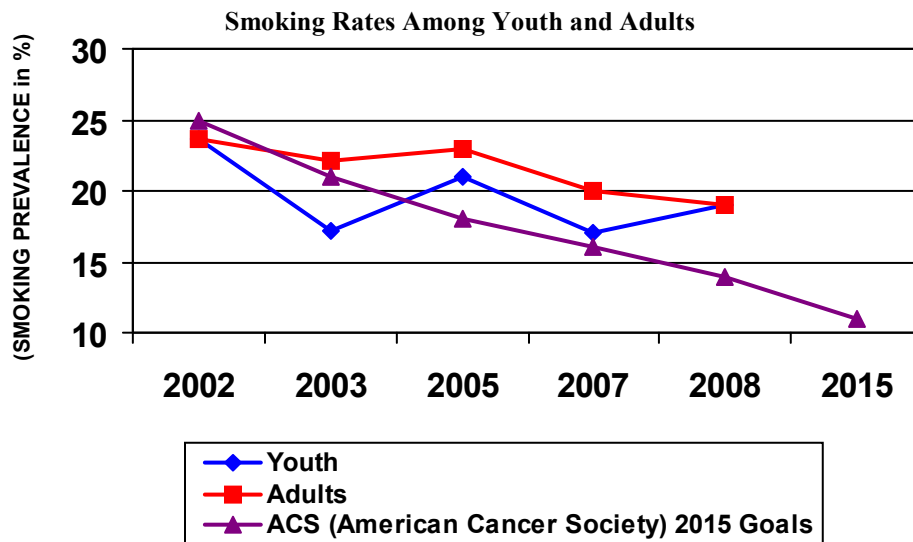


GEORGIA AND TOBACCO: AN UNHEALTHY ALLIANCE

Where does Georgia rank nationwide?

- ⇒ Georgia's excise tax on cigarettes vs. national average: **Georgia \$0.37-National \$1.34**
- ⇒ Georgia has one of the lowest cigarette tax rates, ranked 47th in the nation

After the tobacco tax increase in 2003 of \$0.25, coupled with tobacco use prevention programs, Georgia saw a reduction of smoking prevalence between 2005 and 2007. Since 2007, we have seen youth smoking rates increase in Georgia.



Note: This graph does not include the usage of smokeless tobacco. Overall tobacco usage will increase rates on average 2 to 3 percent.

How much do cheap cigarettes cost Georgians every year?

- ⇒ 10,500 lives-Adults that die each year from smoking in Georgia
- ⇒ 4,660 lives-Lung and bronchus estimated cancer deaths in 2009 with 87% attributed to smoking (highest mortality rate of any cancer in Georgia)
- ⇒ Children ages 0-4 have the highest rate for asthma-related ER visits; 1,328 per 100,000 persons (many cases are caused by second-hand smoke)
- ⇒ \$2.25 billion-Annual health care costs in Georgia attributed to smoking
- ⇒ \$537 million-Annual cost covered by the Medicaid program

CALL YOUR STATE REPRESENTATIVE AND SENATOR AND ASK THEM TO SUPPORT AND/OR CO-SPONSOR A TOBACCO TAX INCREASE (HB39). CHEAP TOBACCO IS COSTING THE STATE, TAXPAYERS, AND OUR YOUTH.

Increasing tobacco taxes is a win for public health and our kids, a win for Georgia lawmakers, and a win for state revenues.

State Cigarette Tax Rates, Rank, Revenue, and Youth and Adult Smoking Rates

State	National Rank	Cigarette Tax Per Pack	Retail Price Per Pack	Cigarette Tax Revenue (millions)	Youth Smoking Rate	Adult Smoking Rate
Rhode Island	1st	\$3.46	\$7.55	\$112.1	15.1%	17.3%
Connecticut	2nd	\$3.00	\$7.27	\$329.5	21.1%	15.9%
New York	3rd	\$2.75	\$7.17	\$958.5	13.8%	16.7%
New Jersey	4th	\$2.70	\$7.02	\$763.4	15.8%	14.7%
Hawaii	5th	\$2.60	\$6.97	\$101.6	9.7%	15.4%
Georgia	47th	\$.37	\$4.29	\$211.1	19%	19.5%

Tobacco companies will not stop in getting the next generation addicted with....

ADVERTISING...

Annual tobacco industry marketing expenditures nationwide **\$13.4 billion**

Estimated portion spent for Georgia Marketing each year **\$444.8 million**

And New Products That Resemble Breath Mints But Are Tobacco Products.....

Nicotine Levels in mg

- 3.1 per stick** (Camel STICKS)
- 1.0 per pellet** (Camel orbs)
- 0.6 per strip** (Camel strips)
- 8.1 per pouch** (Camel SNUS)

Cigarettes **1.2 per cigarette**

With more nicotine than a cigarette.

SO, WHAT IS OUR ASK?

Georgia lawmakers should increase the state tobacco tax by \$1.00 to help reduce smoking rates among youth and adults. (Go to www.legis.state.ga.us to find your legislator.)

It is important to remember...

- ⇒ Almost 1 in 5 of Georgia’s high school students are smokers
- ⇒ Every 10% increase in the real price of cigarettes reduces the number of young-adult smokers by 3.5 percent, and reduces the number of kids who smoke by six or seven percent
- ⇒ Raising the cigarette tax by \$1.00 would generate an estimated \$450 million for the state