



Invest in a Healthy Louisiana

A tobacco tax increase is a great investment in our future

The Toll of Tobacco in Louisiana

Tobacco Use in Louisiana:

- High school students who smoke: **12.1%** [Girls: 9.7% Boys: 14.4%]
- High school males who use smokeless tobacco: **18.5%**
- Kids (under 18) who try cigarettes for the first time each year: **16,800**
- Additional Kids (under 18) who become new regular, daily smokers each year: **3,700**
- Packs of cigarettes bought or smoked by kids in Louisiana each year: **5.9 million**
- Adults in Louisiana who smoke: **23.5%** [Men: 27.3% Women: 20.0% Pregnant Females: 10.0%]
- Adults in Louisiana who use smokeless tobacco: **5.7%** [Men: 9.8% Women: NA]

Nationwide, youth smoking has declined significantly since the mid-1990s. The 2013 Youth Risk Behavior Survey found that the percentage of high school students reporting that they have smoked cigarettes in the past month decreased to 15.7 percent in 2013, the lowest level since this survey began in 1991. The high school smoking rate fell from 18.1 percent in 2011 and has declined by a remarkable 57 percent since peaking at 36.4 percent in 1997. 16.8 percent of U.S. adults currently smoke, less than the 17.8 percent in 2013 and significantly less than the 20.9 percent in 2005.

Deaths In Louisiana from Smoking:

- Adults who die each year in Louisiana from their own smoking: **7,200**
- Louisiana kids who have lost at least one parent to a smoking-caused death: **6,900**
- Kids alive in state today who will ultimately die from smoking: **98,000 (given current smoking levels)**

Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Louisiana who dies from smoking approximately 20 more state residents are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems.

Tobacco-Related Monetary Costs in Louisiana:

- Annual health care expenditures in the State directly caused by tobacco use: **\$1.89 billion**
- State Medicaid program's total health expenditures caused by tobacco use: **\$803.0 million**
- Estimated annual health care expenditures in Louisiana from secondhand smoke exposure: **\$125.4 million**
- Citizens' state/federal taxes to cover smoking-caused gov't costs: **\$1,207/household**
- Smoking-caused productivity losses in Louisiana: **\$2.49 billion**

The above productivity loss is from smoking-death-shortened work lives, alone. Even larger productivity losses come from smoking-caused work absences, on-the-job performance declines, and disability-shortened productive work lives. Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires and smoking-caused cleaning and maintenance costs.

Tobacco Industry Advertising and Other Product Promotion

- Estimated portion spent in Louisiana each year: **\$220.5 million**

Research has found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, with one-third of underage smoking experimentation attributable to tobacco company marketing.

Louisiana Government Policies Affecting the Toll of Tobacco in Louisiana

- Annual State tobacco prevention spending from tobacco settlement and tax revenues: **\$7.0 million**
- [National rank: **28 (with 1 the best)**, based on percent of CDC recommendation. CDC recommendation: \$59.6 million. Percent of CDC recommendation: 11.7%]
- State cigarette tax per pack: **\$0.86 [National rank: 36th (average state tax is \$1.61 per pack)]**

Campaign for Tobacco-Free Kids / Jan. 11, 2016

Sources

Youth Smoking. 2013 Youth Risk Behavior Survey (YRBS). A 2011 YRBS found that 21.8% of high school students smoked. Current smoking = smoked in past month. The 2014 National Youth Tobacco Survey, using a different methodology than the YRBS, found that 9.2% of U.S. high school kids smoke. **Male youth smokeless.** 2013 YRBS. A 2011 YRBS found that 20.0% of high school males used spit tobacco. The 2013 National YRBS found that 14.7% of US high school males use spit tobacco. Female smokeless use is much lower. **New youth smokers.** Estimate based on U.S. Dept of Health & Human Services (HHS), "Results from the 2014 National Survey on Drug Use and Health: Summary of National Findings and Detailed Tables," <http://www.samhsa.gov/data/sites/default/files/NSDUH-DetTabs2014/NSDUH-DetTabs2014.pdf> with the state share of the national number allocated through the formula in U.S. Centers for Disease Control & Prevention (CDC), "Projected Smoking-Related Deaths Among Youth—United States," *Morbidity & Mortality Weekly Report (MMWR)* 45(44):971-74, November 8, 1996 [based on state young adult smoking rates, as updated in CDC, *Sustaining State Programs for Tobacco Control, Data Highlights, 2006*]. **Packs consumed by kids.** Estimated from Louisiana's youth population & smoking rates (Healton, C, et al., "Youth smoking prevention and tobacco industry revenue," *Tobacco Control* 15:103-106, 2006). See also DiFranza, J & Librett, J, "State and Federal Revenues from Tobacco Consumed by Minors," *Am. Jnl of Public Health* 89(7):1106-08, July 1999 & Cummings, KM, et al., "The Illegal Sale of Cigarettes to US Minors: Estimates by State," *AJPH* 84(2):300-302, February 1994.

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Costs caused by tobacco use. Health and productivity costs caused by tobacco use. CDC, Best Practices for Comprehensive Tobacco Control Programs 2014, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm; CDC, Smoking Attributable Mortality, Morbidity and Economic Costs, SAMMEC, <http://apps.nccd.cdc.gov/sammec/>; CDC, State Data Highlights 2006 [and underlying CDC data/estimates], http://www.cdc.gov/tobacco/data_statistics/state_data/data_highlights/2006/index.htm. State Medicaid program expenditures are before any federal reimbursement. State Medicaid program expenditures may be conservative because they do not reflect the effects of Medicaid expansion under the Affordable Care Act. **SHS Costs.** Behan, DF, et al., *Economic Effects of Environmental Tobacco Smoke*, Society of Actuaries, March 31, 2005, <https://www.soa.org/Research/Research-Projects/Life-Insurance/research-economic-effect.aspx> [nationwide costs allocated to state based on its share of all U.S. smokers]. **State-federal tobacco tax burden.** Equals Louisiana residents' federal & state tax payments necessary to cover all state government tobacco-caused costs plus the residents' pro-rata share, based on state populations, of all federal tobacco-caused costs. See above and Xu, X et al., "Annual Healthcare Spending Attributable to Cigarette Smoking: An Update," *Am J Prev Med*, 2014, with other state government tobacco costs taken to be 3% of all state smoking-caused health costs, as in CDC, "Medical Care Expenditures Attributable to Smoking—United States, 1993," *MMWR* 43(26):1-4, July 8, 1994. To make all of the cost data more comparable, they have been adjusted for inflation and updated to 2009 dollars, using the same CDC methodology. **Other tobacco-related costs.** U.S. Treasury Dept., *Economic Costs of Smoking in the U.S. & the Benefits of Comprehensive Tobacco Legislation*, 1998; Chaloupka, F.J. & K.E. Warner, "The Economics of Smoking," in Culyer, A & Newhouse, J (eds), *Handbook of Health Economics*, 2000; CDC, *MMWR* 46(44), November 7, 1997; CDC, *Making Your Workplace Smokefree: A Decision Maker's Guide*, 1996; Mudarri, D, U.S. Environmental Protection Agency, *Costs & Benefits of Smoking Restrictions: An Assessment of the Smoke-Free Environment Act of 1993 (H.R. 3434)*, submitted to Subcommittee

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*Related Campaign for Tobacco-Free Kids Fact Sheets, available at:
<http://www.tobaccofreekids.org> or <http://tobaccofreekids.org/research/factsheets>.*