



American Heart Association.

# Raise+Save

## HOW TOBACCO TAXES RAISE REVENUE + SAVE LIVES

90%



### PROTECT OUR KIDS

Nearly 90 percent of smokers first try a tobacco product by age 18.

Increasing the price of tobacco through taxes is one of the most effective ways to **protect kids** from tobacco companies' aggressive, targeted marketing efforts. For every dollar that states spend on programs to prevent kids from smoking, tobacco companies spend \$20 to market their deadly products.

### SAVE MONEY

Tobacco use costs the U.S. economy more than **\$300 billion annually in medical expenses and lost productivity.**

Revenue from taxes can be used for tobacco prevention and cessation programs, which substantially **reduce tobacco use** and **cut health care costs.**



### PROMOTE HEALTH EQUITY

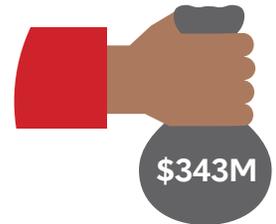
Tobacco-related diseases disproportionately affect **Black, Indigenous and Hispanic communities.**



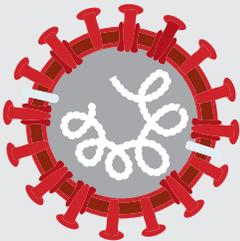
Stores in neighborhoods with higher concentrations of Black adults, in particular, are more than twice as likely to have tobacco price promotions displayed.

### RAISE SIGNIFICANT REVENUE

On average, cigarette taxes alone generate **\$343 million in state revenue annually.**



## IT IS TIME TO TAKE ACTION



People who smoke are at **greater risk of severe illness from COVID-19.**

We need to support and encourage people to quit **now.**

### Address budget shortfalls

States are seeing **decreases of up to 26% in tax revenues due to the COVID-19 pandemic.** Increases in the price of harmful tobacco products will provide much-needed revenue to states facing unprecedented budget shortfalls and other urgent funding priorities like education and health care.

## THE AMERICAN HEART ASSOCIATION RECOMMENDS:

**\$1**  
↑

**Increasing the tobacco tax by at least one dollar:** A tax increase that is less than a dollar is easily offset by discounts, coupons, and buy-one-get-one-free offers that tobacco companies use to keep people buying their products. **Any tax increase will need to be at least one dollar to achieve public health benefits.**

**Taxing all tobacco products, not just cigarettes.** The public health impact of a tobacco tax increase is lessened when smokers can just switch to another tobacco product, like an e-cigarette, flavored cigar or cigarillo, and pay a lower tax. **Therefore, all tobacco products should be taxed at an equal level.**



To achieve greatest health impact, we recommend a portion of the tobacco tax revenue is dedicated to tobacco prevention or control, healthcare related services, or population health initiatives.