

TOBACCO'S IMPACT IN MICHIGAN

THE TOLL OF TOBACCO

2.3%

Michigan high school students smoke cigarettes



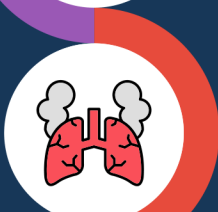
14%

Michigan high school students use e-cigarettes



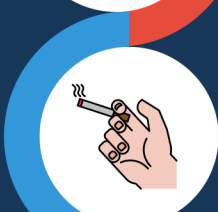
15,700

Number of youth who try cigarettes for the first time each year



15%

Adults smoke



32.2%

Proportion of cancer deaths in Michigan attributable to smoking



\$5.33B

Annual healthcare costs caused by tobacco
(\$1.46B in Medicaid costs)



\$9.1B

Annual tobacco industry marketing expenditures



MICHIGAN'S GRADE

Cigarette Tax: \$2.00

National Rank: 19th



Tobacco Prevention and Cessation Funding: \$1.8 Million

Less than 10% of CDC recommended \$110 Million funding level

National Rank: 49th



**Smokefree Indoor Air
100% smokefree**

Across workplaces, restaurants, bars, non-tribal casinos and hotels. Exempts cigar/tobacco bars and tribal establishments.



**Flavored Tobacco Restrictions
No statewide law**

Local municipalities are also preempted from passing their own laws to protect the health of their residents



ROADMAP TO REDUCING TOBACCO USE

1

Pass a law to license all tobacco retailers, including e-cigarette retailers.

2

Prohibit flavorings, including mint and menthol, for all tobacco products.

3

Repeal the law fining kids for possessing tobacco products.

4

Raise the cigarette tax by \$1.50 and create parity on other tobacco products.



END THE SALE OF FLAVORED TOBACCO PRODUCTS

THE GAME PLAN

End the sale of all flavored tobacco products

Including kid-friendly flavored e-cigarettes and menthol flavored cigarettes

WHY END THE SALE OF FLAVORED TOBACCO:



81% of youth

Who have ever used a tobacco product started with a flavored product



Since the 1950s

The tobacco industry has aggressively targeted Black people with menthol flavored cigarettes



Cotton candy

Is just one of thousands of flavors aimed at hooking kids on e-cigarettes



85%

Of Black smokers use menthol flavored cigarettes



1/2 of youth

Who have tried smoking started with menthol cigarettes



45,000

Black people die in America each year due to smoking-related illnesses



OPEN

TOBACCO RETAIL LICENSES ARE ESSENTIAL TOOLS FOR PUBLIC HEALTH

THE GAME PLAN

Put in place statewide tobacco retail license

Join 40 other states with statewide tobacco retail licenses (TRL) to decrease retail tobacco sales to kids

WHY MICHIGAN NEEDS A STATEWIDE TOBACCO RETAIL LICENSE LAW:



Michigan has the highest rate in the nation of youth retail tobacco sales infractions from FDA inspections



Tobacco retail licenses can be used to fund effective tobacco policy enforcement



High levels of health inequality will be countered through statewide tobacco enforcement



INCREASING THE TOBACCO TAX SAVES LIVES

THE GAME PLAN

Raise the cigarette tax by \$1.50 and create tax parity with all tobacco products

There hasn't been a tobacco tax increase in **nearly 20 years** and the state's tobacco tax is the **49th lowest** in the country. Funding would be directed to MDHHS to for tobacco prevention & cessation program.

THE IMPACT FOR THE PEOPLE OF MICHIGAN:



\$292.74 million
Annual state revenue



12.3% decrease
In youth smoking



49,400
Adults will quit smoking



16,500
Premature smoking-caused deaths prevented



7,500
5-year reduction in the number of smoking-affected pregnancies and births



\$777.69 million
Long-term health care cost savings from adult & youth smoking declines



ALLOW LOCAL COMMUNITIES TO PASS THEIR OWN TOBACCO LAWS

THE GAME PLAN

Remove the law preempting local communities in Michigan from passing their own tobacco laws

WHY COMMUNITIES SHOULD BE GIVEN THE FREEDOM TO PROTECT THEIR RESIDENTS:



Big Tobacco has used preemption to prevent local communities from protecting kids' health



Removing preemption helps communities close the health equity gap



Local action can demonstrate the need and effectiveness for future statewide legislation



PENALIZING KIDS DOESN'T REDUCE TOBACCO USE

THE GAME PLAN

End youth purchase and possession laws

Focus tobacco law enforcement on manufacturers, distributors and retailers of tobacco products

PURCHASE AND POSSESSION (PUP) LAWS DON'T WORK BECAUSE THEY:



Unfairly punish and stigmatize children



Are used to shift blame from Big Tobacco to kids



Divert enforcement resources away from stopping retailers from selling to kids