

Michigan's Kids Deserve a Victory Tobacco Tax Increases are a WIN! WIN! WIN!



Increasing the tax on cigarettes and other tobacco products (OTP) is a **WIN! WIN! WIN!** solution, the **right choice for Michigan!** Increasing the cigarette tax and equalizing the OTP tax to parity with the cigarette tax will raise new revenues! **Dedicating a portion of the revenues to Michigan's Tobacco Reduction Program is essential for saving money and saving lives.**

Win #1: Fewer Kids Smoking and Using Other Tobacco Products.

For every three children prevented from becoming smokers, one smoking caused death is averted.

- A \$1.00 increase/pack of cigarettes will
 - Reduce youth smoking by 11.4 percent
 - Prevent 97,700 children alive today from becoming smokers in the future
 - Prevent 41,400 Michigan residents from dying prematurely from smoking
- Equalizing the OTP tax at \$3.00 per pack will
 - Reduce youth OTP use by 44%

Win #2: Higher Revenues for Michigan

Every state that has raised tobacco taxes has increased revenues while reducing smoking. To reduce Michigan's health care costs and save lives, a significant portion of the revenue should be dedicated to Michigan's Tobacco Control Program, first by restoring 2010 funding cuts to 2008 levels.

- A \$1.00 increase/pack of cigarettes will raise approximately \$192.6 million annually
- Equalizing the OTP tax at \$3.00 per pack will raise \$62.2 million annually.

Win #3: Public Support for Tobacco Taxes

Democrats, Republicans and Independents alike want elected officials to increase tobacco taxes to help prevent kids from smoking.

- According to the Michigan BRFS Surveillance Brief (Vol. 2, No. 3), 69% of adult Michiganders support equalizing the tax on other tobacco products with the cigarette tax with the revenue dedicated to tobacco prevention and cessation.
- A nationwide survey conducted by the Campaign for Tobacco Free Kids found that 68% of voters supported a tax increase dedicated to prevent and reduce tobacco use.

Increasing the Tax on Cigarettes and Other Tobacco Products Makes Sense It's the Right Thing to Do...

Let's leave a winning legacy to the citizens of Michigan...

- Each year more than 14,500 Michigan residents die from tobacco related disease.
- Michigan spends only \$2.6 Million per year on tobacco prevention, while the Centers for Disease Control recommends Michigan spend \$121 Million annually on this essential program.
- None of Michigan's MSA or tobacco tax dollars is allocated for tobacco prevention. Only four other states fund tobacco prevention programs at a lower level.
- Michigan can't afford to lose this opportunity, despite a difficult economy. ***Now is the time to respond swiftly, act strategically and do the right thing.***

Unless otherwise noted, data provided by the Campaign for Tobacco-Free Kids. Source material, links, and full citations available at www.tobaccofreekids.org/research/