

Key Messages - Tobacco Prevention and Cessation Funding

General

- **Commercial tobacco use remains the leading cause of death in Michigan:** Commercial tobacco use kills more people in Michigan each year than drug overdose, alcohol, auto accidents, murders, suicides, and HIV combined.¹ Every year 16,200 Michigan adults die from smoking.
- **Michigan spends 1.7% of what's recommended on tobacco prevention:** The Centers for Disease Control and Prevention (CDC) recommends that Michigan spend \$110.6 million on tobacco prevention. In FY 2021, Michigan spent \$1.8 million.²
- **Michigan is falling behind other states:** Michigan ranks 45th in the U.S. on CDC-recommended state funding levels for tobacco prevention.²
- **Michigan can't compete with tobacco industry marketing:** The Tobacco Industry spends an estimated \$294.8 million on marketing in Michigan every year, which is more than 160 times what Michigan spends on tobacco prevention and cessation.¹
- **Most tobacco tax revenue isn't spent on prevention or cessation:** Of the \$1.2 billion in tobacco tax revenue Michigan received in FY 2021 (est.), 0.2% was spent on prevention and cessation.³
- **Michigan spending on tobacco prevention and cessation has declined over time:** Spending on tobacco prevention and cessation has been cut in half since 2008.⁴

Cost Savings for Taxpayers and Businesses

- **Tobacco prevention saves money:** For every dollar spent on tobacco prevention, Michigan will reduce tobacco-related health care spending and hospitalizations by up to \$55.⁵ Smoking-related health care costs Michigan \$4.59 billion each year and costs Michigan Medicaid \$1.36 billion.¹
- **Prevention and cessation support Michigan businesses:** Reducing tobacco use helps Michigan businesses by reducing absenteeism and unsanctioned breaks and decreasing costs due to lost productivity and tobacco-related health care costs.
- **Smoking decreases Michiganders' ability to live healthy, productive lives:** Michigan loses \$4.78 billion annually due to smoke-caused productivity losses.¹

Benefits of Comprehensive Tobacco Control Programs

- **Background:** A comprehensive state tobacco control program is a coordinated effort to prevent initiation of commercial tobacco use among youth and young adults, to promote quitting among adults and youth, to eliminate exposure to secondhand smoke, and to identify and eliminate tobacco-related disparities among population groups.⁶
- **Comprehensive Tobacco Control Programs save lives:** Increasing tobacco prevention funding to CDC-recommended levels would result in 40,700 fewer kids growing up to become addicted adult smokers, 13,600 fewer kids growing up to die prematurely from smoking, and a \$854.7 million reduction in future healthcare expenditures in the state.⁷
- **Comprehensive Tobacco Control Programs prevent youth tobacco use:** Nearly 9 out of 10 adults who smoke cigarettes first try smoking by age 18. Youth tobacco prevention programs prevent youth from using tobacco products and protect them from a lifetime of addiction.⁸
- **Comprehensive Tobacco Control Programs increase successful quitting:** More than half of adult smokers report attempting to quit in the last year, but fewer than one in ten succeed.⁹ Improving access to cessation counseling and medications increases the likelihood of success.

Master Settlement Agreement

- **Background:** The Master Settlement Agreement (MSA) is an accord reached in November 1998 between the state Attorneys General of forty-six states, five U.S. territories, the District of Columbia and the five largest tobacco companies in America concerning the advertising, marketing, and promotion of tobacco products. It requires the tobacco industry to pay states approximately \$10 billion annually for the indefinite future. The states and the major cigarette companies expected and intended that the MSA payments to the states would be used to prevent and reduce tobacco use.
- **No Michigan Master Settlement Agreement funding supports prevention:** None of the \$312 million in revenue that Michigan received from the FY 2021 Tobacco Master Settlement Agreement was spent on Michigan's Tobacco Control Program, which supports tobacco prevention and cessation statewide.

¹ Campaign for Tobacco-Free Kids. "The Toll of Tobacco in Michigan. May 18, 2021. Available at: <https://www.tobaccofreekids.org/problem/toll-us/michigan>. [Accessed November 30, 2021]

² Campaign for Tobacco-Free Kids. "FY2021 State Rankings: States Ranked by Percent of CDC-Recommended Funding Levels." 2021.

³ Campaign for Tobacco-Free Kids. "STATE TOBACCO-PREVENTION SPENDING vs. STATE TOBACCO REVENUES AND ANNUAL SMOKING-CAUSED HEALTH COSTS." 2021. Available at: <https://www.tobaccofreekids.org/assets/factsheets/0219.pdf>

⁴ Campaign for Tobacco-Free Kids. "Appendix A: History of Spending for State Tobacco Prevention Programs." 2021. Available at:

https://www.tobaccofreekids.org/assets/content/what_we_do/state_local_issues/settlement/FY2021/Appendix_A.pdf

⁵ Centers for Disease Control and Prevention. "Extinguishing the Tobacco Epidemic in Michigan." Available at: <https://www.cdc.gov/tobacco/stateandcommunity/state-fact-sheets/michigan/>. [Accessed December 1, 2021]

⁶ Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs—2014*. 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.

⁷ Campaign for Tobacco-Free Kids. "Impact on Youth Smoking, Deaths & Related Health Costs from Changes to Michigan Tobacco Prevention Funding." February 21, 2020.

⁸ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: 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, 2012 [accessed 2019 Feb 28].

⁹ Department of Health and Human Services. Smoking Cessation. 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, 2020 [accessed 2020 May 21].