

# Reducing Tobacco Use in Nebraska

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*Planning for Healthy People*



# the toll of tobacco

## in Nebraska

- 22.3 percent (22,900) of high school students smoke
- 1,900 kids under 18 become new daily smokers each year
- 96,000 kids are exposed to secondhand smoke at home
- 5.4 million packs of cigarettes are bought or smoked by kids each year
- 16.7 percent (223,100) adults in Nebraska smoke



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# the death toll

## in Nebraska

- 2,200 adults die each year from their own smoking
  - 36,000 kids now under 18 and alive in Nebraska will ultimately die prematurely from smoking
  - 280 adult nonsmokers die each year from exposure to secondhand smoke
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# --- the costs

- Annual health care costs in Nebraska directly caused by smoking reach \$537 million
  - Portion covered by the state Medicaid program is \$134 million
  - Residents' state and federal tax burden from smoking-caused government expenditures reaches \$575 per household
  - Smoking-caused productivity losses in Nebraska total \$500 million
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# **the solution:**

Comprehensive efforts

- Programming guided by best practices
  - Efforts to protect people from secondhand smoke
  - Support to help people quit
  - Increases in the price of tobacco products
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# --- goals

- Prevent initiation of tobacco use among youth and young adults
- Promote tobacco use cessation among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities

**Comprehensive Tobacco Control Programs work!**

**The more money invested, the better the health impact.**

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# --- the best practices

- Fund a comprehensive program
  - Assist people in efforts to quit
  - Implement research-based policies
  - Protect people from secondhand smoke
  - Increase tobacco prices
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# --- the tobacco industry

- Philip Morris: Jeffrey Harris of MIT calculated ... that the 1982-83 round of price increases caused two million adults to quit smoking and prevented 600,000 teenagers from starting to smoke ... “We don’t need to have that happen again.”
  - Philip Morris: Tax increases are expected to continue to have an adverse impact on sales of tobacco products by our tobacco subsidiaries, due to lower consumption levels (10-Q Report, November 3, 2008)
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# Nebraska's efforts

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- In 2000, the Nebraska Legislature allocated \$7 million a year for three years for a statewide comprehensive tobacco prevention and cessation program to:
    - Help people quit
    - Eliminate exposure to secondhand smoke
    - Keep youth from starting
    - Eliminate tobacco-related disparities
    - Since 2004, the Nebraska Legislature has invested about \$3 million per year to advance these goals
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# Nebraska's resources

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- **Statewide Quitline:** The Nebraska Tobacco Quitline provides cessation counseling to tobacco users who want to quit or former users who want to stay quit.
  - **Community Grants:** Coalitions in communities throughout the state provide a collaborative partnership through which tobacco prevention efforts are implemented.
  - **Media Campaigns:** Media efforts target preventing youth tobacco use, exposure to secondhand smoke and promoting the Nebraska Tobacco Quitline.
  - **Youth Empowerment:** Nebraska's program, No Limits, is a youth-led movement that engages youth to help prevent tobacco use.
  - **Measuring Progress:** Tobacco Free Nebraska measures and monitors the progress of the tobacco program goals and objectives.
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# --- the outcomes

- The overall impact of this ten-year investment in public health has been astonishing.
  - Since the implementation of Nebraska's state-funded tobacco control program, there are more than 60,000 fewer adult smokers in Nebraska.
  - Thousands of lives have been saved.
  - Millions of dollars have been saved in health care costs.
  - More than 18,900 fewer youth smoke in Nebraska.
  - Youth experimentation with tobacco has been dramatically reduced.
  - Thousands of Nebraskans have adopted smoke-free rules in their homes.
  - The number of retailers who sell illegally to minors has seen a dramatic decrease.
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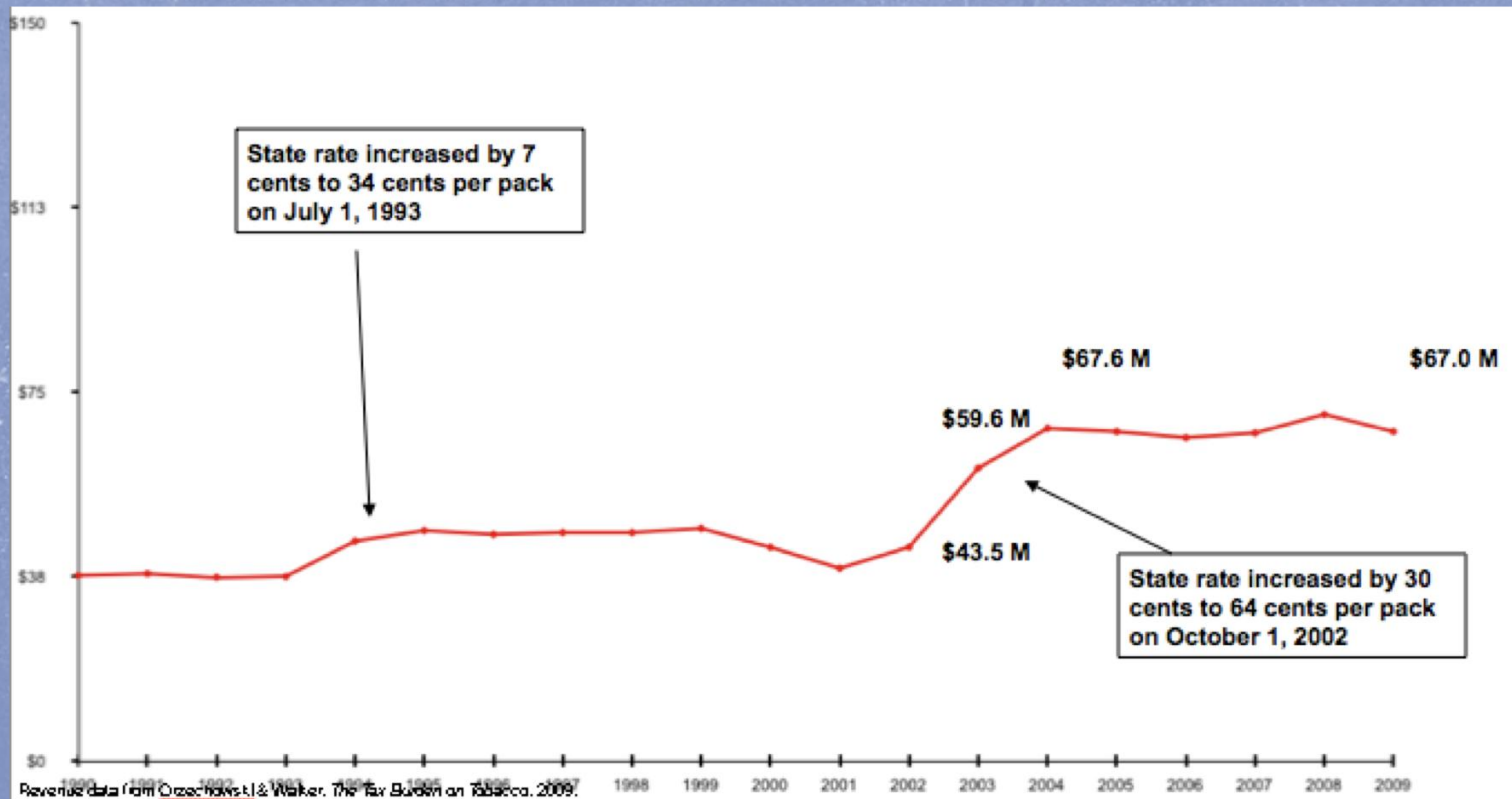
# effects of price increases

- Economic research confirms that when tobacco prices increase, smoking decreases. Numerous economic studies in peer-reviewed journals have documented that cigarette price increases reduce both adult and underage smoking.
  - General consensus is that every 10 percent increase in the real price of cigarettes reduces overall cigarette consumption by about three to five percent, reduces the number of young-adult smokers by 3.5 percent, and reduces the number of kids who smoke by about six or seven percent.
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# NE in comparison

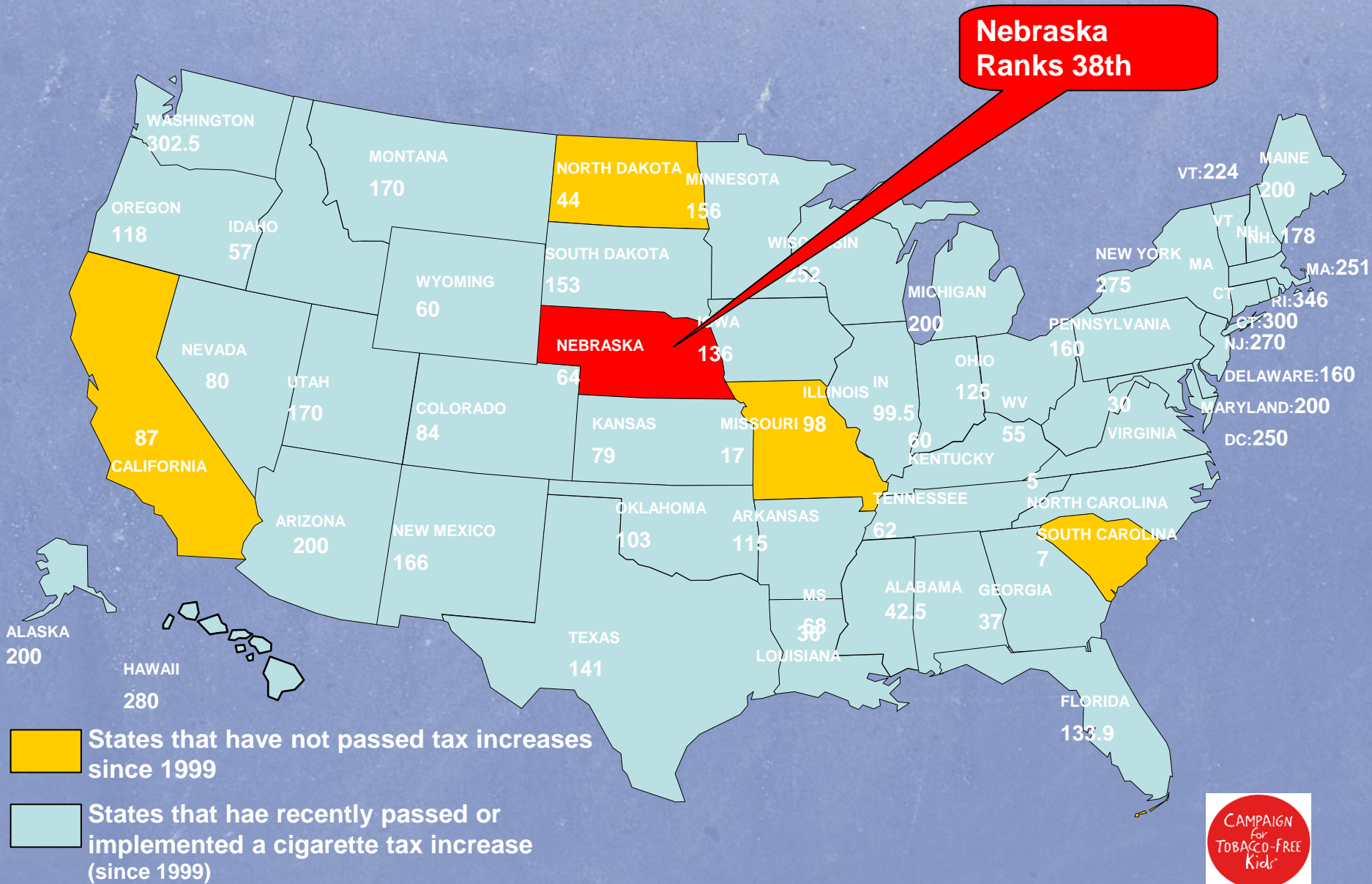
When taxes increase, revenue increases



# --- NE in comparison

- Nebraska cigarette tax per pack: 64 cents
- National rank: 38<sup>th</sup>
- Overall state average: \$1.42 per pack



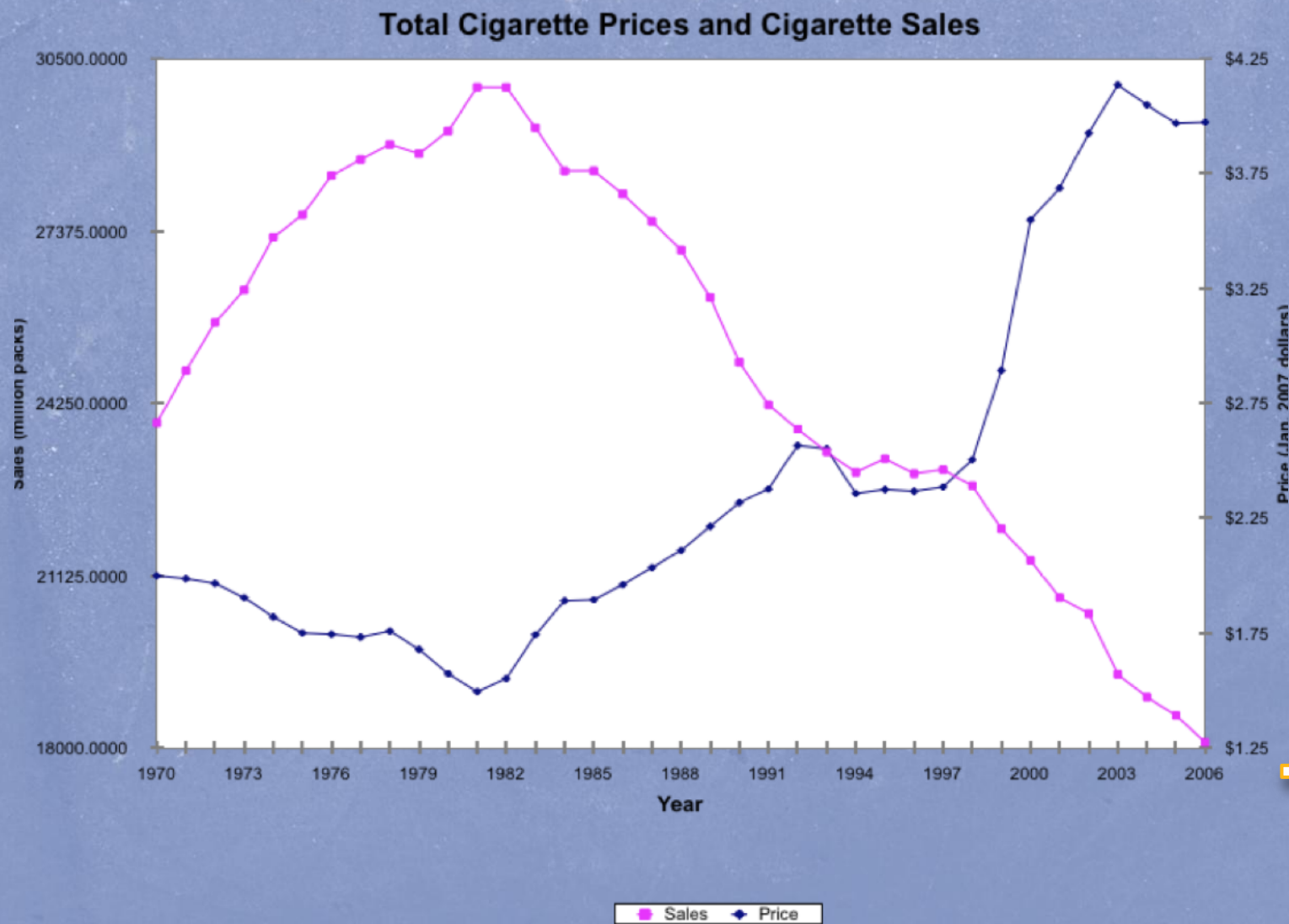


HI's increase to \$2.80 per pack, NM's increase to \$1.66 per pack, and UT's increase to \$1.70 per pack effective 7/1/10.

April 2010



# comparison





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# **\$1 tax increase**

The benefits

- 14,900 kids alive today will not become smokers
  - 8,300 adult smokers will quit
  - 6,900 smoking-caused deaths will be prevented
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