



KANSANS SUPPORT CIGARETTE TAX INCREASE

TOBACCO USE AND DISEASE BURDEN

Tobacco use is the leading cause of preventable disease and death in the United States. Smoking kills 4,400 Kansans a year.¹ **In Kansas, the adult smoking rate is higher than the national smoking rate,² and 16,300 high school students smoke.³ If current trends continue, 61,200 Kansas youth alive today will ultimately die from smoking.⁴ Well-funded state tobacco control programs effectively curb youth and young adult smoking.^{5,6} A 10% increase in price results in 3-5% reduction in cigarettes consumed.⁷**

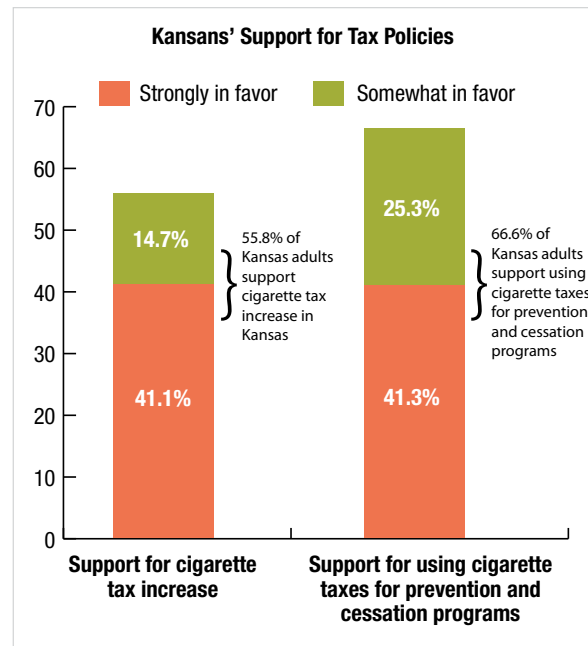
TOBACCO TAXES

Increasing the price of tobacco through tobacco taxes is the most direct and effective method for reducing tobacco use, encouraging cessation among existing tobacco users, and preventing initiation among potential users.

- In Kansas, the state cigarette tax per pack is \$0.79, which ranks 36th nationally. The national average is \$1.54.⁸

TOBACCO REVENUE AND SPENDING

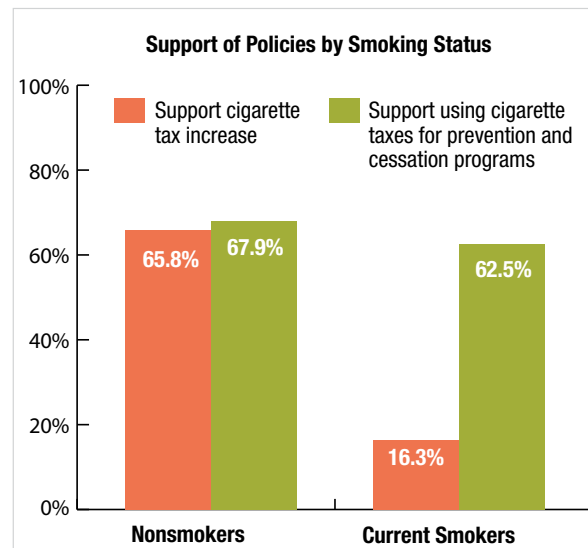
- Kansas generated \$103.9 million in revenue from tobacco taxes in 2012.
- In 2012, smoking-attributable health care expenditures in Kansas were \$1.12 billion.¹
- Kansas has allocated \$2,805,686 for tobacco prevention and cessation programs for 2014, which is just 8.7% of the \$32.1 million recommended by the U.S. Centers for Disease Control and Prevention.⁹



A new Kansas public survey found that in 2014, a majority of Kansans support a cigarette tax increase and support using the money raised for prevention and cessation programs.

Support for a cigarette tax increase is significantly higher among nonsmokers than smokers; however, support for using cigarette tax revenue to fund prevention and cessation programs is similar among nonsmokers and current smokers.

Even Kansans who do not support cigarette tax increases still support using cigarette tax revenue to fund prevention and cessation programs (51.8%).



HIGHLIGHTS

- The smoking rate in Kansas is higher than the national average.
- Cigarette tax rates are much lower in Kansas than in many other states across the country.
- In 2014, Kansas only invested a fraction of its tobacco revenue toward prevention and cessation programs.
- Increasing funding for smoking prevention and cessation programs will reduce youth and young adult smoking in Kansas.
- *A majority of Kansans support increasing cigarette taxes and using cigarette tax revenue for prevention and cessation programs.*

ABOUT THE SURVEY

- This survey was funded by the Kansas Health Foundation. It was designed and analyzed by RTI International, an independent nonprofit research firm based in North Carolina. The survey was conducted by the Docking Institute of Public Affairs at Fort Hays State University. Data were collected from 2,203 adult Kansans via landline and cell phone interviews from May 12 to August 18, 2014.

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- ³ Centers for Disease Control and Prevention. Youth risk behavior surveillance — United States, 2013. *MMWR*. 2014;63(SS04):1-168.
- ⁴ U.S. Department of Health and Human Services. *The Health Consequences of Smoking — 50 Years of Progress: A Report of the Surgeon General*; 2014. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. Available at <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>.
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- ⁶ Farrelly MC, Loomis BR, Kuiper N, Han B, Gfroerer J, Caraballo RS, Pechacek TF, Couzens GL. Are tobacco control policies effective in reducing young adult smoking? *J Adolesc Health*. 2014;54(4):481-6. doi: 10.1016/j.jadohealth.2013.09.015.
- ⁷ U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2012.
- ⁸ Orzechowski and Walker. *The Tax Burden on Tobacco, 2012* [industry-funded annual report], with updates from state agencies and media reports. Available at http://www.taxadmin.org/fta/tobacco/papers/Tax_Burden_2012.pdf.
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