



Invest in a Healthy Louisiana

A tobacco tax increase is a great investment in our future

Why increase the tax on cigarettes and other tobacco products?

RAISE IT FOR KIDS: Tobacco tax increases are one of the most effective ways to reduce tobacco use, especially among kids. According to the Campaign for Tobacco-Free Kids and the American Cancer Society Cancer Action Network, raising the cigarette tax by \$1.25 will prevent **15,900** premature smoking-caused deaths, prevent **22,800** kids from becoming smokers.

RAISE IT FOR HEALTH CARE: The public health benefits of a \$1.25 tobacco tax increase are significant. Over five years, we will see:

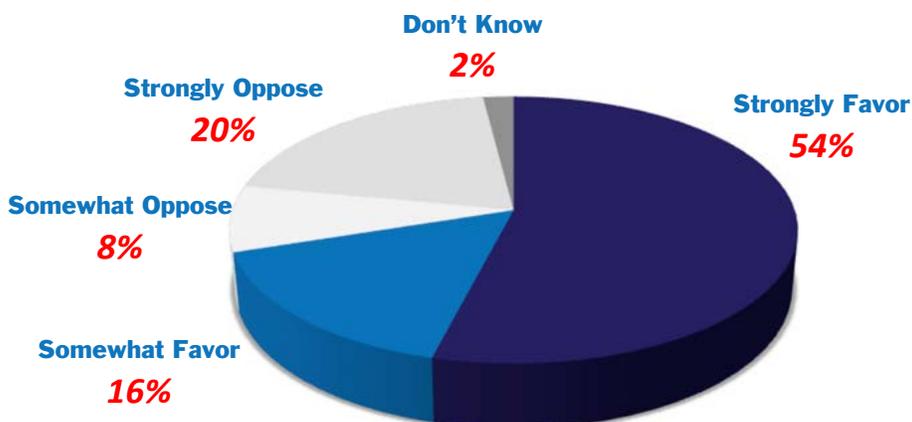
- Reduction in the number of smoking-affected pregnancies and births: **3,800**
- Health care cost savings from fewer smoking-caused lung cancer cases: **\$5.9 million**
- Health care cost savings from fewer smoking-caused heart attacks & strokes: **\$13.3 million**
- Medicaid program savings for the state: **\$8 million**

In the first year alone, we would see tens of thousands of adult smokers quit.

The long-term health care cost savings from reductions in adult and youth smoking will top: **\$1 billion.**

The Public Strongly Supports Increasing the Tobacco Tax

7 OUT OF 10 LOUISIANANS support raising the state tobacco tax and dedicating a portion of the revenue to fund tobacco prevention and cessation efforts to keep kids from smoking and help users quit, and dedicate a portion of the revenue to expanding Medicaid, funding higher education, and sustaining state employee health care.



TOTAL FAVOR: 70%
TOTAL OPPOSED: 28%

Broad Bipartisan Support
Democrats in Favor: 75%
Republicans in Favor: 64%

Explanations and Notes: Health care costs at the top of the page are from the U.S. Centers for Disease Control and Prevention (CDC). Annual health care expenditures in Louisiana directly caused by tobacco use are in 2009 dollars and are from the CDC's 2014 Best Practices from Comprehensive Tobacco Control Programs. Additional information and resources to support tax increases are available online at tobaccofreekids.org/facts_issues/fact_sheets/policies/tax/us_state_local and acscan.org/tobacco/taxes. For more sources and calculations, visit tobaccofreekids.org/research/factsheets/pdf/0281.pdf and acscan.org/content/wp-content/uploads/2014/02/Explanations-and-Resources-for-Projections-TFK-ACS-CAN.pdf.