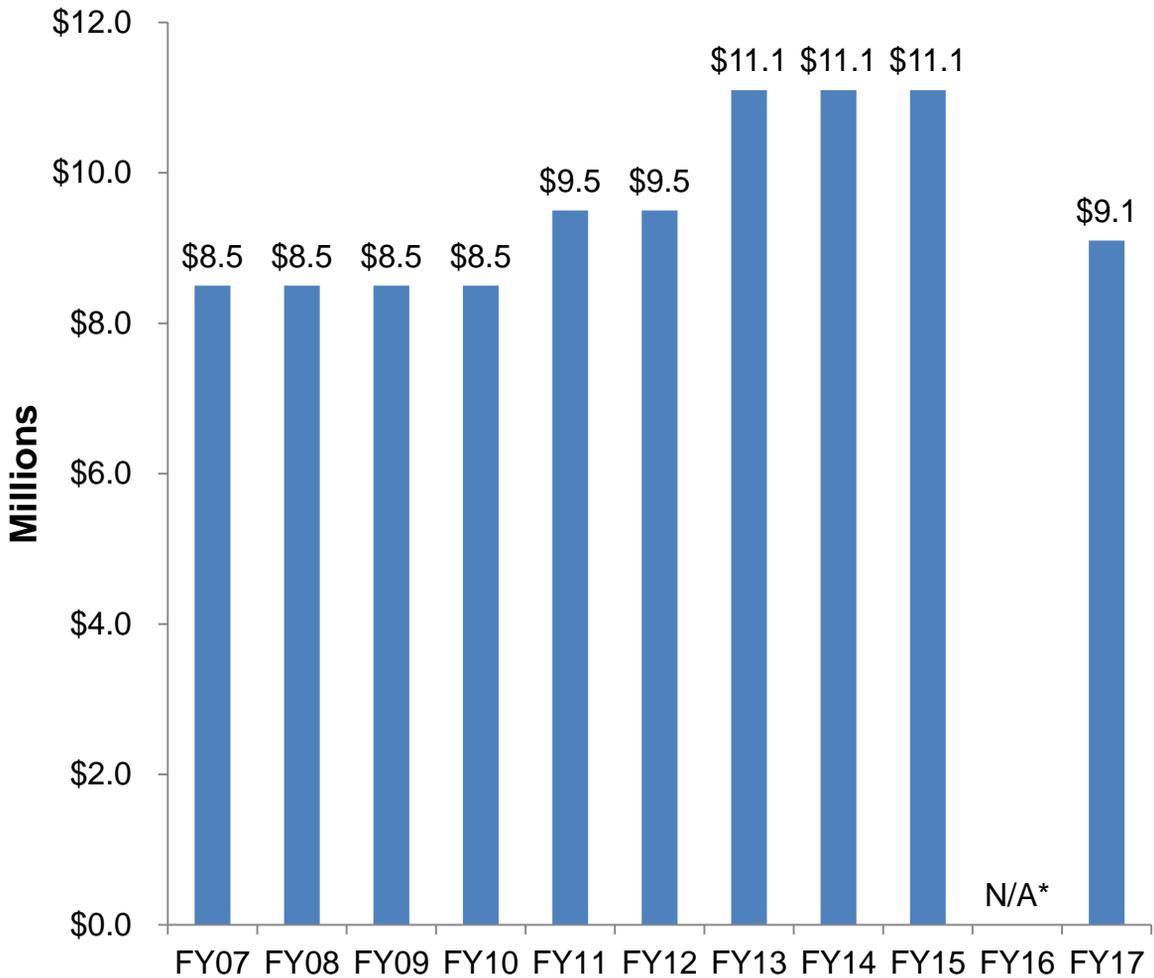
# Illinois

State Spending Summary	FY2017	FY2016
State Ranking	35	NA
State Spending On Tobacco Prevention	\$9.1 million	NA
% of CDC Recommended Spending (\$136.7 million)	6.7%	0.0%



Tobacco's Toll in Illinois	
Adults who smoke	15.1%
High school students who smoke	10.1%
Deaths caused by smoking each year	18,300
Annual health care costs directly caused by smoking	\$5.49 billion
Proportion of cancer deaths attributable to smoking	29.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$909 per household
Estimated annual tobacco industry marketing in state	\$295.0 million
Ratio of industry marketing to state tobacco prevention spending	32.4 to 1

## Illinois Total Annual Tobacco Prevention Spending FY2007-FY2017

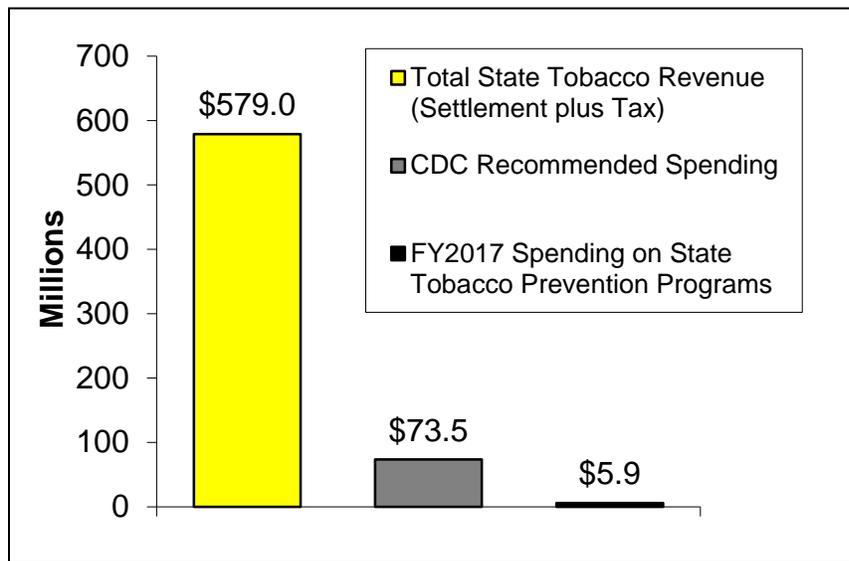


**CDC Recommended Spending: \$136.7 million**

\*Illinois's FY2016 tobacco prevention program budget was not available when this report went to press.

# Indiana

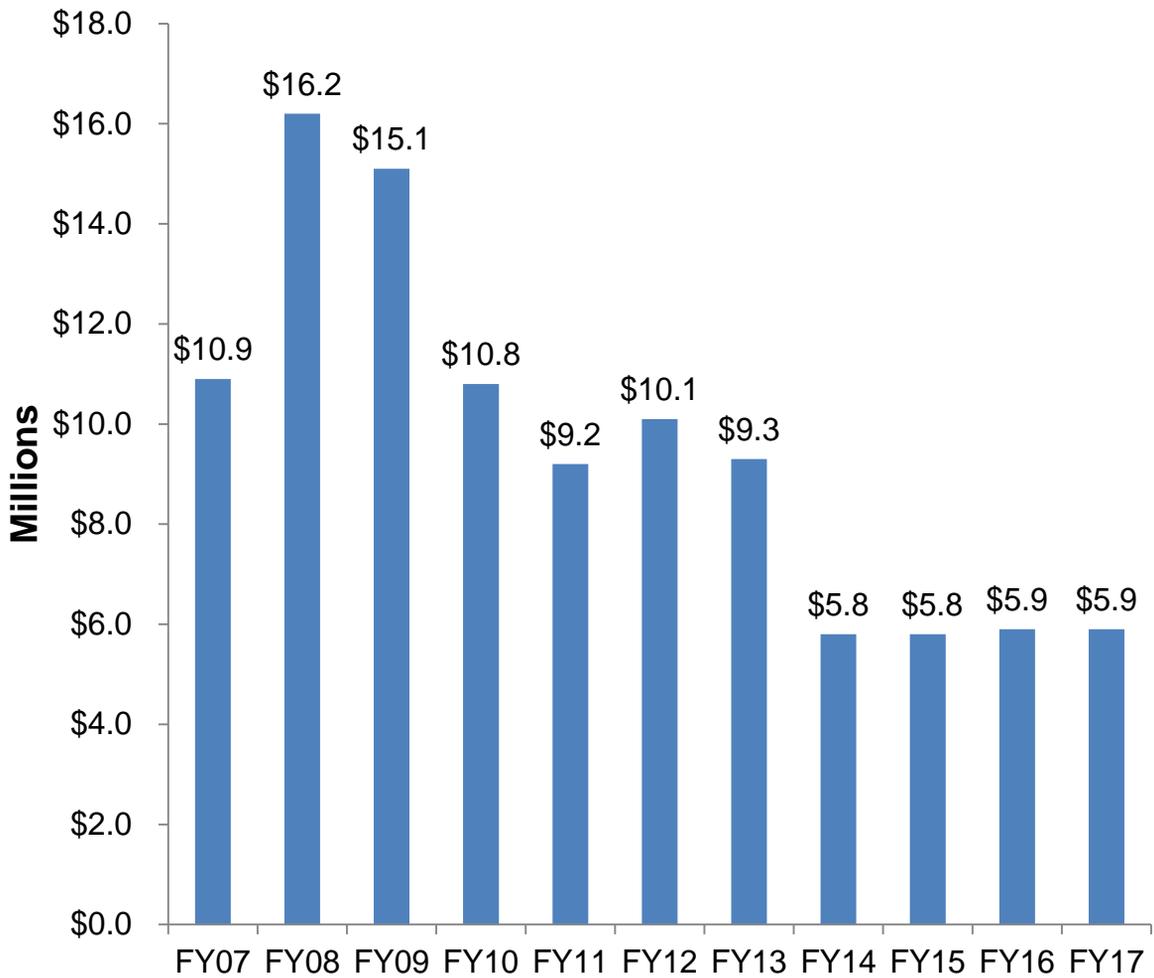
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	34	33
<b>State Spending On Tobacco Prevention</b>	\$5.9 million	\$5.9 million
<b>% of CDC Recommended Spending (\$73.5 million)</b>	8.0%	8.0%



Tobacco's Toll in Indiana	
Adults who smoke	20.6%
High school students who smoke	12.0%
Deaths caused by smoking each year	11,100
Annual health care costs directly caused by smoking	\$2.93 billion
Proportion of cancer deaths attributable to smoking	30.6%
Residents' state & federal tax burden from smoking-caused government expenditures	\$903 per household
Estimated annual tobacco industry marketing in state	\$284.5 million
Ratio of industry marketing to state tobacco prevention spending	48.2 to 1

# Indiana

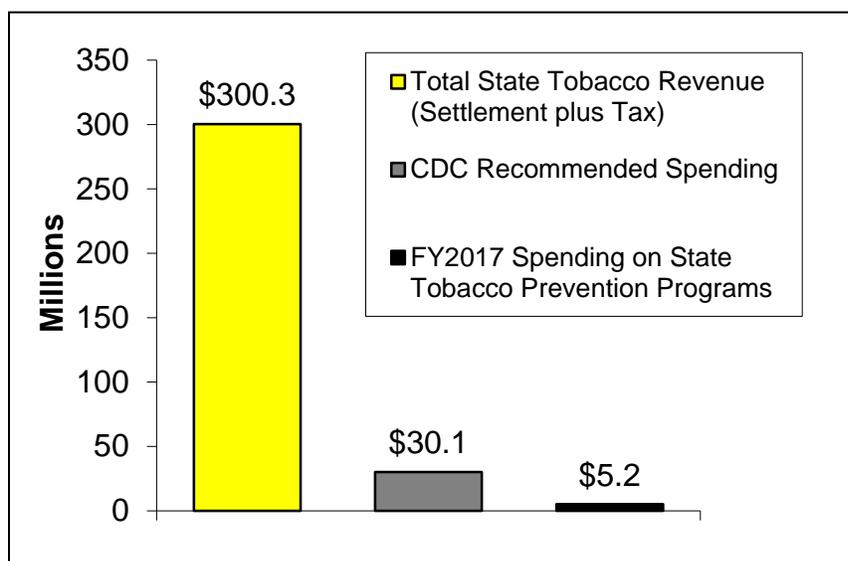
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$73.5 million

## Iowa

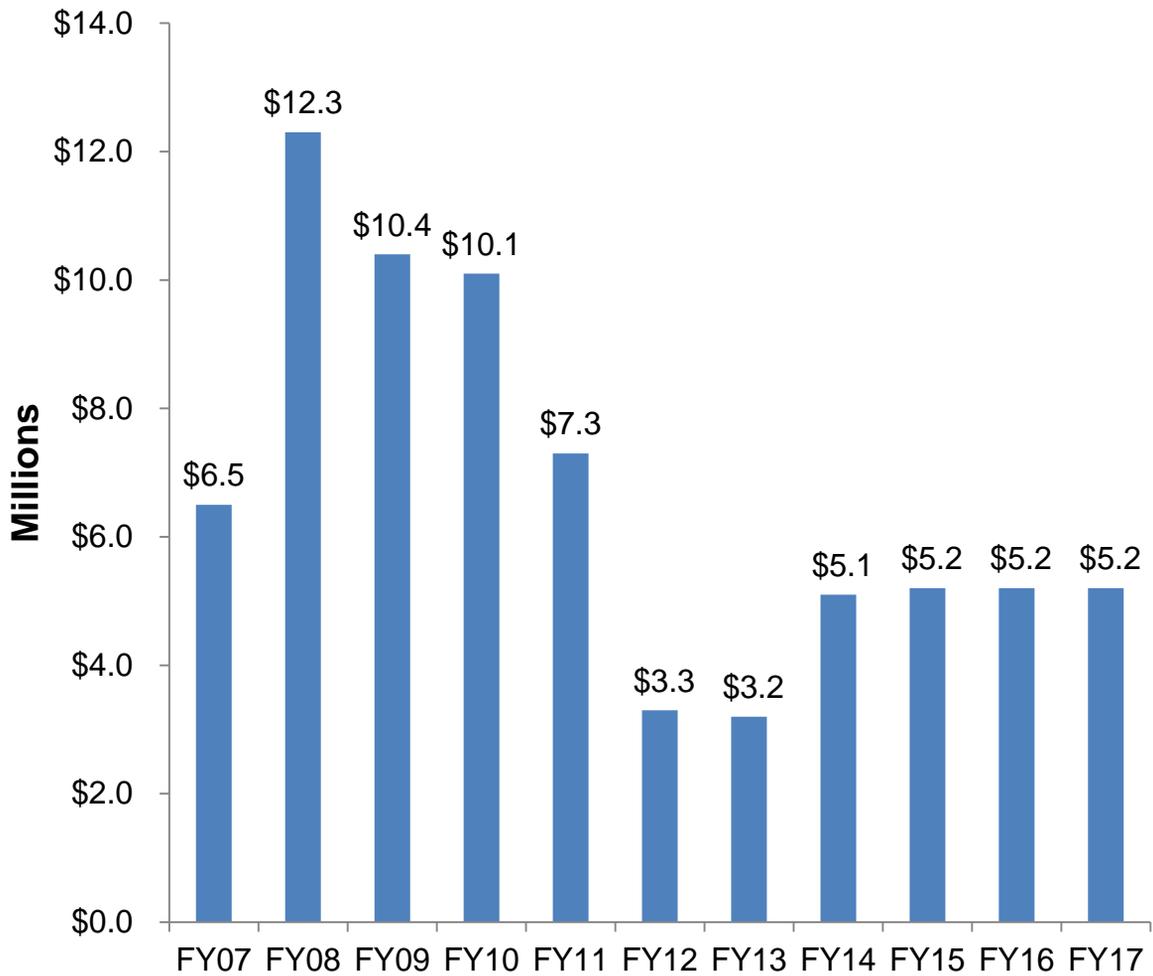
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	24	25
<b>State Spending On Tobacco Prevention</b>	\$5.2 million	\$5.2 million
<b>% of CDC Recommended Spending (\$30.1 million)</b>	17.4%	17.4%



Tobacco's Toll in Iowa	
Adults who smoke	18.1%
High school students who smoke	18.1%
Deaths caused by smoking each year	5,100
Annual health care costs directly caused by smoking	\$1.28 billion
Proportion of cancer deaths attributable to smoking	27.8%
Residents' state & federal tax burden from smoking-caused government expenditures	\$856 per household
Estimated annual tobacco industry marketing in state	\$99.2 million
Ratio of industry marketing to state tobacco prevention spending	18.9 to 1

# Iowa

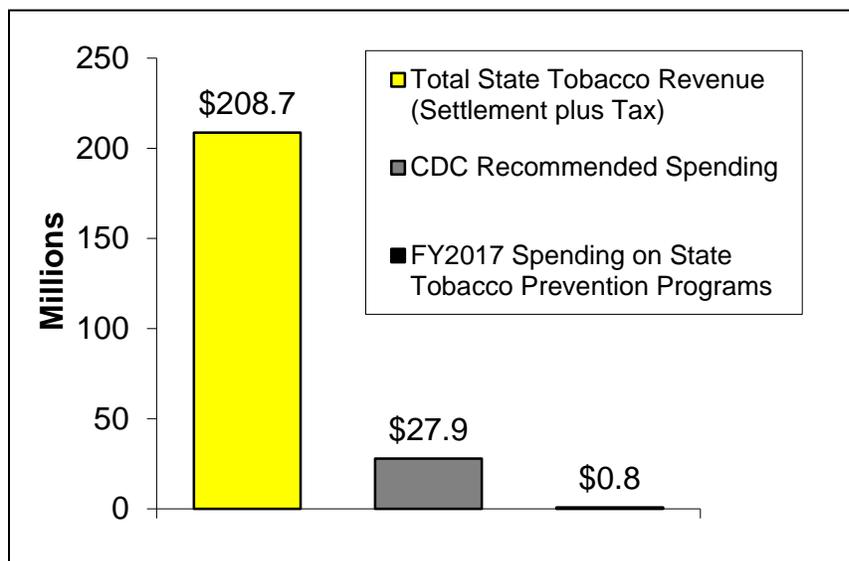
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$30.1 million

# Kansas

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	41	39
<b>State Spending On Tobacco Prevention</b>	\$847,041	\$946,671
<b>% of CDC Recommended Spending (\$27.9 million)</b>	3.0%	3.4%



<b>Tobacco's Toll in Kansas</b>	
Adults who smoke	17.7%
High school students who smoke	10.2%
Deaths caused by smoking each year	4,400
Annual health care costs directly caused by smoking	\$1.12 billion
Proportion of cancer deaths attributable to smoking	28.6%
Residents' state & federal tax burden from smoking-caused government expenditures	\$779 per household
Estimated annual tobacco industry marketing in state	\$77.7 million
Ratio of industry marketing to state tobacco prevention spending	91.8 to 1

# Kansas

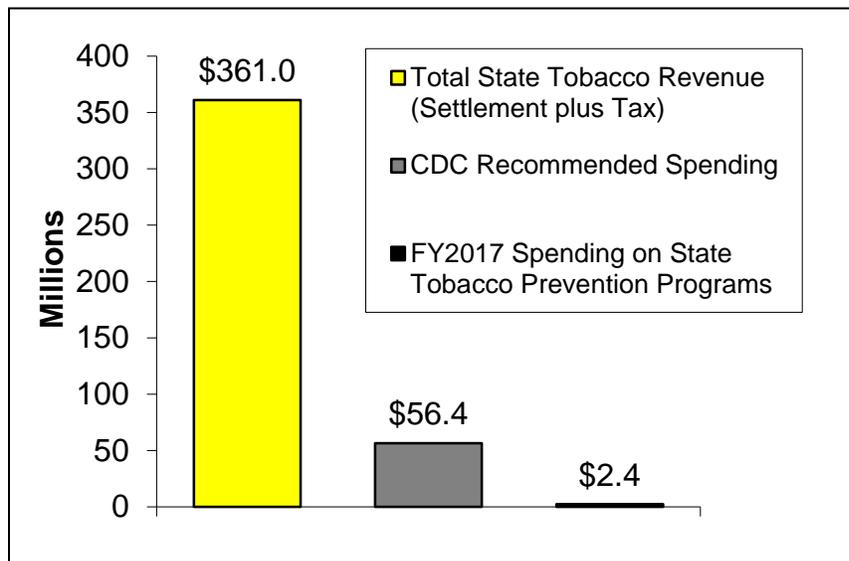
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$27.9 million

# Kentucky

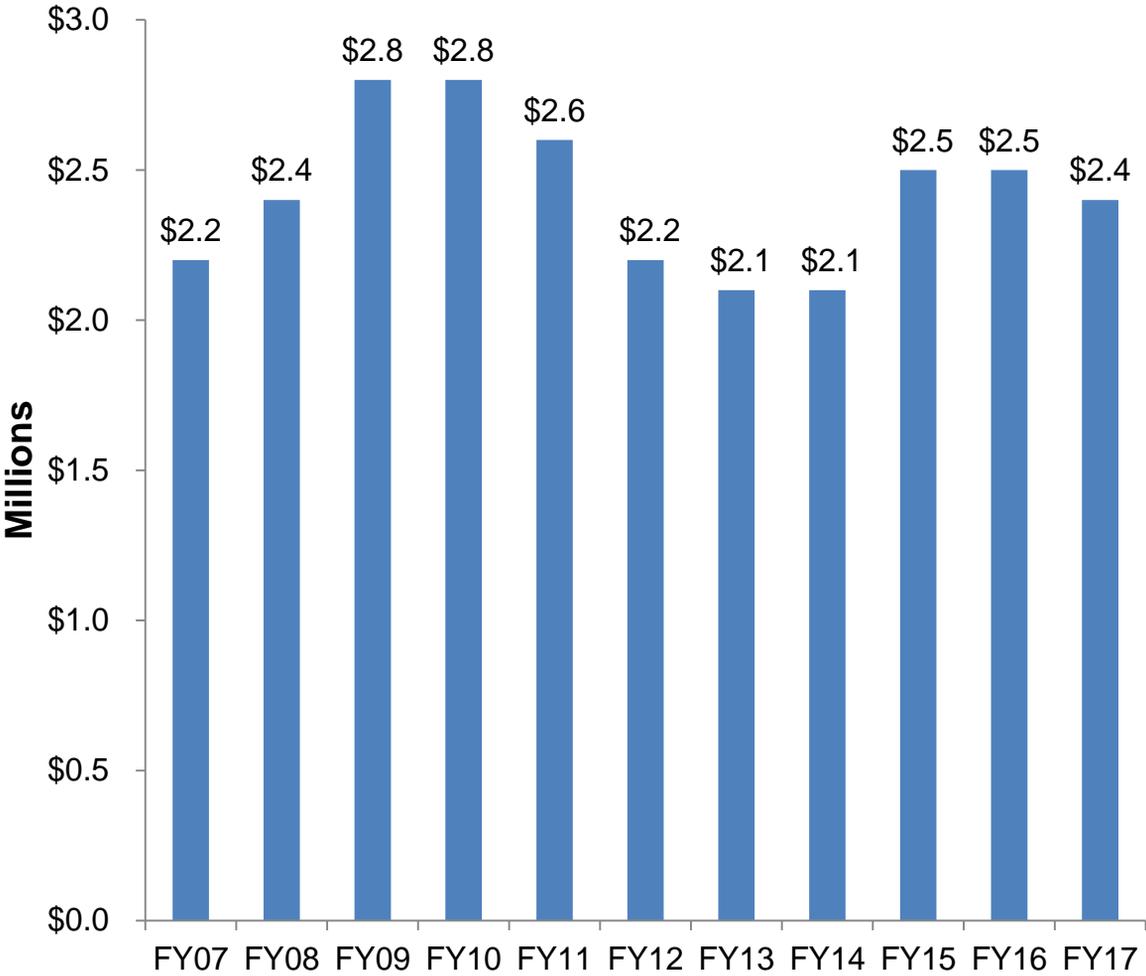
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	37	36
<b>State Spending On Tobacco Prevention</b>	\$2.4 million	\$2.5 million
<b>% of CDC Recommended Spending (\$56.4 million)</b>	4.2%	4.4%



Tobacco's Toll in Kentucky	
Adults who smoke	25.9%
High school students who smoke	16.9%
Deaths caused by smoking each year	8,900
Annual health care costs directly caused by smoking	\$1.92 billion
Proportion of cancer deaths attributable to smoking	34.0%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,168 per household
Estimated annual tobacco industry marketing in state	\$266.2 million
Ratio of industry marketing to state tobacco prevention spending	113.1 to 1

# Kentucky

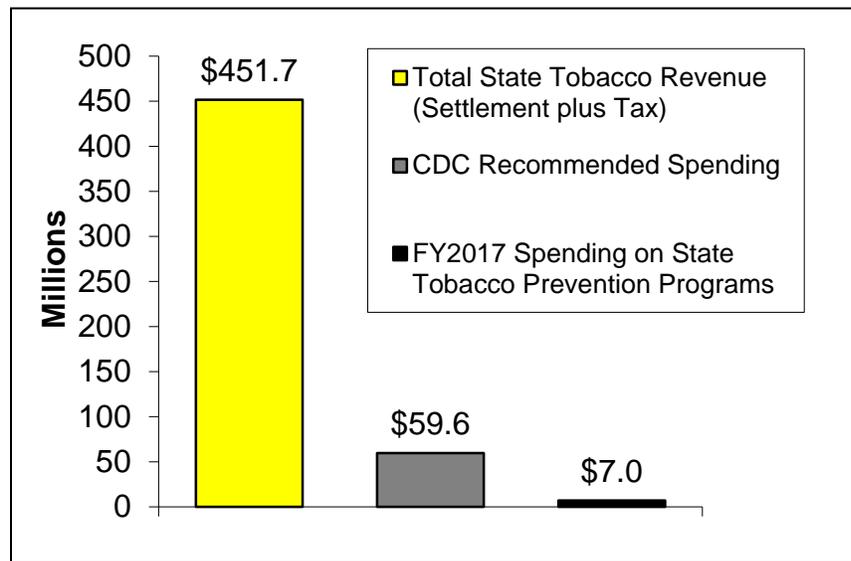
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$56.4 million

## Louisiana

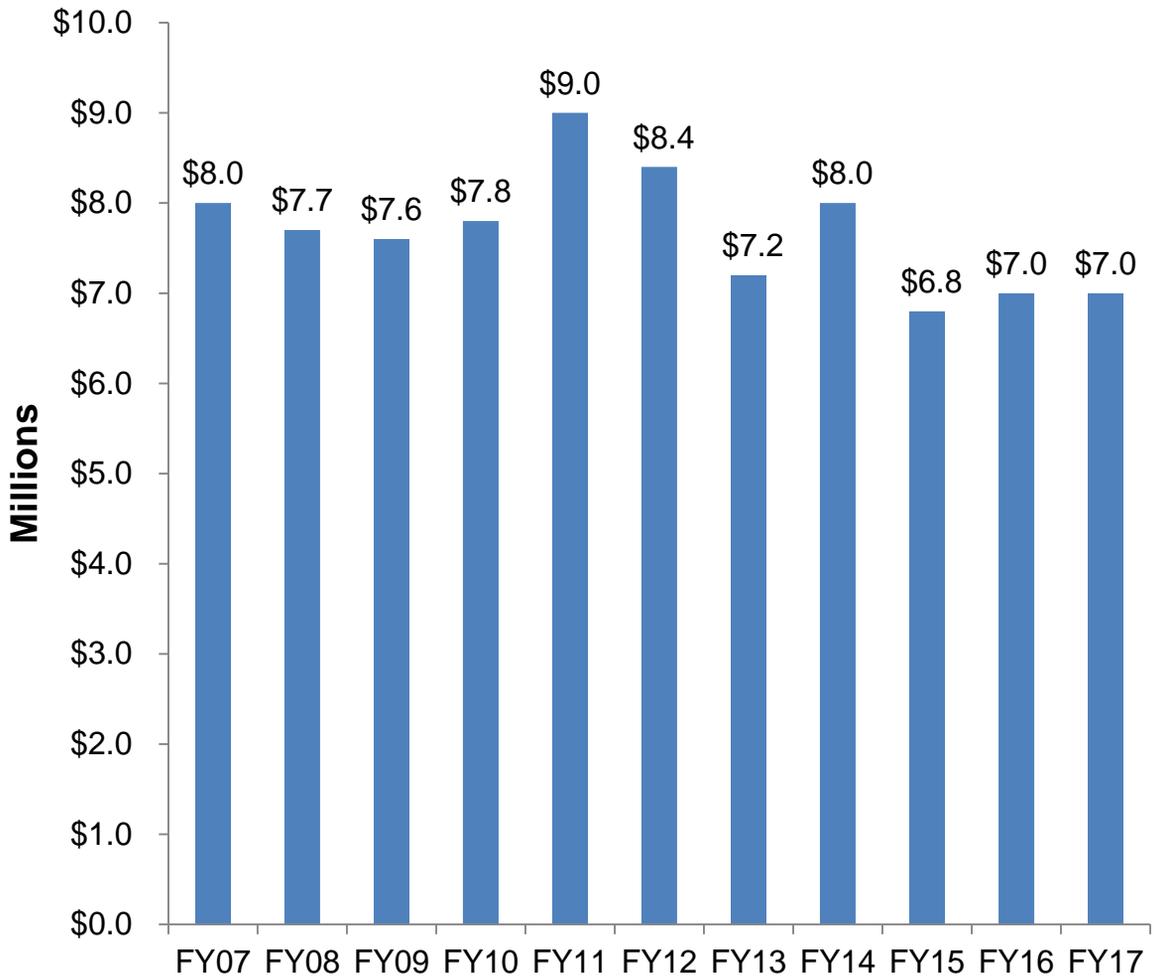
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	26	28
<b>State Spending On Tobacco Prevention</b>	\$7.0 million	\$7.0 million
<b>% of CDC Recommended Spending (\$59.6 million)</b>	11.7%	11.7%



<b>Tobacco's Toll in Louisiana</b>	
Adults who smoke	21.9%
High school students who smoke	12.1%
Deaths caused by smoking each year	7,200
Annual health care costs directly caused by smoking	\$1.89 billion
Proportion of cancer deaths attributable to smoking	32.6%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,182 per household
Estimated annual tobacco industry marketing in state	\$205.1 million
Ratio of industry marketing to state tobacco prevention spending	29.3 to 1

# Louisiana

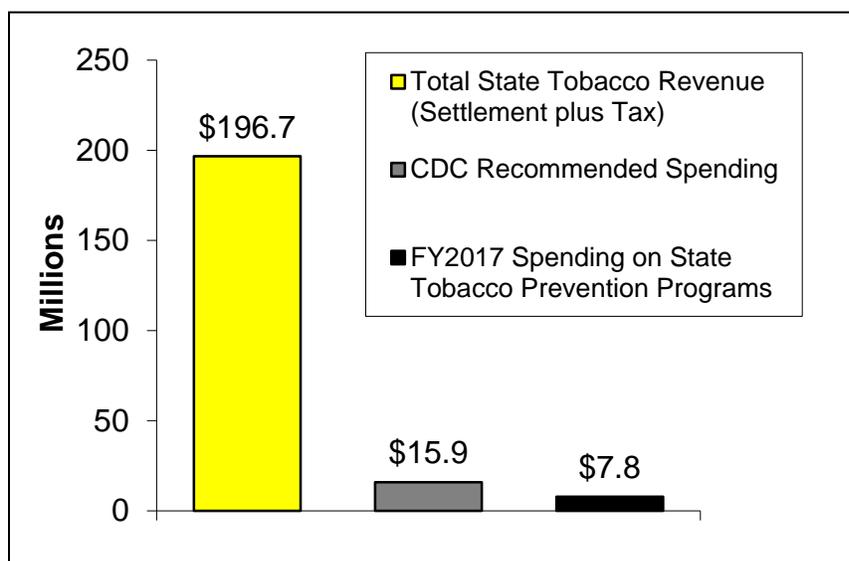
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$59.6 million

## Maine

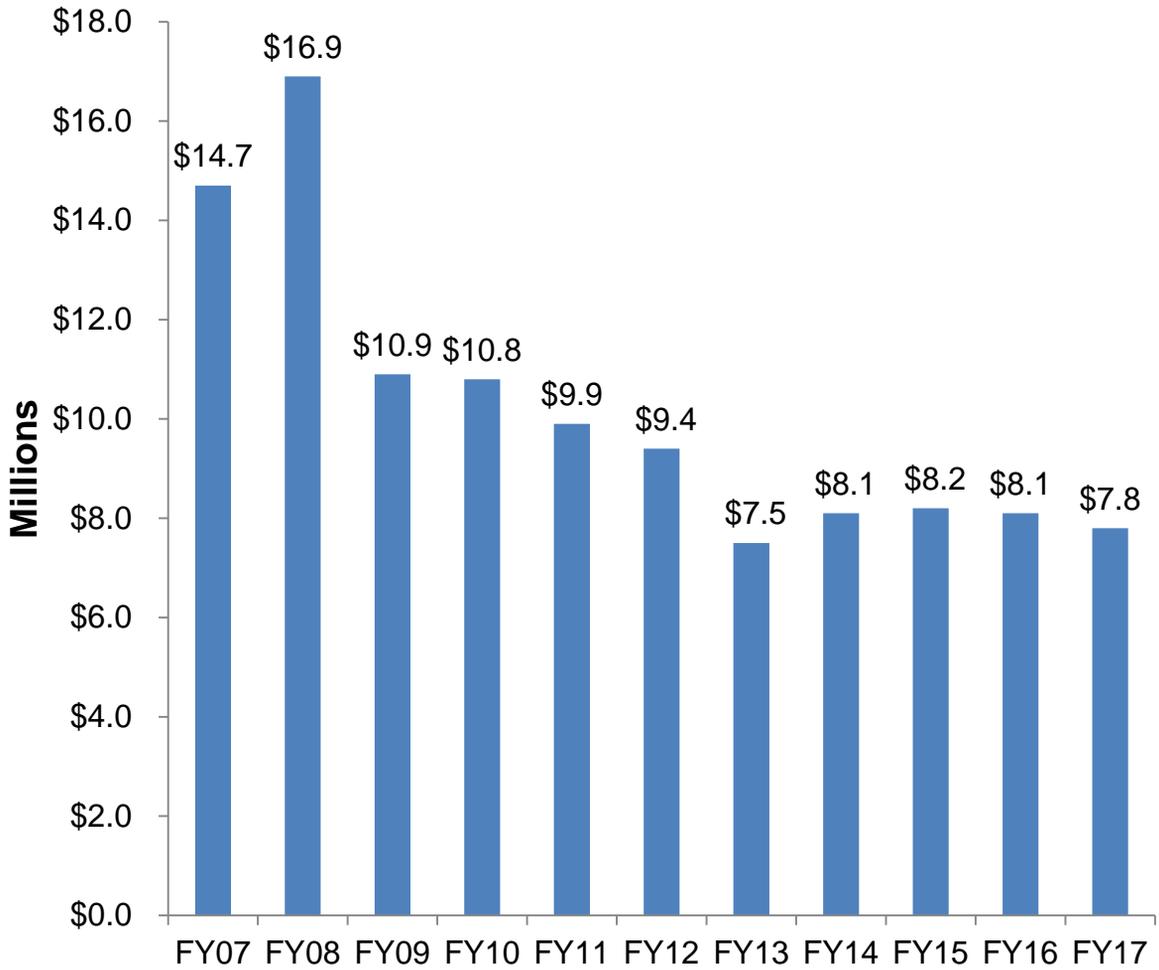
State Spending Summary	FY2017	FY2016
State Ranking	5	5
State Spending On Tobacco Prevention	\$7.8 million	\$8.1 million
% of CDC Recommended Spending (\$15.9 million)	49.1%	50.6%



Tobacco's Toll in Maine	
Adults who smoke	19.5%
High school students who smoke	11.2%
Deaths caused by smoking each year	2,400
Annual health care costs directly caused by smoking	\$811 million
Proportion of cancer deaths attributable to smoking	29.0%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,113 per household
Estimated annual tobacco industry marketing in state	\$42.8 million
Ratio of industry marketing to state tobacco prevention spending	5.5 to 1

# Maine

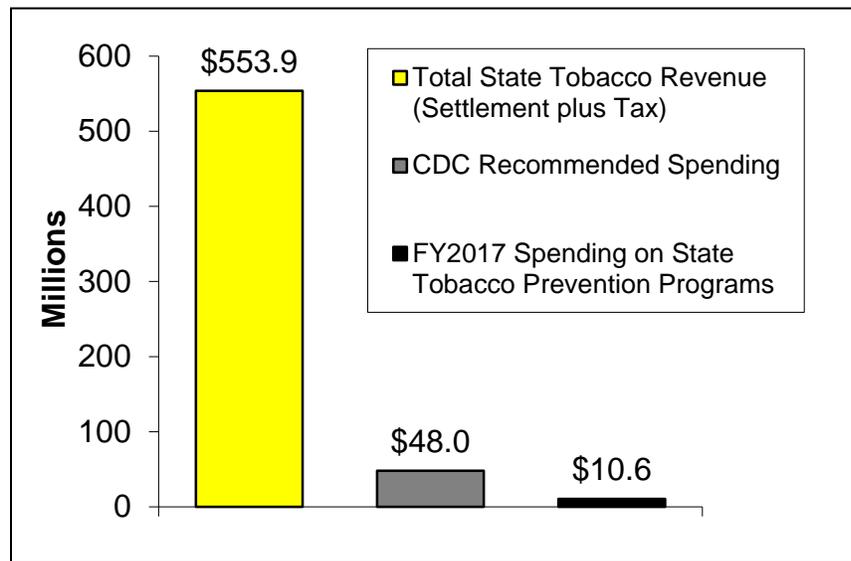
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$15.9 million

## Maryland

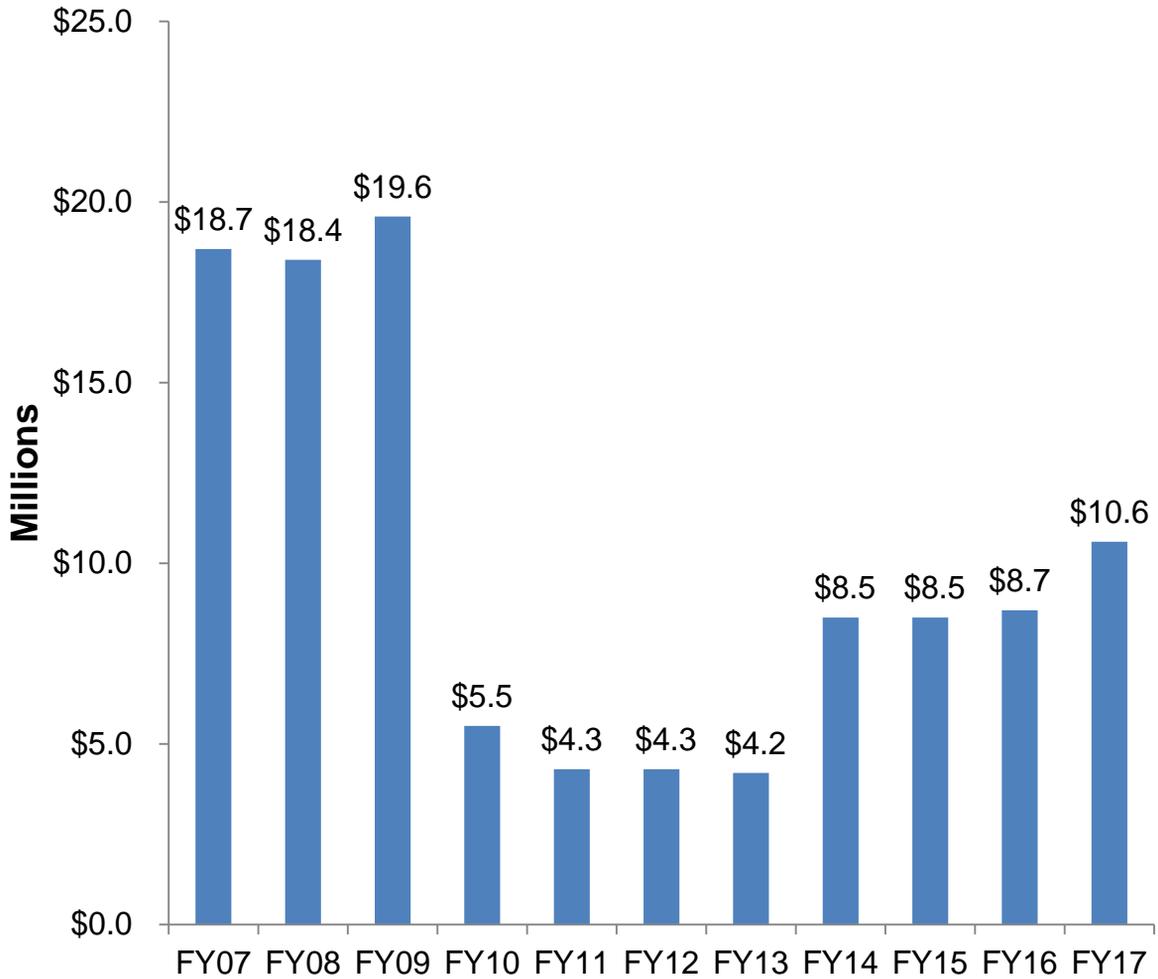
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	20	23
<b>State Spending On Tobacco Prevention</b>	\$10.6 million	\$8.7 million
<b>% of CDC Recommended Spending (\$48.0 million)</b>	22.0%	18.2%



<b>Tobacco's Toll in Maryland</b>	
Adults who smoke	15.1%
High school students who smoke	8.7%
Deaths caused by smoking each year	7,500
Annual health care costs directly caused by smoking	\$2.71 billion
Proportion of cancer deaths attributable to smoking	27.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$798 per household
Estimated annual tobacco industry marketing in state	\$127.5 million
Ratio of industry marketing to state tobacco prevention spending	12.1 to 1

# Maryland

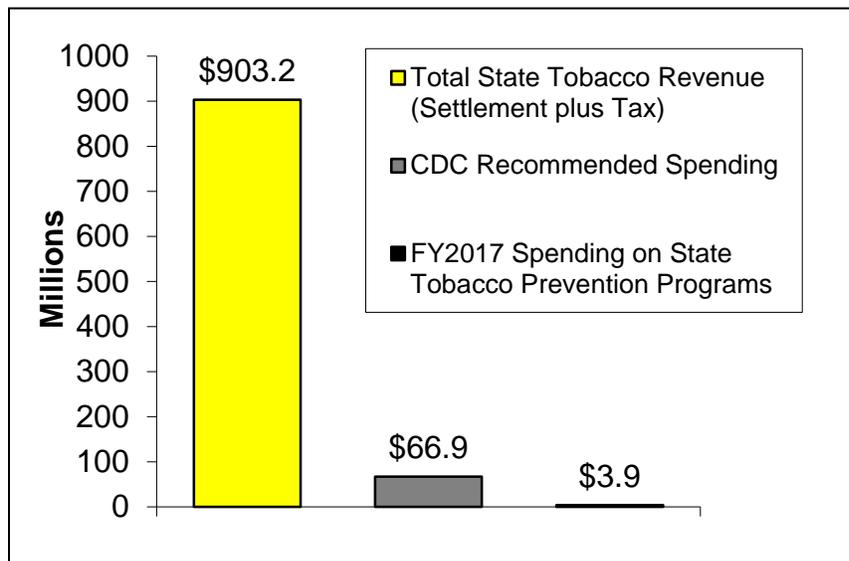
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$48.0 million

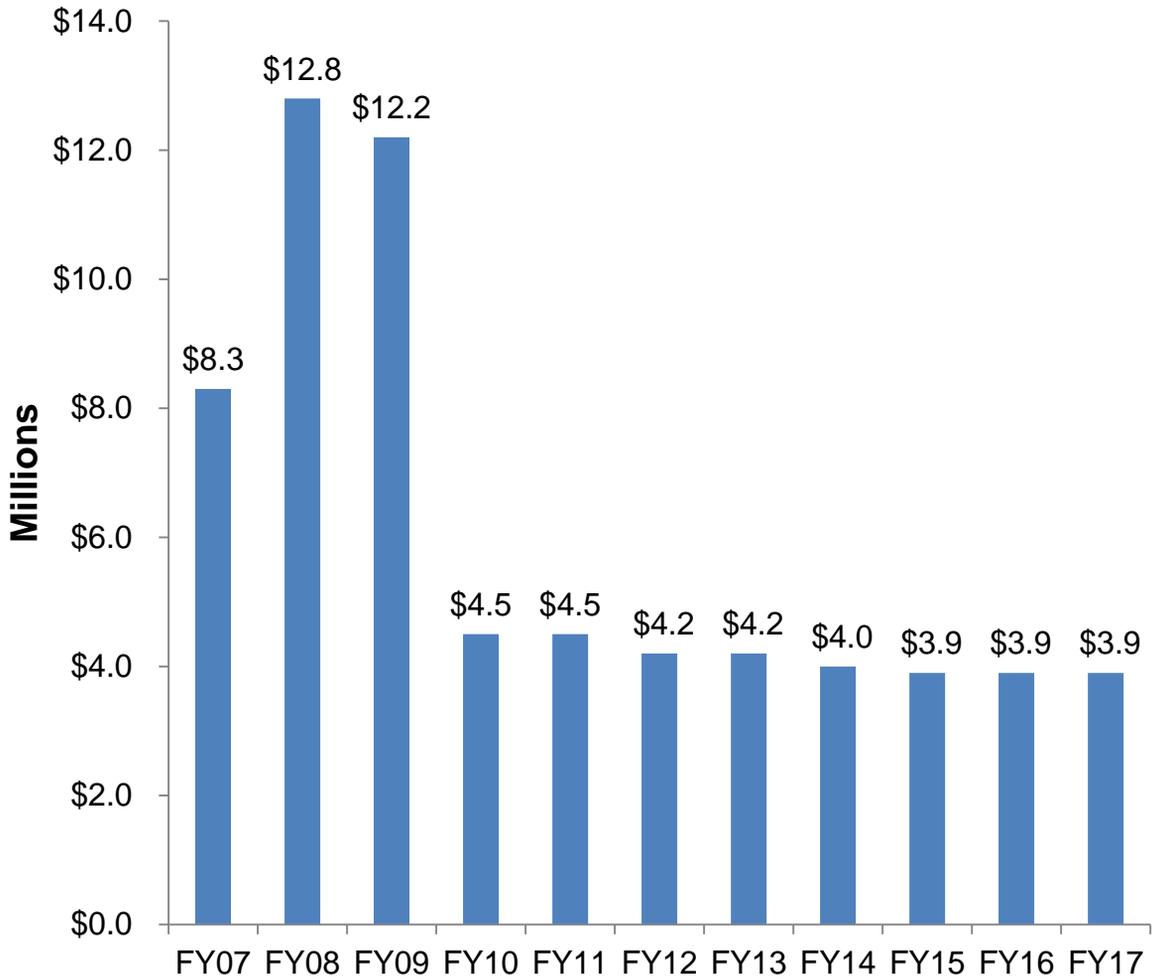
## Massachusetts

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	36	35
<b>State Spending On Tobacco Prevention</b>	\$3.9 million	\$3.9 million
<b>% of CDC Recommended Spending (\$66.9 million)</b>	5.8%	5.8%



<b>Tobacco's Toll in Massachusetts</b>	
Adults who smoke	14.0%
High school students who smoke	7.7%
Deaths caused by smoking each year	9,300
Annual health care costs directly caused by smoking	\$4.08 billion
Proportion of cancer deaths attributable to smoking	28.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$996 per household
Estimated annual tobacco industry marketing in state	\$123.6 million
Ratio of industry marketing to state tobacco prevention spending	32.0 to 1

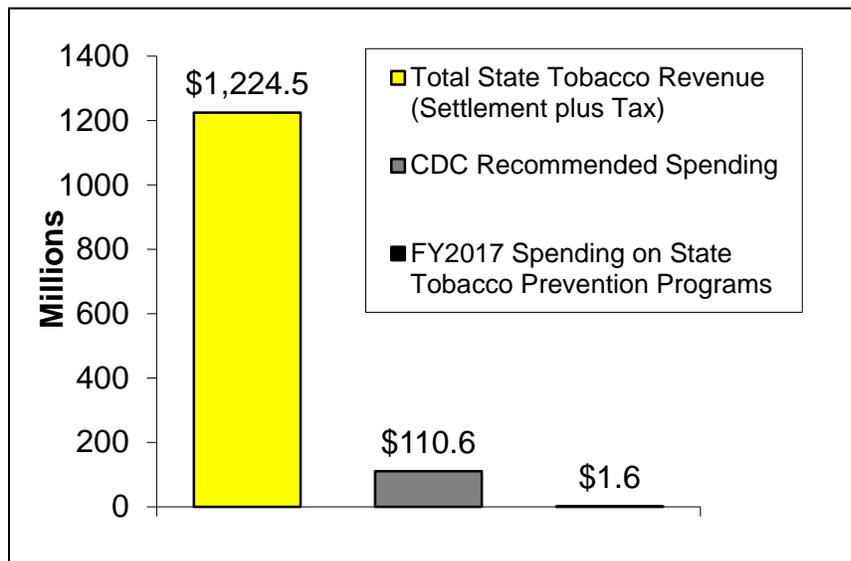
# Massachusetts Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$66.9 million

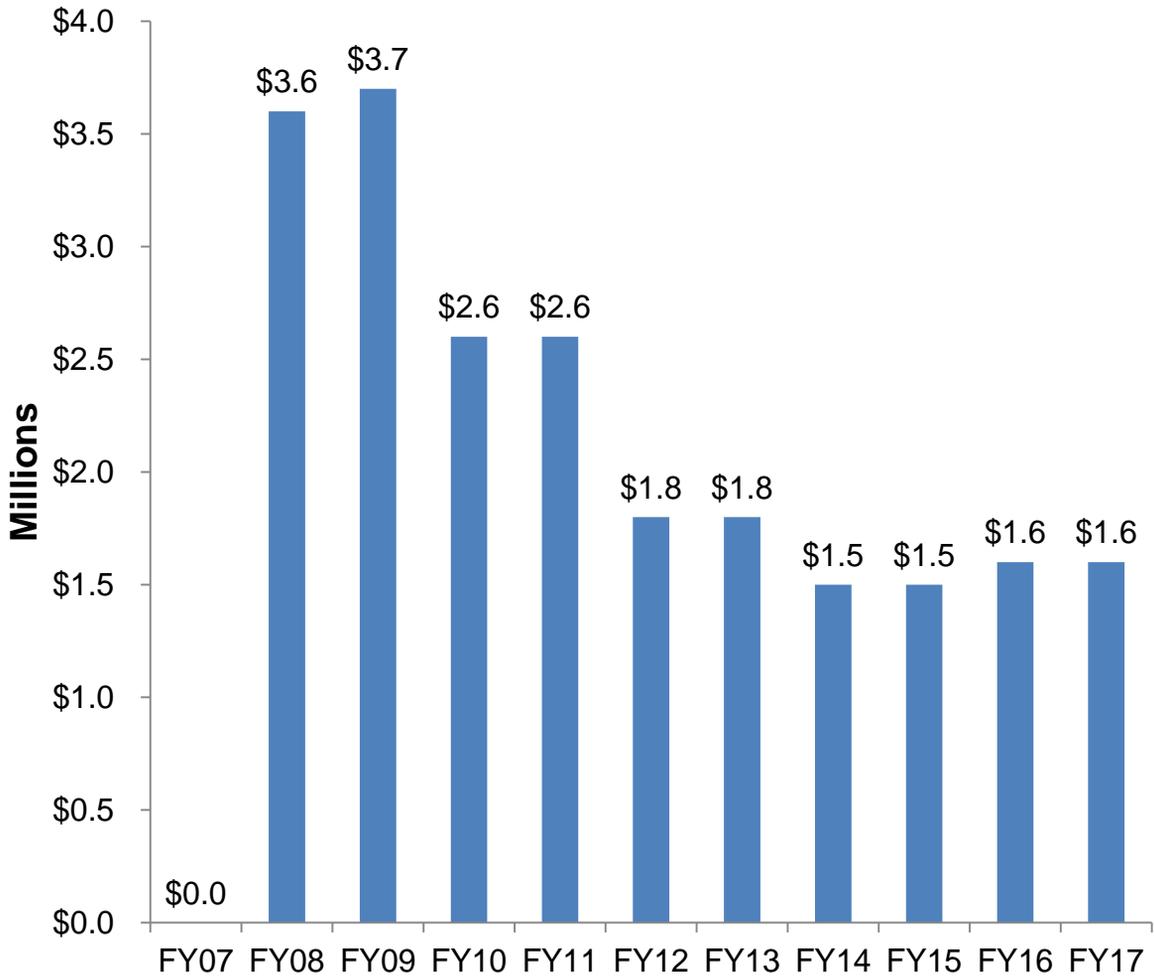
# Michigan

State Spending Summary	FY2017	FY2016
State Ranking	46	44
State Spending On Tobacco Prevention	\$1.6 million	\$1.6 million
% of CDC Recommended Spending (\$110.6 million)	1.4%	1.5%



Tobacco's Toll in Michigan	
Adults who smoke	20.7%
High school students who smoke	10.0%
Deaths caused by smoking each year	16,200
Annual health care costs directly caused by smoking	\$4.59 billion
Proportion of cancer deaths attributable to smoking	29.8%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,025 per household
Estimated annual tobacco industry marketing in state	\$299.4 million
Ratio of industry marketing to state tobacco prevention spending	189.4 to 1

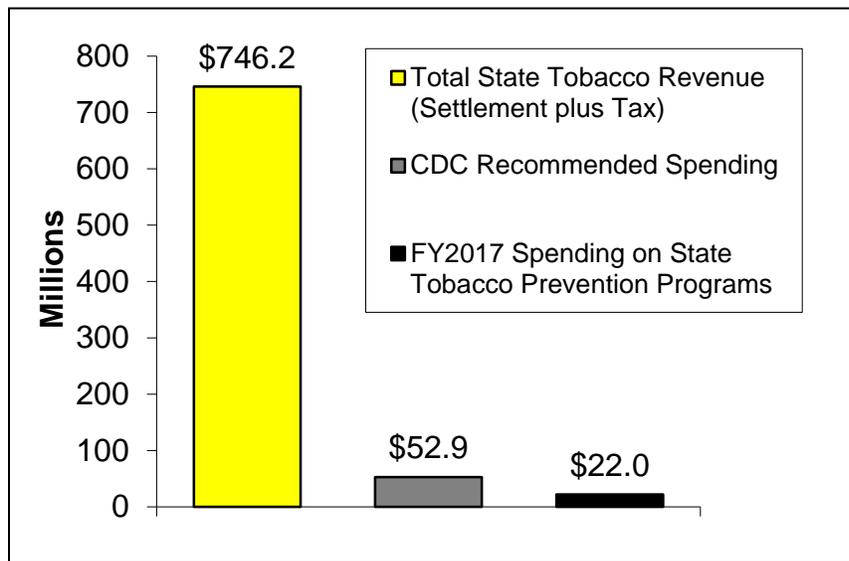
# Michigan Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$110.6 million

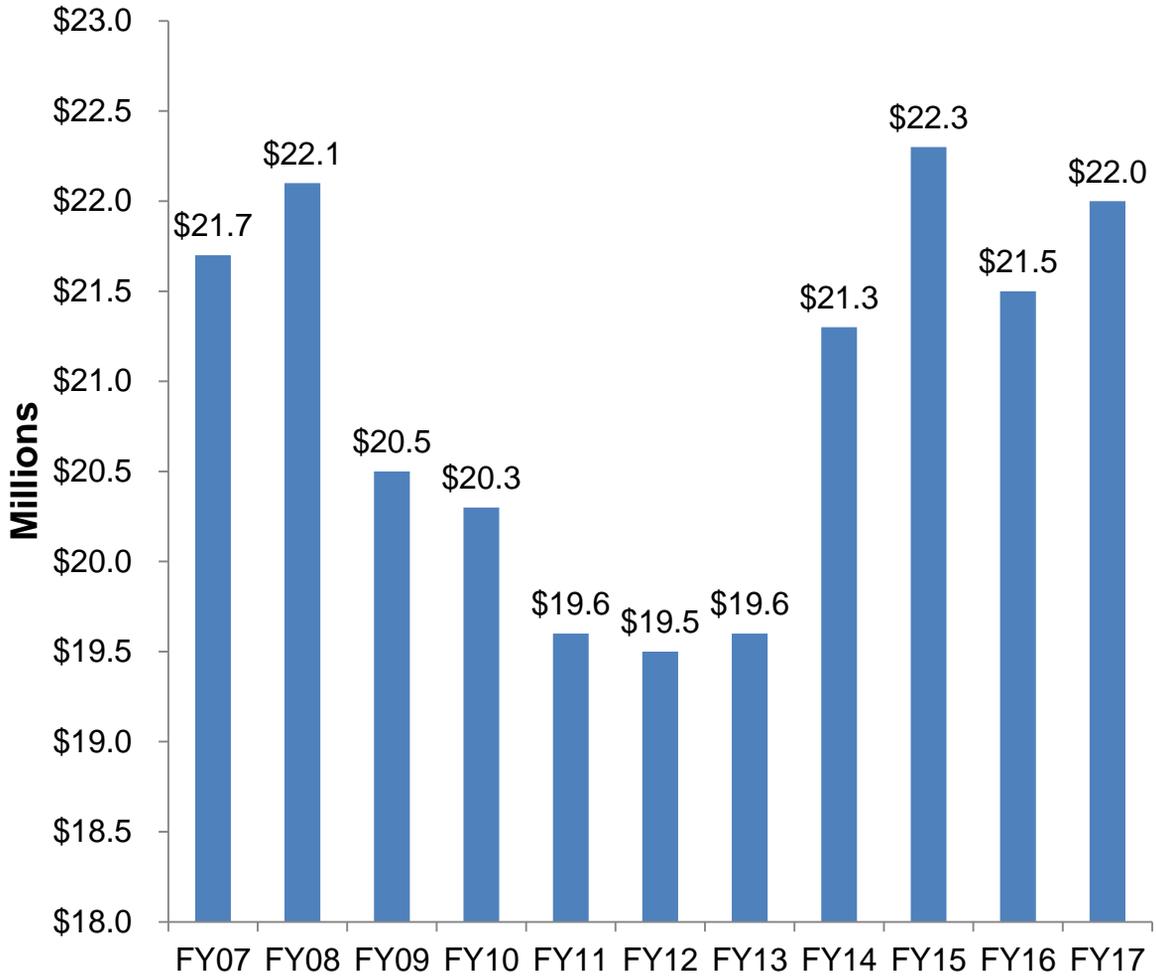
# Minnesota

State Spending Summary	FY2017	FY2016
State Ranking	9	12
State Spending On Tobacco Prevention	\$22.0 million	\$21.5 million
% of CDC Recommended Spending (\$52.9 million)	41.7%	40.6%



Tobacco's Toll in Minnesota	
Adults who smoke	16.2%
High school students who smoke	10.6%
Deaths caused by smoking each year	5,900
Annual health care costs directly caused by smoking	\$2.51 billion
Proportion of cancer deaths attributable to smoking	26.7%
Residents' state & federal tax burden from smoking-caused government expenditures	\$784 per household
Estimated annual tobacco industry marketing in state	\$115.8 million
Ratio of industry marketing to state tobacco prevention spending	5.3 to 1

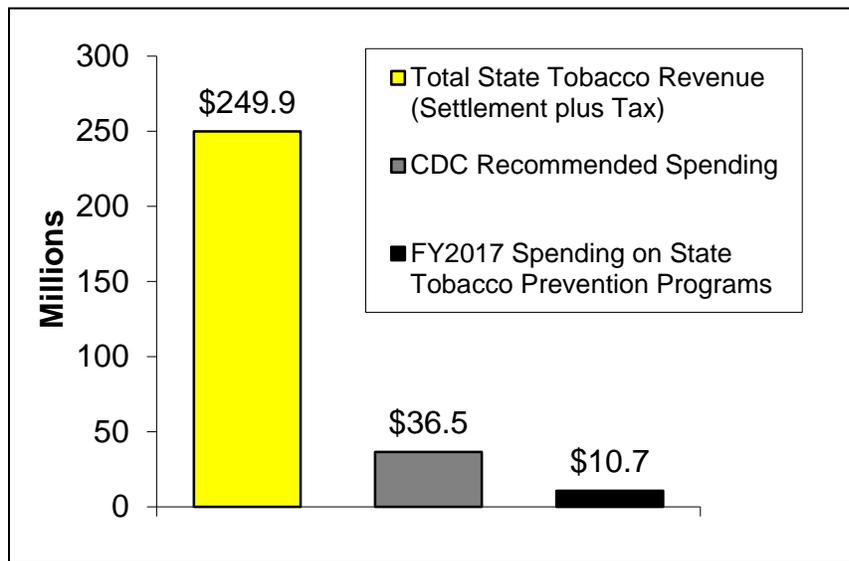
# Minnesota Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$52.9 million

# Mississippi

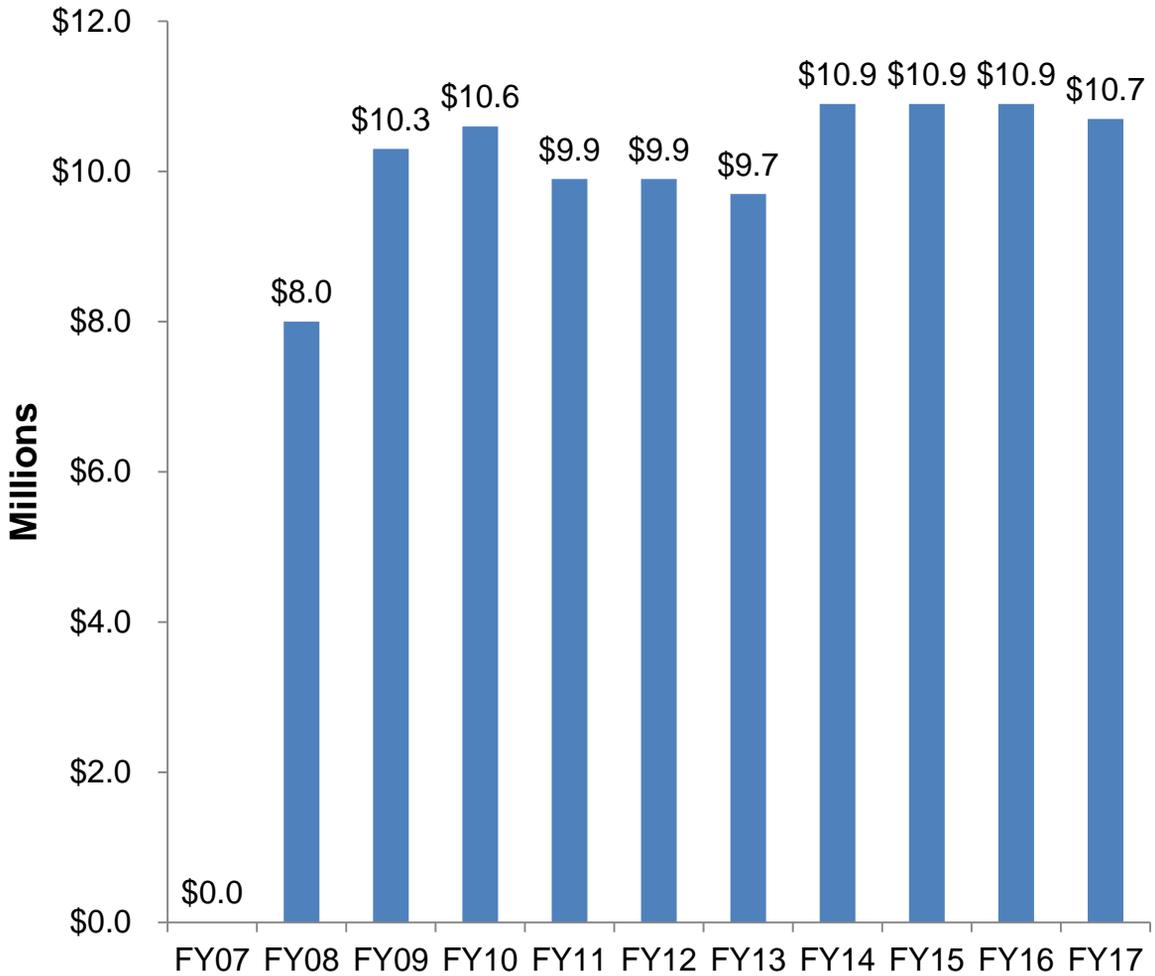
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	15	16
<b>State Spending On Tobacco Prevention</b>	\$10.7 million	\$10.9 million
<b>% of CDC Recommended Spending (\$36.5 million)</b>	29.4%	29.9%



<b>Tobacco's Toll in Mississippi</b>	
Adults who smoke	22.5%
High school students who smoke	15.2%
Deaths caused by smoking each year	5,400
Annual health care costs directly caused by smoking	\$1.23 billion
Proportion of cancer deaths attributable to smoking	30.8%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,031 per household
Estimated annual tobacco industry marketing in state	\$124.6 million
Ratio of industry marketing to state tobacco prevention spending	11.6 to 1

# Mississippi

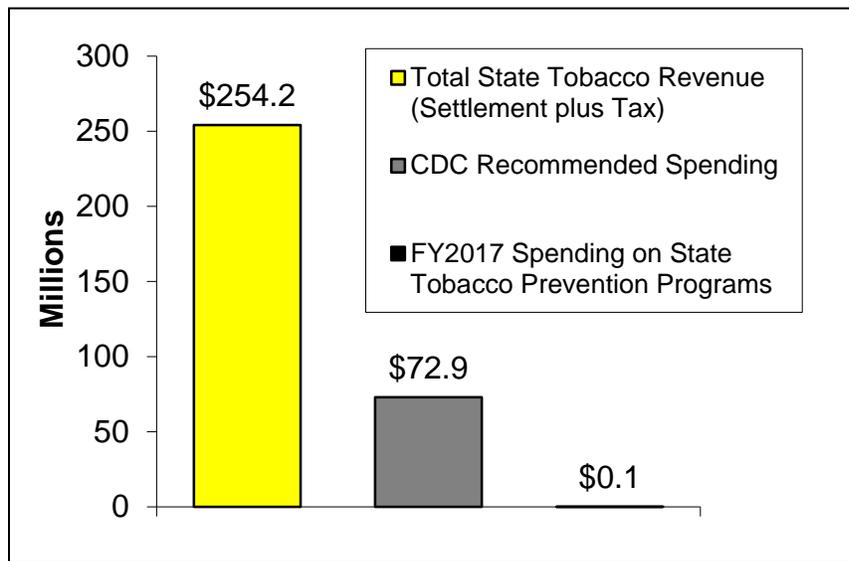
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$36.5 million

# Missouri

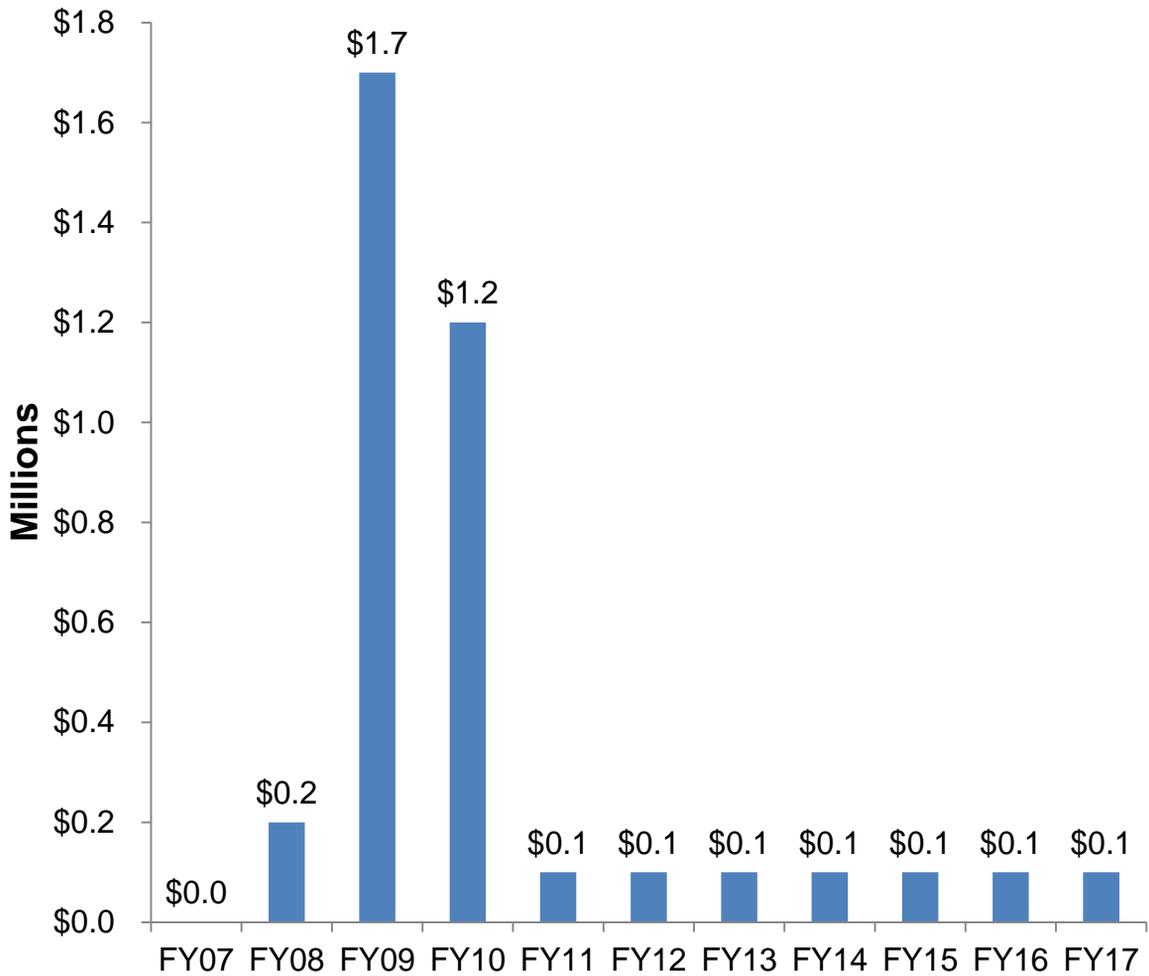
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	49	48
<b>State Spending On Tobacco Prevention</b>	\$109,341	\$107,380
<b>% of CDC Recommended Spending (\$72.9 million)</b>	0.1%	0.1%



Tobacco's Toll in Missouri	
Adults who smoke	22.3%
High school students who smoke	11.0%
Deaths caused by smoking each year	11,000
Annual health care costs directly caused by smoking	\$3.03 billion
Proportion of cancer deaths attributable to smoking	31.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$986 per household
Estimated annual tobacco industry marketing in state	\$339.7 million
Ratio of industry marketing to state tobacco prevention spending	3,106.5 to 1

# Missouri

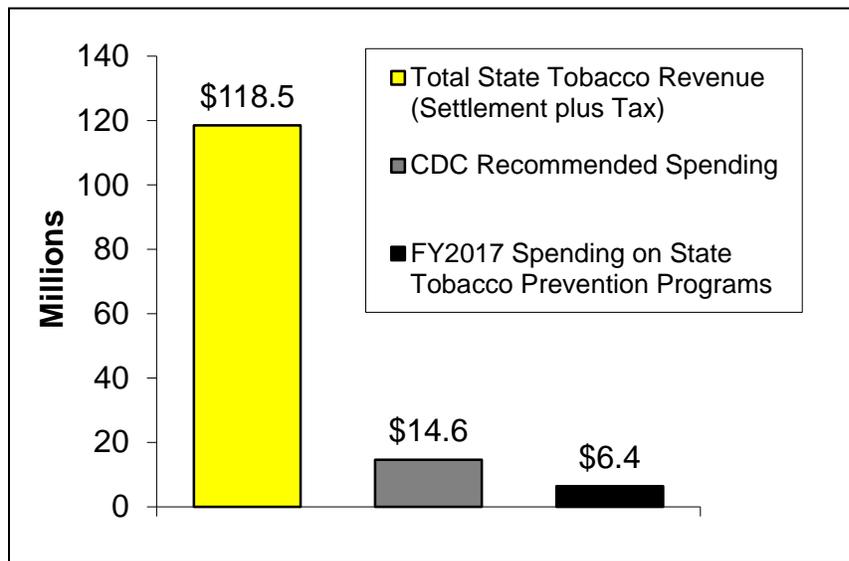
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$72.9 million

# Montana

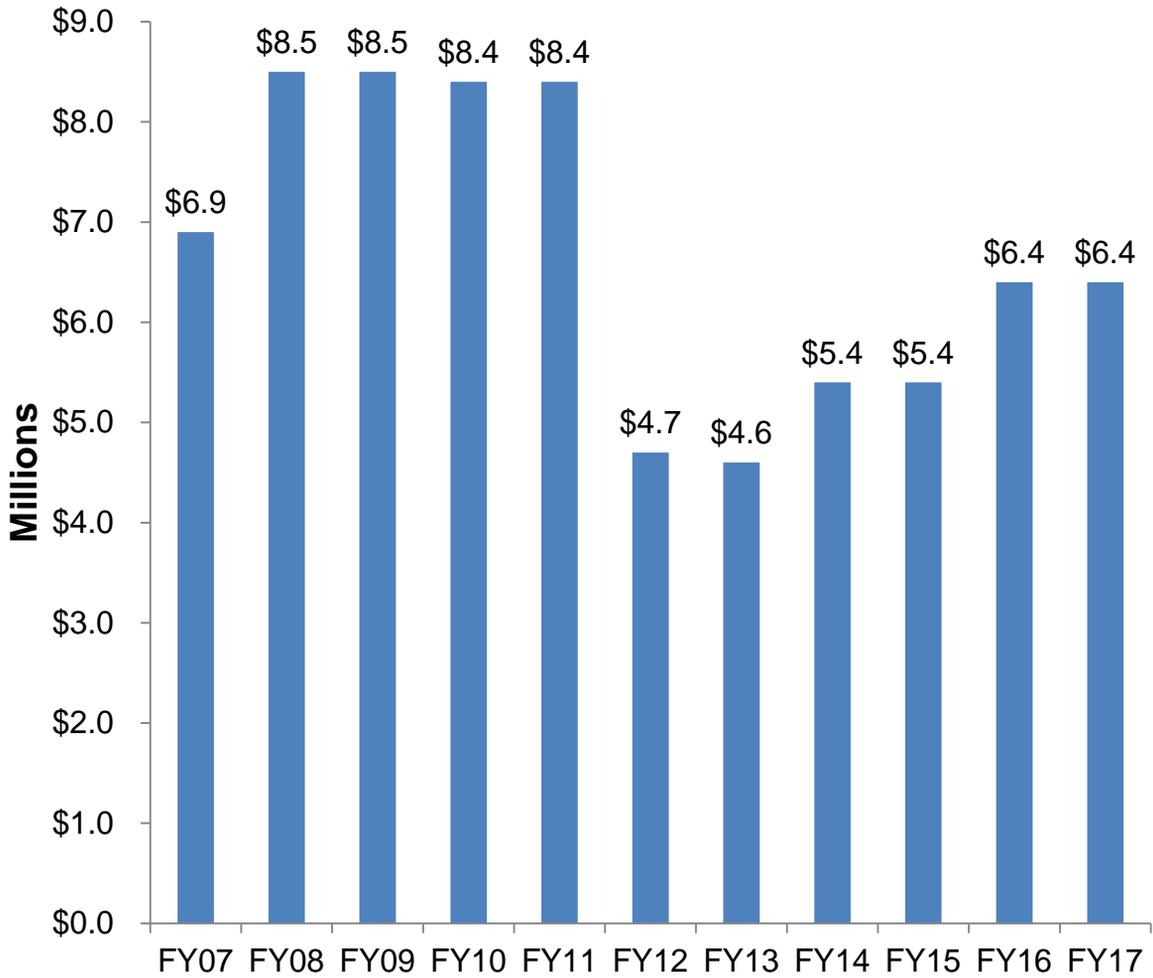
State Spending Summary	FY2017	FY2016
State Ranking	7	9
State Spending On Tobacco Prevention	\$6.4 million	\$6.4 million
% of CDC Recommended Spending (\$14.6 million)	44.1%	44.1%



Tobacco's Toll in Montana	
Adults who smoke	18.9%
High school students who smoke	13.1%
Deaths caused by smoking each year	1,600
Annual health care costs directly caused by smoking	\$440 million
Proportion of cancer deaths attributable to smoking	28.4%
Residents' state & federal tax burden from smoking-caused government expenditures	\$791 per household
Estimated annual tobacco industry marketing in state	\$29.7 million
Ratio of industry marketing to state tobacco prevention spending	4.6 to 1

# Montana

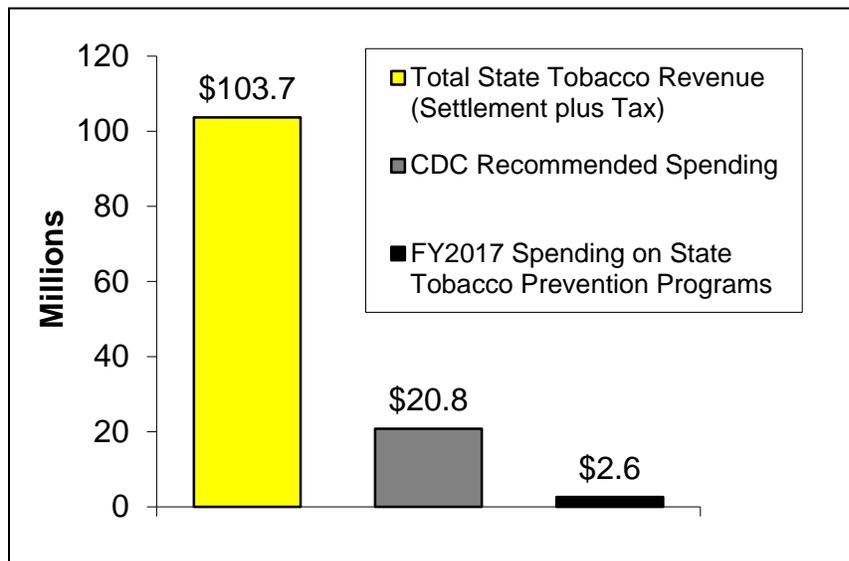
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$14.6 million

# Nebraska

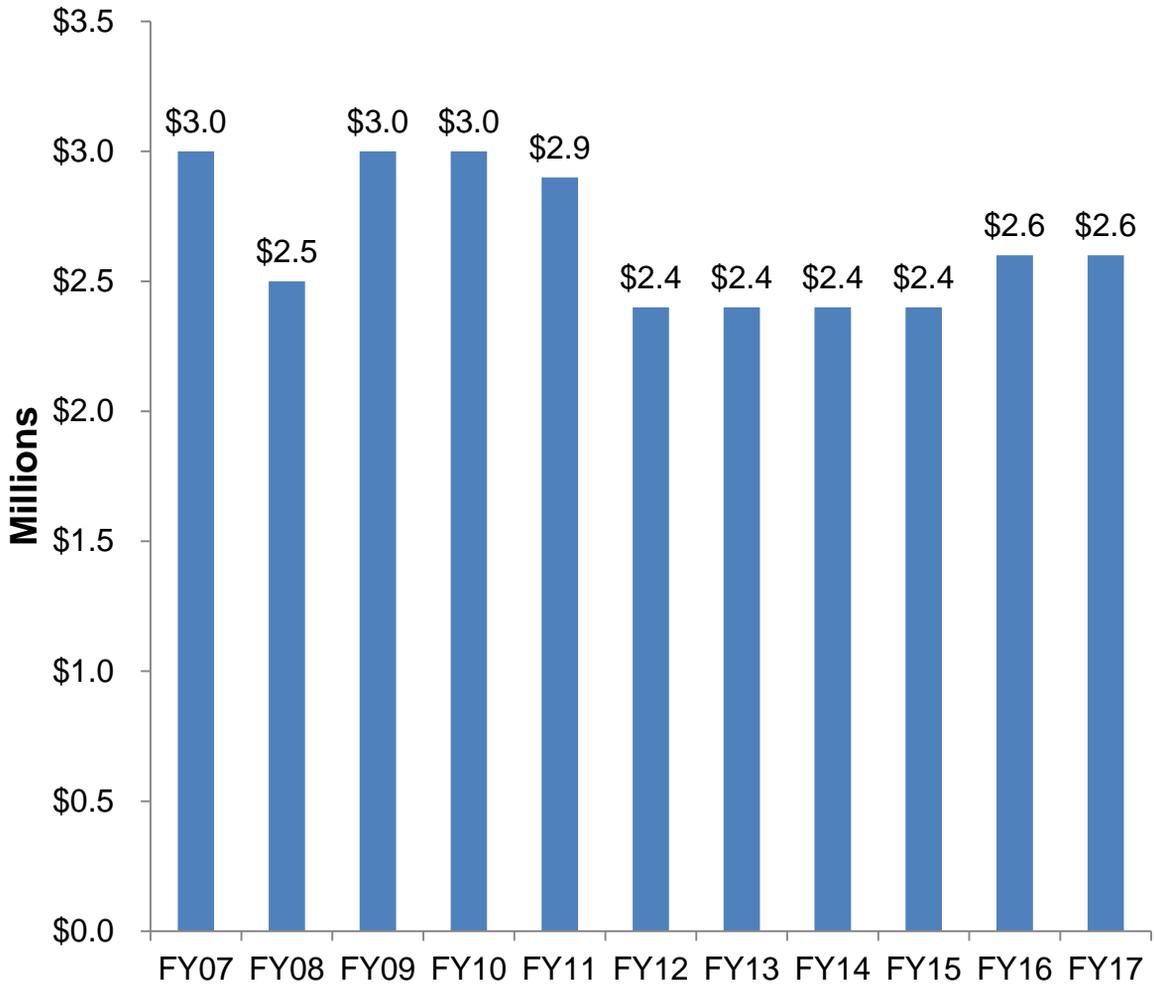
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	25	27
<b>State Spending On Tobacco Prevention</b>	\$2.6 million	\$2.6 million
<b>% of CDC Recommended Spending (\$20.8 million)</b>	12.4%	12.4%



Tobacco's Toll in Nebraska	
Adults who smoke	17.1%
High school students who smoke	13.3%
Deaths caused by smoking each year	2,500
Annual health care costs directly caused by smoking	\$795 million
Proportion of cancer deaths attributable to smoking	27.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$753 per household
Estimated annual tobacco industry marketing in state	\$60.2 million
Ratio of industry marketing to state tobacco prevention spending	23.4 to 1

# Nebraska

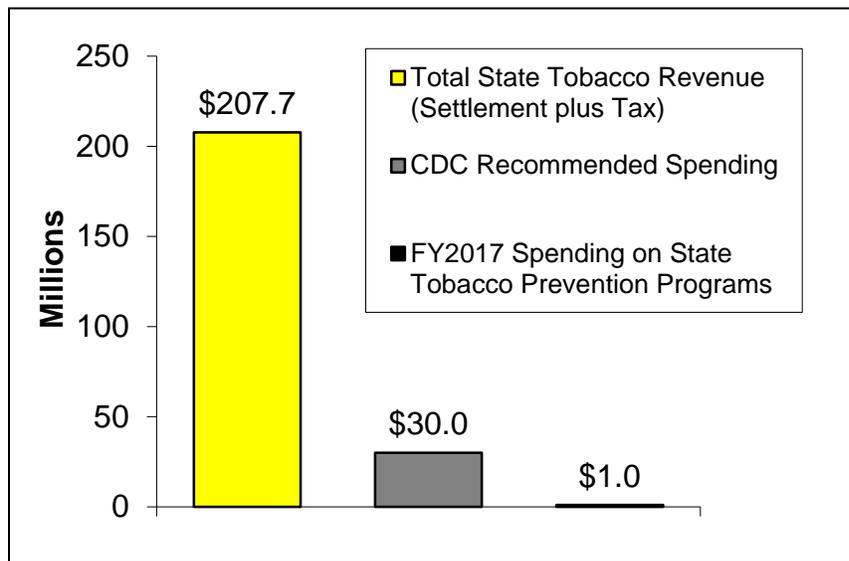
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$20.8 million

## Nevada

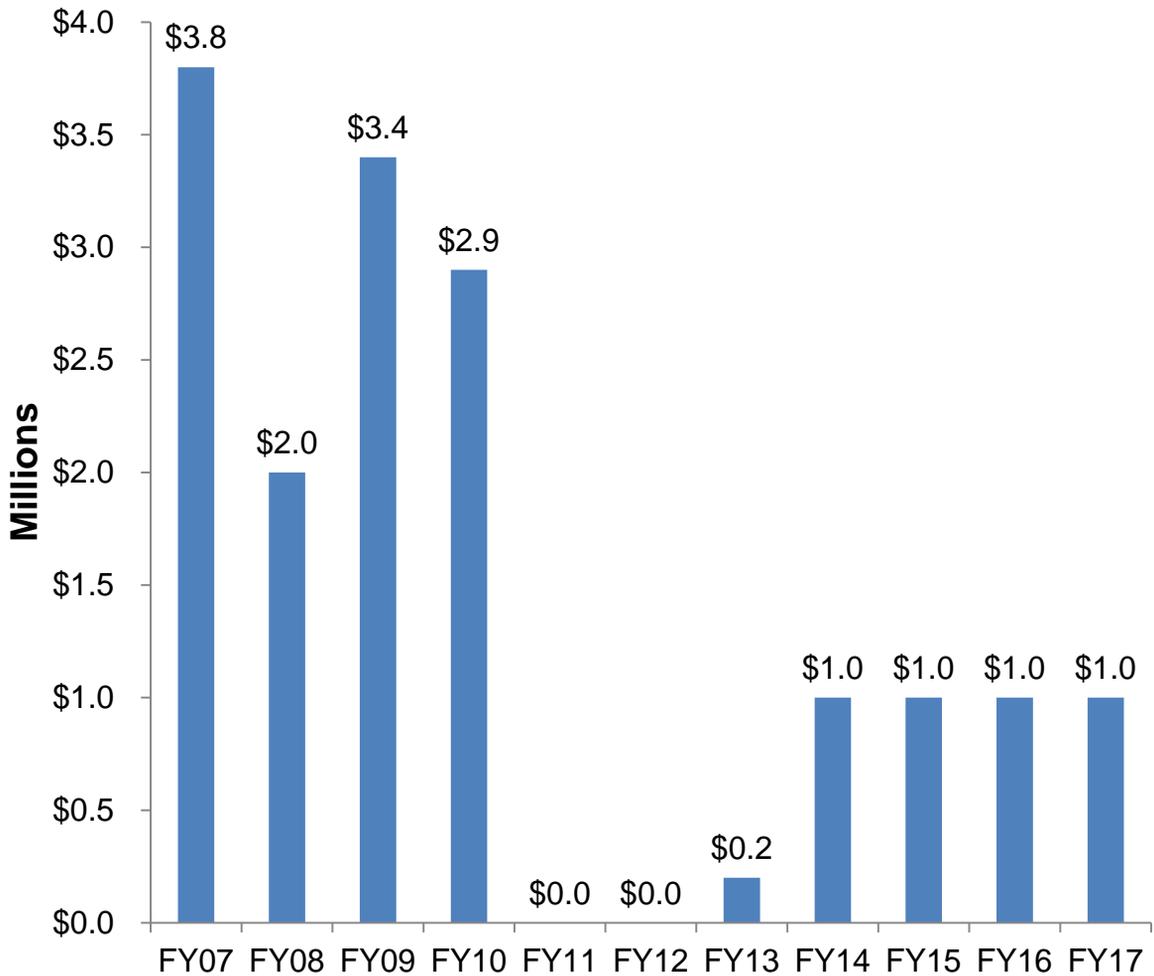
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	40	40
<b>State Spending On Tobacco Prevention</b>	\$1.0 million	\$1.0 million
<b>% of CDC Recommended Spending (\$30.0 million)</b>	3.3%	3.3%



<b>Tobacco's Toll in Nevada</b>	
Adults who smoke	17.5%
High school students who smoke	7.5%
Deaths caused by smoking each year	4,100
Annual health care costs directly caused by smoking	\$1.08 billion
Proportion of cancer deaths attributable to smoking	30.9%
Residents' state & federal tax burden from smoking-caused government expenditures	\$746 per household
Estimated annual tobacco industry marketing in state	\$79.1 million
Ratio of industry marketing to state tobacco prevention spending	79.1 to 1

# Nevada

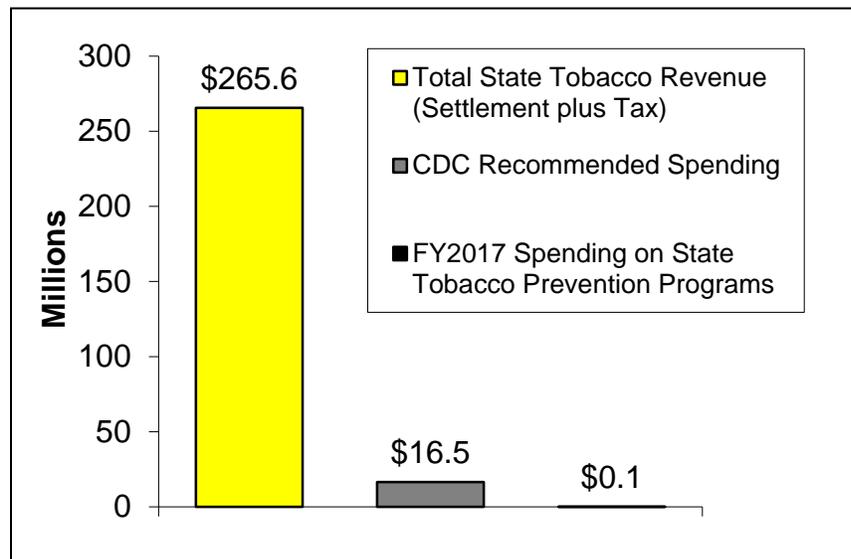
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$30.0 million

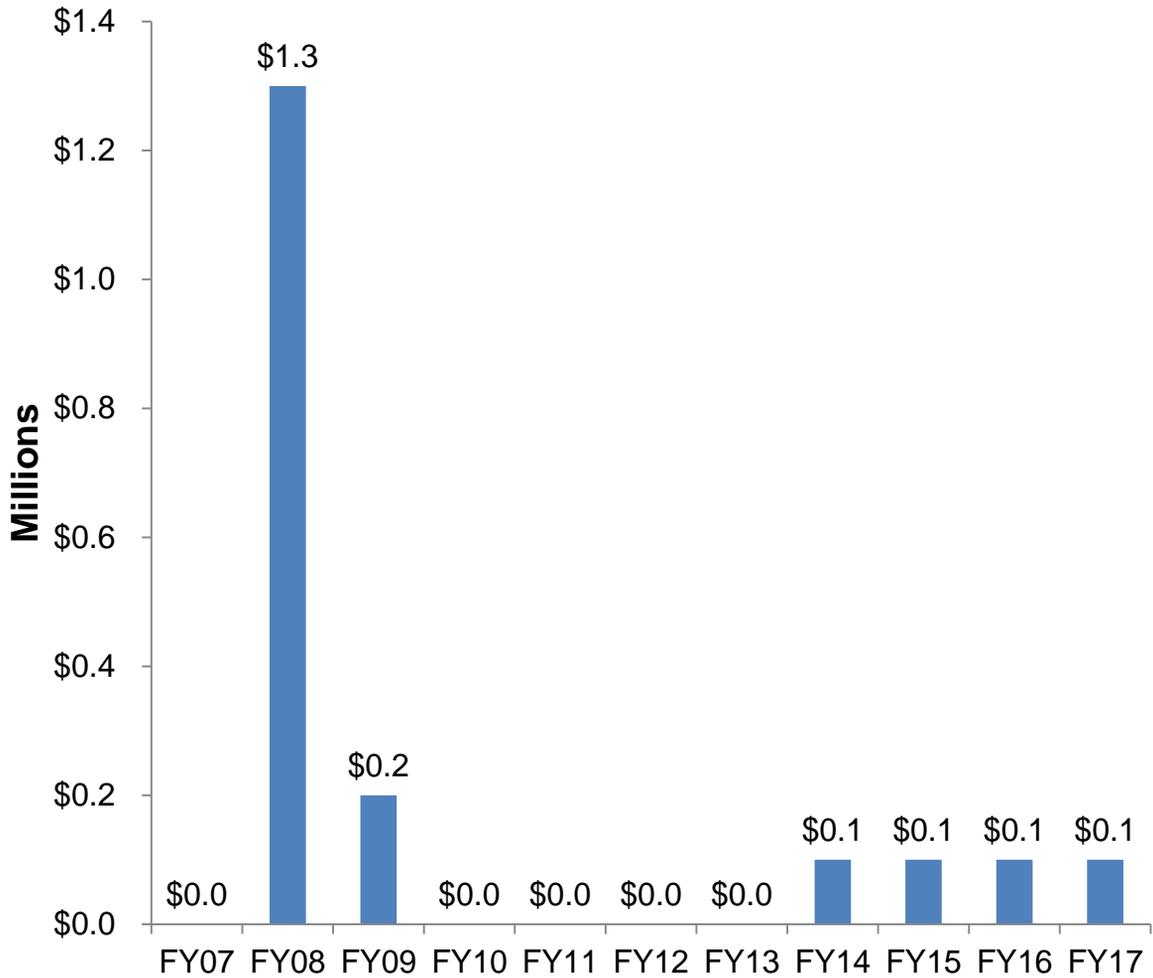
## New Hampshire

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	48	47
<b>State Spending On Tobacco Prevention</b>	\$125,000	\$125,000
<b>% of CDC Recommended Spending (\$16.5 million)</b>	0.8%	0.8%



<b>Tobacco's Toll in New Hampshire</b>	
Adults who smoke	15.9%
High school students who smoke	9.3%
Deaths caused by smoking each year	1,900
Annual health care costs directly caused by smoking	\$729 million
Proportion of cancer deaths attributable to smoking	27.0%
Residents' state & federal tax burden from smoking-caused government expenditures	\$814 per household
Estimated annual tobacco industry marketing in state	\$81.6 million
Ratio of industry marketing to state tobacco prevention spending	652.8 to 1

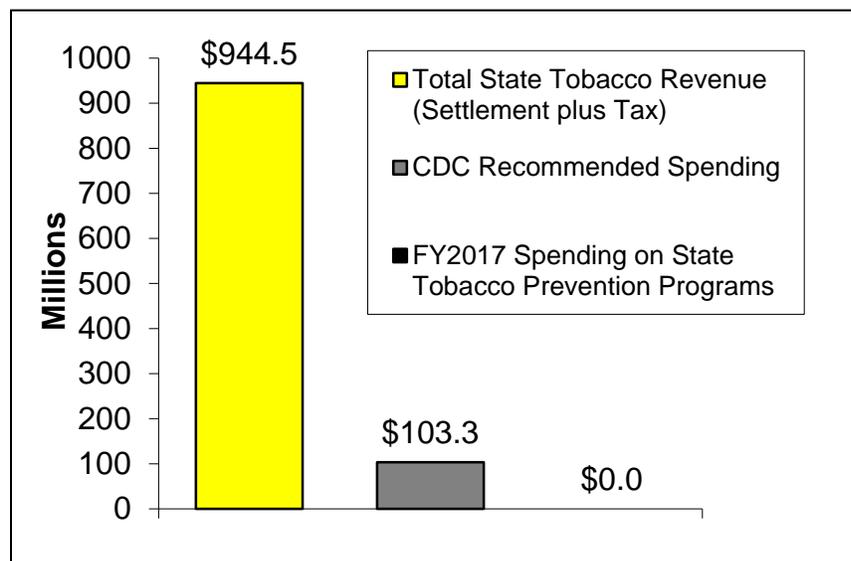
# New Hampshire Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$16.5 million

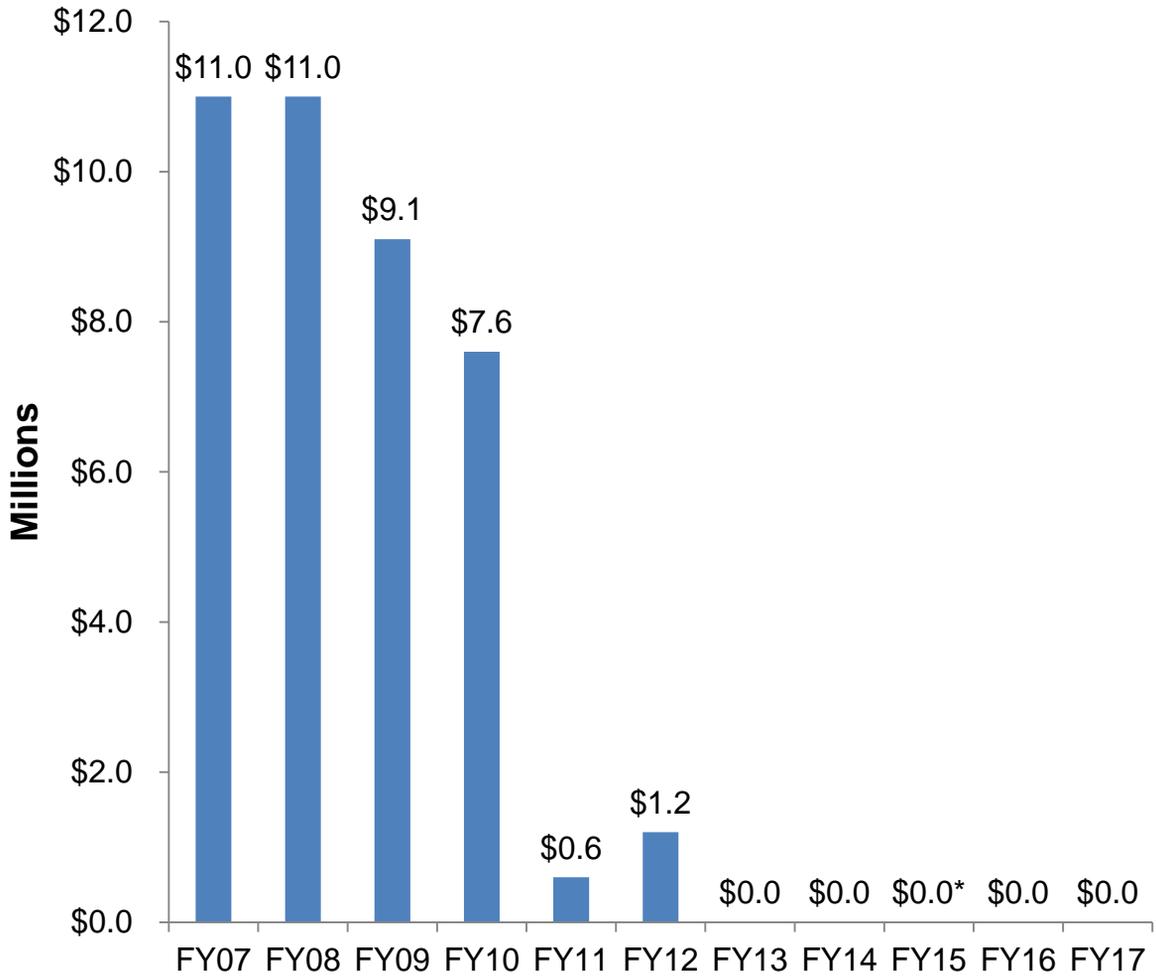
## New Jersey

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	50	49
<b>State Spending On Tobacco Prevention</b>	\$0.0	\$0.0
<b>% of CDC Recommended Spending (\$103.3 million)</b>	0.0%	0.0%



<b>Tobacco's Toll in New Jersey</b>	
Adults who smoke	13.5%
High school students who smoke	8.2%
Deaths caused by smoking each year	11,800
Annual health care costs directly caused by smoking	\$4.06 billion
Proportion of cancer deaths attributable to smoking	26.7%
Residents' state & federal tax burden from smoking-caused government expenditures	\$858 per household
Estimated annual tobacco industry marketing in state	\$177.6 million
Ratio of industry marketing to state tobacco prevention spending	--

# New Jersey Total Annual Tobacco Prevention Spending FY2007 - FY2017

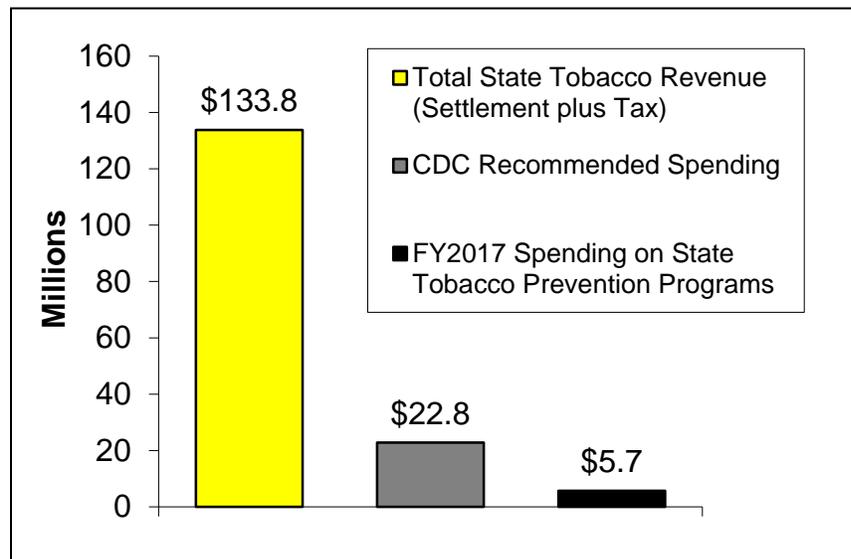


CDC Recommended Spending: \$103.3

\*FY2015 annual spending estimated, not confirmed by state health department.

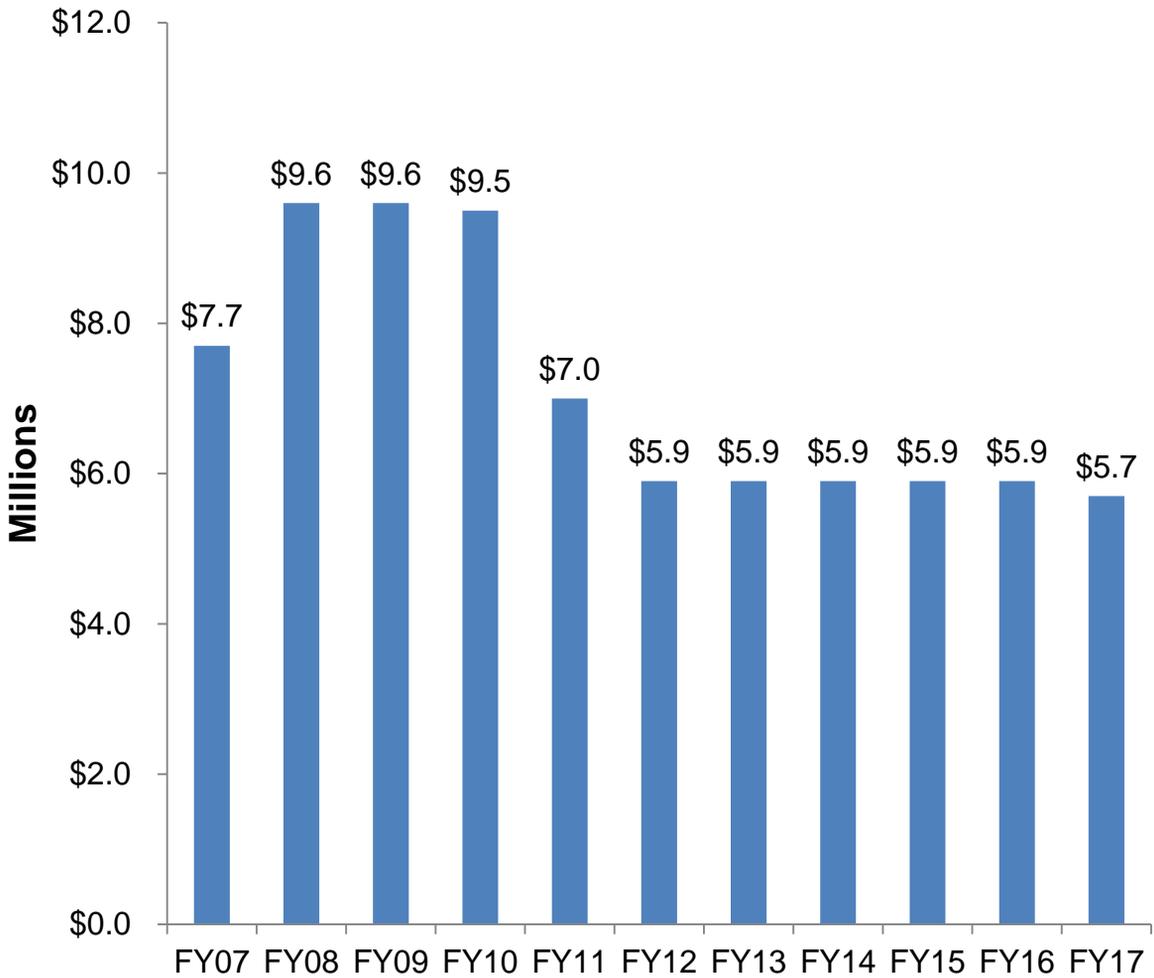
## New Mexico

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	18	17
<b>State Spending On Tobacco Prevention</b>	\$5.7 million	\$5.9 million
<b>% of CDC Recommended Spending (\$22.8 million)</b>	24.9%	26.0%



<b>Tobacco's Toll in New Mexico</b>	
Adults who smoke	17.5%
High school students who smoke	11.4%
Deaths caused by smoking each year	2,600
Annual health care costs directly caused by smoking	\$844 million
Proportion of cancer deaths attributable to smoking	28.2%
Residents' state & federal tax burden from smoking-caused government expenditures	\$886 per household
Estimated annual tobacco industry marketing in state	\$34.8 million
Ratio of industry marketing to state tobacco prevention spending	6.1 to 1

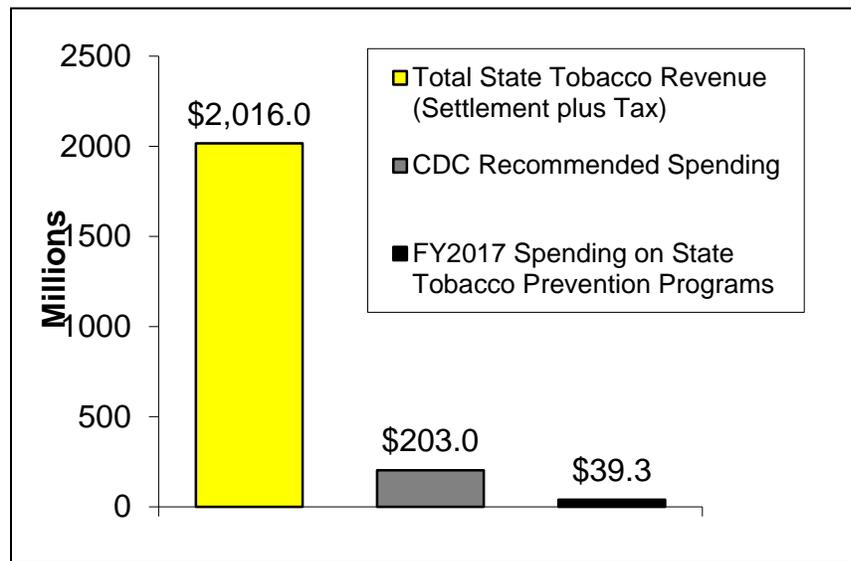
# New Mexico Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$22.8 million

## New York

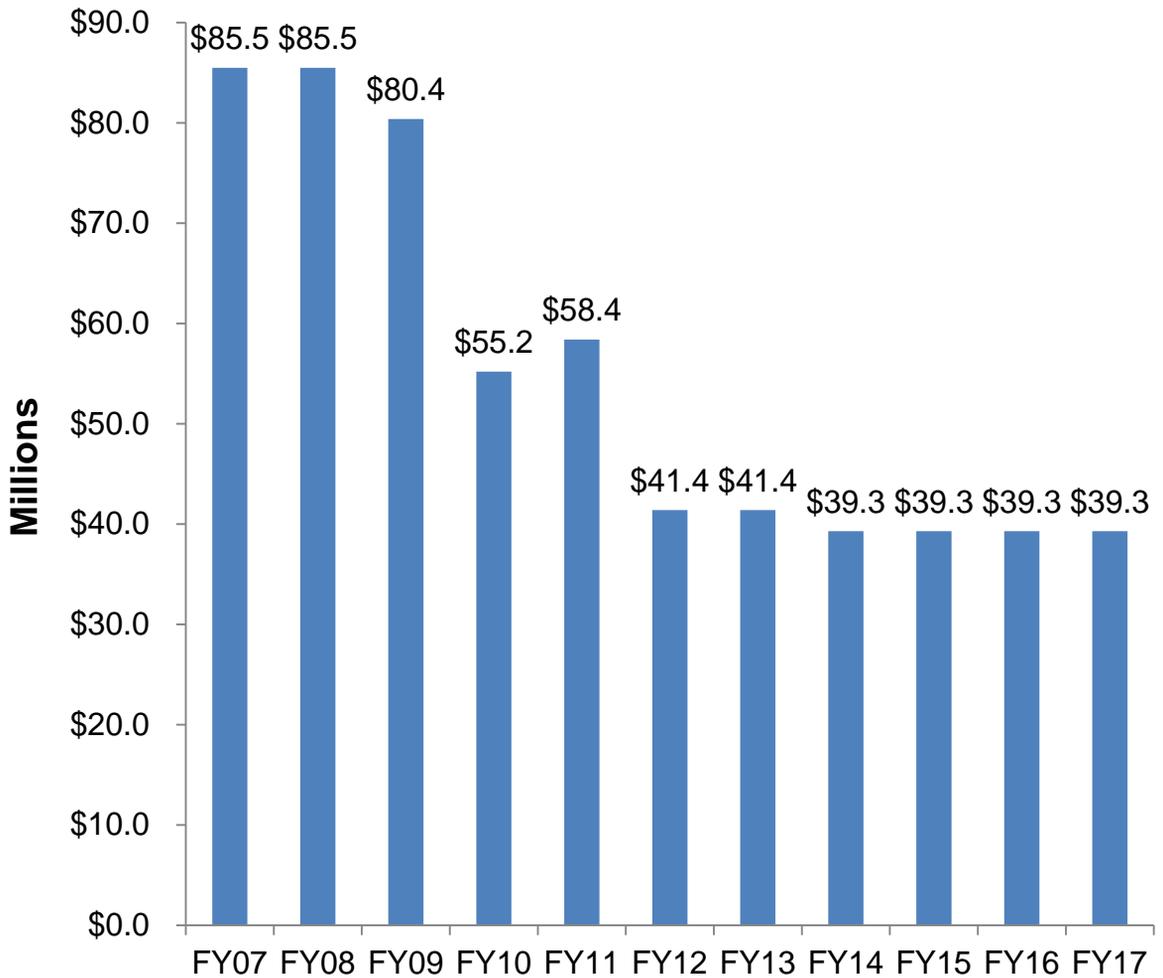
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	22	20
<b>State Spending On Tobacco Prevention</b>	\$39.3 million	\$39.3 million
<b>% of CDC Recommended Spending (\$203.0 million)</b>	19.4%	19.4%



Tobacco's Toll in New York	
Adults who smoke	15.2%
High school students who smoke	8.8%
Deaths caused by smoking each year	28,200
Annual health care costs directly caused by smoking	\$10.39 billion
Proportion of cancer deaths attributable to smoking	26.5%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,462 per household
Estimated annual tobacco industry marketing in state	\$206.4 million
Ratio of industry marketing to state tobacco prevention spending	5.2 to 1

# New York

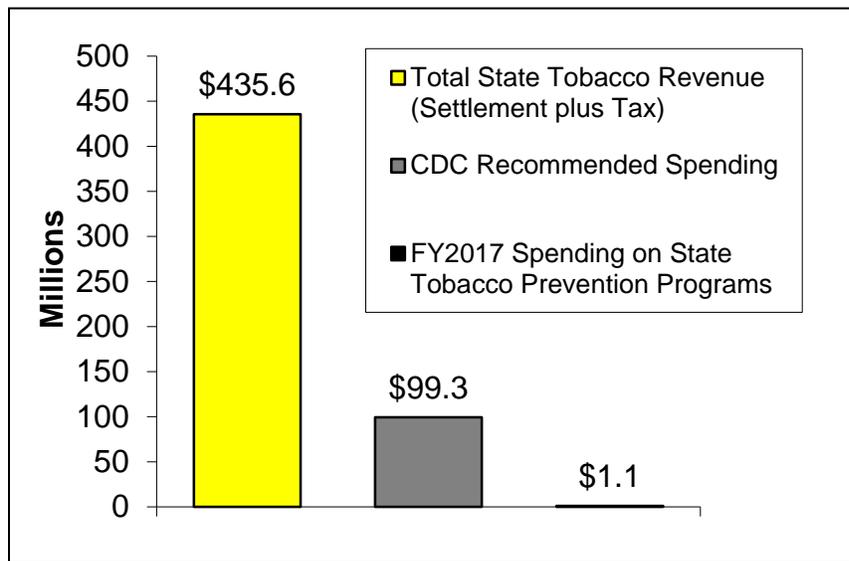
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$203.0 million

## North Carolina

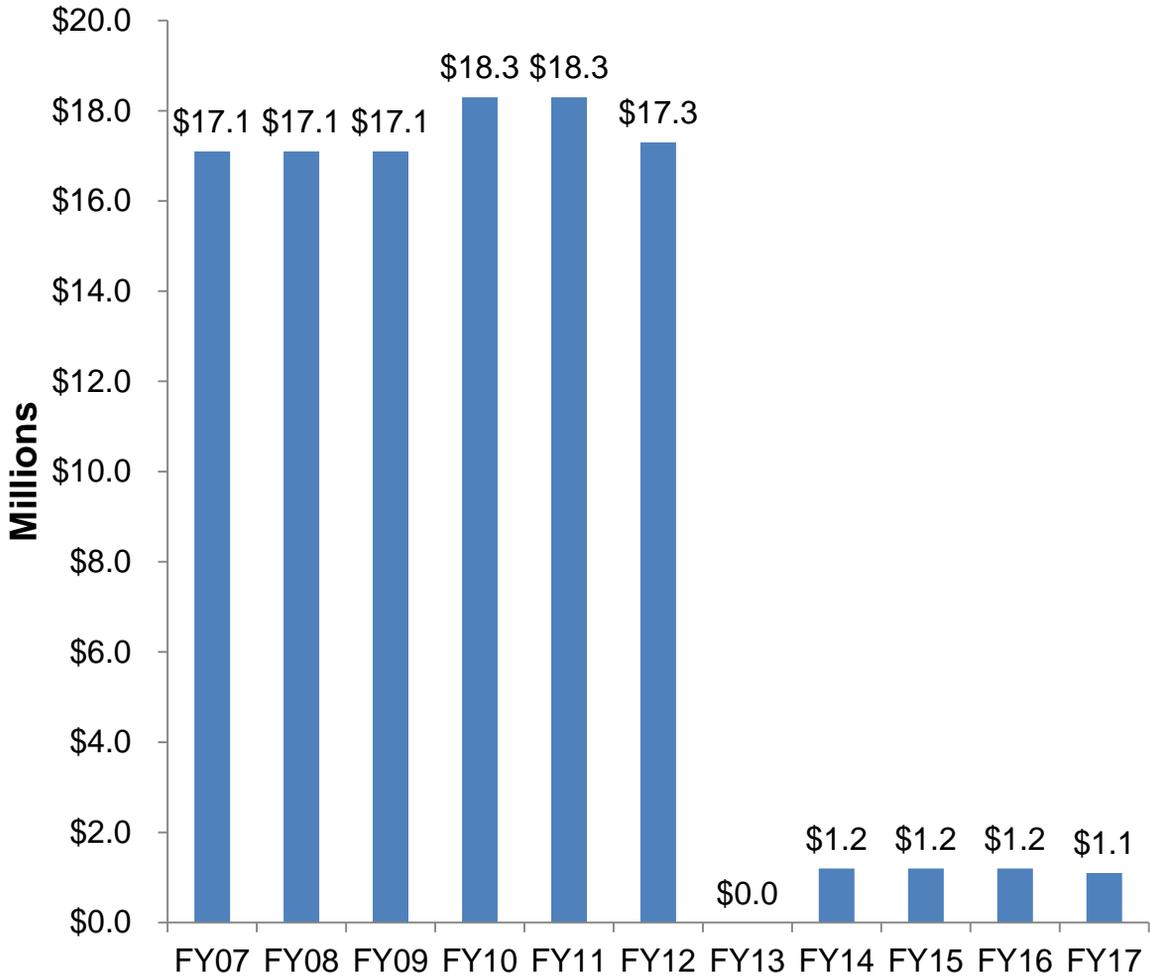
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	47	45
<b>State Spending On Tobacco Prevention</b>	\$1.1 million	\$1.2 million
<b>% of CDC Recommended Spending (\$99.3 million)</b>	1.1%	1.2%



<b>Tobacco's Toll in North Carolina</b>	
Adults who smoke	19.0%
High school students who smoke	13.1%
Deaths caused by smoking each year	14,200
Annual health care costs directly caused by smoking	\$3.81 billion
Proportion of cancer deaths attributable to smoking	30.5%
Residents' state & federal tax burden from smoking-caused government expenditures	\$860 per household
Estimated annual tobacco industry marketing in state	\$379.9 million
Ratio of industry marketing to state tobacco prevention spending	345.4 to 1

# North Carolina

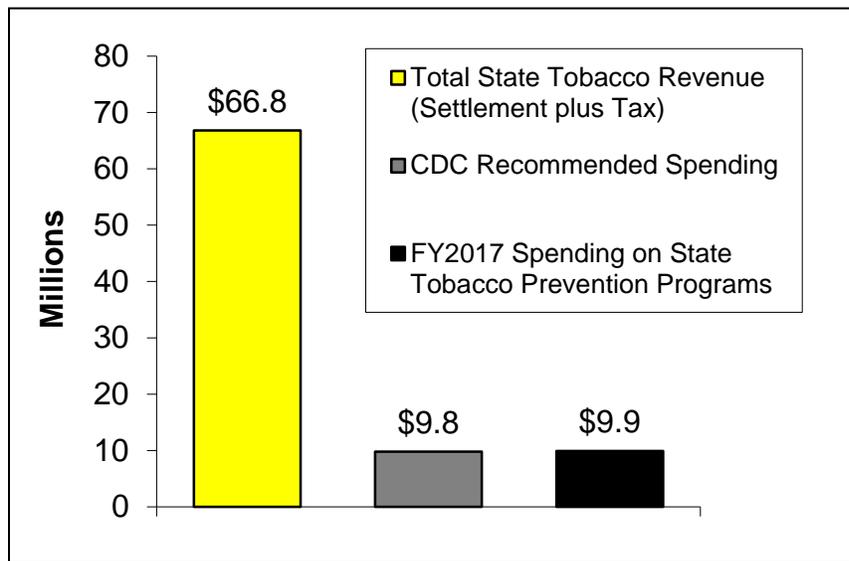
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$99.3 million

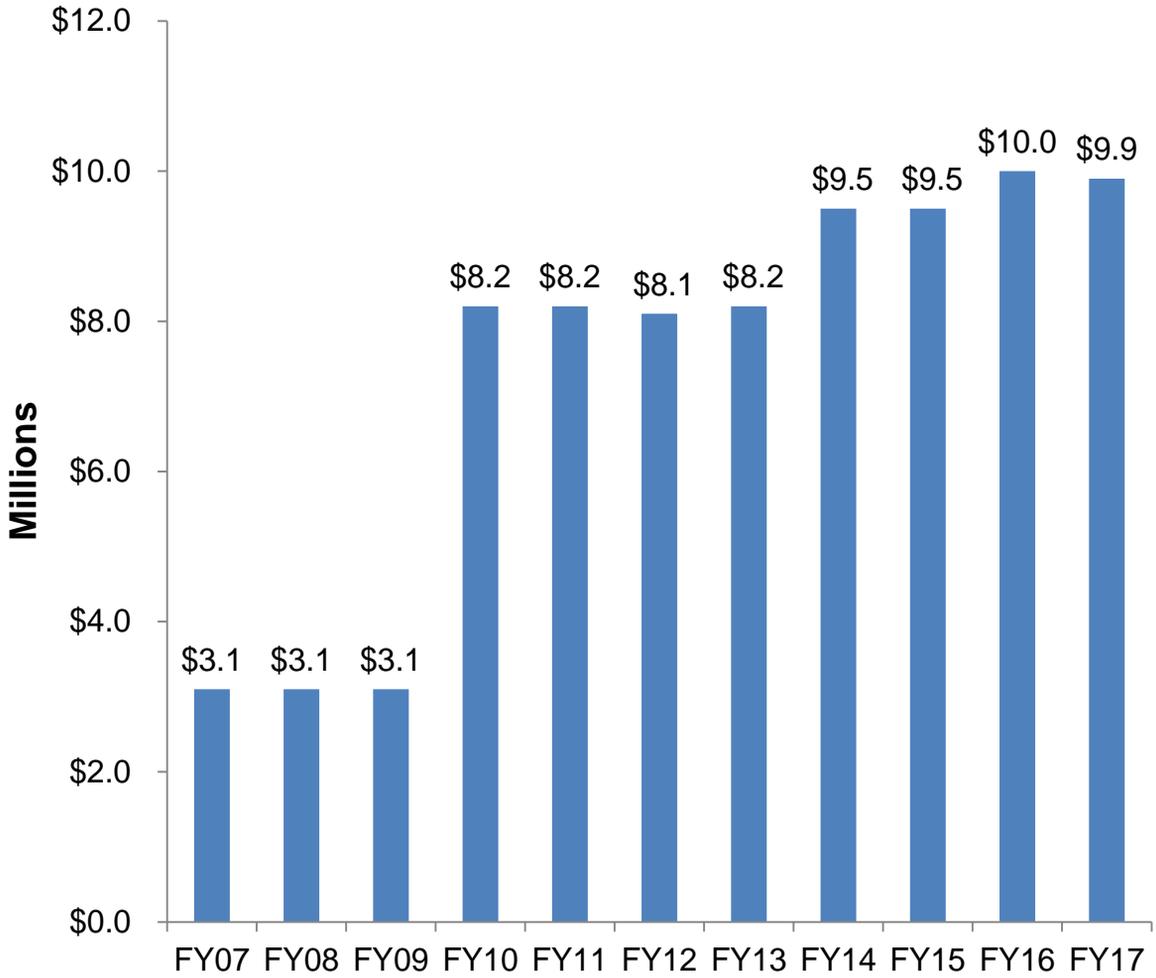
## North Dakota

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	1	1
<b>State Spending On Tobacco Prevention</b>	\$9.9 million	\$10.0 million
<b>% of CDC Recommended Spending (\$9.8 million)</b>	100.9%	102.0%



<b>Tobacco's Toll in North Dakota</b>	
Adults who smoke	18.7%
High school students who smoke	11.7%
Deaths caused by smoking each year	1,000
Annual health care costs directly caused by smoking	\$326 million
Proportion of cancer deaths attributable to smoking	27.0%
Residents' state & federal tax burden from smoking-caused government expenditures	\$746 per household
Estimated annual tobacco industry marketing in state	\$37.3 million
Ratio of industry marketing to state tobacco prevention spending	3.8 to 1

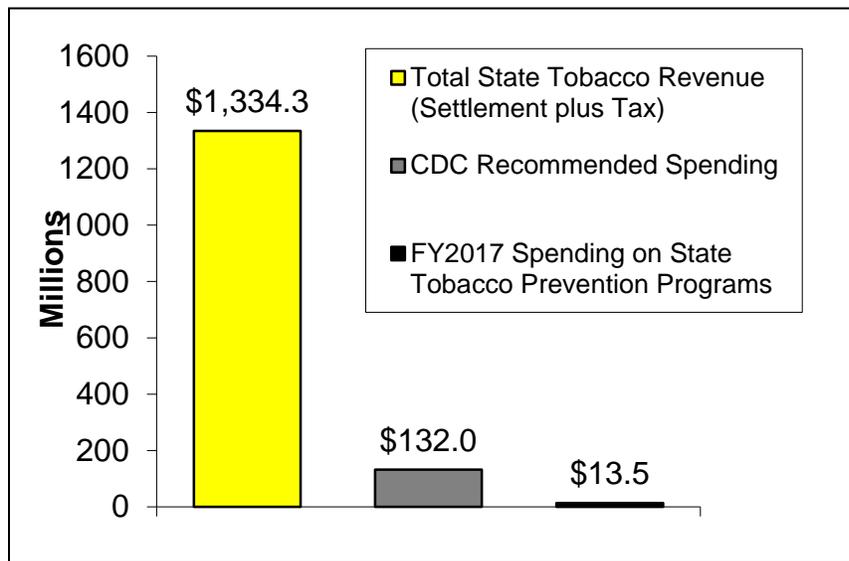
# North Dakota Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$9.8 million

# Ohio

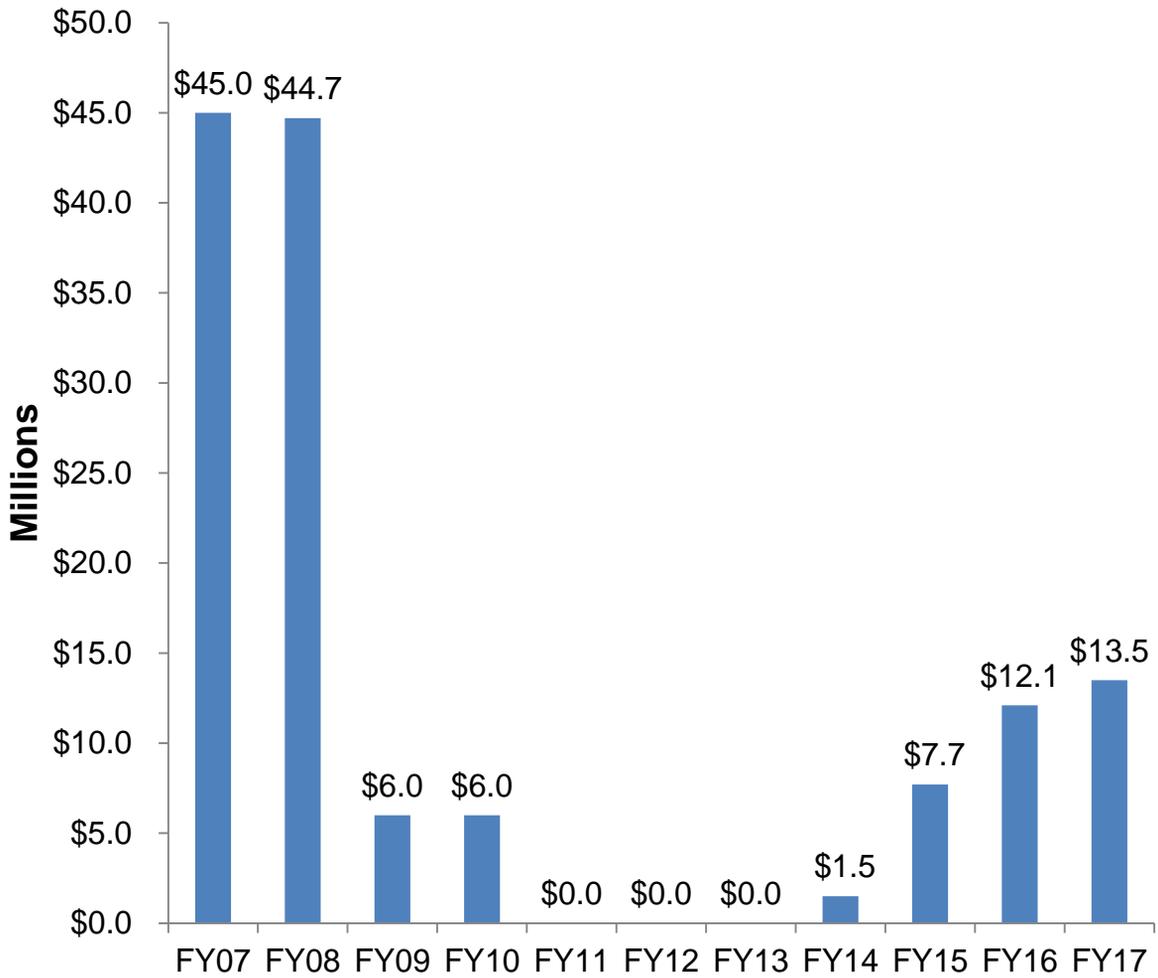
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	28	30
<b>State Spending On Tobacco Prevention</b>	\$13.5 million	\$12.1 million
<b>% of CDC Recommended Spending (\$132.0 million)</b>	10.3%	9.2%



Tobacco's Toll in Ohio	
Adults who smoke	21.6%
High school students who smoke	15.1%
Deaths caused by smoking each year	20,200
Annual health care costs directly caused by smoking	\$5.64 billion
Proportion of cancer deaths attributable to smoking	30.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,058 per household
Estimated annual tobacco industry marketing in state	\$420.1 million
Ratio of industry marketing to state tobacco prevention spending	31.0 to 1

# Ohio

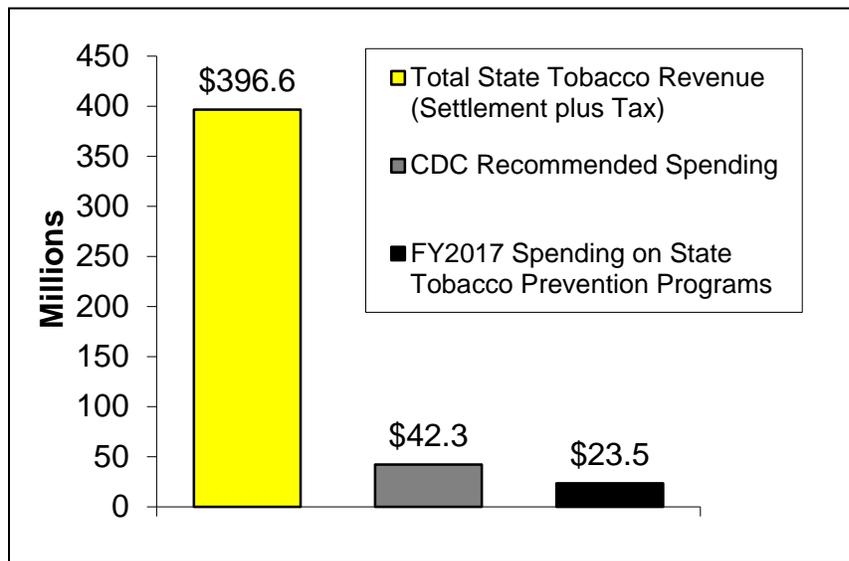
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$132.0 million

# Oklahoma

State Spending Summary	FY2017	FY2016
State Ranking	3	3
State Spending On Tobacco Prevention	\$23.5 million	\$25.0 million
% of CDC Recommended Spending (\$42.3 million)	55.6%	59.1%



Tobacco's Toll in Oklahoma	
Adults who smoke	22.2%
High school students who smoke	14.6%
Deaths caused by smoking each year	7,500
Annual health care costs directly caused by smoking	\$1.62 billion
Proportion of cancer deaths attributable to smoking	31.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$899 per household
Estimated annual tobacco industry marketing in state	\$168.5 million
Ratio of industry marketing to state tobacco prevention spending	7.2 to 1

# Oklahoma

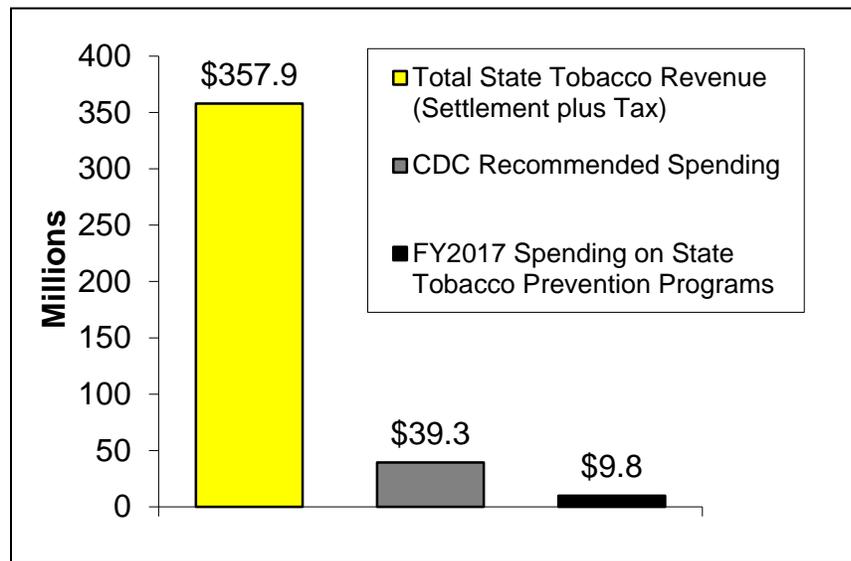
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$42.3 million

## Oregon

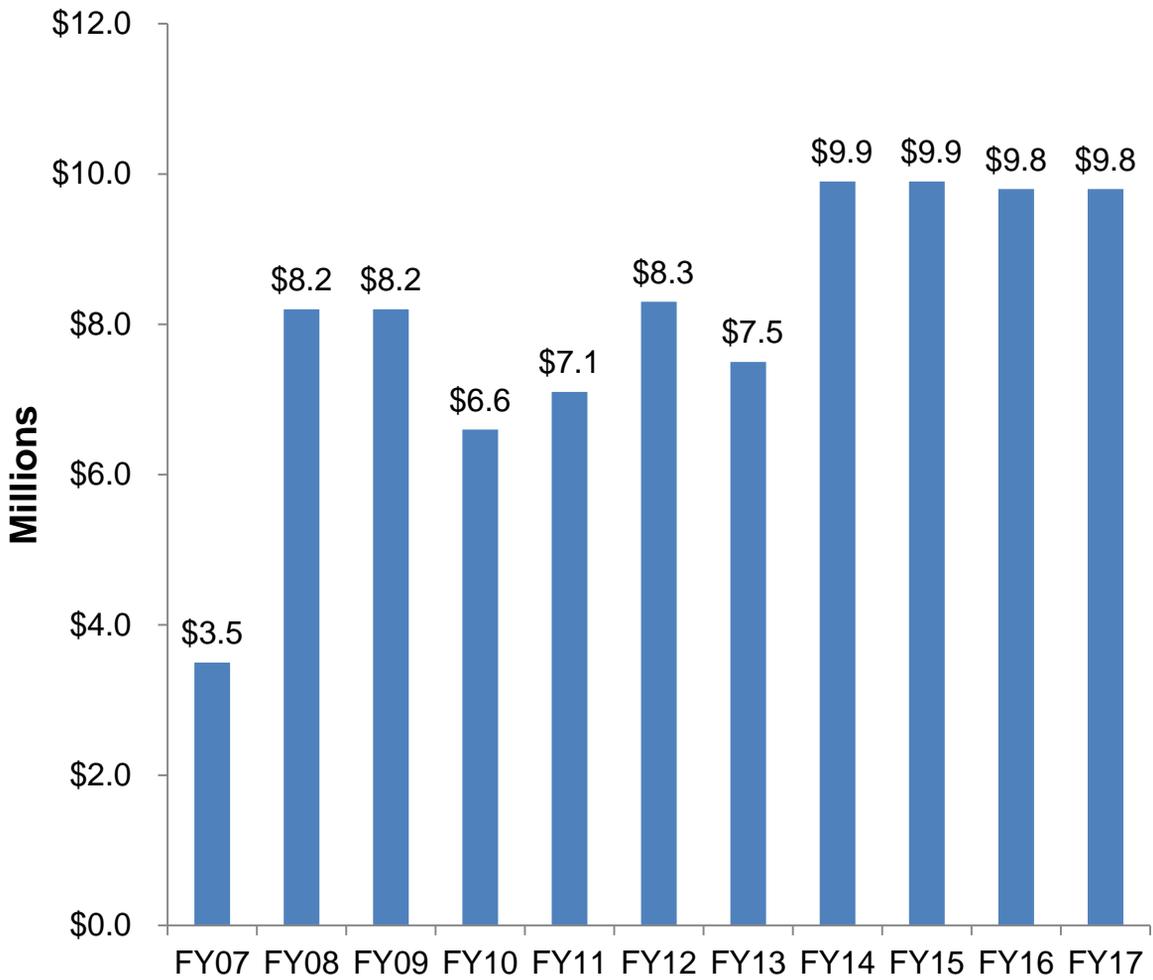
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	17	18
<b>State Spending On Tobacco Prevention</b>	\$9.8 million	\$9.8 million
<b>% of CDC Recommended Spending (\$39.3 million)</b>	25.0%	25.0%



<b>Tobacco's Toll in Oregon</b>	
Adults who smoke	17.1%
High school students who smoke	8.3%
Deaths caused by smoking each year	5,500
Annual health care costs directly caused by smoking	\$1.54 billion
Proportion of cancer deaths attributable to smoking	27.5%
Residents' state & federal tax burden from smoking-caused government expenditures	\$788 per household
Estimated annual tobacco industry marketing in state	\$110.7 million
Ratio of industry marketing to state tobacco prevention spending	11.2 to 1

# Oregon

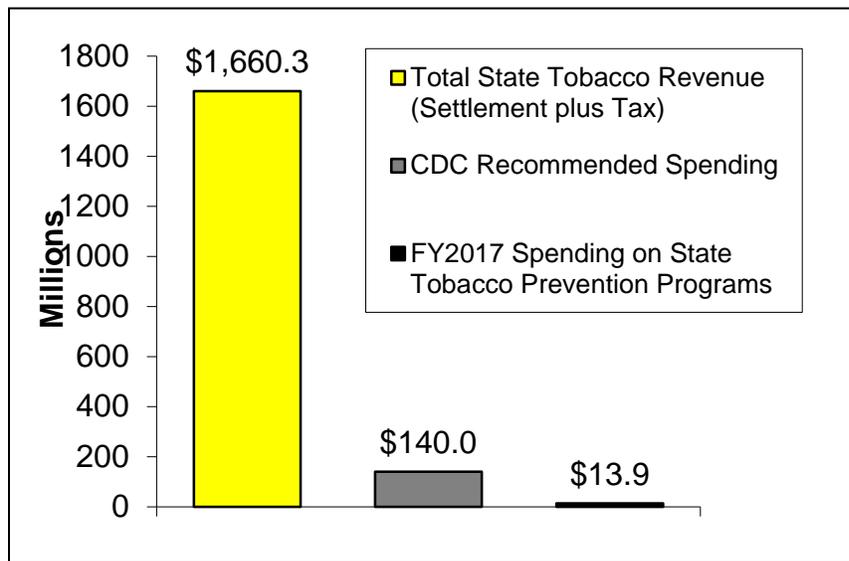
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$39.3 million

# Pennsylvania

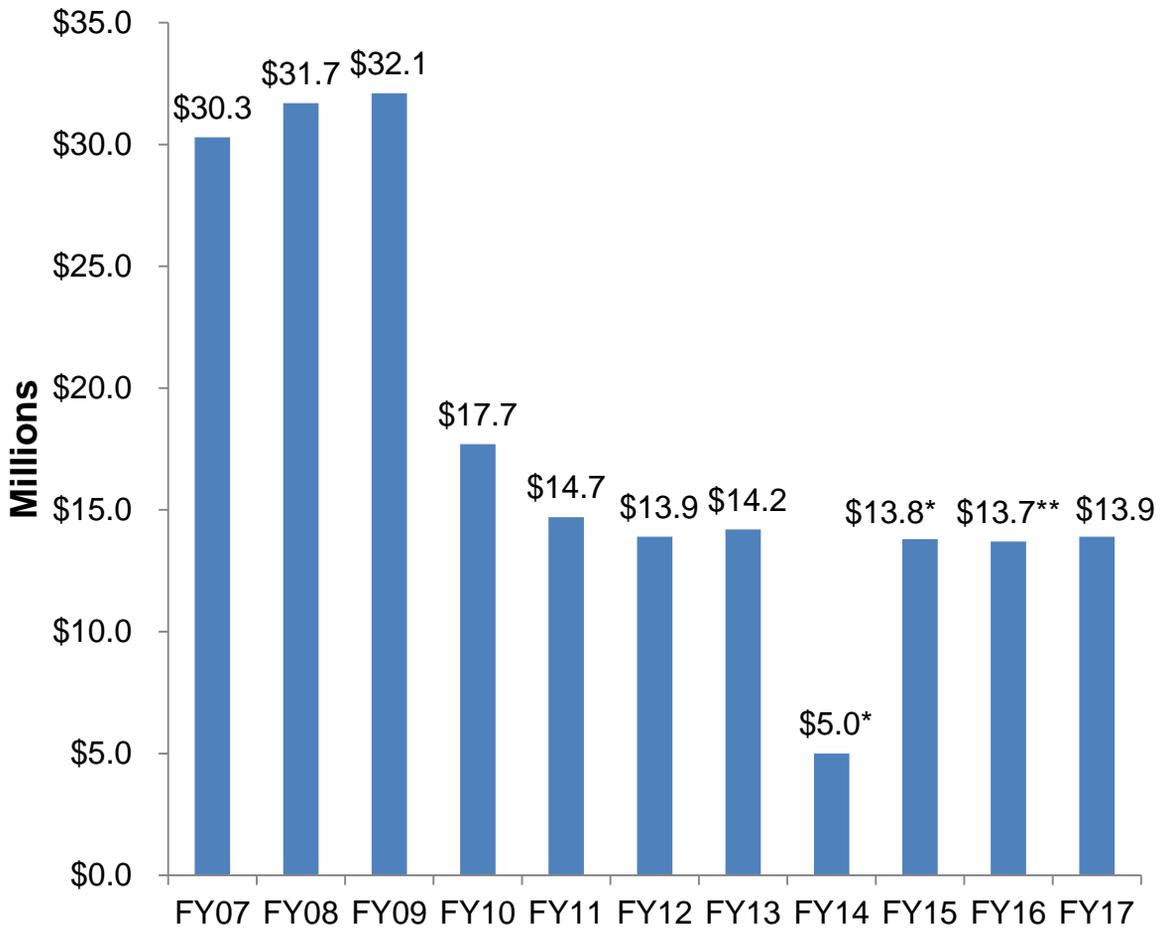
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	29	NA
<b>State Spending On Tobacco Prevention</b>	\$13.9 million	NA
<b>% of CDC Recommended Spending (\$140.0 million)</b>	9.9%	0.0%



Tobacco's Toll in Pennsylvania	
Adults who smoke	18.1%
High school students who smoke	12.9%
Deaths caused by smoking each year	22,000
Annual health care costs directly caused by smoking	\$6.38 billion
Proportion of cancer deaths attributable to smoking	27.9%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,023 per household
Estimated annual tobacco industry marketing in state	\$441.6 million
Ratio of industry marketing to state tobacco prevention spending	31.7 to 1

# Pennsylvania

## Total Annual Tobacco Prevention Spending FY2007-FY2017



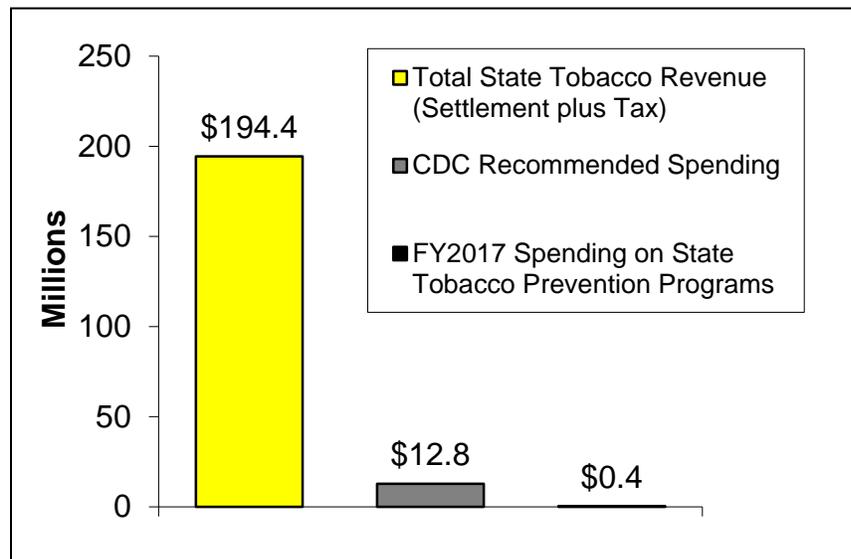
**CDC Recommended Spending: \$140.0 million**

\*FY2015 and FY2014 annual spending estimated, not confirmed by state health department

\*\*Pennsylvania's FY2016 tobacco prevention program budget was not available when this report went to press.

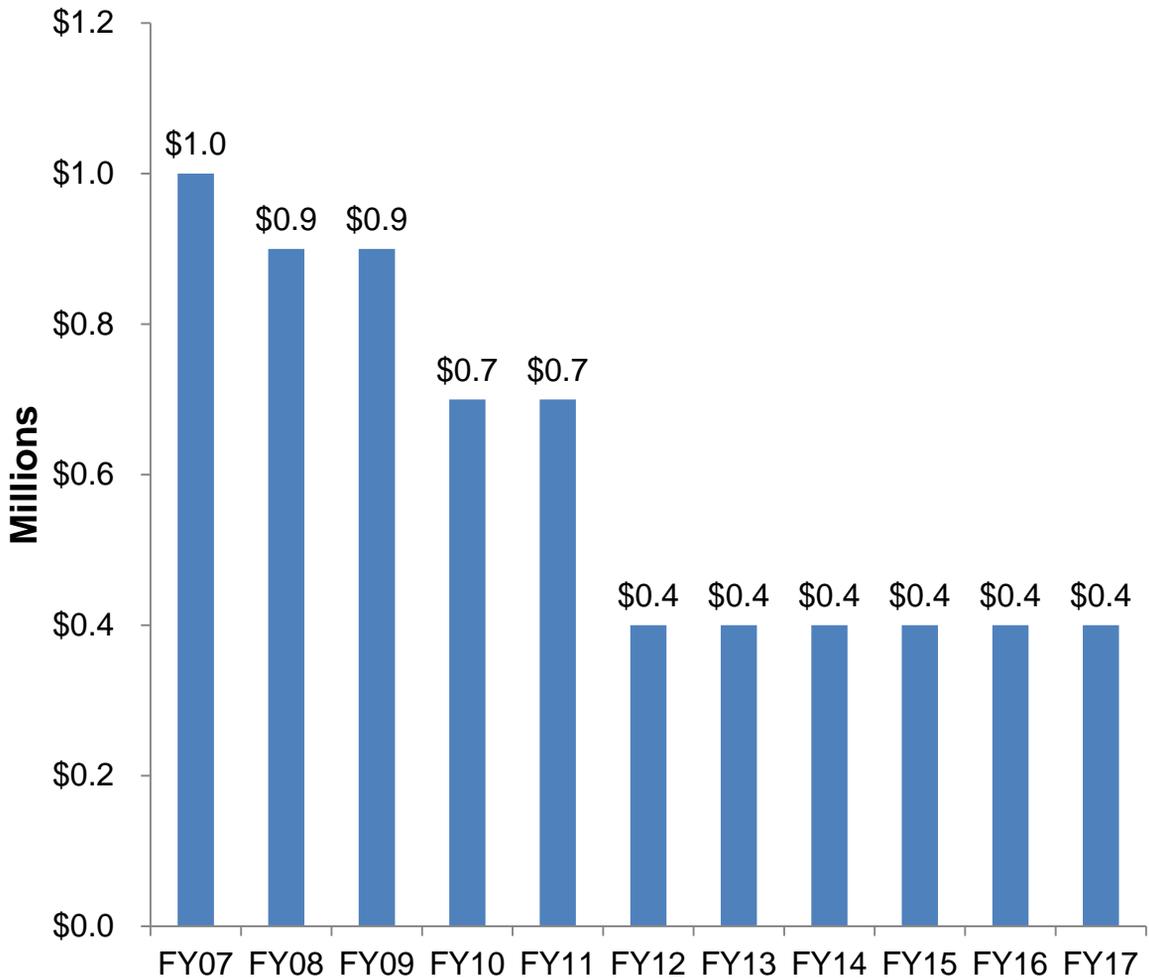
## Rhode Island

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	42	41
<b>State Spending On Tobacco Prevention</b>	\$375,622	\$397,908
<b>% of CDC Recommended Spending (\$12.8 million)</b>	2.9%	3.1%



<b>Tobacco's Toll in Rhode Island</b>	
Adults who smoke	15.5%
High school students who smoke	4.8%
Deaths caused by smoking each year	1,800
Annual health care costs directly caused by smoking	\$640 million
Proportion of cancer deaths attributable to smoking	28.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,072 per household
Estimated annual tobacco industry marketing in state	\$26.3 million
Ratio of industry marketing to state tobacco prevention spending	69.9 to 1

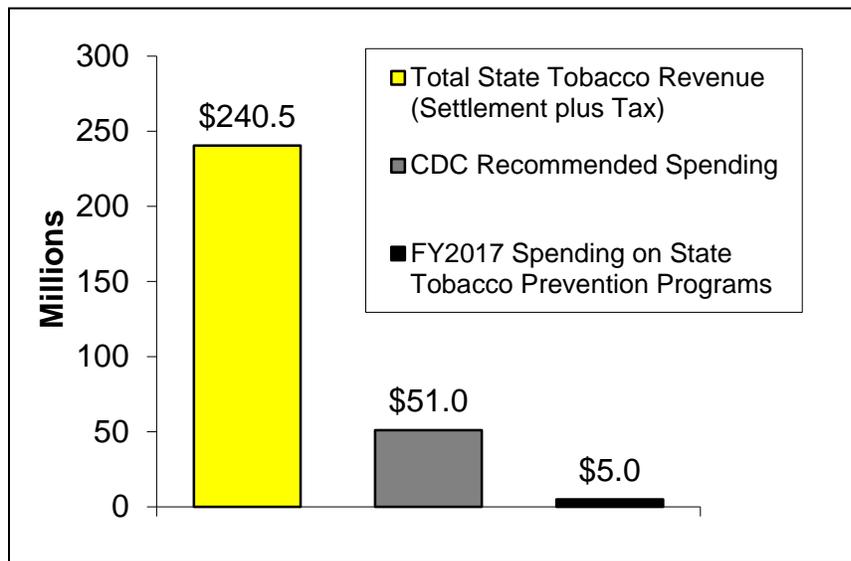
# Rhode Island Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$12.8 million

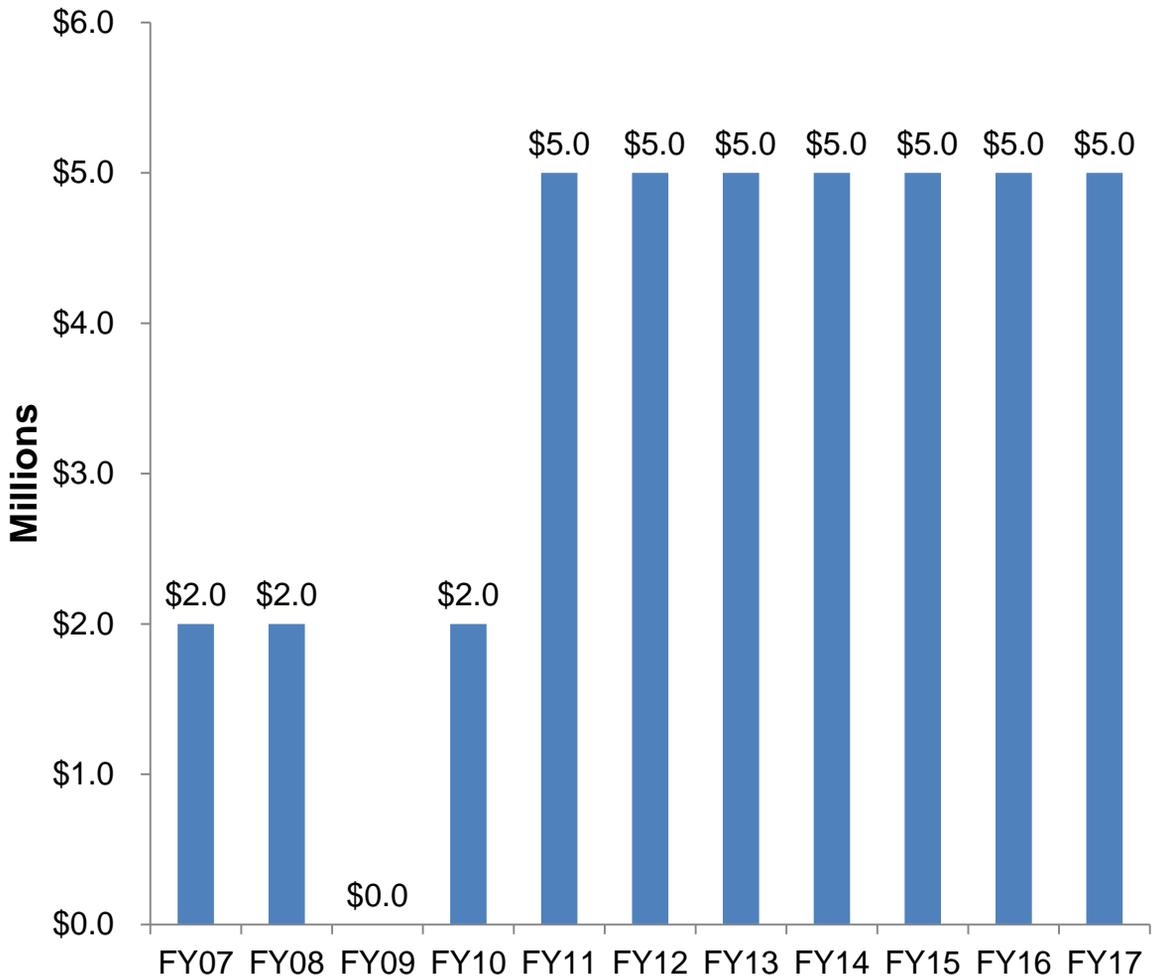
## South Carolina

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	30	29
<b>State Spending On Tobacco Prevention</b>	\$5.0 million	\$5.0 million
<b>% of CDC Recommended Spending (\$51.0 million)</b>	9.8%	9.8%



<b>Tobacco's Toll in South Carolina</b>	
Adults who smoke	19.7%
High school students who smoke	9.6%
Deaths caused by smoking each year	7,200
Annual health care costs directly caused by smoking	\$1.90 billion
Proportion of cancer deaths attributable to smoking	30.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$906 per household
Estimated annual tobacco industry marketing in state	\$191.5 million
Ratio of industry marketing to state tobacco prevention spending	38.3 to 1

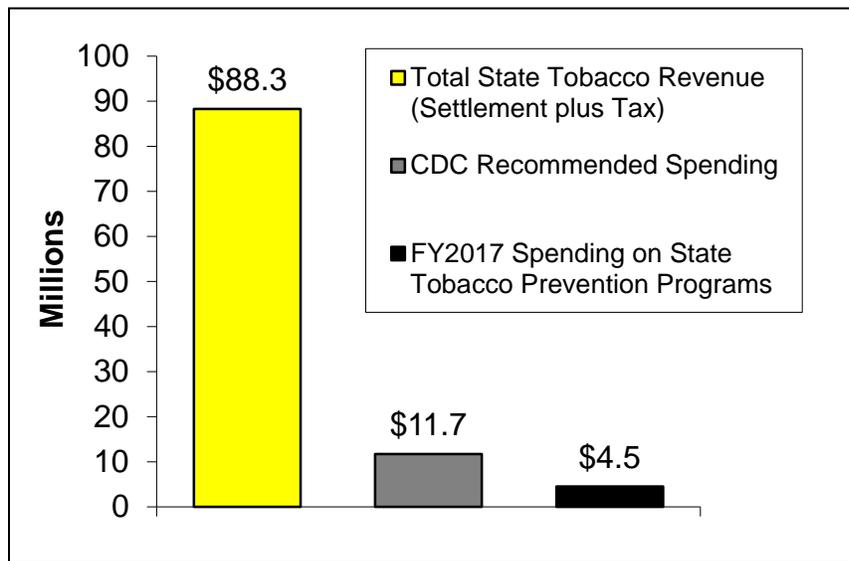
# South Carolina Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$51.0 million

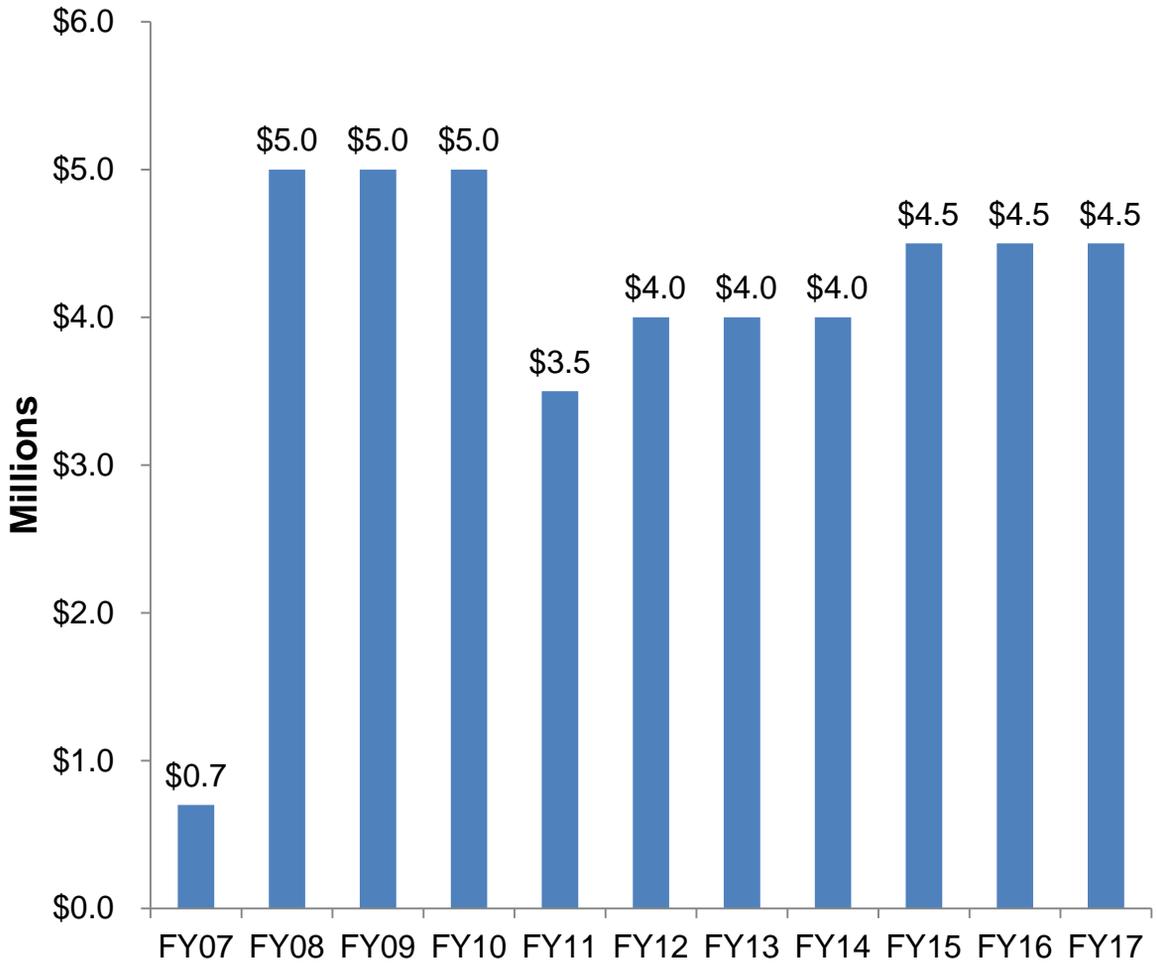
## South Dakota

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	13	13
<b>State Spending On Tobacco Prevention</b>	\$4.5 million	\$4.5 million
<b>% of CDC Recommended Spending (\$11.7 million)</b>	38.5%	38.5%



<b>Tobacco's Toll in South Dakota</b>	
Adults who smoke	20.1%
High school students who smoke	10.1%
Deaths caused by smoking each year	1,300
Annual health care costs directly caused by smoking	\$373 million
Proportion of cancer deaths attributable to smoking	28.2%
Residents' state & federal tax burden from smoking-caused government expenditures	\$828 per household
Estimated annual tobacco industry marketing in state	\$24.4 million
Ratio of industry marketing to state tobacco prevention spending	5.4 to 1

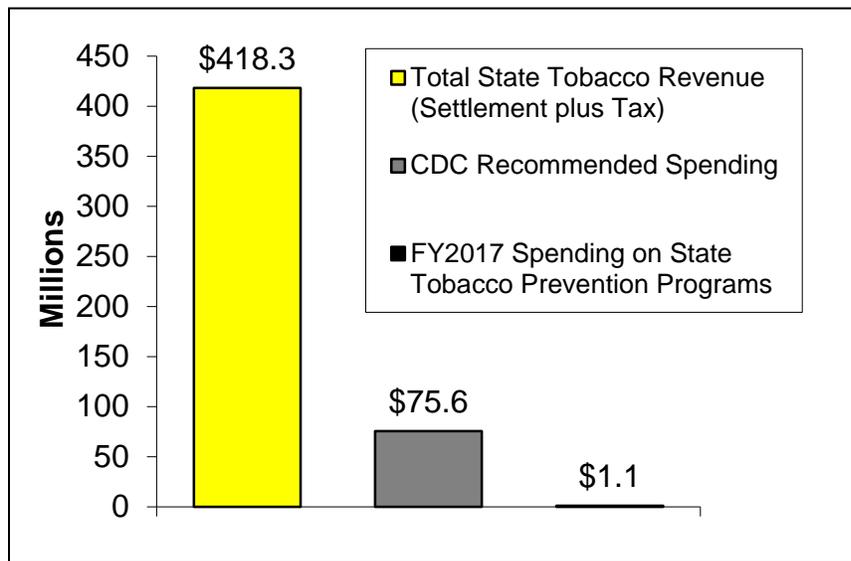
# South Dakota Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$11.7 million

# Tennessee

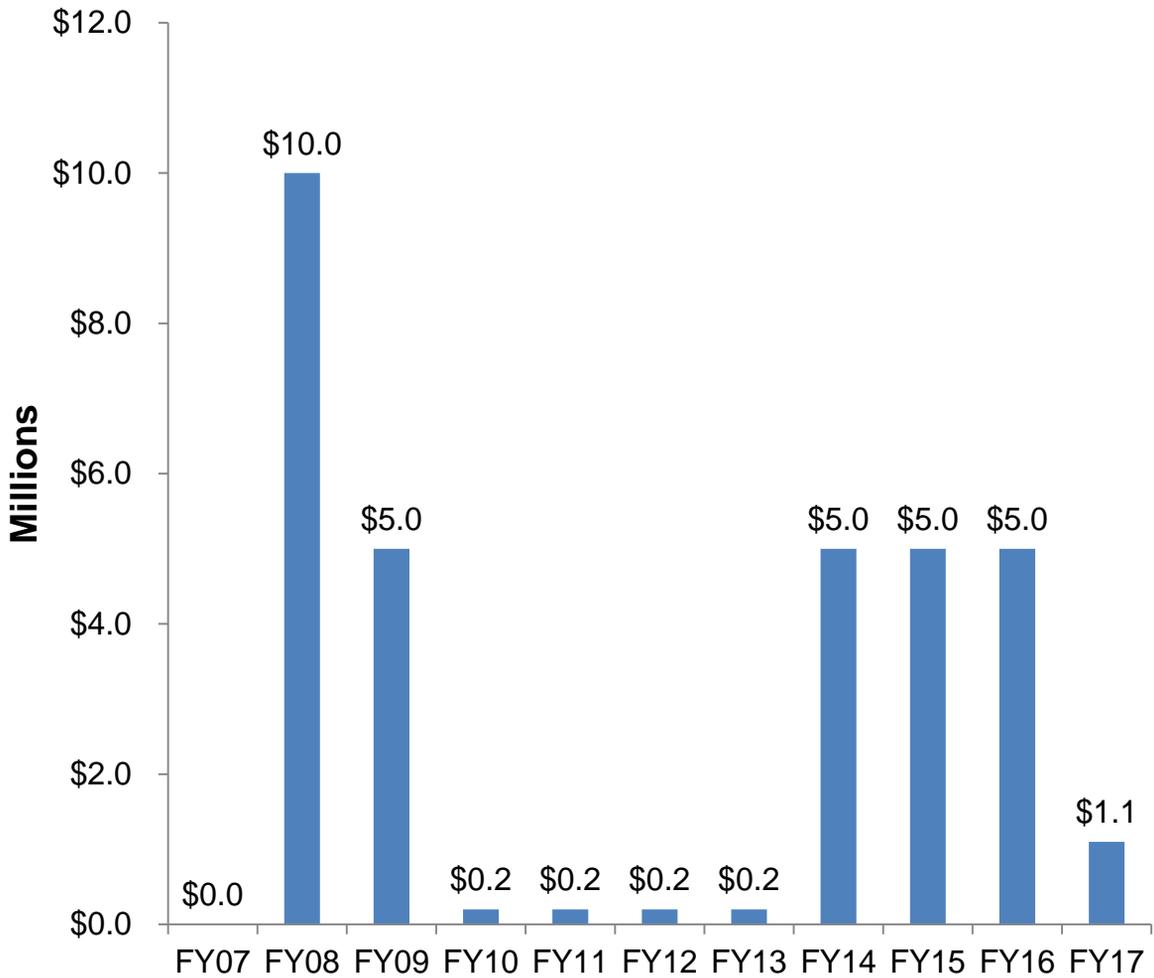
State Spending Summary	FY2017	FY2016
State Ranking	45	34
State Spending On Tobacco Prevention	\$1.1 million	\$5.0 million
% of CDC Recommended Spending (\$75.6 million)	1.5%	6.6%



Tobacco's Toll in Tennessee	
Adults who smoke	21.9%
High school students who smoke	11.5%
Deaths caused by smoking each year	11,400
Annual health care costs directly caused by smoking	\$2.67 billion
Proportion of cancer deaths attributable to smoking	32.9%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,035 per household
Estimated annual tobacco industry marketing in state	\$276.9 million
Ratio of industry marketing to state tobacco prevention spending	252.1 to 1

# Tennessee

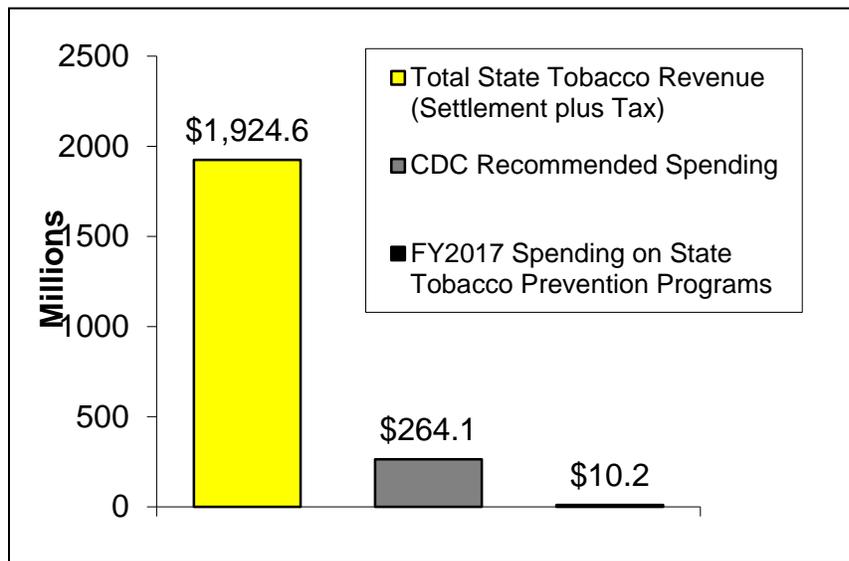
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$75.6 million

# Texas

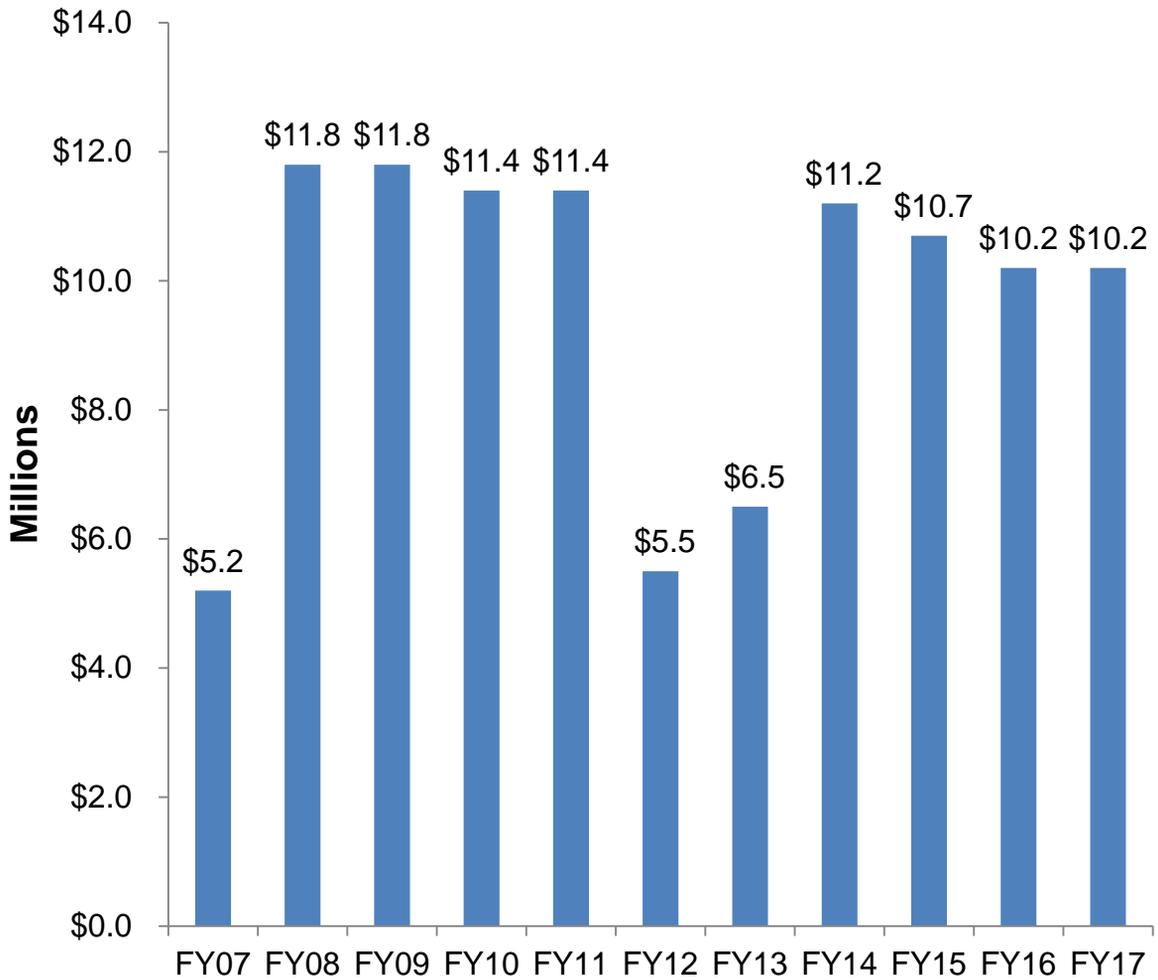
State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	38	37
<b>State Spending On Tobacco Prevention</b>	\$10.2 million	\$10.2 million
<b>% of CDC Recommended Spending (\$264.1 million)</b>	3.9%	3.9%



Tobacco's Toll in Texas	
Adults who smoke	15.2%
High school students who smoke	10.6%
Deaths caused by smoking each year	28,000
Annual health care costs directly caused by smoking	\$8.85 billion
Proportion of cancer deaths attributable to smoking	26.9%
Residents' state & federal tax burden from smoking-caused government expenditures	\$738 per household
Estimated annual tobacco industry marketing in state	\$606.6 million
Ratio of industry marketing to state tobacco prevention spending	59.3 to 1

# Texas

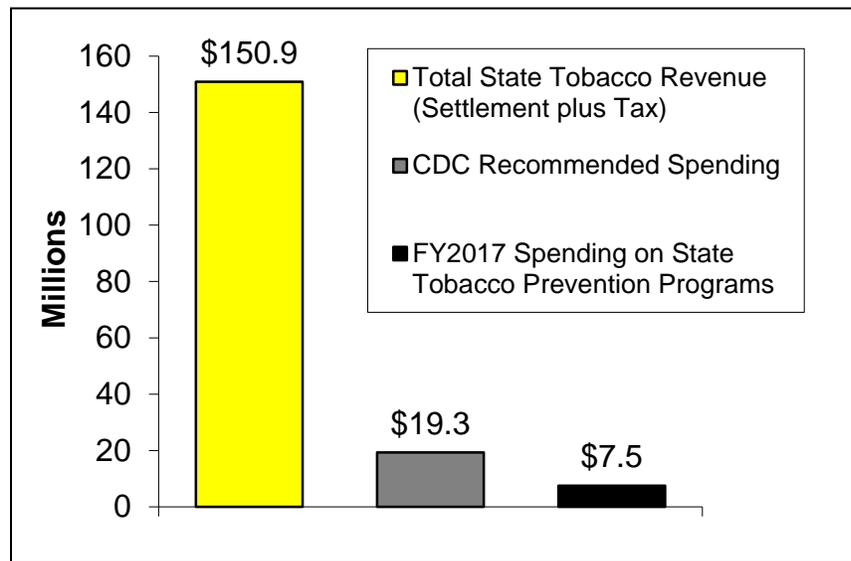
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$264.1 million

# Utah

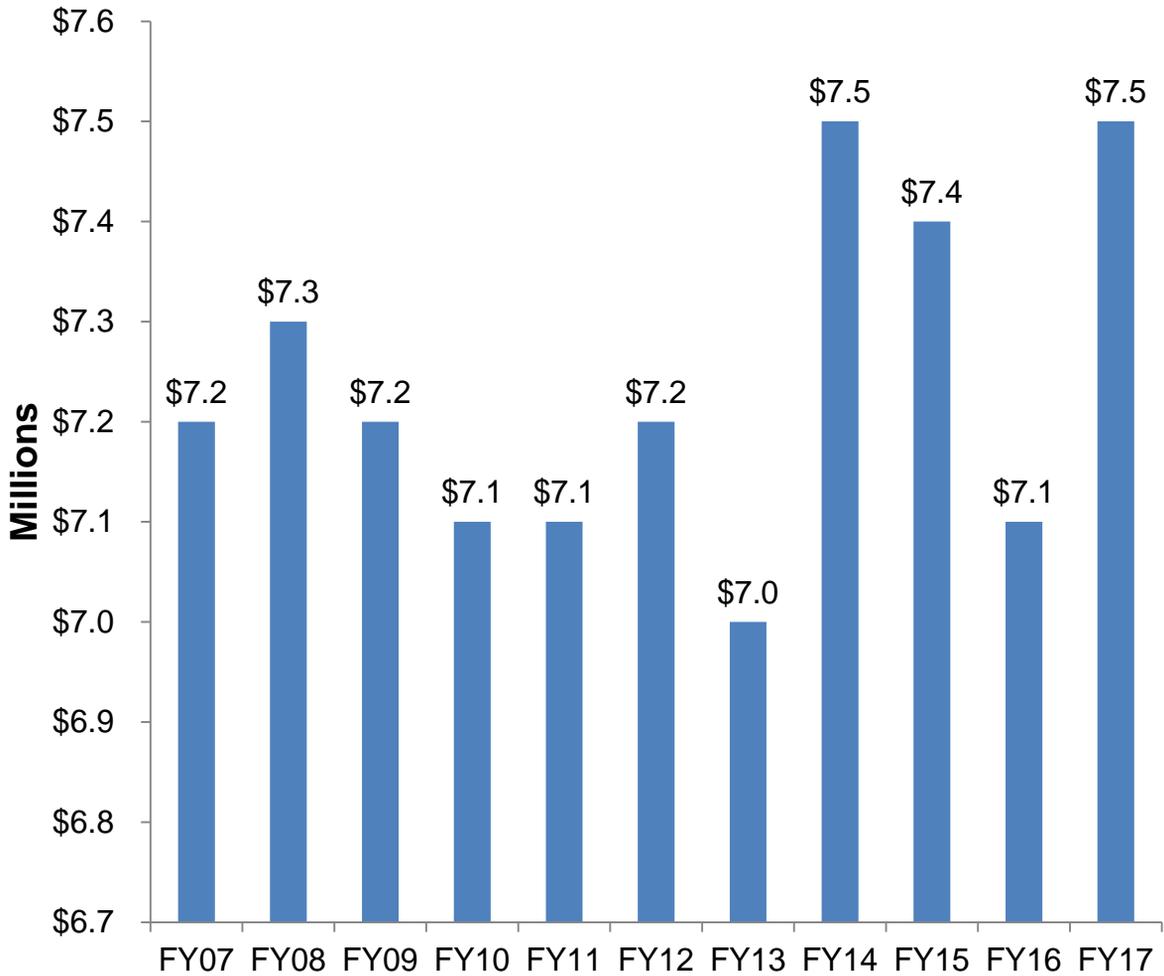
State Spending Summary	FY2017	FY2016
State Ranking	11	14
State Spending On Tobacco Prevention	\$7.5 million	\$7.1 million
% of CDC Recommended Spending (\$19.3 million)	38.9%	36.8%



Tobacco's Toll in Utah	
Adults who smoke	9.1%
High school students who smoke	4.4%
Deaths caused by smoking each year	1,300
Annual health care costs directly caused by smoking	\$542 million
Proportion of cancer deaths attributable to smoking	16.6%
Residents' state & federal tax burden from smoking-caused government expenditures	\$465 per household
Estimated annual tobacco industry marketing in state	\$38.5 million
Ratio of industry marketing to state tobacco prevention spending	5.1 to 1

# Utah

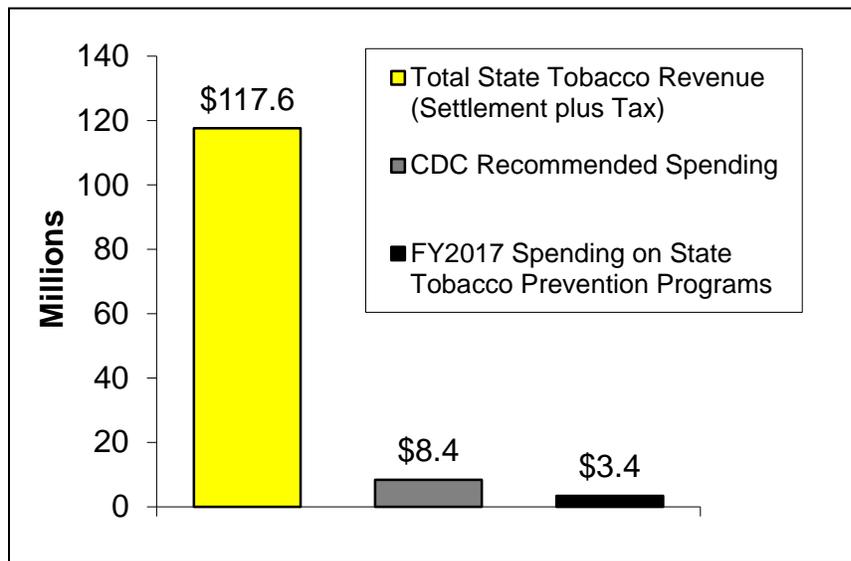
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$19.3 million

# Vermont

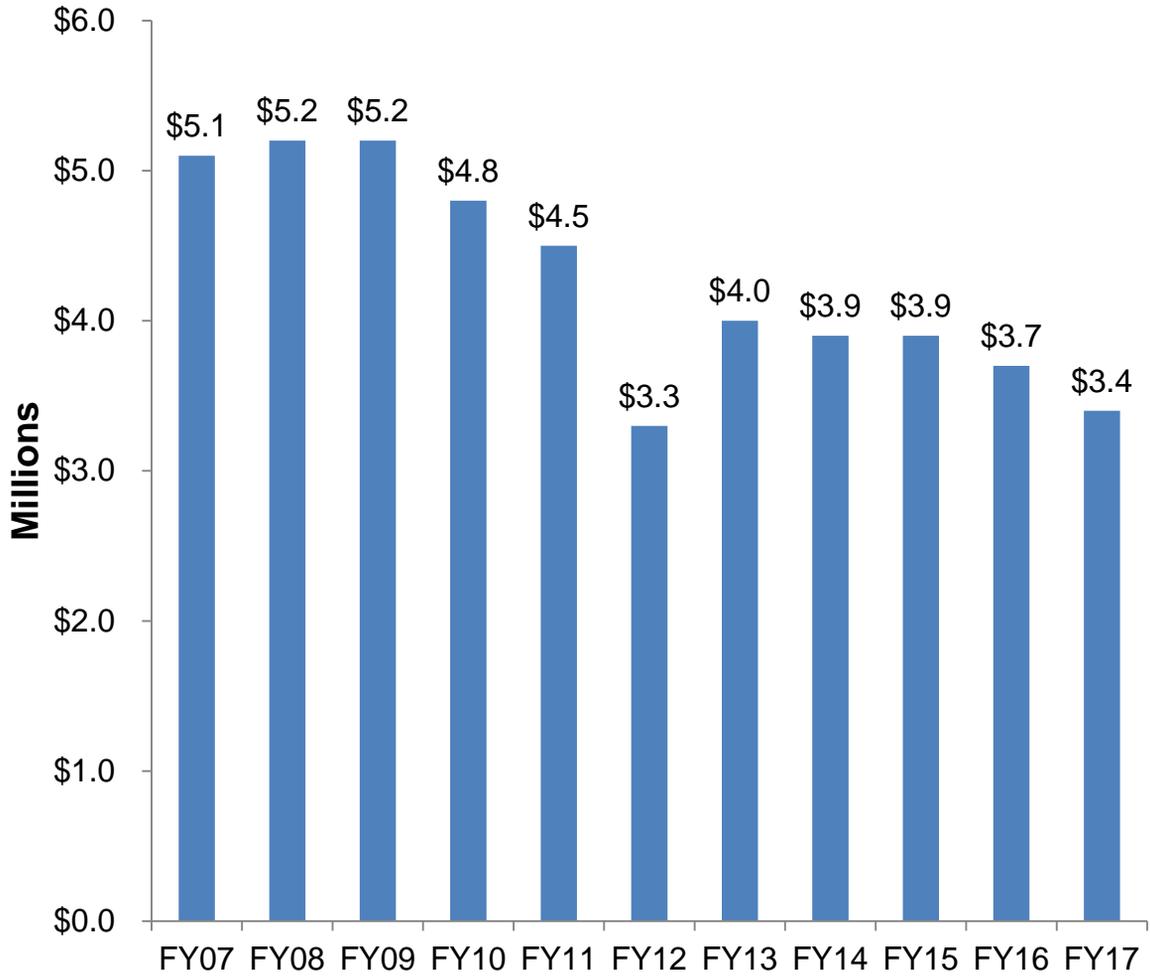
State Spending Summary	FY2017	FY2016
State Ranking	10	10
State Spending On Tobacco Prevention	\$3.4 million	\$3.7 million
% of CDC Recommended Spending (\$8.4 million)	40.2%	44.0%



Tobacco's Toll in Vermont	
Adults who smoke	16.0%
High school students who smoke	10.8%
Deaths caused by smoking each year	1,000
Annual health care costs directly caused by smoking	\$348 million
Proportion of cancer deaths attributable to smoking	28.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$871 per household
Estimated annual tobacco industry marketing in state	\$17.2 million
Ratio of industry marketing to state tobacco prevention spending	5.1 to 1

# Vermont

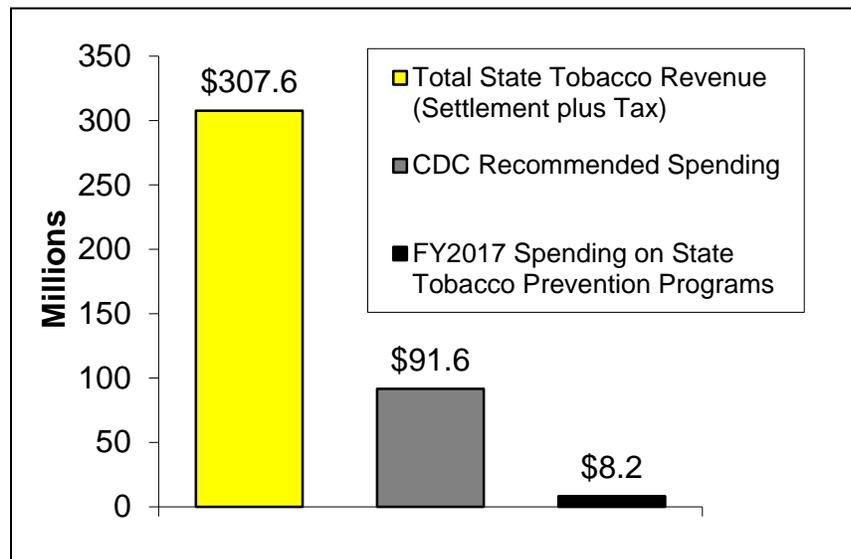
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$8.4 million

# Virginia

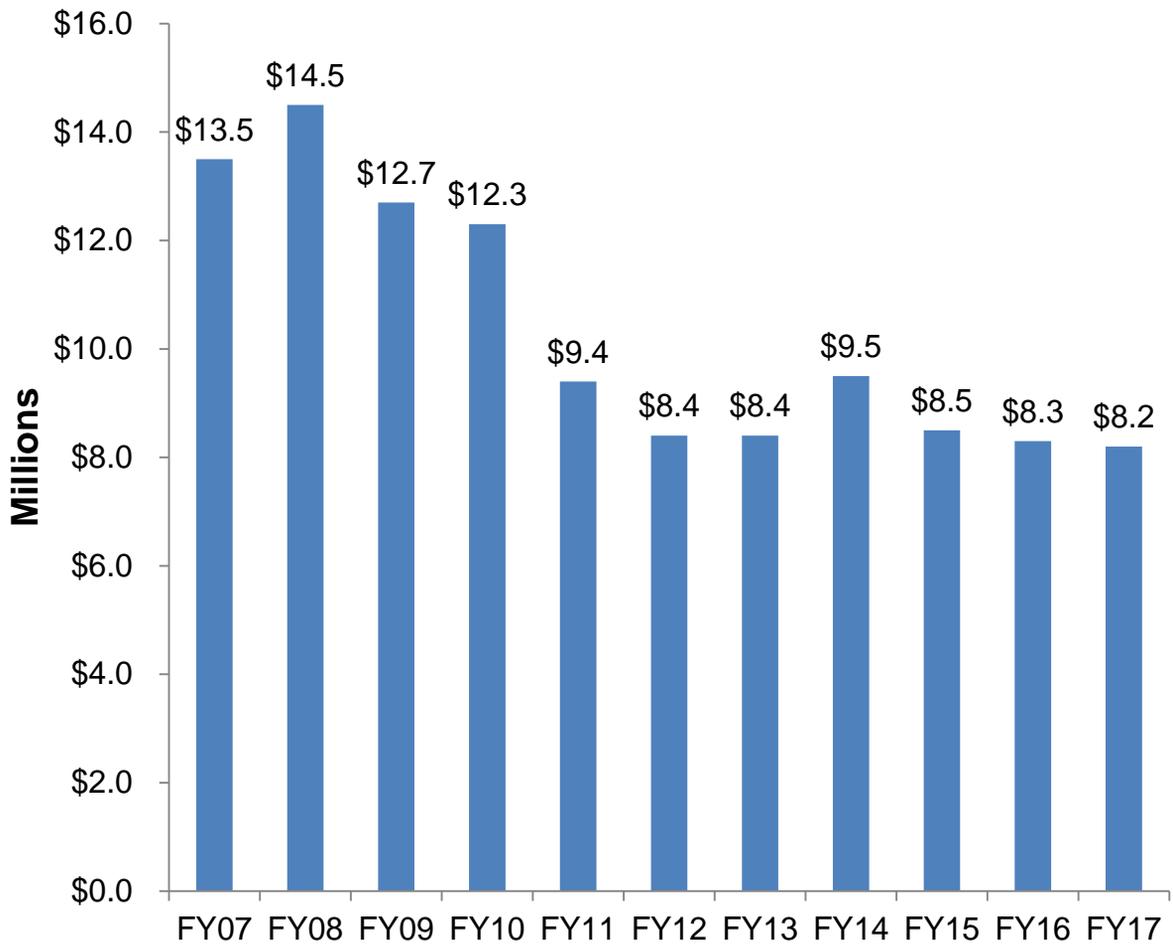
State Spending Summary	FY2017	FY2016
State Ranking	33	32
State Spending On Tobacco Prevention	\$8.2 million	\$8.3 million
% of CDC Recommended Spending (\$91.6 million)	9.0%	9.1%



Tobacco's Toll in Virginia	
Adults who smoke	16.5%
High school students who smoke	8.2%
Deaths caused by smoking each year	10,300
Annual health care costs directly caused by smoking	\$3.11 billion
Proportion of cancer deaths attributable to smoking	28.1%
Residents' state & federal tax burden from smoking-caused government expenditures	\$717 per household
Estimated annual tobacco industry marketing in state	\$376.9 million
Ratio of industry marketing to state tobacco prevention spending	45.7 to 1

# Virginia

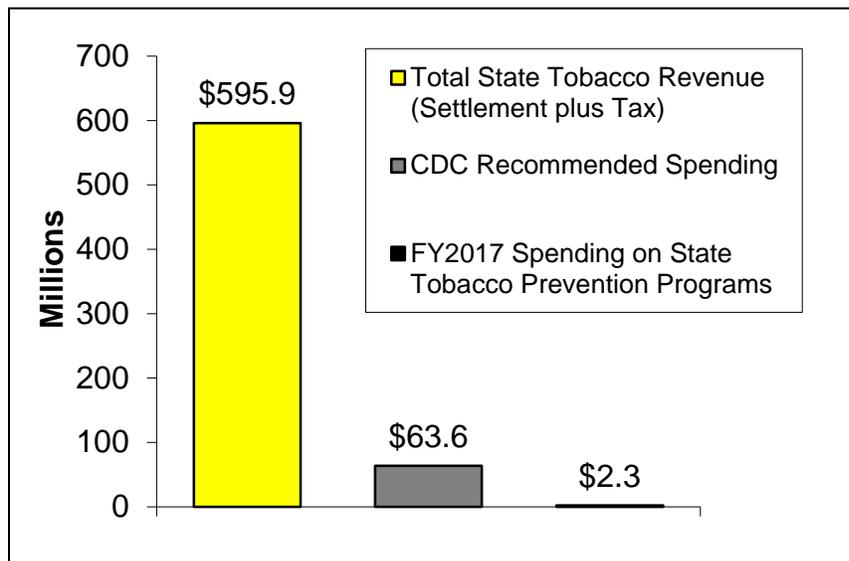
## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$91.6 million

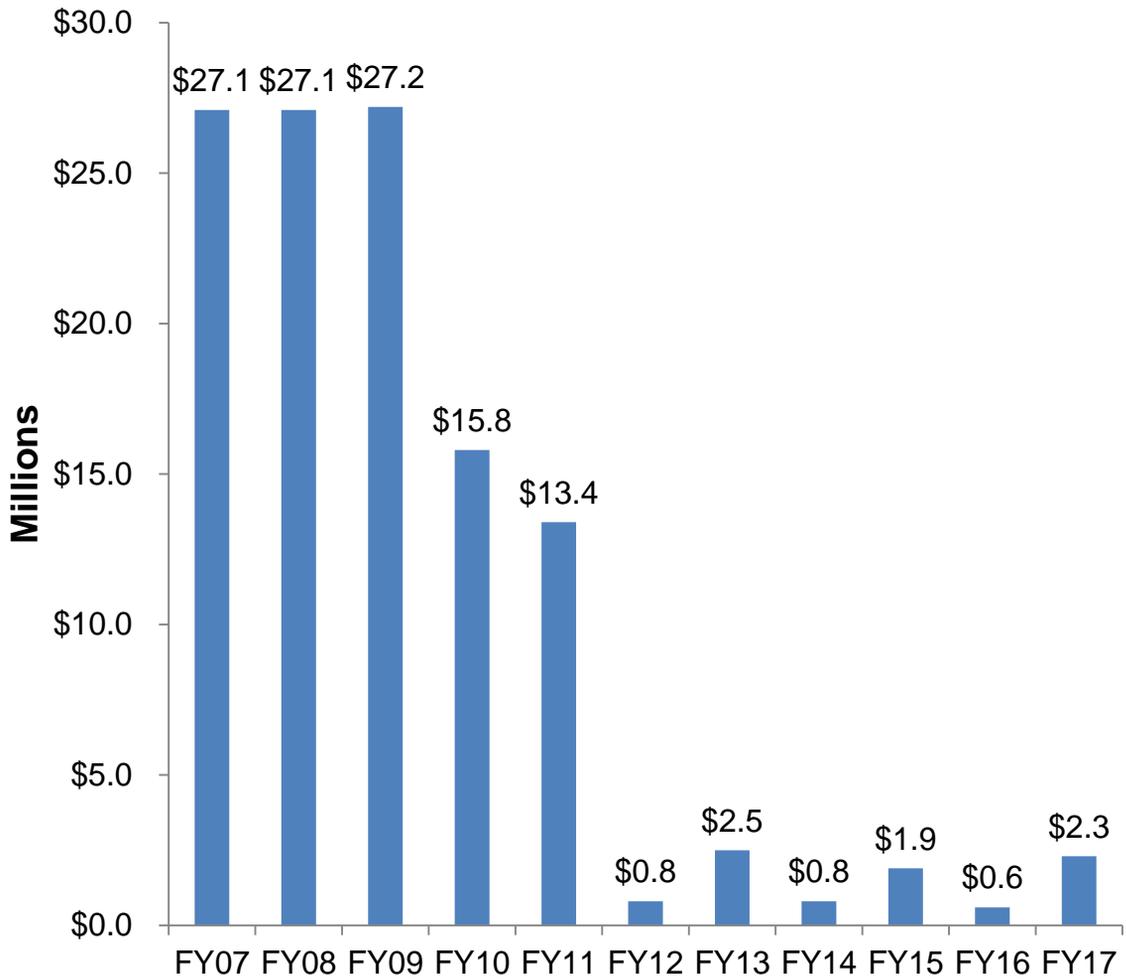
## Washington

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	39	46
<b>State Spending On Tobacco Prevention</b>	\$2.3 million	\$640,500
<b>% of CDC Recommended Spending (\$63.6 million)</b>	3.6%	1.0%



<b>Tobacco's Toll in Washington</b>	
Adults who smoke	15.0%
High school students who smoke	7.9%
Deaths caused by smoking each year	8,300
Annual health care costs directly caused by smoking	\$2.81 billion
Proportion of cancer deaths attributable to smoking	27.4%
Residents' state & federal tax burden from smoking-caused government expenditures	\$789 per household
Estimated annual tobacco industry marketing in state	\$88.4 million
Ratio of industry marketing to state tobacco prevention spending	38.2 to 1

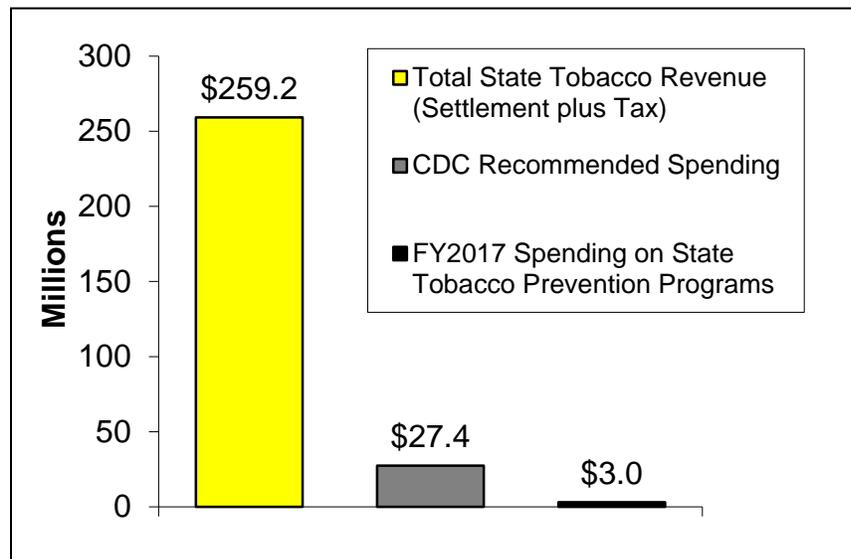
# Washington Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$63.6 million

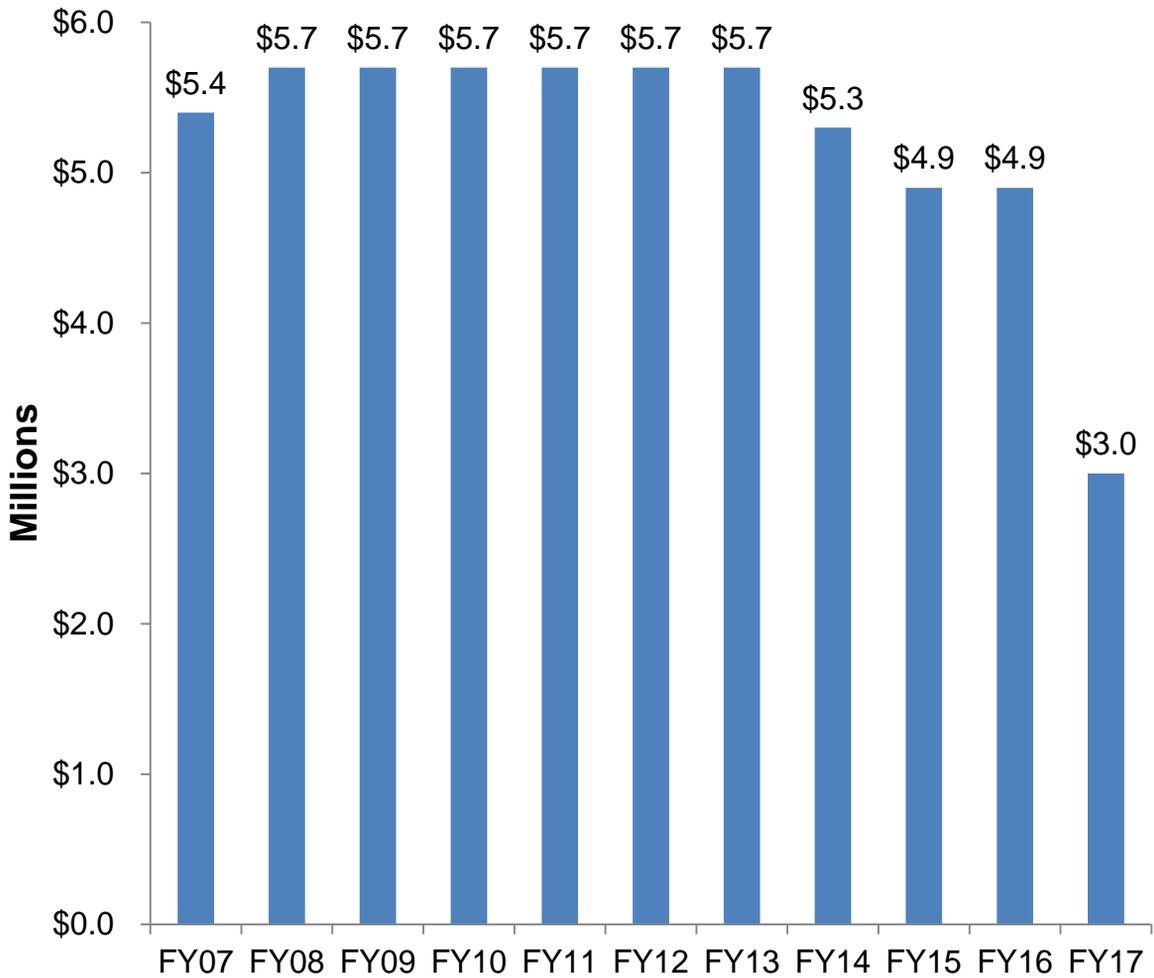
## West Virginia

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	27	24
<b>State Spending On Tobacco Prevention</b>	\$3.0 million	\$4.9 million
<b>% of CDC Recommended Spending (\$27.4 million)</b>	11.1%	17.8%



<b>Tobacco's Toll in West Virginia</b>	
Adults who smoke	25.7%
High school students who smoke	18.8%
Deaths caused by smoking each year	4,300
Annual health care costs directly caused by smoking	\$1.00 billion
Proportion of cancer deaths attributable to smoking	32.6%
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,205 per household
Estimated annual tobacco industry marketing in state	\$122.9 million
Ratio of industry marketing to state tobacco prevention spending	40.5 to 1

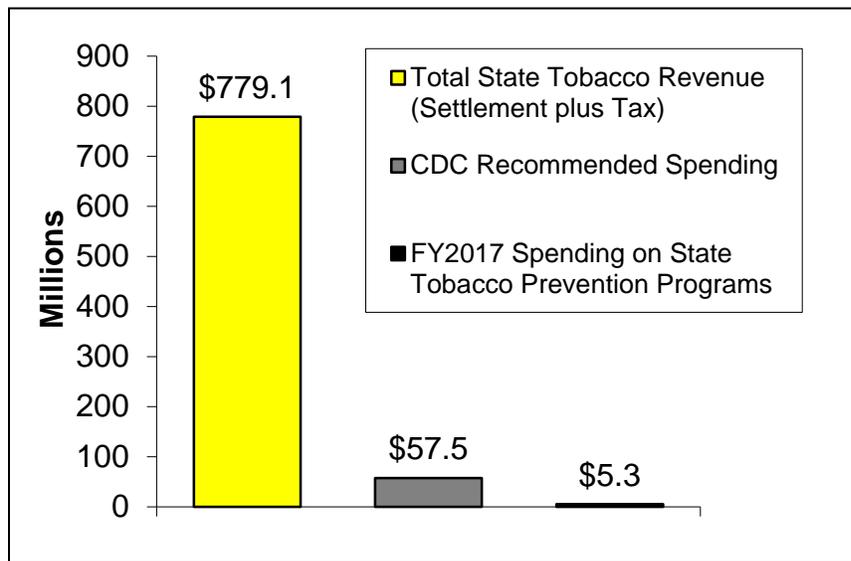
# West Virginia Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$27.4 million

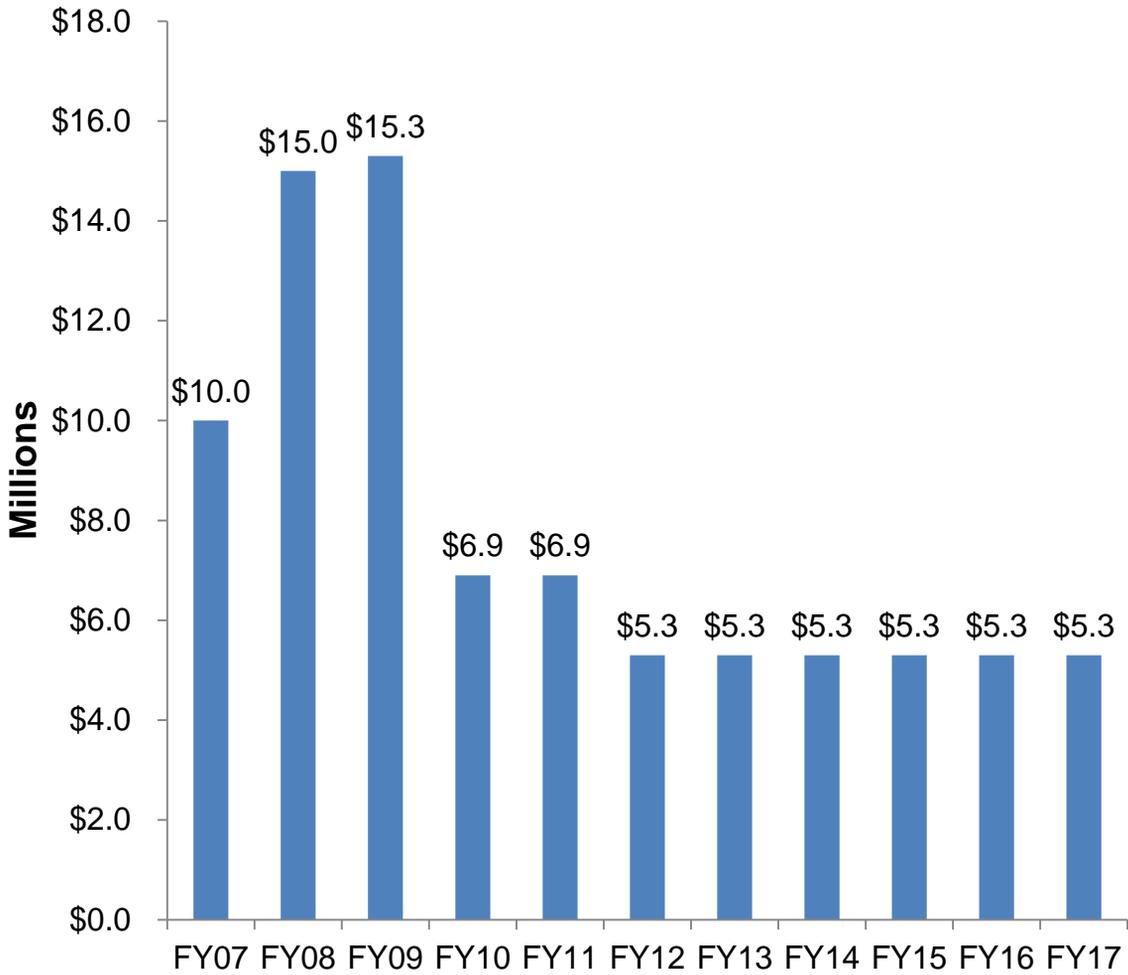
# Wisconsin

State Spending Summary	FY2017	FY2016
<b>State Ranking</b>	32	30
<b>State Spending On Tobacco Prevention</b>	\$5.3 million	\$5.3 million
<b>% of CDC Recommended Spending (\$57.5 million)</b>	9.2%	9.2%



Tobacco's Toll in Wisconsin	
Adults who smoke	17.3%
High school students who smoke	8.1%
Deaths caused by smoking each year	7,900
Annual health care costs directly caused by smoking	\$2.66 billion
Proportion of cancer deaths attributable to smoking	27.3%
Residents' state & federal tax burden from smoking-caused government expenditures	\$797 per household
Estimated annual tobacco industry marketing in state	\$155.8 million
Ratio of industry marketing to state tobacco prevention spending	29.4 to 1

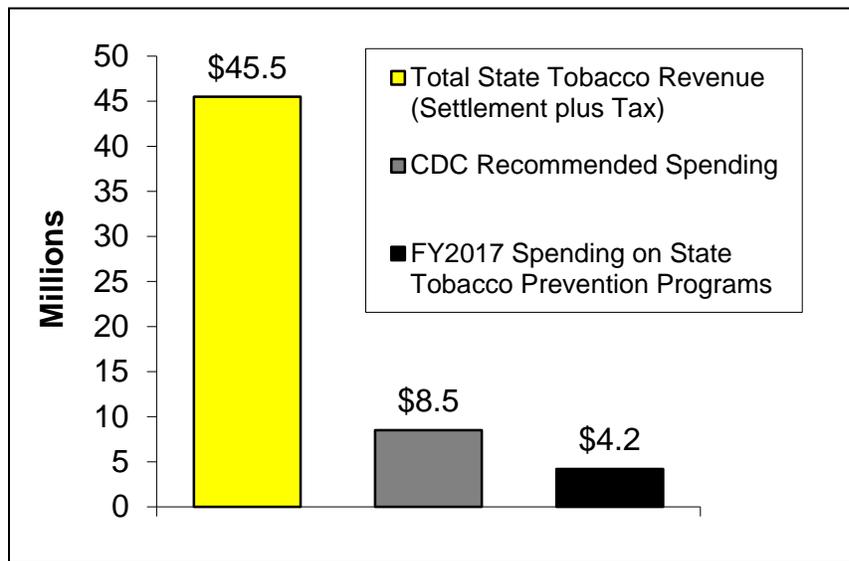
# Wisconsin Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$57.5 million

# Wyoming

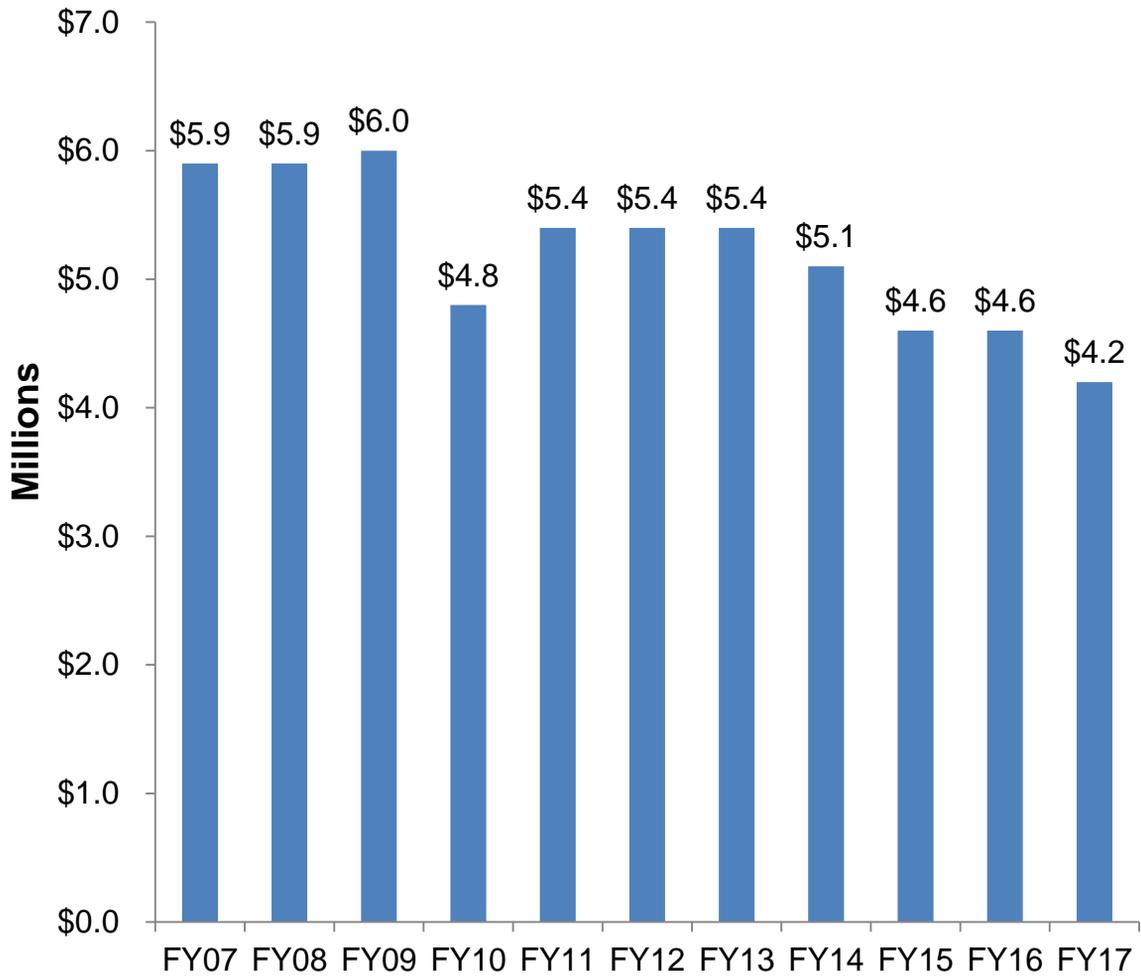
State Spending Summary	FY2017	FY2016
State Ranking	4	4
State Spending On Tobacco Prevention	\$4.2 million	\$4.6 million
% of CDC Recommended Spending (\$8.5 million)	49.4%	54.1%



Tobacco's Toll in Wyoming	
Adults who smoke	19.1%
High school students who smoke	15.7%
Deaths caused by smoking each year	800
Annual health care costs directly caused by smoking	\$258 million
Proportion of cancer deaths attributable to smoking	28.5%
Residents' state & federal tax burden from smoking-caused government expenditures	\$802 per household
Estimated annual tobacco industry marketing in state	\$22.4 million
Ratio of industry marketing to state tobacco prevention spending	5.3 to 1

# Wyoming

## Total Annual Tobacco Prevention Spending FY2007-FY2017



CDC Recommended Spending: \$8.5 million

## Sources: State Data

### Recommended Spending Levels

**CDC annual spending recommendations.** CDC annual spending recommendations are based on CDC's *Best Practices for Comprehensive Tobacco Control Programs—2014*, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/index.htm?s\\_cid=cs\\_3281](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm?s_cid=cs_3281)

### Revenue Data

**State settlement revenue estimates.** State settlement revenue estimates reflect base payments made to the states adjusted for inflation and volume as required by the Master Settlement Agreement.

**State tobacco tax revenue estimates.** State tobacco tax revenue estimates are based on monthly and annual revenue reports from Orzechowski & Walker's *Tax Burden on Tobacco* [industry-funded reports], and account for on-going background declines in smoking as well as projected new revenues from recent tobacco tax increases.

### Marketing Data

**Estimated annual tobacco company marketing in state.** U.S. Federal Trade Commission (FTC). Cigarette Report for 2014, 2016, [https://www.ftc.gov/system/files/documents/reports/federaltrade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc\\_cigarette\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federaltrade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2014.pdf); FTC, Smokeless Tobacco Report for 2014, 2016, [https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commissionsmokeless-tobacco-report/ftc\\_smokeless\\_tobacco\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commissionsmokeless-tobacco-report/ftc_smokeless_tobacco_report_2014.pdf). Data for top 5 manufacturers only. State total is a prorated estimate based on cigarette pack sales in the state.

**Ratio of tobacco company marketing to spending.** Estimated annual tobacco company marketing in state divided by state spending on tobacco prevention as reported in this new report. State marketing estimates are prorated based on cigarette pack sales in state.

### Toll Data

**Adult smoking rates.** State adult smoking rates from 2015 Behavioral Risk Factor Surveillance System (BRFSS).

**Youth smoking rates.** State youth smoking rates from most recent year available: Youth Risk Behavioral Surveillance (YRBS); Youth Tobacco Surveillance (YTS); and other state-specific surveys.

**Smoking-caused deaths.** Includes deaths caused by cigarette smoking but not deaths caused by other forms of combustible tobacco or smokeless tobacco products, which are expected to be in the thousands per year. CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/).

**Smoking-caused healthcare costs.** CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/), Health costs do not include estimated annual costs from lost productivity due to premature death and exposure to secondhand smoke.

**State proportion of cancer deaths attributable to smoking.** Lortet-Tieulent, J, et al., "State-Level Cancer Mortality Attributable to Cigarette Smoking in the United States," *JAMA Internal Medicine*, published online October 24, 2016.

**Residents' state & federal tax burden from smoking-caused government expenditures.** Based on data from: CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*; CDC, Data Highlights 2006; Xu, X et al., "Annual Healthcare Spending Attributable to Cigarette Smoking: An Update," *American Journal of Preventive Medicine*, 48(3): 326-333, 2015; CDC, "Medical Care Expenditures Attributable to Smoking -- United States, 1993," *MMWR* 43(26): 1-4, July 8, 1994.

## Appendix A



	FY2017		FY2016		FY2015		FY2014		FY2013		FY2012	
	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.*	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.
<b>States Total</b>	<b>\$491.6</b>	<b>14.9%</b>	<b>\$481.7</b>	<b>14.6%</b>	<b>\$490.4</b>	<b>14.8%</b>	<b>\$481.2</b>	<b>14.6%</b>	<b>\$459.5</b>	<b>12.4%</b>	<b>\$456.7</b>	<b>12.4%</b>
Alabama	\$1.5	2.7%	\$1.5	2.7%	\$0.4	0.6%	\$0.3	0.5%	NA**	NA**	NA**	NA**
Alaska	\$9.5	93.0%	\$8.8	86.4%	\$9.7	95.6%	\$10.1	99.4%	\$10.9	101.6%	\$10.8	101.3%
Arizona	\$18.4	28.6%	\$15.5	24.0%	\$18.6	28.9%	\$18.6	28.9%	\$15.2	22.3%	\$18.0	26.4%
Arkansas	\$9.0	24.5%	\$17.4	47.4%	\$17.5	47.6%	\$17.5	47.6%	\$17.8	48.9%	\$7.4	20.5%
California	\$75.7	21.8%	\$65.5	18.8%	\$58.9	16.9%	\$64.8	18.6%	\$62.1	14.1%	\$70.0	15.8%
Colorado	\$23.2	43.8%	\$21.8	41.3%	\$23.1	43.7%	\$26.0	49.1%	\$22.6	41.5%	\$6.5	11.9%
Connecticut	\$0.0	0.0%	\$1.2	3.7%	\$3.5	11.0%	\$3.0	9.4%	\$6.0	13.7%	\$0.0	0.0%
Delaware	\$6.4	48.9%	\$6.4	49.2%	\$8.7	66.7%	\$8.3	64.0%	\$9.0	64.9%	\$9.0	64.9%
DC	\$1.0	9.3%	\$1.4	12.7%	\$2.0	18.7%	\$0.5	4.6%	\$0.5	4.7%	\$0.0	0.0%
Florida	\$67.8	34.9%	\$67.7	34.9%	\$66.6	34.3%	\$65.6	33.8%	\$64.3	30.5%	\$62.3	29.5%
Georgia	\$1.8	1.7%	\$1.8	1.7%	\$1.8	1.7%	\$2.2	2.1%	\$0.8	0.6%	\$2.0	1.7%
Hawaii	\$5.3	38.6%	\$6.8	49.3%	\$7.5	55.0%	\$7.9	57.3%	\$8.9	58.8%	\$10.7	70.3%
Idaho	\$2.9	18.4%	\$2.9	18.4%	\$2.7	17.1%	\$2.2	14.1%	\$2.2	13.0%	\$0.9	5.2%
Illinois	\$9.1	6.7%	N/A***	N/A***	\$11.1	8.1%	\$11.1	8.1%	\$11.1	7.1%	\$9.5	6.1%
Indiana	\$5.9	8.0%	\$5.9	8.0%	\$5.8	7.8%	\$5.8	7.8%	\$9.3	11.8%	\$10.1	12.8%
Iowa	\$5.2	17.4%	\$5.2	17.4%	\$5.2	17.4%	\$5.1	17.1%	\$3.2	8.7%	\$3.3	8.9%
Kansas	\$0.8	3.0%	\$0.9	3.4%	\$0.9	3.4%	\$0.9	3.4%	\$1.0	3.1%	\$1.0	3.1%
Kentucky	\$2.4	4.2%	\$2.5	4.4%	\$2.5	4.4%	\$2.1	3.7%	\$2.1	3.7%	\$2.2	3.9%
Louisiana	\$7.0	11.7%	\$7.0	11.7%	\$6.8	11.4%	\$8.0	13.4%	\$7.2	13.4%	\$8.4	15.8%
Maine	\$7.8	49.1%	\$8.1	50.6%	\$8.2	51.4%	\$8.1	50.7%	\$7.5	40.7%	\$9.4	50.6%
Maryland	\$10.6	22.0%	\$8.7	18.2%	\$8.5	17.7%	\$8.5	17.8%	\$4.2	6.6%	\$4.3	6.8%
Massachusetts	\$3.9	5.8%	\$3.9	5.8%	\$3.9	5.8%	\$4.0	5.9%	\$4.2	4.6%	\$4.2	4.6%
Michigan	\$1.6	1.4%	\$1.6	1.5%	\$1.5	1.4%	\$1.5	1.4%	\$1.8	1.5%	\$1.8	1.5%
Minnesota	\$22.0	41.7%	\$21.5	40.6%	\$22.3	42.2%	\$21.3	40.2%	\$19.6	33.6%	\$19.5	33.4%
Mississippi	\$10.7	29.4%	\$10.9	29.9%	\$10.9	29.9%	\$10.9	29.9%	\$9.7	24.7%	\$9.9	25.3%

	FY2017		FY2016		FY2015		FY2014		FY2013		FY2012	
	Spending (\$millions)	Percent of CDC Rec.										
Missouri	\$0.1	0.1%	\$0.1	0.1%	\$0.1	0.1%	\$0.1	0.1%	\$0.1	0.1%	\$0.1	0.1%
Montana	\$6.4	44.1%	\$6.4	44.1%	\$5.4	37.0%	\$5.4	37.0%	\$4.6	33.1%	\$4.7	33.8%
Nebraska	\$2.6	12.4%	\$2.6	12.4%	\$2.4	11.4%	\$2.4	11.4%	\$2.4	11.1%	\$2.4	11.0%
Nevada	\$1.0	3.3%	\$1.0	3.3%	\$1.0	3.3%	\$1.0	3.3%	\$0.2	0.5%	\$0.0	0.0%
New Hampshire	\$0.1	0.8%	\$0.1	0.8%	\$0.1	0.8%	\$0.1	0.8%	\$0.0	0.0%	\$0.0	0.0%
New Jersey	\$0.0	0.0%	\$0.0	0.0%	\$0.0 <sup>§</sup>	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$1.2	1.0%
New Mexico	\$5.7	24.9%	\$5.9	26.0%	\$5.9	26.0%	\$5.9	26.0%	\$5.9	25.3%	\$5.9	25.3%
New York	\$39.3	19.4%	\$39.3	19.4%	\$39.3	19.4%	\$39.3	19.4%	\$41.4	16.3%	\$41.4	16.3%
North Carolina	\$1.1	1.1%	\$1.2	1.2%	\$1.2	1.2%	\$1.2	1.2%	\$0.0	0.0%	\$17.3	16.2%
North Dakota	\$9.9	100.9%	\$10.0	102.0%	\$9.5	97.1%	\$9.5	97.1%	\$8.2	88.4%	\$8.1	87.0%
Ohio	\$13.5	10.3%	\$12.1	9.2%	\$7.7	5.8%	\$1.5	1.1%	\$0.0	0.0%	\$0.0	0.0%
Oklahoma	\$23.5	55.6%	\$25.0	59.1%	\$23.6	55.7%	\$22.7	53.7%	\$19.7	43.8%	\$21.2	47.1%
Oregon	\$9.8	25.0%	\$9.8	25.0%	\$9.9	25.2%	\$9.9	25.2%	\$7.5	17.5%	\$8.3	19.3%
Pennsylvania	\$13.9	9.9%	13.7	9.80%	\$13.8 <sup>§</sup>	9.9%	\$5.0 <sup>§</sup>	3.6%	\$14.2	9.1%	\$13.9	9.0%
Rhode Island	\$0.4	2.9%	\$0.4	3.1%	\$0.4	3.0%	\$0.4	3.0%	\$0.4	2.5%	\$0.4	2.5%
South Carolina	\$5.0	9.8%	\$5.0	9.8%	\$5.0	9.8%	\$5.0	9.8%	\$5.0	8.0%	\$5.0	8.0%
South Dakota	\$4.5	38.5%	\$4.5	38.5%	\$4.5	38.5%	\$4.0	34.2%	\$4.0	35.4%	\$4.0	35.4%
Tennessee	\$1.1	1.5%	\$5.0	6.6%	\$5.0	6.6%	\$5.0	6.6%	\$0.2	0.3%	\$0.2	0.3%
Texas	\$10.2	3.9%	\$10.2	3.9%	\$10.7	4.1%	\$11.2	4.2%	\$6.5	2.4%	\$5.5	2.0%
Utah	\$7.5	38.9%	\$7.1	36.8%	\$7.4	38.2%	\$7.5	39.1%	\$7.0	29.8%	\$7.2	30.4%
Vermont	\$3.4	40.2%	\$3.7	44.0%	\$3.9	46.4%	\$3.9	46.4%	\$4.0	38.2%	\$3.3	31.8%
Virginia	\$8.2	9.0%	\$8.3	9.1%	\$8.5	9.3%	\$9.5	10.3%	\$8.4	8.1%	\$8.4	8.1%
Washington	\$2.3	3.6%	\$0.6	1.0%	\$1.9	2.9%	\$0.8	1.2%	\$2.5	3.7%	\$0.8	1.1%
West Virginia	\$3.0	11.1%	\$4.9	17.8%	\$4.9	17.8%	\$5.3	19.2%	\$5.7	20.5%	\$5.7	20.3%
Wisconsin	\$5.3	9.2%	\$5.3	9.2%	\$5.3	9.2%	\$5.3	9.2%	\$5.3	8.2%	\$5.3	8.3%
Wyoming	\$4.2	49.4%	\$4.6	54.1%	\$4.6	54.1%	\$5.1	60.0%	\$5.4	60.0%	\$5.4	60.0%
<b>Total</b>	<b>\$491.6</b>	<b>14.9%</b>	<b>\$481.7</b>	<b>14.6%</b>	<b>\$490.4</b>	<b>14.8%</b>	<b>\$481.2</b>	<b>14.6%</b>	<b>\$459.5</b>	<b>12.4%</b>	<b>\$456.7</b>	<b>12.4%</b>

Note: Annual funding amounts only include state funds

\*In 2007 and again in 2014, the CDC updated its recommendations for the amount each state should spend on tobacco prevention programs, taking into account new science, population changes, inflation and other factors. Starting in FY2014, this report assessed the states based on the new recommendations issued in the 2014 CDC Best Practices for Comprehensive Tobacco Control Programs. Assessments for FY2009 through FY2013 are based on the 2007 CDC Best Practices for Comprehensive Tobacco Control Programs; earlier assessments are based on 1999 recommendations. \*\*In FY2012 and FY2013, Alabama's tobacco prevention program budget was unavailable at the time this report went to press. \*\*\*Illinois's tobacco prevention program budget for FY2016 was not available when this report went to press. §Annual spending estimated, not confirmed by state health department.

### History of Spending for State Tobacco Prevention Programs FY2006 – FY2011

	FY2011		FY2010		FY2009		FY2008		FY2007		FY2006	
	Spending (\$millions)	Percent of CDC Rec.										
<b>States Total</b>	<b>\$517.9</b>	<b>14.0%</b>	<b>\$569.3</b>	<b>15.4%</b>	<b>\$670.9</b>	<b>18.1%</b>	<b>\$717.2</b>	<b>44.8%</b>	<b>\$597.5</b>	<b>37.2%</b>	<b>\$551.0</b>	<b>34.4%</b>
Alabama	\$0.9	1.5%	\$0.8	1.3%	\$1.2	2.1%	\$0.8	2.9%	\$0.7	2.6%	\$0.3	1.2%
Alaska	\$9.8	92.0%	\$9.2	86.0%	\$8.2	76.6%	\$7.5	92.5%	\$6.2	76.6%	\$5.7	70.5%
Arizona	\$19.8	29.1%	\$22.1	32.5%	\$21.0	30.8%	\$23.5	84.6%	\$25.5	91.8%	\$23.1	83.1%
Arkansas	\$11.8	32.4%	\$18.7	51.4%	\$16.0	44.0%	\$15.6	87.1%	\$15.1	84.3%	\$17.5	97.7%
California	\$75.0	17.0%	\$77.1	17.4%	\$77.7	17.6%	\$77.4	46.9%	\$84.0	50.9%	\$79.7	48.3%
Colorado	\$7.0	12.9%	\$11.1	20.4%	\$26.4	48.5%	\$26.0	105.9%	\$25.0	101.8%	\$27.0	110.0%
Connecticut	\$0.4	0.9%	\$6.1	13.9%	\$7.4	16.9%	\$0.0	0.0%	\$2.0	9.4%	\$0.0	0.2%
Delaware	\$8.3	59.5%	\$10.1	72.7%	\$10.7	77.0%	\$10.7	123.8%	\$10.3	119.4%	\$9.2	106.6%
DC	\$0.6	5.4%	\$0.9	8.1%	\$3.6	34.3%	\$3.6	48.1%	\$0.5	6.7%	\$0.0	0.0%
Florida	\$61.6	29.2%	\$65.8	31.2%	\$59.5	28.2%	\$58.0	74.0%	\$5.6	7.1%	\$1.0	1.3%
Georgia	\$2.0	1.8%	\$2.1	1.8%	\$2.3	2.0%	\$2.2	5.3%	\$2.3	5.4%	\$3.1	7.3%
Hawaii	\$9.3	61.1%	\$7.9	52.0%	\$10.5	69.1%	\$10.4	96.3%	\$9.1	84.0%	\$5.8	53.8%
Idaho	\$1.5	8.9%	\$1.2	7.1%	\$1.7	10.1%	\$1.4	12.6%	\$0.9	8.2%	\$0.5	4.9%
Illinois	\$9.5	6.1%	\$8.5	5.4%	\$8.5	5.4%	\$8.5	13.1%	\$8.5	13.1%	\$11.0	16.9%
Indiana	\$9.2	11.7%	\$10.8	13.7%	\$15.1	19.2%	\$16.2	46.6%	\$10.9	31.3%	\$10.8	31.1%
Iowa	\$7.3	20.0%	\$10.1	27.5%	\$10.4	28.3%	\$12.3	63.5%	\$6.5	33.6%	\$5.6	28.9%
Kansas	\$1.0	3.1%	\$1.0	3.1%	\$1.0	3.1%	\$1.4	7.8%	\$1.0	5.5%	\$1.0	5.5%
Kentucky	\$2.6	4.5%	\$2.8	4.9%	\$2.8	4.9%	\$2.4	9.4%	\$2.2	8.8%	\$2.7	10.8%
Louisiana	\$9.0	16.9%	\$7.8	14.6%	\$7.6	14.2%	\$7.7	28.3%	\$8.0	29.5%	\$8.0	29.5%
Maine	\$9.9	53.5%	\$10.8	58.4%	\$10.9	58.9%	\$16.9	151.2%	\$14.7	131.3%	\$14.2	126.9%
Maryland	\$4.3	6.9%	\$5.5	8.7%	\$19.6	31.0%	\$18.4	60.7%	\$18.7	61.7%	\$9.2	30.4%
Massachusetts	\$4.5	5.0%	\$4.5	5.0%	\$12.2	13.6%	\$12.8	36.2%	\$8.3	23.4%	\$4.3	12.1%
Michigan	\$2.6	2.1%	\$2.6	2.1%	\$3.7	3.1%	\$3.6	6.6%	\$0.0	0.0%	\$0.0	0.0%
Minnesota	\$19.6	33.6%	\$20.3	34.8%	\$20.5	35.1%	\$22.1	77.2%	\$21.7	75.8%	\$22.1	77.2%
Mississippi	\$9.9	25.3%	\$10.6	27.0%	\$10.3	26.3%	\$8.0	42.6%	\$0.0	0.0%	\$20.0	106.4%

	FY2011		FY2010		FY2009		FY2008		FY2007		FY2006	
	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Min.	Spending (\$millions)	Percent of CDC Rec.	Spending (\$millions)	Percent of CDC Rec.
Missouri	\$0.1	0.1%	\$1.2	1.6%	\$1.7	2.3%	\$0.2	0.6%	\$0.0	0.0%	\$0.0	0.0%
Montana	\$8.4	60.4%	\$8.4	60.4%	\$8.5	61.2%	\$8.5	90.6%	\$6.9	73.7%	\$6.8	72.6%
Nebraska	\$2.9	13.3%	\$3.0	14.0%	\$3.0	14.0%	\$2.5	18.8%	\$3.0	22.5%	\$3.0	22.5%
Nevada	\$0.0	0.0%	\$2.9	8.9%	\$3.4	10.5%	\$2.0	14.8%	\$3.8	28.2%	\$4.2	31.2%
New Hampshire	\$0.0	0.0%	\$0.0	0.0%	\$0.2	1.0%	\$1.3	12.3%	\$0.0	0.0%	\$0.0	0.0%
New Jersey	\$0.6	0.5%	\$7.6	6.3%	\$9.1	7.6%	\$11.0	24.4%	\$11.0	24.4%	\$11.5	25.5%
New Mexico	\$7.0	29.8%	\$9.5	40.6%	\$9.6	41.0%	\$9.6	70.1%	\$7.7	56.2%	\$6.0	43.8%
New York	\$58.4	23.0%	\$55.2	21.7%	\$80.4	31.6%	\$85.5	89.2%	\$85.5	89.2%	\$43.4	45.3%
North Carolina	\$18.3	17.1%	\$18.3	17.1%	\$17.1	16.0%	\$17.1	40.2%	\$17.1	40.2%	\$15.0	35.2%
North Dakota	\$8.2	88.1%	\$8.2	88.2%	\$3.1	33.3%	\$3.1	38.4%	\$3.1	38.0%	\$3.1	38.0%
Ohio	\$0.0	0.0%	\$6.0	4.1%	\$6.0	4.1%	\$44.7	72.4%	\$45.0	72.9%	\$47.2	76.4%
Oklahoma	\$21.7	48.2%	\$19.8	44.0%	\$18.0	40.0%	\$14.2	65.1%	\$10.0	45.8%	\$8.9	40.8%
Oregon	\$7.1	16.6%	\$6.6	15.3%	\$8.2	19.1%	\$8.2	38.8%	\$3.5	16.3%	\$3.5	16.3%
Pennsylvania	\$14.7	9.5%	\$17.7	11.4%	\$32.1	20.6%	\$31.7	48.3%	\$30.3	46.2%	\$32.9	50.2%
Rhode Island	\$0.7	4.8%	\$0.7	4.6%	\$0.9	6.1%	\$0.9	9.5%	\$1.0	9.6%	\$2.1	21.2%
South Carolina	\$5.0	8.0%	\$2.0	3.2%	\$0.0	0.0%	\$2.0	8.4%	\$2.0	8.4%	\$0.0	0.0%
South Dakota	\$3.5	31.0%	\$5.0	44.2%	\$5.0	44.2%	\$5.0	57.5%	\$0.7	8.1%	\$0.7	8.1%
Tennessee	\$0.2	0.3%	\$0.2	0.3%	\$5.0	7.0%	\$10.0	31.0%	\$0.0	0.0%	\$0.0	0.0%
Texas	\$11.4	4.3%	\$11.4	4.3%	\$11.8	4.4%	\$11.8	11.4%	\$5.2	5.0%	\$7.0	6.8%
Utah	\$7.1	30.2%	\$7.1	30.1%	\$7.2	30.5%	\$7.3	47.7%	\$7.2	47.3%	\$7.2	47.3%
Vermont	\$4.5	43.4%	\$4.8	46.2%	\$5.2	50.0%	\$5.2	66.0%	\$5.1	64.5%	\$4.9	61.9%
Virginia	\$9.4	9.1%	\$12.3	11.9%	\$12.7	12.3%	\$14.5	37.3%	\$13.5	34.7%	\$12.8	32.9%
Washington	\$13.4	19.8%	\$15.8	23.5%	\$27.2	40.4%	\$27.1	81.1%	\$27.1	81.3%	\$27.2	81.6%
West Virginia	\$5.7	20.4%	\$5.7	20.5%	\$5.7	20.5%	\$5.7	40.0%	\$5.4	38.1%	\$5.9	41.7%
Wisconsin	\$6.9	10.7%	\$6.9	10.7%	\$15.3	23.8%	\$15.0	48.1%	\$10.0	32.1%	\$10.0	32.1%
Wyoming	\$5.4	60.0%	\$4.8	53.3%	\$6.0	66.7%	\$5.9	80.1%	\$5.9	79.9%	\$5.9	79.9%
<b>Total</b>	<b>\$517.9</b>	<b>14.0%</b>	<b>\$569.3</b>	<b>15.4%</b>	<b>\$670.9</b>	<b>18.1%</b>	<b>\$717.2</b>	<b>44.8%</b>	<b>\$597.5</b>	<b>37.2%</b>	<b>\$551.0</b>	<b>34.4%</b>

### History of Spending for State Tobacco Prevention Programs FY2000 – FY2005

	FY2005		FY2004		FY2003		FY2002		FY2001		FY2000	
	Spending (\$millions)	Percent of CDC Min.										
<b>States Total</b>	<b>\$538.2</b>	<b>33.6%</b>	<b>\$542.8</b>	<b>33.9%</b>	<b>\$674.4</b>	<b>42.1%</b>	<b>\$749.7</b>	<b>46.9%</b>	<b>\$737.5</b>	<b>46.1%</b>	<b>\$680.3</b>	<b>42.5%</b>
Alabama	\$0.4	1.3%	\$0.4	1.3%	\$0.4	1.3%	\$0.6	2.2%	\$6.0	22.4%	\$6.0	22.4%
Alaska	\$4.2	51.5%	\$3.8	47.0%	\$5.0	61.8%	\$3.1	38.3%	\$1.4	17.3%	\$1.4	17.3%
Arizona	\$23.1	83.1%	\$23.0	82.8%	\$18.3	65.7%	\$36.6	131.6%	\$34.5	124.1%	\$29.3	105.4%
Arkansas	\$17.6	98.3%	\$18.5	103.3%	\$16.4	91.5%	\$16.4	91.5%	\$16.1	89.9%	\$0.0	0.0%
California	\$74.0	44.8%	\$90.1	54.6%	\$88.4	53.5%	\$134.5	81.5%	\$114.6	69.4%	\$88.2	53.4%
Colorado	\$4.3	17.5%	\$3.8	15.5%	\$7.6	31.0%	\$12.7	51.8%	\$12.7	51.7%	\$13.2	53.8%
Connecticut	\$0.1	0.3%	\$0.5	2.4%	\$0.6	2.7%	\$0.6	2.7%	\$1.0	4.7%	\$4.0	18.8%
Delaware	\$9.3	107.8%	\$10.1	117.0%	\$5.0	57.9%	\$5.5	63.2%	\$2.8	32.4%	\$0.0	0.0%
DC	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
Florida	\$1.0	1.3%	\$1.0	1.3%	\$37.5	47.8%	\$29.8	38.0%	\$44.0	56.1%	\$44.0	56.1%
Georgia	\$11.5	27.0%	\$12.6	29.6%	\$19.1	44.8%	\$20.8	48.8%	\$15.8	37.1%	\$15.8	37.1%
Hawaii	\$8.9	82.6%	\$8.9	82.6%	\$10.3	95.1%	\$4.2	38.9%	\$9.3	86.3%	\$9.7	89.5%
Idaho	\$1.9	17.2%	\$1.6	14.5%	\$1.3	11.5%	\$1.1	10.0%	\$1.2	10.9%	\$1.2	10.9%
Illinois	\$11.0	16.9%	\$12.0	18.5%	\$12.0	18.5%	\$45.9	70.7%	\$28.6	44.1%	\$28.6	44.0%
Indiana	\$10.8	31.1%	\$10.8	31.1%	\$32.5	93.4%	\$32.5	93.4%	\$35.0	100.6%	\$35.0	100.6%
Iowa	\$5.1	26.4%	\$5.1	26.4%	\$5.1	26.3%	\$9.4	48.7%	\$9.4	48.6%	\$9.4	48.3%
Kansas	\$0.8	4.1%	\$0.5	2.8%	\$0.5	2.8%	\$0.5	2.8%	\$0.5	2.8%	\$0.5	2.8%
Kentucky	\$2.7	10.8%	\$2.6	10.4%	\$3.0	12.0%	\$5.5	21.9%	\$5.8	23.1%	\$5.8	23.1%
Louisiana	\$11.3	41.7%	\$10.7	39.4%	\$8.0	29.5%	\$0.5	1.8%	\$4.1	15.1%	\$4.1	15.1%
Maine	\$14.2	126.9%	\$14.5	129.6%	\$15.2	135.6%	\$13.8	122.9%	\$18.8	168.0%	\$18.8	168.0%
Maryland	\$9.5	31.4%	\$14.8	48.8%	\$30.0	99.0%	\$20.1	66.2%	\$30.0	99.0%	\$30.0	99.0%
Massachusetts	\$3.8	10.6%	\$2.5	7.1%	\$4.8	13.6%	\$48.0	136.2%	\$43.1	122.3%	\$43.1	122.3%
Michigan	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
Minnesota	\$18.7	65.3%	\$20.4	71.3%	\$32.3	112.9%	\$28.9	101.0%	\$35.0	122.3%	\$35.0	122.3%
Mississippi	\$20.0	106.4%	\$20.0	106.4%	\$20.0	106.4%	\$20.0	106.4%	\$31.0	165.0%	\$31.0	165.0%

	FY2005		FY2004		FY2003		FY2002		FY2001		FY2000	
	Spending (\$millions)	Percent of CDC Min.										
Missouri	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
Montana	\$2.5	26.7%	\$2.5	26.7%	\$0.4	4.1%	\$0.5	5.3%	\$3.5	37.4%	\$3.5	37.4%
Nebraska	\$2.9	21.8%	\$0.4	3.1%	\$7.0	52.6%	\$7.0	52.6%	\$7.0	52.6%	\$7.0	52.6%
Nevada	\$4.4	32.6%	\$4.3	31.9%	\$4.3	31.8%	\$4.3	31.7%	\$3.0	22.3%	\$3.9	29.0%
New Hampshire	\$0.0	0.0%	\$0.0	0.0%	\$3.0	27.5%	\$3.0	27.5%	\$3.0	27.5%	\$3.0	27.5%
New Jersey	\$11.0	24.4%	\$10.5	23.3%	\$30.0	66.6%	\$30.0	66.6%	\$30.0	66.6%	\$18.6	41.3%
New Mexico	\$5.0	36.5%	\$5.0	36.5%	\$5.0	36.5%	\$5.0	36.5%	\$2.3	16.8%	\$2.3	16.4%
New York	\$39.5	41.2%	\$37.0	38.6%	\$40.0	41.7%	\$40.0	41.7%	\$30.0	31.3%	\$30.0	31.3%
North Carolina	\$15.0	35.2%	\$10.9	25.6%	\$6.2	14.6%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
North Dakota	\$3.1	38.0%	\$3.0	36.8%	\$2.5	30.6%	\$2.5	30.9%	\$0.0	0.0%	\$0.0	0.0%
Ohio	\$53.3	86.3%	\$38.0	61.5%	\$34.0	55.1%	\$21.7	35.1%	\$60.0	97.2%	\$60.0	97.2%
Oklahoma	\$4.8	22.0%	\$2.5	11.5%	\$2.5	11.2%	\$1.7	7.9%	\$6.3	28.9%	\$6.3	28.9%
Oregon	\$3.5	16.6%	\$2.9	13.5%	\$11.1	52.5%	\$11.3	53.2%	\$8.5	40.2%	\$8.5	40.2%
Pennsylvania	\$46.1	70.3%	\$52.6	80.2%	\$52.0	79.3%	\$41.4	63.1%	\$0.0	0.0%	\$0.0	0.0%
Rhode Island	\$2.5	25.3%	\$2.7	27.3%	\$3.3	33.4%	\$3.3	33.4%	\$2.3	23.3%	\$2.3	23.3%
South Carolina	\$0.0	0.0%	\$0.0	0.0%	\$2.0	8.4%	\$1.6	6.7%	\$1.8	7.5%	\$1.8	7.3%
South Dakota	\$1.5	17.3%	\$0.8	8.6%	\$0.8	8.6%	\$2.7	31.1%	\$1.7	19.6%	\$1.7	19.6%
Tennessee	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%	\$0.0	0.0%
Texas	\$7.4	7.2%	\$7.4	7.2%	\$12.5	12.1%	\$12.5	12.1%	\$9.3	9.0%	\$9.0	8.7%
Utah	\$7.2	47.2%	\$7.2	47.2%	\$7.0	46.0%	\$6.0	39.4%	\$6.0	39.4%	\$6.0	39.4%
Vermont	\$4.7	58.9%	\$4.5	56.9%	\$5.2	65.7%	\$5.5	70.0%	\$6.5	82.2%	\$6.5	82.2%
Virginia	\$13.0	33.5%	\$17.4	44.8%	\$22.2	57.1%	\$19.2	49.3%	\$12.6	32.4%	\$13.1	33.7%
Washington	\$27.2	81.6%	\$26.2	78.6%	\$26.2	78.7%	\$17.5	52.5%	\$15.0	45.0%	\$15.0	45.0%
West Virginia	\$5.9	41.3%	\$5.9	41.7%	\$5.9	41.3%	\$5.9	41.3%	\$5.9	41.7%	\$5.9	41.3%
Wisconsin	\$10.0	32.1%	\$10.0	32.1%	\$15.5	49.7%	\$15.5	49.7%	\$21.2	68.0%	\$21.2	68.0%
Wyoming	\$3.8	51.5%	\$3.0	40.7%	\$3.0	40.7%	\$0.9	12.2%	\$0.9	12.2%	\$0.9	12.2%
<b>Total</b>	<b>\$538.2</b>	<b>33.6%</b>	<b>\$542.8</b>	<b>33.9%</b>	<b>\$674.4</b>	<b>42.1%</b>	<b>\$749.7</b>	<b>46.9%</b>	<b>\$737.5</b>	<b>46.1%</b>	<b>\$680.3</b>	<b>42.5%</b>

## Appendix B



### STATE TOBACCO-PREVENTION SPENDING vs. STATE TOBACCO REVENUES AND ANNUAL SMOKING-CAUSED HEALTH COSTS

[All amounts are in millions of dollars per year, except where otherwise indicated]

Despite receiving massive amounts of annual revenue from tobacco taxes and the state tobacco lawsuit settlements with the cigarette companies, the vast majority of states are still failing to invest the amounts recommended by the U.S. Centers for Disease Control and Prevention (CDC) to prevent and reduce tobacco use and minimize related health harms.

State	Annual Smoking Caused Health Costs	FY2017 State Tobacco Prevention Spending	Total Annual State Revenues From Tobacco (est.)	Tobacco Prevention Spending % of Tobacco Revenue
<b>States Total</b>	<b>\$170 bill.</b>	<b>\$491.6</b>	<b>\$26.6 bill.</b>	<b>1.8%</b>
Alabama	\$1.88 bill.	\$1.5	\$306.3	0.5%
Alaska	\$438	\$9.5	\$98.0	9.7%
Arizona	\$2.38 bill.	\$18.4	\$438.6	4.2%
Arkansas	\$1.21 bill.	\$9.0	\$285.2	3.2%
California	\$13.29 bill.	\$75.7	\$1.9 bill.	4.1%
Colorado	\$1.89 bill.	\$23.2	\$296.3	7.8%
Connecticut	\$2.03 bill.	\$0.0	\$519.7	0.0%
Delaware	\$532	\$6.4	\$136.8	4.6%
DC	\$391	\$1.0	\$69.9	1.4%
Florida	\$8.64 bill.	\$67.8	\$1.6 bill.	4.3%
Georgia	\$3.18 bill.	\$1.8	\$376.7	0.5%
Hawaii	\$526	\$5.3	\$178.3	3.0%
Idaho	\$508	\$2.9	\$77.5	3.7%
Illinois	\$5.49 bill.	\$9.1	\$1.2 bill.	0.8%
Indiana	\$2.93 bill.	\$5.9	\$579.0	1.0%
Iowa	\$1.28 bill.	\$5.2	\$300.3	1.7%
Kansas	\$1.12 bill.	\$0.8	\$208.7	0.4%
Kentucky	\$1.92 bill.	\$2.4	\$361.0	0.7%
Louisiana	\$1.89 bill.	\$7.0	\$451.7	1.5%
Maine	\$811	\$7.8	\$196.7	4.0%
Maryland	\$2.71 bill.	\$10.6	\$553.9	1.9%
Massachusetts	\$4.08 bill.	\$3.9	\$903.2	0.4%
Michigan	\$4.59 bill.	\$1.6	\$1.2 bill.	0.1%
Minnesota	\$2.51 bill.	\$22.0	\$746.2	3.0%
Mississippi	\$1.23 bill.	\$10.7	\$249.9	4.3%
Missouri	\$3.03 bill.	\$0.1	\$254.2	0.0%
Montana	\$440	\$6.4	\$118.5	5.4%
Nebraska	\$795	\$2.6	\$103.7	2.5%

State	Annual Smoking Caused Health Costs	FY2017 State Tobacco Prevention Spending	Total Annual State Revenues From Tobacco (est.)	Tobacco Prevention Spending % of Tobacco Revenue
Nevada	\$1.08 bill.	\$1.0	\$207.7	0.5%
New Hampshire	\$729	\$0.1	\$265.6	0.0%
New Jersey	\$4.06 bill.	\$0.0	\$944.5	0.0%
New Mexico	\$844	\$5.7	\$133.8	4.2%
New York	\$10.39 bill.	\$39.3	\$2.0 bill.	2.0%
North Carolina	\$3.81 bill.	\$1.1	\$435.6	0.3%
North Dakota	\$326	\$9.9	\$66.8	14.8%
Ohio	\$5.64 bill.	\$13.5	\$1.3 bill.	1.0%
Oklahoma	\$1.62 bill.	\$23.5	\$396.6	5.9%
Oregon	\$1.54 bill.	\$9.8	\$357.9	2.8%
Pennsylvania	\$6.38 bill.	\$13.9	\$1.7 bill.	0.8%
Rhode Island	\$640	\$0.4	\$194.4	0.2%
South Carolina	\$1.90 bill.	\$5.0	\$240.5	2.1%
South Dakota	\$373	\$4.5	\$88.3	5.1%
Tennessee	\$2.67 bill.	\$1.1	\$418.3	0.3%
Texas	\$8.85 bill.	\$10.2	\$1.9 bill.	0.5%
Utah	\$542	\$7.5	\$150.9	5.0%
Vermont	\$348	\$3.4	\$117.6	2.9%
Virginia	\$3.11 bill.	\$8.2	\$307.6	2.7%
Washington	\$2.81 bill.	\$2.3	\$595.9	0.4%
West Virginia	\$1.00 bill.	\$3.0	\$259.2	1.2%
Wisconsin	\$2.66 bill.	\$5.3	\$779.1	0.7%
Wyoming	\$258	\$4.2	\$45.5	9.2%

Notes: Annual funding amounts only include state funds. Annual state health care costs and CDC annual spending targets are from CDC, *Best Practices for Comprehensive Tobacco Control*, January 2014. National health care costs are from Xu, Xin, "Annual Healthcare Spending Attributable to Cigarette Smoking," *Am J Prev Med*, published online: December 09, 2014.

State settlement revenue estimates reflect base payments made to the states adjusted for inflation and volume as required by the Master Settlement Agreement.

State tobacco tax revenue estimates are based on monthly and annual revenue reports from Orzechowski & Walker's *Tax Burden on Tobacco* [industry-funded reports], and account for on-going background declines in smoking as well as projected new revenues from recent tobacco tax increases.



## Appendix C

### COMPREHENSIVE TOBACCO PREVENTION AND CESSATION PROGRAMS EFFECTIVELY REDUCE TOBACCO USE

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Tobacco control programs play a crucial role in the prevention of many chronic conditions such as cancer, heart disease, and respiratory illness. Comprehensive tobacco prevention and cessation programs prevent kids from starting to smoke, help adult smokers quit, educate the public, the media and policymakers about policies that reduce tobacco use, address disparities, and serve as a counter to the ever-present tobacco industry.

Recommendations for state tobacco prevention and cessation programs are best summarized in the Centers for Disease Control and Prevention's (CDC) *Best Practices for Comprehensive Tobacco Control Programs*. In this guidance document, CDC recommends that states establish tobacco control programs that are comprehensive, sustainable, and accountable and include state and community interventions, public education interventions, cessation programs, surveillance and evaluation and administration and management.<sup>1</sup>

The empirical evidence regarding the effectiveness of comprehensive tobacco prevention and cessation programs is vast and growing. There is more evidence than ever before that tobacco prevention and cessation programs work to reduce smoking, save lives and save money. The 2014 Surgeon General Report, *"The Health Consequences of Smoking – 50 Years of Progress"*, calls for a number of specific actions, including: "Fully funding comprehensive statewide tobacco control programs at CDC recommended levels."<sup>2</sup> The report also notes that, "*States that have made larger investments in comprehensive tobacco control programs have seen larger declines in cigarettes sales than the nation as a whole, and the prevalence of smoking among adults and youth has declined faster, as spending for tobacco control programs has increased.*" Importantly, the Report finds that long term investment is critical. It states, "*Experience also shows that the longer the states invest in comprehensive tobacco control programs, the greater and faster the impact.*"

In addition, the *Community Preventive Services Task Force*, an independent expert advisory committee created by CDC, found "strong evidence" that comprehensive tobacco control programs reduce the prevalence of tobacco use among adults and young people, reduce tobacco product consumption, increase quitting, and contribute to reductions in tobacco-related diseases and deaths. The evidence also indicates that comprehensive tobacco control programs are cost-effective, and savings from averted healthcare costs exceed intervention costs.<sup>3</sup>

In 2007, the Institute of Medicine and the President's Cancer Panel issued landmark reports that concluded there is overwhelming evidence that comprehensive state tobacco control programs substantially reduce tobacco use and recommended that every state fund such programs at CDC-recommended levels.<sup>4</sup> In addition, the 2012 annual report to the nation on cancer found that death rates from lung cancer have dropped among women and attributed this decline to "strong, long-running, comprehensive tobacco control programs."<sup>5</sup>

Data from numerous states that have implemented programs consistent with CDC guidelines show significant reductions in youth and adult smoking. The most powerful evidence, however, comes from national studies that look across states and control for as many of the relevant confounding factors as possible. These rigorous studies consistently show effects of tobacco prevention and cessation programs.

A study published in the *American Journal of Public Health*, examined state tobacco prevention and cessation funding levels from 1995 to 2003 and found that the more states spent on these programs, the larger the declines they achieved in adult smoking, even when controlling for other factors such as increased tobacco prices. The researchers also calculated that if every state had funded their programs at the levels recommended by the CDC during that period, there would have been between 2.2 million and 7.1 million fewer smokers in the United States by 2003.<sup>6</sup> The Campaign for Tobacco-Free Kids estimates that such smoking declines would have saved between 700,000 and 2.2 million lives as well as between \$20 billion and \$67 billion in health care costs.

The study described above adds to earlier research, using similar methods, which demonstrated the same type of relationship between program spending and youth smoking declines. A 2005 study concluded that if every state had spent the minimum amount recommended by the CDC for tobacco prevention, youth smoking rates nationally would have been between three and 14 percent lower during the study period, from 1991 to 2000. Further, if every state funded tobacco prevention at CDC minimum levels, states would prevent nearly two million kids alive today from becoming smokers, save more than 600,000 of them from premature, smoking-caused deaths, and save \$23.4 billion in long-term, smoking-related health care costs.<sup>7</sup>

A 2003 study published in the *Journal of Health Economics* found that states with the best funded and most sustained tobacco prevention programs during the 1990s – Arizona, California, Massachusetts and Oregon – reduced cigarette sales more than twice as much as the country as a whole (43 percent compared to 20 percent). This study, the first to compare cigarette sales data from all the states and to isolate the impact of tobacco control program expenditures from other factors that affect cigarette sales, demonstrates that the more states spend on tobacco prevention, the greater the reductions in smoking, and the longer states invest in such programs, the larger the impact. The study concludes that cigarette sales would have declined by 18 percent instead of nine percent between 1994 and 2000 had all states fully funded tobacco prevention programs.<sup>8</sup>

A 2013 study published in the *American Journal of Public Health*, which examined the impact of well-funded tobacco prevention programs, higher cigarette taxes and smoke-free air laws, found that each of these tobacco control policies contributed to declines in youth smoking between 2002 and 2008. The study also found that states could achieve far greater gains if they more fully implemented these proven strategies. For example, the study found that a doubling of cumulative funding for tobacco prevention programs would reduce current youth smoking by 4 percent.<sup>9</sup>

An earlier study, published in the *American Journal of Health Promotion* provides further evidence of the effectiveness of comprehensive tobacco control programs and tobacco control policies. The study's findings suggest that well-funded tobacco control programs combined with strong tobacco control policies increase cessation rates. Quit rates in communities that experienced both policy and programmatic interventions were higher than quit rates in communities that had only experienced policy interventions (excise tax increases or secondhand smoke regulations). This finding supports the claim that state-based tobacco control programs can accelerate adult cessation rates in the population and have an effect beyond that predicted by tobacco-control policies alone.<sup>10</sup>

Data from numerous states provide additional evidence of the effectiveness of comprehensive tobacco prevention and cessation programs. States that have implemented comprehensive programs have achieved significant reductions in tobacco use among both adults and youth. The experiences in states from around the country who have invested in comprehensive prevention programs establish the following key points:

- When adequately funded, comprehensive state tobacco prevention programs quickly and substantially reduce tobacco use, save lives, and cut smoking-caused costs.
- State tobacco prevention programs must be insulated against the inevitable attempts by the tobacco industry to reduce program funding and otherwise interfere with the programs' successful operation.
- The programs' funding must be sustained over time both to protect initial tobacco use reductions and to achieve further cuts.
- When program funding is cut, progress in reducing tobacco use erodes, and the state suffers from higher levels of smoking and more smoking-caused deaths, disease, and costs.

Unfortunately, many states faced with budget difficulties have recently made the penny-wise but pound-foolish decision to slash the funding of even the most effective tobacco control programs, which will cost lives and money.\*

### **Program Success – California**

In 1988, California voters approved Proposition 99, a ballot initiative that increased state cigarette taxes by 25 cents per pack, with 20 percent of the new revenues (over \$100 million per year) earmarked for health education against tobacco use. California launched its new Tobacco Control Program in Spring 1990. Despite increased levels of tobacco marketing and promotion, a major cigarette price cut in 1993, tobacco company interference with the program, and periodic cuts in funding, the program has still reduced tobacco use and its attendant devastation substantially.

- California's comprehensive approach has reduced adult smoking significantly. Adult smoking declined by 49 percent from 1988 to 2011, from 23.7 percent to 12.0 percent.<sup>11</sup>
- Between 2000 and 2015, smoking prevalence among high school students decreased by more than 50 percent, from 21.6 percent to 7.7 percent.<sup>12</sup>
- A 2013 study published in *PLOS ONE* found that California's program helped reduce the number of cigarette packs sold by approximately 6.8 billion. According to the study's authors, the new research shows that tobacco control program funding is directly tied to reductions in smoking rates and cigarette consumption per smoker, generating significant savings in health care expenditures. In fact, the study found that that between 1989 and 2008 California's tobacco control program reduced health care costs by \$134 billion, far more than the \$2.4 billion spent on the program.<sup>13</sup>
- A recent study in the *Journal of the American Medical Association* demonstrates that California reduced overall smoking and high intensity smoking much faster than the rest of the country. Researchers suggest that the Tobacco Control Program's focus on changing social norms has both reduced initiation and increased cessation.<sup>14</sup>
- In the 10 years following the passage of Proposition 99, adult smoking in California declined at twice the rate it declined in the previous decade.<sup>15</sup>
- California has reduced lung and bronchus cancer rates twice as fast as the rest of the United States.<sup>16</sup> Researchers have associated the declines in lung cancer rates with the efforts of California's program.<sup>17</sup>
- A study published in the *American Journal of Public Health* found that the California anti-tobacco media campaign reduced sales of cigarettes by 232 million packs between the third quarter of 1990 and the fourth quarter of 1992. This reduction was independent of the decreases in consumption brought about by the tax increase.<sup>18</sup>

The California tobacco control program produced much larger smoking reductions in the early years, when it was funded at its highest levels, than during subsequent years, when the state cut its funding. For example, when California cut the program's funding in the mid 1990s, its progress in reducing adult and youth smoking rates stalled, but it got back on track when program funding was partially restored.<sup>19</sup>

### **Program Success – New York**

New York began implementing a comprehensive state tobacco control program in 2000 with funds from the Master Settlement Agreement and revenue from the state cigarette tax. As the data below

\* This factsheet focuses on the extensive public health benefits obtained by state tobacco prevention programs. Other Campaign factsheets show that these programs also reduce smoking-caused costs, including those incurred by state Medicaid programs. See, e.g., TFK Factsheet, *Return on Investment from State Tobacco Prevention and Cessation Programs* <http://www.tobaccofreekids.org/research/factsheets/pdf/0370.pdf>.

demonstrate, New York's comprehensive approach is working. While declines in youth smoking nationally have slowed, New York's rates continue to decline steadily. New York has also seen a decline in adult smoking, some of which is the result of the state's success in preventing youth from starting to smoke.

- Between 1999 and 2015, smoking among high school students declined 72 percent, (from 31.8% to 8.8%).<sup>20</sup>
- Between 2000 and 2010, adult smoking declined by 28.2 percent among all adults, from 21.6 percent to 15.5 percent. According to the New York State Department of Health, a significant portion of this decline is attributable to youth prevention strategies and their subsequent impact on smoking among young adults.<sup>21\*</sup>

### **Program Success – Florida**

In 2006, Florida voters overwhelmingly approved a Constitutional Amendment to allocate a percentage of funds from the tobacco Master Settlement Agreement to a statewide tobacco prevention and cessation program. Tobacco Free Florida (TFF) is a statewide program that focuses on youth prevention and helping smokers quit. Based on Best Practices from the Centers for Disease Control and Prevention (CDC), TFF combines a public awareness media campaign with community-based interventions and help and encouragement for smokers to quit. Like other states that have implemented programs consistent with CDC Best Practices, Florida has experienced significant reductions in youth and adult smoking. Since TFF began receiving funding in 2007, it has had a dramatic impact on the health of Floridians:

- Adult smoking rates have declined by 18.6 percent, from 21.0 percent in 2006 to 17.1 percent in 2010.<sup>22\*</sup>
- High school smoking rates have declined by two-thirds, from 15.5 percent in 2006 to 5.2 percent in 2016. Middle school smoking rates have declined by nearly three-quarters, from 6.6 percent to 1.7 percent, over this same time period.<sup>23</sup>

### **Program Success – Washington**

The Washington State Tobacco Prevention and Control program was implemented in 1999 after the state Legislature set aside money from the Master Settlement Agreement to create a Tobacco Prevention and Control Account. Tobacco prevention and control received additional funds in 2001 when the state's voters passed a cigarette tax increase that dedicated a portion of the new revenue to tobacco prevention and cessation.

- Since the tobacco control program was implemented, Washington has reduced the adult smoking rate by about one-third, from 22.4 percent in 1999 to 15.2 percent in 2010.<sup>24\*</sup>
- Washington's tobacco prevention efforts have also cut youth smoking rates by well over half, from 19.8 percent of 10<sup>th</sup> graders in 2000 to just 7.9 percent in 2014.<sup>25</sup>

According to a study in the *American Journal of Public Health*, Washington's comprehensive program is working and is not only responsible for fewer Washingtonians suffering and dying from tobacco-related diseases, but also saving money by reducing tobacco-related health care costs. According to the study, the state's comprehensive tobacco prevention and cessation program has prevented 13,000 premature deaths and nearly 36,000 hospitalizations, saving about \$1.5 billion in health care costs. The study found that for every dollar spent by the state on tobacco prevention in the last ten years, the state saved more than \$5 in reduced hospitalization costs.<sup>26</sup>

An earlier study in CDC's peer-reviewed journal, *Preventing Chronic Disease*, found that although Washington made progress in implementing tobacco control policies between 1990 and 2000, smoking

\* State adult smoking rates are from the Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS made changes to its methodology in 2011, so data from 2011 and after cannot be compared to data from previous years.

prevalence did not decline significantly until after substantial investment was made in the state's comprehensive tobacco control program.<sup>27</sup>

### **Program Success – North Dakota**

On November 4, 2008, North Dakota voters approved a ballot measure to allocate some of the state's tobacco settlement to the state's tobacco prevention and cessation program at the CDC-recommended level. Since the program was implemented with higher funding levels, North Dakota has reduced tobacco use among both children and adults.

- From 2009 to 2015, smoking among North Dakota's high school students fell by nearly half, from 22.4 percent to 11.7 percent.<sup>28</sup>
- Adult smoking declined from 21.9 percent in 2011 to 18.7 percent in 2015.<sup>29\*</sup>

### **Program Success – Massachusetts**

In 1992, Massachusetts voters approved a referendum that increased the state cigarette tax by 25 cents per pack. Part of the new tax revenues was used to fund the Massachusetts Tobacco Control Program (MTCP), which began in 1993. As in California, the program achieved considerable success until its funding was cut by more than 90 percent in 2003. Data demonstrate that the program was successful in reducing tobacco use among both children and adults.

- Massachusetts cigarette consumption declined by 36 percent between 1992 and 2000, compared to a decrease of just 16 percent in the rest of the country (excluding California).<sup>30</sup>
- From 1995 to 2001, current smoking among Massachusetts high school students dropped by 27.2 percent (from 35.7% to 26%), while the nationwide rate dropped by 18.1 percent (34.8% to 28.5%)<sup>31</sup>
- Between 1993 and 2000, adult smoking prevalence dropped from 22.6 percent to 17.9 percent, resulting in 228,000 fewer smokers.<sup>32</sup> Nationally, smoking prevalence dropped by just seven percent over this same time period.<sup>33</sup>
- Between 1990 and 1999, smoking among pregnant women in Massachusetts declined by more than 50 percent (from 25% to 11%). Massachusetts had the greatest percentage decrease of any state over the time period (the District of Columbia had a greater percent decline).<sup>34</sup>

Despite the considerable success achieved in Massachusetts, funding for the state's tobacco prevention and cessation program was cut by 95 percent – from a high of approximately \$54 million per year to just \$2.5 million in FY2004, although funding for the program has increased slightly in recent years. These drastic reductions in the state's investments to prevent and reduce tobacco use will translate directly into higher smoking rates, especially among kids, and more smoking-caused disease, death, and costs. In fact, a study released by the Massachusetts Association of Health Boards shows that the Massachusetts program funding cuts have already been followed by an alarming increase in illegal sales of tobacco products to children.<sup>35</sup>

- Between 2002 and 2003, cigarette sales to minors increased by 74 percent, from eight percent to 13.9 percent in communities that lost a significant portion of their enforcement funding.
- Over the same time period, cigarette sales to minors increased by 98 percent in communities that lost all of their local enforcement funding.
- Between 1992 and 2003, per capita cigarette consumption declined at a higher rate in Massachusetts as it did in the country as a whole (47% v. 28%). However, from 2003 to 2006, Massachusetts' per capita cigarette consumption declined a mere seven percent (from 47.5 to 44.1 packs per capita),

\* State adult smoking rates are from the Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS made changes to its methodology in 2011, so data from 2011 and after cannot be compared to data from previous years.

while the U.S. average cigarette consumption declined by ten percent (from 67.9 to 61.1 packs per capita). Most recently, between 2005 and 2006, Massachusetts' per capita cigarette consumption *increased* by 3.2 percent (from 42.7 to 44.1 packs per capita), while nationwide, per capita consumption *declined* by 3.5 percent (from 63.3 to 61.1 packs per capita).<sup>36</sup>

## Program Success – Alaska

Alaska's tobacco control program began in 1994, and the state made its first investment in tobacco prevention with funds from the Master Settlement Agreement in 1999. In the following years, Alaska increased its annual investment, reaching a high of \$10.9 million in state funding in 2013.<sup>37</sup> The state's comprehensive tobacco control efforts have led to significant reductions in youth and adult smoking rates.

- Between 1998 and 2010, adult smoking rates declined by 21.8 percent (from 26.1% to 20.4%).<sup>38\*</sup>
- High school youth smoking has declined by 70 percent since 1995 (from 36.5% to 11.1% in 2015).<sup>39</sup>

### ***Campaign for Tobacco-Free Kids, December 7, 2016 / Meg Riordan***

\* State adult smoking rates are from the Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS made changes to its methodology in 2011, so data from 2011 and after cannot be compared to data from previous years.

<sup>1</sup> U.S. Centers for Disease Control and Prevention (CDC), *Best Practices for Comprehensive Tobacco Control Programs*, Atlanta, GA: U.S. Department of Health and Human Services (HHS), January 30, 2014. [http://www.cdc.gov/tobacco/tobacco\\_control\\_programs/stateandcommunity/best\\_practices](http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices).

<sup>2</sup> U.S. Department of Health and Human Services, *The Health Consequences of Smoking: 50 Years of Progress. 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 on Smoking and Health, 2014. <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>

<sup>3</sup> The Guide to Community-Preventive Services, "Reducing tobacco use and secondhand smoke exposure: comprehensive tobacco control programs," <http://www.thecommunityguide.org/tobacco/comprehensive.html>.

<sup>4</sup> Institute of Medicine, *Ending the Tobacco Problem: A Blueprint for the Nation*, National Academy of Sciences, 2007; President's Cancer Panel, *Promoting Healthy Lifestyles: Policy, Program and Personal Recommendations for Reducing Cancer Risk*, 2006-2007 Annual Report; See also, Institute of Medicine, *State Programs Can Reduce Tobacco Use*, National Academy of Sciences, 2000; HHS, *Reducing Tobacco Use: A Report of the Surgeon General*, 2000.

<sup>5</sup> Ehemann, C., et al., "Annual Report to the Nation on the Status of Cancer, 1975-2008, Featuring Cancers Associated with Excess Weight and Lack of Sufficient Physical Activity," *Cancer*, March, 2012.

<sup>6</sup> Farrelly, MC, et al., "The Impact of Tobacco Control Programs on Adult Smoking," *American Journal of Public Health* 98:304-309, February 2008.

<sup>7</sup> Tauras, JA, et al., "State Tobacco Control Spending and Youth Smoking," *American Journal of Public Health* 95:338-344, February 2005.

<sup>8</sup> Farrelly, MC, et al., "The Impact of Tobacco Control Program Expenditures on Aggregate Cigarette Sales: 1981-2000," *Journal of Health Economics* 22:843-859, 2003.

<sup>9</sup> Farrelly, Matthew C., et al., "A Comprehensive Examination of the Influence of State Tobacco Control Programs and Policies on Youth Smoking," *American Journal of Public Health*, January, 2012 (Published online ahead of print).

<sup>10</sup> Hyland, A, et al., "State and Community Tobacco-Control Programs and Smoking – Cessation Rates Among Adult Smokers: What Can We Learn From the COMMIT Intervention Cohort?" *American Journal of Health Promotion* 20(4):272, April/March 2006.

<sup>11</sup> California Department of Public Health, State Health Officer's Report on Tobacco Use and Promotion in California, December 2012

[http://www.cdph.ca.gov/programs/tobacco/Documents/Resources/Publications/CA%20Health%20Officers%20Report%20on%20Tobacco\\_FINAL\\_revised%2001%2002%2013.pdf](http://www.cdph.ca.gov/programs/tobacco/Documents/Resources/Publications/CA%20Health%20Officers%20Report%20on%20Tobacco_FINAL_revised%2001%2002%2013.pdf); See also, California Tobacco Control Update, 2009.

California Department of Public Health, California Tobacco Control Program, <http://www.cdph.ca.gov/programs/tobacco/Documents/CTCPUUpdate2009.pdf>. State adult smoking rates are from the Behavioral Risk Factor Surveillance System (BRFSS). CA made changes to its methodology in 2012, so data from 2012 and after cannot be compared to data from previous years.

<sup>12</sup> California Student Tobacco Survey. Youth Risk Behavior Survey.

<sup>13</sup> Lightwood, J and Glantz SA, "The Effect of the California Tobacco Control Program on Smoking Prevalence, Cigarette Consumption, and Healthcare Costs: 1989-2008," *PLOS ONE* 8(2), February 2013.

<sup>14</sup> Pierce, JP, et al., "Prevalence of Heavy Smoking in California and the United States, 1965-2007," *Journal of the American Medical Association* 305(11), March 16, 2011.

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- <sup>21</sup> CDC, *Behavioral Risk Factor Surveillance System (BRFSS)*.
- <sup>22</sup> CDC, *Behavioral Risk Factor Surveillance System (BRFSS)*.
- <sup>23</sup> Florida Youth Tobacco Survey <http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/index.html>; Florida Department of Health. Bureau of Epidemiology, Division of Disease Control and Health Protection. "Florida Youth Tobacco Survey: 2012-2016 Florida Youth (Ages 11-17), High School, and Middle School Data," 2016, <http://www.tobaccofreeflorida.com/wp-content/uploads/2016-FYTS-State-and-County-Data.pdf>.
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- <sup>25</sup> Washington State Department of Health, Tobacco Prevention and Control Program, Washington Tobacco Facts 2014. <http://www.doh.wa.gov/Portals/1/Documents/Pubs/340-149-WashingtonTobaccoFacts.pdf>. See also, Washington State Department of Health, Tobacco Prevention and Control Program, Progress Report, March 2011.
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- <sup>38</sup> CDC, *Behavioral Risk Factor Surveillance System (BRFSS)*.
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## Appendix D

### COMPREHENSIVE STATEWIDE TOBACCO PREVENTION PROGRAMS SAVE MONEY

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It is well established that comprehensive statewide tobacco-prevention programs prompt sharp reductions in smoking levels among both adults and kids by both increasing the numbers who quit or cutback and reducing the numbers who start or relapse.\* As shown by the experience of those states that already have comprehensive tobacco-prevention programs, these smoking reductions save thousands of people from suffering from the wide range of smoking-caused illnesses and other health problems, thereby producing enormous declines in state health care costs and other smoking-caused expenditures.

#### **Immediate Savings**

Substantial cost savings from adult smokers quitting begin to appear as soon as the smoking declines occur. While most of the health care savings from getting kids to quit smoking or never start do not appear until many years later, some savings from reducing youth smoking also appear immediately. Most notably, reducing smoking among pregnant women (including pregnant teens, who have especially high smoking rates) produce immediate reductions in smoking-caused pregnancy and birth complications and related health care costs. Research studies estimate that the direct additional health care costs in the United States associated with just the birth complications caused by pregnant women smoking or being exposed to secondhand smoke could be as high as \$2 billion per year or more, with the costs linked to each smoking-affected birth averaging \$1,142 to \$1,358 (in 1996 dollars).<sup>1</sup> And state Medicaid programs cover well over half of all births in the United States.<sup>2</sup>

Not surprisingly, program officials announced that the Massachusetts comprehensive tobacco-prevention program, which began in 1993, quickly began paying for itself just through the declines in smoking among pregnant women in the state.<sup>3</sup> In addition, research in California shows that its program, which began in 1989, reduced state health care costs by more than \$100 million in its first seven years just by reducing the number of smoking-caused low-birthweight babies, with more than \$11 million of those savings in the first two years.<sup>4</sup> Subsequent research indicates that California's overall cost savings from reducing all smoking-affected births and birth complications during its first two years totaled roughly \$20 million.<sup>5</sup>

Similarly, smoking declines among parents (including teen parents) rapidly produce health care cost savings by immediately reducing smoking-triggered asthma and respiratory illness and other secondhand-smoke health problems among their children. Parental smoking has been estimated to cause direct medical expenditures of more than \$2.5 billion per year to care for smoking-caused problems of exposed newborns, infants, and children.<sup>6</sup> And these estimates do not even include the enormous costs associated with the physical, developmental, and behavioral problems of smoking-affected offspring that not only occur during infancy but can extend throughout their entire lives.<sup>7</sup>

By quickly reducing the number of cigarettes smoked by adults and kids in the state each year, statewide tobacco-control programs also reduce other health problems, and related costs, caused by secondhand smoke. Adults and children with emphysema, asthma or other respiratory illnesses, for example, can suffer immediate distress from being exposed to cigarette smoke, which can even lead to hospitalization in some cases.<sup>8</sup> Reducing the number of cigarettes smoked in a state can also reduce the number of smoking-caused fires and the amount of smoking-caused smoke damage, soiling, and litter. While no good estimates of the related cost savings exist, smoking-caused fires cause more than \$500 million in residential and commercial property losses each year; and business maintenance and cleaning costs caused by smoking annually total roughly \$5 billion nationwide.<sup>9</sup>

\* For extensive examples of real-world adult and youth smoking declines in states that have already initiated statewide tobacco-prevention programs, see TFK Factsheet, *Comprehensive Statewide Tobacco Prevention Programs Effectively Reduce Tobacco Use*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0045.pdf>, and other related Factsheets at [http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/policies/prevention\\_us\\_state/save\\_lives\\_money/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/policies/prevention_us_state/save_lives_money/). For information on the structure of effective state programs, see TFK Factsheet, *Essential Elements of a Comprehensive State Tobacco Prevention Program*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0015.pdf>, and the others at [http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/policies/prevention\\_us\\_state/key\\_elements/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/policies/prevention_us_state/key_elements/).

Sharp drops in the major smoking-caused diseases (such as strokes, heart disease, and lung and other cancers), with large related savings, do not appear for several years after state adult smoking levels decline. But some small declines in these smoking-caused diseases do begin to occur immediately, with significant cost savings. In California, for example, the state tobacco control program's reductions to adult smoking in its first seven years produced health care costs savings of \$390 million just through the related declines in smoking-caused heart attacks and strokes, with more than \$25 million of those savings appearing in the first two years.<sup>10</sup>

### **Annual Cost Savings From Established State Tobacco Prevention and Cessation Programs**

As noted, California's tobacco-control program secured substantial savings over the first seven years of its operation just from reducing smoking-affected births and smoking-caused heart attacks and strokes. Taken together, these savings more than covered the entire cost of the state's program over that time period, by themselves, and produced even larger savings in the following years.<sup>11</sup> For every single dollar the state has been spending on the California program it has been reducing statewide health care costs by more than \$3.60 -- with reductions in other smoking-caused costs saving another six dollars or more.<sup>12</sup> Between 1990 and 1998 the California Tobacco Control Program saved an estimated \$8.4 billion in overall smoking-caused costs and more than \$3.0 billion in smoking-caused health care costs.<sup>13</sup> In addition, these savings estimates for California do not even reflect the fact that since 1988 (the year before the California tobacco-prevention began), the rates of lung and bronchus cancer in California have declined more than five times as fast as they have in a sample of other areas of the U.S. (-14.0% vs. -2.7%). This decline is not only saving thousands of lives but also saving the state millions of dollars in medical costs with projected future savings in the billions.<sup>14</sup> Because it started later, and is a smaller state (which faces higher per-capita costs to implement some key tobacco-control elements), the Massachusetts program has not yet enjoyed as large per-capita savings as the California tobacco prevention program. But a report by an economist at the Massachusetts Institute of Technology in 2000 found that the state's program was already reducing statewide health care costs by \$85 million per year -- which means the state was annually reducing smoking-caused health care costs by at least two dollars for every single dollar it invested in its comprehensive tobacco-prevention efforts.<sup>15</sup>

A study in the *American Journal of Public Health* found that for every dollar spent by Washington State's tobacco prevention and control program between 2000 and 2009, more than five dollars were saved by reducing hospitalizations for heart disease, stroke, respiratory disease and cancer caused by tobacco use.<sup>16</sup> Over the 10-year period, the program prevented nearly 36,000 hospitalizations, saving \$1.5 billion compared to \$260 million spent on the program. The 5-to-1 return on investment is conservative because the cost savings only reflect the savings from prevented hospitalizations. The researchers indicate that the total cost savings could more than double if factors like physician visits, pharmaceutical costs and rehabilitation costs were included.

Additional research has added to these findings to show that state programs secure even larger returns on investment for sustained funding of tobacco prevention at adequate levels over ten or more years. Most notably, a study of California's tobacco prevention program found that for every dollar the state spent on its tobacco control program from 1989 to 2004, the state received tens of dollars in savings in the form of sharp reductions to total health care costs in the state.<sup>17</sup> Similarly, a study of Arizona's tobacco prevention program found that the cumulative effect of the program was a savings of \$2.3 billion between 1996 and 2004, which amounted to about ten times the cost of the program over the same time period.<sup>18</sup> These studies confirm that the cost-saving benefits from sustained state investments in effective tobacco control programs quickly grow over time to dwarf the state expenditures, producing massive gains for the state not only in terms of both improved public health and increased worker productivity but in reduced government, business, and household costs.

An August 2008 Australian study found that for every dollar spent on a strong tobacco control program there (consisting primarily of aggressive anti-smoking television ads along with telephone quitlines and other support services to help smokers quit) the program reduced future health care costs by \$70 over the lifetimes of the persons the program prompted to quit. This savings estimate was based on the study's finding that for every 10,000 who quit because of the tobacco control program, more than 500 were saved from lung cancer, more than 600 escaped having heart attacks, at least 130 avoid suffering from a stroke, and more than 1,700 were prevented from suffering from chronic obstructive pulmonary disease (COPD).<sup>19</sup>

## **Even Larger Future Savings From Early Tobacco-Program Smoking Declines**

While impressive, the estimates of current savings compared to current costs overlook a critically important component of the cost savings from state tobacco control. By prompting current adult and youth smokers to quit, helping former smokers from relapsing, and getting thousands of kids to never start smoking, state tobacco prevention programs lock in enormous savings over the lifetimes of each person stopped from smoking. Put simply, the lifetime health care costs of smokers total at least \$21,000 more than nonsmokers, on average, despite the fact that smokers do not live as long, with a somewhat smaller difference between smokers and former smokers.<sup>20</sup> That means that for every thousand kids kept from smoking by a state program, future health care costs in the state decline by roughly \$21 million (in 2009 dollars), and for every thousand adults prompted to quit future health costs drop by roughly \$11 million.

These savings-per-thousand figures are significant, but it is important to note that in an average-sized state a one percentage point decline in adult smoking means that more than 45,000 adults have quit smoking, which translates into savings over their lifetimes of approximately half of a billion dollars in reduced smoking-caused health care costs. And maintaining a one percentage-point reduction in youth smoking in an average-sized state will keep 14,000 kids alive today from ever becoming smokers, producing health care savings over their lifetimes of about \$300 million, as well.<sup>21</sup> Moreover, an adequately funded, comprehensive statewide tobacco prevention program in any state should be able to reduce adult and youth smoking by much more than a single percentage point over just its first few years of operation. California, for example, reduced adult smoking rates by roughly one percentage point per year, above and beyond national adult smoking declines, during each of its first seven years.<sup>22</sup> In the first three years of its youth-directed tobacco control program, Florida reduced high school and middle school smoking by almost three percentage points per year.<sup>23</sup> By reducing adult and youth smoking rates by five percentage points, an average-sized state would reduce future state smoking-caused health care costs by more than \$4 billion.

Along the same lines, the findings of a 2005 study show that if every state funded its tobacco prevention efforts at the minimum amount recommended by the U.S. Centers for Disease Control and Prevention (CDC), just the related declines in youth smoking would lock in future reductions in smoking-caused health care costs of more than \$31 billion.<sup>24</sup> The related declines in adult smoking and in secondhand smoke exposure from the states making these CDC investments in tobacco prevention would lock in tens of billions of dollars in additional smoking-caused cost savings. In addition, a 2011 benefit-cost analysis concluded that if states followed CDC's *Best Practices* funding guidelines, the states could save as much as 14-20 times the cost of program implementation through reduced medical and productivity costs as well as reduced Medicaid costs.<sup>25</sup>

## **State Tobacco-Prevention Efforts and State Medicaid Program Savings**

The long-term savings from state tobacco-prevention programs – as well as the immediate and short-term savings outlined above – also directly reduce state Medicaid program expenditures. For the average state, more than 17 percent of all smoking-caused health care expenditures within its borders are paid for by the state's Medicaid program (with actual state rates ranging from a low of slightly more than 10% for North Dakota and Delaware to more than 27% for Maine, New Hampshire and New York, and a high of 36% for Louisiana).<sup>26</sup>

A more recent example from Massachusetts demonstrates that Medicaid coverage to help smokers quit is highly cost-effective and saves money. After Massachusetts implemented comprehensive coverage of tobacco cessation services for all Medicaid beneficiaries in 2006, the smoking rate among beneficiaries declined by 26 percent in the first 2.5 years. Among benefit users, there was a 46 percent decrease in hospitalizations for heart attacks and a 49 percent decrease in hospitalizations for cardiovascular disease. Massachusetts estimates that these health gains saved \$10.2 million in health care costs in the first two years – \$2 for every dollar spent on the benefit.<sup>27</sup>

Other state health care programs and state health insurance programs for government employees also accrue significant cost savings from the smoking declines prompted by state tobacco-prevention programs.

## **Can Other States Do As Well As California, Massachusetts and Washington?**

States that establish comprehensive statewide tobacco-prevention programs should do at least as well, in terms of cost savings, as California and Massachusetts have in the past, and could do even better. By taking

advantage of the knowledge and experience gained from the efforts in California, Massachusetts, and elsewhere, other states can design and initiate programs that are even more effective than those states' efforts and can get up to full speed more quickly. Other states can also simply make larger investments in tobacco prevention.

**Campaign for Tobacco-Free Kids, January 14, 2016 / Meg Riordan**

**More information is available at**

[http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/policies/prevention\\_us\\_state/save\\_lives\\_money/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/policies/prevention_us_state/save_lives_money/).

<sup>1</sup> Miller, DP, et al., "Birth and First-Year Costs for Mothers and Infants Attributable to Maternal Smoking," *Nicotine & Tobacco Research* 3(1):25-35, February 2001. Lightwood, JM, et al., "Short-Term Health and Economic Benefits of Smoking Cessation: Low Birth Weight," *Pediatrics* 104(6):1312-20, December 1999. Adams, EK & Melvin, CL, "Costs of Maternal Conditions Attributable to Smoking During Pregnancy," *American Journal of Preventive Medicine* 15(3):212-19, October 1998. U.S. Centers for Disease Control & Prevention (CDC), "Medical Care Expenditures Attributable to Cigarette Smoking During Pregnancy – United States, 1995," *Morbidity and Mortality Weekly Report (MMWR)* 46(44):1048-1050, November 7, 1997, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00049800.htm>.

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- <sup>25</sup> Chattopadhyay, S. and Pieper, D., "Does Spending More on Tobacco Control Programs Make Economic Sense? An Incremental Benefit-Cost Analysis Using Panel Data," *Contemporary Economic Policy*, 2011.
- <sup>26</sup> Miller, L, et al., "State Estimates of Medicaid Expenditures Attributable to Cigarette Smoking, Fiscal Year 1993," *Public Health Reports* 113:140-151, March/April 1998. On average, the federal government reimburses the states for roughly 57% of their Medicaid program costs, <http://www.hcfa.gov/medicaid/medicaid.htm>.
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## Appendix E

### STATE CIGARETTE EXCISE TAX RATES & RANKINGS

Overall All States' Average: \$1.69 per pack  
 Major Tobacco States' Average: 48.5 cents per pack  
 Other States' Average: \$1.85 per pack

State	Tax	Rank
Alabama	\$0.675	40th
Alaska	\$2.00	14th
<b>Arizona</b>	<b>\$2.00</b>	<b>14th</b>
Arkansas	\$1.15	34th
California	\$2.87	9th
<b>Colorado</b>	<b>\$0.84</b>	<b>38th</b>
Connecticut	\$3.90	2nd
Delaware	\$1.60	25th
DC	\$2.50	13th
Florida	\$1.339	30th
<b>Georgia</b>	<b>\$0.37</b>	<b>49th</b>
Hawaii	\$3.20	5th
<b>Idaho</b>	<b>\$0.57</b>	<b>45th</b>
Illinois	\$1.98	19th
Indiana	\$0.995	37th
Iowa	\$1.36	29th
Kansas	\$1.29	32nd
Kentucky	\$0.60	43rd

State	Tax	Rank
Louisiana	\$1.08	35th
<b>Maine</b>	<b>\$2.00</b>	<b>14th</b>
Maryland	\$2.00	14th
Massachusetts	\$3.51	4th
<b>Michigan</b>	<b>\$2.00</b>	<b>14th</b>
Minnesota	\$3.04	7th
Mississippi	\$0.68	39th
<b>Missouri</b>	<b>\$0.17</b>	<b>51st</b>
<b>Montana</b>	<b>\$1.70</b>	<b>22nd</b>
<b>Nebraska</b>	<b>\$0.64</b>	<b>41st</b>
Nevada	\$1.80	20th
New Hampshire	\$1.78	21st
New Jersey	\$2.70	10th
New Mexico	\$1.66	24th
New York	\$4.35	1st
North Carolina	\$0.45	47th
<b>North Dakota</b>	<b>\$0.44</b>	<b>48th</b>
Ohio	\$1.60	25th

State	Tax	Rank
<b>Oklahoma</b>	<b>\$1.03</b>	<b>36th</b>
Oregon	\$1.32	31st
Pennsylvania	\$2.60	11th
Rhode Island	\$3.75	3rd
South Carolina	\$0.57	45th
South Dakota	\$1.53	27th
Tennessee	\$0.62	42nd
Texas	\$1.41	28th
Utah	\$1.70	22nd
Vermont	\$3.08	6th
<b>Virginia</b>	<b>\$0.30</b>	<b>50th</b>
Washington	\$3.025	8th
West Virginia	\$1.20	33rd
Wisconsin	\$2.52	12th
<b>Wyoming</b>	<b>\$0.60</b>	<b>43rd</b>
Puerto Rico	\$3.40	NA
Guam	\$3.00	NA
Northern Marianas	\$1.75	NA

Table shows all cigarette tax rates in effect as of April 1, 2017 (MN effective 1/1/17; CA effective 4/1/17). Since 2002, 48 states and the District of Columbia have increased their cigarette tax rates 128 times. The states in bold have not increased their tax for at least 10 years (since 2006 or earlier). Currently, 35 states, DC, Puerto Rico, the Northern Marianas, and Guam have cigarette tax rates of \$1.00 per pack or higher; 17 states, DC, Puerto Rico, and Guam have cigarette tax rates of \$2.00 per pack or higher; eight states, Puerto Rico and Guam have cigarette tax rates of \$3.00 per pack or higher; and one state (NY) has a cigarette tax rate more than \$4.00 per pack. Tobacco states are KY, VA, NC, SC, GA, and TN. States' average includes DC, but not Puerto Rico, other U.S. territories, or local cigarette taxes. The median tax rate is \$1.60 per pack. AK, MI, MN, MS, TX, and UT also have special taxes or fees on brands of manufacturers not participating in the state tobacco lawsuit settlements (NPMs).

**The highest combined state-local tax rate is \$6.16 in Chicago, IL, with New York City second at \$5.85 per pack.** Other high state-local rates include Evanston, IL at \$5.48 and Juneau, AK at \$5.00 per pack. For more on local cigarette taxes, see: <http://tobaccofreekids.org/research/factsheets/pdf/0267.pdf>.

Federal cigarette tax is \$1.01 per pack. From the beginning of 1998 through 2002, the major cigarette companies increased the prices they charge by more than \$1.25 per pack (but also instituted aggressive retail-level discounting for competitive purposes and to reduce related consumption declines). In January 2003, Philip Morris instituted a 65-cent per pack price cut for four of its major brands, to replace its retail-level discounting and fight sales losses to discount brands, and R.J. Reynolds followed suit. In the last several years, the major cigarette companies have increased their product prices by almost \$1.00 per pack. **Nationally, estimated smoking-caused health costs and lost productivity totals \$19.16 per pack.**

The weighted average price for a pack of cigarettes nationwide is roughly \$6.05 (including statewide sales taxes but not local cigarette or sales taxes, other than NYC's \$1.50 per pack cigarette tax), with considerable state-to-state differences because of different state tax rates, and different manufacturer, wholesaler, and retailer pricing and discounting practices. AK, DE, MT, NH & OR have no state retail sales tax at all; OK has a state sales tax, but does not apply it to cigarettes; MN & DC apply a per-pack sales tax at the wholesale level; and AL, GA & MO (unlike the rest of the states) do not apply their state sales tax to that portion of retail cigarette prices that represents the state's cigarette excise tax.

*Campaign for Tobacco-Free Kids, November 9, 2016 / Ann Boonn*

For additional information see the Campaign's website at [http://www.tobaccofreekids.org/what we do/state local/taxes/](http://www.tobaccofreekids.org/what_we_do/state_local/taxes/).

Sources: Orzechowski & Walker, *Tax Burden on Tobacco*, 2014; media reports; state revenue department websites.



## Appendix F

### STATEWIDE SMOKE-FREE LAWS

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State	Smoke-free Restaurants	Smoke-free Freestanding Bars	Smoke-free Workplaces	State	Smoke-free Restaurants	Smoke-free Freestanding Bars	Smoke-free Workplaces
Alabama				Montana	X	X	X
Alaska				Nebraska	X	X	X
Arizona	X	X	X	Nevada	X		X
Arkansas				New Hampshire	X	X	
California	X	X	X	New Jersey	X	X	X
Colorado	X	X		New Mexico	X	X	
Connecticut	X	X		New York	X	X	X
Delaware	X	X	X	North Carolina	X	X	
Dist. of Columbia	X	X	X	North Dakota	X	X	X
Florida	X		X	Ohio	X	X	X
Georgia				Oklahoma			
Hawaii	X	X	X	Oregon	X	X	X
Idaho	X			Pennsylvania			X
Illinois	X	X	X	Rhode Island	X	X	X
Indiana	X		X	South Carolina			
Iowa	X	X	X	South Dakota	X	X	X
Kansas	X	X	X	Tennessee			
Kentucky				Texas			
Louisiana	X		X	Utah	X	X	X
Maine	X	X	X	Vermont	X	X	X
Maryland	X	X	X	Virginia			
Massachusetts	X	X	X	Washington	X	X	X
Michigan	X	X	X	West Virginia			
Minnesota	X	X	X	Wisconsin	X	X	X
Mississippi				Wyoming			
Missouri							

All data courtesy of The American Nonsmokers' Rights Foundation. (<http://www.no-smoke.org/>). This list includes states where the law requires 100% smoke-free places in restaurants, bars or non-hospitality workplaces without exemptions.