

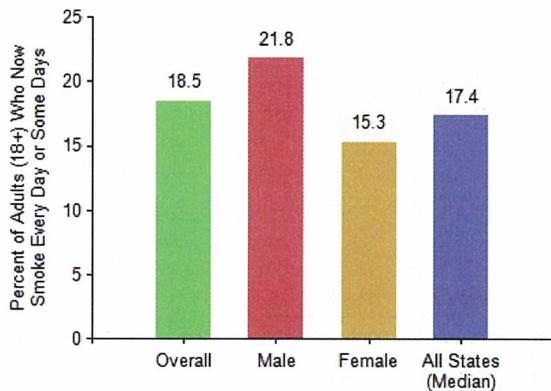


# Tobacco Control Highlights New Mexico

Smoking-Attributable Mortality (SAM), 2000-2004		Smoking-Attributable Productivity Losses, 2000-2004		Smoking-Attributable Expenditures (SAEs), 2004		
	SAM* Total	SAM † Rate		Productivity Losses* (\$)	Type of Expense	SAEs (\$)
Overall:	2,104	234.0	Overall:	492,711,000	Overall:	483,000,000
Male:	1,278	331.0	Male:	326,485,000	Ambulatory Care:	73,000,000
Female:	826	161.5	Female:	166,226,000	Hospital Care:	262,000,000
Note: *Average annual total among adults aged 35 years and older. It does not include burn or secondhand smoke deaths.		Note: *Average annual total among adults aged 35 years and older. It does not include burn or secondhand smoke deaths.		Nursing Home Care:		27,000,000
†Age-adjusted rate expressed per 100,000 population.				Prescription Drugs:		64,000,000
				Other*†:		57,000,000
				Note: *Excess personal health care expenditures attributed to diseases for which cigarette smoking is a primary risk factor, among adults aged 18 years and older. †Home health services and durable medical equipment expenditures.		

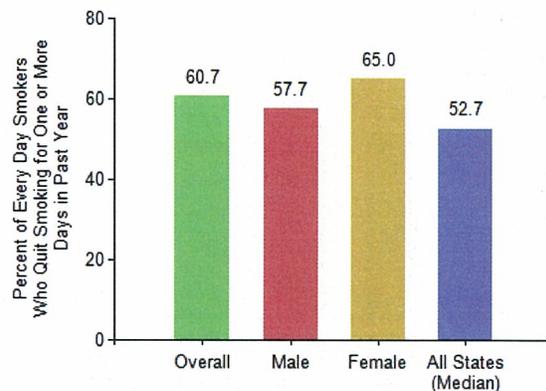
Source: Smoking Attributable Mortality, Morbidity, and Economic Costs (SAMMEC) online application

## Cigarette Use (Adults), 2010



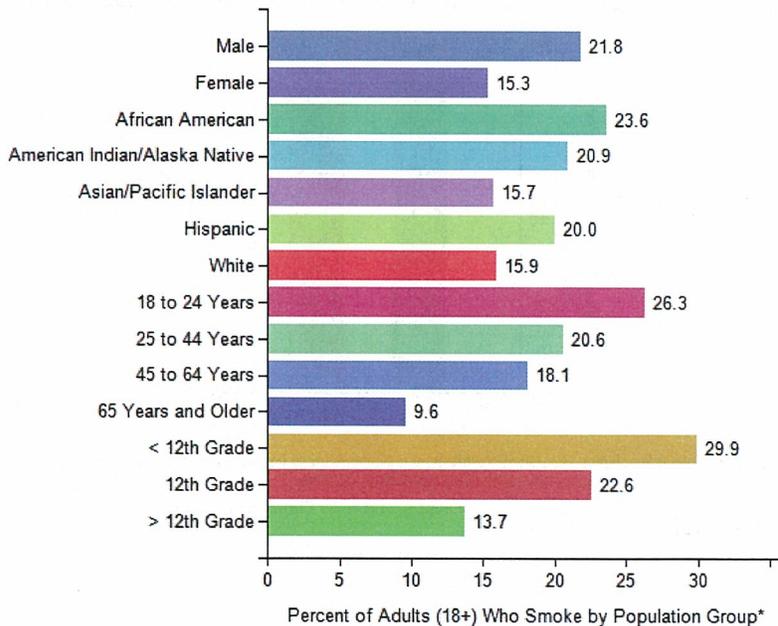
Source: Behavioral Risk Factor Surveillance System (BRFSS)

## Cessation (Adults), 2010



Source: Behavioral Risk Factor Surveillance System (BRFSS)

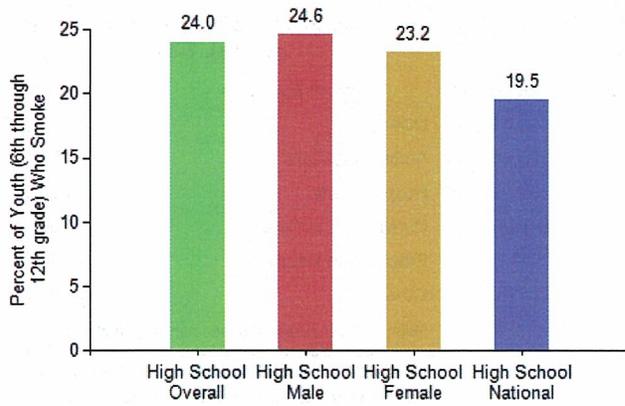
## Current Smoking (Adults), 2010



Note: \* Estimates for education are based on adults aged 20 years and older. Estimates for racial/ethnic groups are based on combined 2009 and 2010 data.

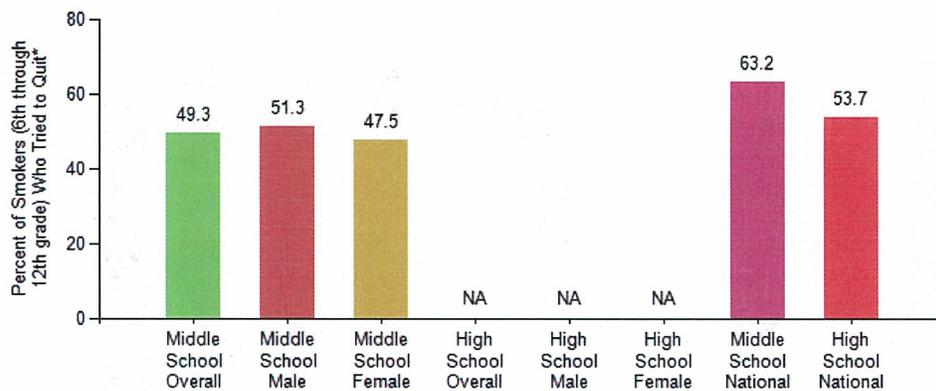
Source: Behavioral Risk Factor Surveillance System (BRFSS)

### Smoking Prevalence (Youth), 2009



Source: State data from Youth Risk Behavior Surveillance System (YRBSS), 2009; National data from National Youth Risk Behavior Survey (NYRBS), 2009

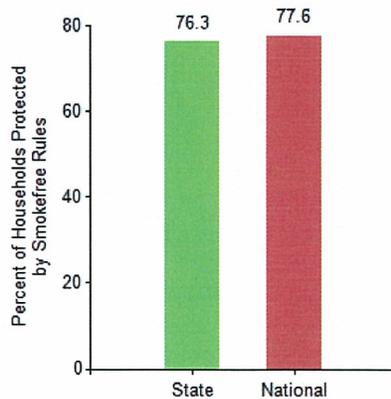
### Cessation (Youth), 2004



Note: \*Percent of Smokers who quit cigarettes for one or more days during the past year.

Source: State data from Youth Tobacco Survey (YTS), 2004; National data from National Youth Tobacco Survey (NYTS), 2009

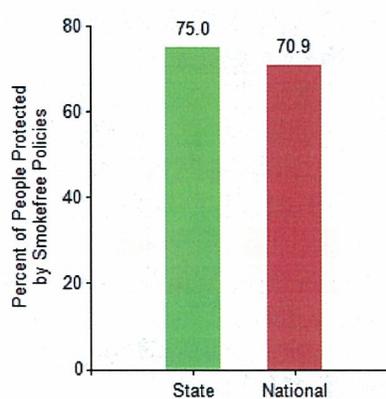
### Smokefree Policies in Homes, 2006-2007



Note: The above estimate is a percentage of households with smokefree rules. The estimate is based on agreement of self-respondents aged 15 years and older within each household.

Source: Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

### Smokefree Policies in Indoor Worksites, 2006-2007



Note: The above estimate is a percentage of people aged 15 years and older, who work in indoor worksites with smokefree policies.

Source: Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

## Legislation – Smokefree Indoor Air, 2012, 1st Quarter

	Indoor Air Restrictions on Smoking				Penalties	
	Banned (100% Smokefree)	Separated Ventilated Areas	Designated Areas	None	To Business	To Smoker
Government Worksites	X				X	X
Private Worksites	X				X	X
Restaurants	X				X	X
Commercial Day Care Centers	X				X	X
Home-based Day Care Centers	X				X	X

Source: Office on Smoking and Health (OSH)

## Legislation – Excise Tax 2012, 1st Quarter

Cigarette Tax Per Pack	\$1.660
Smokeless Tobacco	
Smokeless Tax	Yes
Percent Value	25
Type of Tax	Product Value
Chewing Tobacco Tax (\$)	No Provision
Snuff Tax (\$)	No Provision

Source: Office on Smoking and Health (OSH)

## Legislation – Licensure, 2012, 1st Quarter

Over-the-Counter		Vending Machines	
License Required	No Provision	License Required	No Provision
Includes Cigarettes	No Provision	Includes Cigarettes	No Provision
Includes Chewing Tobacco	No Provision	Includes Chewing Tobacco	No Provision

Source: Office on Smoking and Health (OSH)

## Legislation – Advertising 2012, 1st Quarter

Any Restrictions	Yes
Banned on State Property	No Provision
Banned on Public Transportation	No Provision
Any Restrictions on Tobacco Billboards	No Provision
Banning of Tobacco Billboards	No Provision

Source: Office on Smoking and Health (OSH)

## Legislation – Youth Access, 2012, 1st Quarter

Cigarette Sales		Cigarette Vending Machines	
Minimum Age	Yes	Restriction on Access	Yes
Minimum Age (Years)	18	Banned from Location	Yes
Purchase Prohibited	Yes	Limited Placement	No Provision
Possession Prohibited	No Provision	Locking Device	Yes
Use Prohibited	No Provision	Supervision	No Provision

Source: Office on Smoking and Health (OSH)

## Legislation – Preemption, 2012, 1st Quarter

Any Preemption: Yes

Preemption on Smokefree Indoor Air	Preemption on Advertising	Preemption on Youth Access
Bars	No Promotion	Sales to Youth
Government Worksites	No Provision	Distribution
Private Worksites	Yes	Vending Machines
Restaurants	No Provision	

Source: Office on Smoking and Health (OSH)

## State Revenue from Tobacco Sales and Settlement

Tobacco Settlement Revenue (\$): 2012	\$39,320,878.23
Gross Cigarette Tax Revenue (\$): 2011	\$93,300,922
Cigarette Tax Per Pack, 2012–1 Quarter	\$1.660
Cigarette Consumption (Pack Sales Per Capita), 2011	27.30

Source: Settlement Revenue from National Association of Attorneys General (NAAG); Cigarette Tax from Office on Smoking and Health (OSH); Others from Orzechowski and Walker (OW)

## Federal and National Investment in Tobacco Control, 2011

Funding Source	Amount (\$)
Federal — CDC Office on Smoking and Health:	1,141,221
Federal — Substance Abuse and Mental Health Service Administration:	NA
Non-Government Source — American Legacy Foundation:	NA
Non-Government Source — Robert Wood Johnson Foundation:	NA
<b>Total Funding:</b>	<b>1,141,221</b>

Source: Office on Smoking and Health (OSH)

Note: Throughout this report NA indicates that the data are not available or are not shown because sample size is < 50.



## Toll of Tobacco in the United States

# The Toll of Tobacco in New Mexico

Updated March 27, 2012

## The Toll of Tobacco in New Mexico

High school students who smoke	<b>24% (28,700)</b>
Male high school students who use smokeless or spit tobacco	<b>18.3% (females use much lower)</b>
Kids (under 18) who become new daily smokers each year	<b>2,100</b>
Kids exposed to secondhand smoke at home	<b>103,000</b>
Packs of cigarettes bought or smoked by kids each year	<b>6.6 million</b>
Adults in New Mexico who smoke	<b>18.5% (284,900)</b>

## U.S. National Data (2009)

High school smoking rate:	<b>19.5%</b>
Male high school students who use smokeless tobacco:	<b>15%</b>
Adult smoking rate	<b>19.3%</b>

## Deaths in New Mexico from Smoking

Adults who die each year from their own smoking	<b>2,100</b>
Kids now under 18 and alive in New Mexico who will ultimately die prematurely from smoking	<b>38,000</b>

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined — and thousands more die from other tobacco-related causes — such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use.

## Spending on Tobacco Prevention

See how much New Mexico spends on tobacco prevention programs.

## Smoking-Caused Monetary Costs in New Mexico

Annual health care costs in  
New Mexico directly caused by **\$461 million**  
smoking

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Portion covered by the state  
Medicaid program **\$184 million**

---

Residents' state & federal tax  
burden from smoking-caused **\$562 per household**

---

government expenditures  
Smoking-caused productivity  
losses in New Mexico **\$493 million**

---

Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, smokeless tobacco use, or cigar and pipe smoking. Tobacco use also imposes additional costs such as workplace productivity losses and damage to property.

## Tobacco Industry Influence in New Mexico

Annual tobacco industry  
marketing expenditures **\$10.5 billion**  
nationwide

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Estimated portion spent for  
New Mexico marketing each **\$39.7 million**  
year

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Published research studies have found that kids are twice as sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure. One-third of underage experimentation with smoking is attributable to tobacco company advertising.

View sources of information.

More detailed fact sheets on tobacco's toll in each state are available by emailing [factsheets@tobaccofreekids.org](mailto:factsheets@tobaccofreekids.org)



PARTNERSHIP  
FOR AMERICA'S  
ECONOMIC  
SUCCESS

# Early Childhood Health Problems and Prevention Strategies: Costs and Benefits

Studies Show Lasting Societal Benefits from Investments in the Health of Young Children



*Do investments in children's health programs reap benefits beyond the costs?*

*In this paper, Dr. Bernard Guyer and his colleagues at Johns Hopkins University examine the costs of four specific types of young children's health problems—exposure to tobacco smoke, unintentional injury, mental health problems, and obesity—and review over 300 studies of a range of interventions to address them. While results vary for each health issue, the bottom line is that investing in early childhood health makes economic sense.*

According to the authors, our society has failed to take an investment approach to the health of young children, despite the logic of doing so and despite the evidence available that these investments are beneficial. Exposure to tobacco smoke, unintentional injury, mental health problems, and obesity represent serious threats to young children's health. Additionally, all of them—if not prevented or addressed early in children's lives—can have lifelong consequences.

Based on an extensive review of studies on these four health issues, this report lays out the costs to society of *not* treating these conditions and assesses the economic benefit to society of doing so. While the precise net benefits of treatments are often uncertain, many are clearly cost-effective.

## Treatable Health Problems Affect Many U.S. Children\*

- One in seven preschool children is obese—nearly triple the rate of just three decades ago
- As many as one in five has mental health problems that cause at least mild functional impairment
- Nearly half a million children are born each year to a mother who smoked during pregnancy, and up to 50% of children are exposed to tobacco smoke in the home
- Each year, one child in six suffers a serious unintentional injury

\* Data are from the most recent year available.



## Exposure to Tobacco Smoke:

**“There is considerable evidence that many anti-tobacco interventions are effective, can improve child health, and save health care dollars.”**

Despite the substantial evidence of the harm it causes, nearly half a million U.S. children are born each year to mothers who smoked while pregnant, and 25-50% of all children are exposed by household members to environmental tobacco smoke (ETS). Prenatal exposure is associated with increased odds of a variety of ills—premature delivery, low birth-weight, and sudden infant death syndrome (SIDS) among them—as well as attention deficit hyperactivity disorder in childhood. Low birth-weight, in particular, has been linked to delays in children’s later development and progress in school. Further, exposure to ETS is linked to various respiratory ailments, including asthma, allergies, and acute lung and ear infections.

These are expensive problems. The extra costs for prenatal care and complicated births among women who smoke during pregnancy are more than \$4 billion a year.<sup>1</sup> Care for childhood illnesses resulting from exposure to tobacco smoke costs nearly \$8 billion a year. As a result, reducing parental smoking can produce substantial economic benefits for society. One study estimates that if smoking prevalence dropped among pregnant women by just 1%, the nation would save \$21 million in direct medical costs the first year alone. If it continued to drop by 1% each year, we would save \$572 million in these direct costs over seven years. Another report estimates that, given the high costs associated with childhood ETS exposure, reducing parental smoking by 15% could save \$1 billion in direct medical costs at the prenatal and neonatal levels and into childhood.

The authors’ survey of interventions and their effectiveness in this area is encouraging. Over the last decade, smoking prevention and cessation programs have become more sophisticated. A wide variety of proven interventions is now available, which are especially effective when used in combination.

Among the findings on these programs:<sup>2</sup>

- Even short counseling sessions by trained providers can reduce risks to the fetus and, thus, the need for neonatal intensive care. A study by the CDC estimates that one intense smoking cessation counseling session of at least 10 minutes, which costs \$30 and can reasonably be expected to result in an 18% quit rate, would produce a benefit-cost ratio of 3.5:1.
- One meta-analysis of the effectiveness of disseminating smoking cessation materials to pregnant women suggests a benefit-cost ratio of 12:1. The analysis estimates that if all pregnant smokers received these materials and if only 4% stopped smoking, the intervention would yield \$77 million in savings in the first year.

## Combating Childhood Obesity:

**“Childhood overweight is a significant and growing problem in our society, having tripled over the past twenty years.”**

Despite the public focus on overweight and obesity in the United States and their costs to the individual and society, until recently their growing prevalence among young children had been largely overlooked. However, this has changed in recent years. In 2006, about 14% of preschool children, 18% of children ages six to 11, and 17% of adolescents ages 12 to 19 were overweight, with rates among children from certain ethnic minorities even higher. **This is of particular concern, since overweight preschool children are five times more likely than their healthy-weight peers to be overweight at age 12. Also, obesity persists into adulthood for 50 to 80% of overweight children and teens.**

Like smoke exposure, overweight and obesity present both health and economic costs. The numerous health problems associated with being overweight include orthopedic complications, metabolic disturbances, type 2 diabetes, disrupted sleep patterns, poor immune function, endocrine problems, impaired mobility, and high blood pressure. A recently-published, large-scale



NEW MEXICO'S  
LEADING  
NEWSPAPER

## Tobacco Companies Fighting Calif. Tax Plan

### Initiative Before Voters Would Add \$1 Per Pack

BY GARANCE BURKE  
*The Associated Press*

SAN FRANCISCO — Fabled as a lecca for the health-conscious and fitness-obsessed, California is also one of only a few states that has not increased its cigarette taxes in the last decade, meaning it is less expensive to light up in Los Angeles and

San Francisco than in many other places in the country. The tobacco industry wants to keep it that way.

It has amassed nearly \$50 million to kill an initiative before California voters that has been championed by cycling star Lance Armstrong and supported by New York Mayor Michael Bloomberg, who has donated \$500,000 to its campaign.

Marlboro-maker Altria Group Inc., RJ Reynolds and other tobacco heavyweights have spent their millions on a media blitz to snuff out Proposition

29, which would slap an additional \$1-per-pack tax on cigarettes and other tobacco products to fund cancer research.

If the tax passes, California would still have only the 16th-highest tax rate in the nation, at \$1.87 per pack. But tobacco companies and their allies say that voter approval of an extra tax on Tuesday's primary ballot in the nation's largest cigarette market would crush owners of small businesses and spark anti-smoking measures elsewhere.

"We all know that Big Tobacco has

poured tens of millions in this campaign saying, 'Don't tax us any more,'" said Armstrong, who beat testicular cancer that had spread to his brain and lungs more than a decade ago. "But the fact of the matter is the product they sell leads to about \$9 billion a year in health care costs for California. I think if this passes, other states will follow."

Its passage is uncertain.

The Public Policy Institute of California found that support for the initiative dropped from 67 percent in March to 53 percent by late May,

reflecting the blizzard of radio and TV ads from the tobacco industry.

A statewide Field Poll released Thursday found that 50 percent of likely voters said they will vote yes on the measure, with 42 percent voting no and 8 percent undecided.

As the primary approaches, Armstrong and other smoking foes, including Bloomberg and Laurene Powell Jobs, the widow of the late Apple CEO Steve Jobs, are pouring in their own money to counter the

See TOBACCO on PAGE A4

# Tobacco Fights Tax Plan

from PAGE A1

industry.

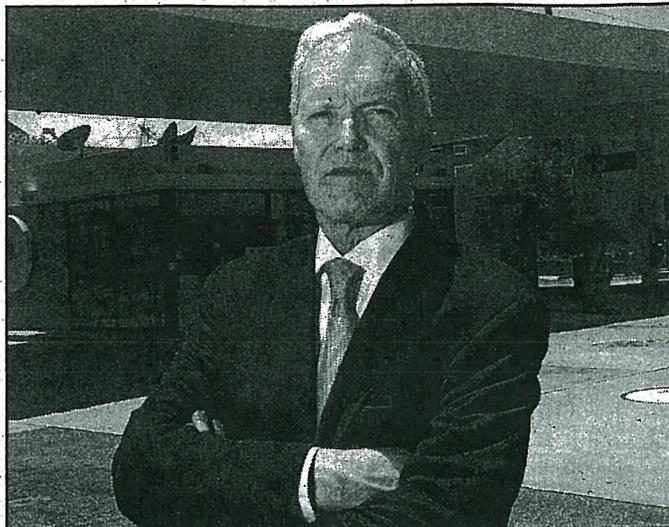
Bloomberg has banned smoking in New York City bars and parks during his decade in office.

"California is a particularly important state, and it's very visible on this issue," he said in a telephone interview. "A lot of people there will die unless we do something to stop Big Tobacco."

The \$12.2 million that anti-smoking groups have raised comes to about one-quarter of the \$47 million war chest built by the major tobacco companies. The anti-tax contributions exceed those of any other federal independent expenditure committee except the "Restore Our Future" super PAC supporting Republican presidential candidate Mitt Romney, according to recent campaign finance figures.

Smoking is not as common in California, the nation's most populous state, as it is in other pockets of the country. Smoking rates are among the nation's lowest in California, at 12.1 percent, and highest in Kentucky, at 24.8 percent, the federal Centers for Disease Control and Prevention found in 2010.

Still, California represents a huge market for the tobacco industry. Smokers in the state bought about 970 million packs of cigarettes — spending approximately \$5.2 billion — in fiscal year 2010, the most recent year for which national figures are available. Some of that money went to an existing tobacco tax, which sends 25 cents



REED SAXON/THE ASSOCIATED PRESS

**Patrick Reynolds, grandson of tobacco magnate R.J. Reynolds, who is an anti-tobacco activist, urges voters to approve California ballot Proposition 29, to increase cigarette taxes.**

from each pack purchased to fund anti-smoking programs, provide health care services to the poor and fund tobacco-related research.

That helped reduce tobacco sales. In the 15 years after it went into effect in 1988, the industry lost \$9.2 billion in pre-tax sales, according to a study by researchers at the University of California, San Francisco's Center for Tobacco Control Research and Education.

Then, in 2006, tobacco companies spent \$66 million to defeat a previous measure that would have created an additional \$2.60-per-pack tax.

So far, the opposition campaign has centered its messages on the state's budget mess, calling the California Cancer Research Act a folly that will force tax-

payers to support a bloated bureaucracy that will send research money out of state. Opponents have also said it could end up raising millions of dollars yet produce little research that develops new cancer treatments.

"The tobacco companies realize that we have a like mind in opposing both tax burdens and policies that create a business-unfriendly environment," said Joel Fox, president of the Los Angeles-based Small Business Action Committee, which he said has received hundreds of thousands of dollars from tobacco companies to support anti-tax policies in the last decade. "It's the first domino of potentially taxing all kinds of products."

The nonpartisan California Legislative Analyst's Office says Proposition 29

would generate about \$735 million a year in revenue if approved.

The anti-tax campaign has been quick on the ground, launching radio and TV commercials a month and a half ago.

Armstrong and his coalition, including the American Cancer Society, American Lung Association, American Heart Association and California Medical Association, were too poor to mount an early advertising campaign, he said.

Aside from Armstrong, who visited with young patients during an event at a Los Angeles children's hospital earlier this month, the measure has not attracted much celebrity support. Laura Ziskin, a Hollywood producer celebrated for the "Spider-Man" movie franchise, was on the initiative's campaign board until she died last year of breast cancer.

Even so, in the final days before the primary, the battle over Proposition 29 is arguably the most high-profile campaign in an election season that has failed to generate much enthusiasm.

"The supporters and opponents wouldn't spend these millions of dollars if these commercials weren't persuading voters," said Daniel Newman, president of MapLight, a nonpartisan group that analyzes money's role in politics. "When one side has a specific financial interest, they are going to spend much more because they get such a high return on investment."

## Cigarette tax back from the dead - CNN.com

By Caleb Hellerman, CNN

updated 10:24 AM EDT, Fri June 8, 2012

CNN.com



*Proposition 29 would raise an estimated \$735 million a year, some for cancer research.*

(CNN) -- Despite headlines saying that it lost Tuesday's vote, the fate of California's proposed \$1-a-pack tax hike on cigarettes is still in limbo, and state officials said late Thursday that a final result is likely weeks away.

The tax increase, known as Proposition 29, would raise an estimated \$735 million a year, with roughly three-quarters of that money going to cancer research.

Initial results showed Prop 29 being rejected by a margin of roughly 65,000 votes, out of nearly 4 million cast -- a margin of 50.8% to 49.2%. However, the results don't yet include a vast number of mail-in ballots and provisional ballots.

As of Thursday night, at least 829,863 votes were yet to be counted, according to figures posted by California's Secretary of State. The real figure is likely much higher, as the official "uncounted" number leaves out several counties that have yet to send their data.

"We've asked counties to report their number of unprocessed ballots, but it's voluntary, so there's no way to know the exact number," said Allie Schembra, a spokeswoman for the Secretary of State's office. State law requires county elections officials to report final vote tallies by July 6. California Secretary of State Debra Bowen then has until July 13 to certify the results.

As more results trickled in by Thursday night, the margin had shrunk to less than 53,000 votes. Or as one Bay Area Weekly joked, "Proposition 29 results are close enough to make you want to chain smoke."

"Supporters of Prop 29 are not conceding defeat," vowed Doug Ulman, CEO of the Lance Armstrong-founded Livestrong organization. "We will closely monitor the counting of late absentee and provisional ballots... This race is still too close to call, and we remain hopeful that the victory will ultimately be ours."

Proposition 29 was the subject of a fierce advertising campaign, playing out on Californians' television screens for weeks ahead of the vote.

Opponents of the tax spent nearly \$47 million, most of it coming from tobacco companies. They argued that Prop 29 would create a large, unaccountable bureaucracy.

Supporters, including Livestrong, the American Cancer Society, the American Lung Association and New York Mayor Michael Bloomberg, spent about \$12 million.

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## Lorillard Tobacco CEO Speaks on E-Cigarette Acquisition

*Ecig Advanced has published an interview with Lorillard CEO Murray Kessler on the acquisition of leading electronic cigarette company, Blu Cigs, and their plans to market and sell the brand.*

Williamsburg, VA ([PRWEB](#)) May 23, 2012 -- Lorillard's recent acquisition of an electronic cigarette company has brought the often-thought niche product to the forefront. Now, Lorillard CEO Murray Kessler talks with [Ecig Advanced](#), an electronic cigarette news and review website, in [an interview on the purchase of Blu E-Cigs](#) and their plans to market and sell the brand.

The interview, recorded during the Tobacco Merchants Association annual meeting, was concordant with much discussion at the event of tobacco harm reduction through what are now being referred to as "Modified Risk Tobacco Products". Electronic cigarettes deliver nicotine in a vapor form without the tar and carcinogens found in traditional cigarettes and are quickly rising to the top of the market for smoke-free tobacco alternatives.

According to the interview article, Kessler was the keynote speaker at the event, detailing Lorillard's confidence in the future of harm reduction products like e-cigarettes.

Ecig Advanced expressed some surprise that the CEO was concerned with "knee jerk state regulation", a valid concern in their opinion, saying that it's "a story we've already heard all too often in the e-cigarette world". And because Kessler states in the interview that Lorillard has met with the FDA directly regarding e-cigarettes, the article also expresses hope it holds some promise for the future of the devices:

"Whether Lorillard can use its experience and size to work toward a better future for federal regulation with the FDA remains to be seen, but we have to say we like what we're hearing so far."

The full video interview and attached article can be viewed [here](#).

Another article by Ecig Advanced on key takeaways for e-cigarettes from this year's Tobacco Merchants Association meeting can be found [here](#).

### About ECig Advanced

ECig Advanced is an electronic cigarette news, technology and review site dedicated to sharing knowledge on e-cigarettes and fostering a community therein. The company encourages a positive, helpful attitude for beginners and experts alike, and uses its relationships with the industry to give free e-cig products back to the community. All aspects of the electronic cigarette industry are covered - from people to products - specializing in the newest and most innovative vaping products that hold the greatest potential for good. Visit <http://www.ecigadvanced.com> and the growing community at <http://www.ecigadvanced.com/forums>

# Don't let tobacco \$\$ go up in smoke

New Mexico is in danger of having to refund a \$40 million payment it receives each year to support cancer research, cancer screening and programs that help break the cycle of tobacco addiction in our state. This money is not taxpayer money. It is money owed to New Mexico under the terms of the 1998 tobacco Master Settlement Agreement and paid to New Mexico by MSA-participating tobacco companies including the likes of Philip Morris and RJ Reynolds.

Senate Bill 225, sponsored by Sen. Lynda Lovejoy, was vetoed this year by Gov. Susana Martinez, as was similar legislation last year. The bill would have fixed language that tobacco lobbyists corrupted in our state statutes in 2010. SB 225 sought to protect the roughly \$40 million our state receives annually by clarifying New Mexico's duties and obligations under the MSA. Now Big Tobacco has plans to exploit that veto to ask for a refund of its money.

Our state's MSA-related obligations are important to understand. For New Mexico to receive and retain its annual \$40 million payment, the MSA requires both sides — the state and the participating tobacco companies — to abide by its terms. For example, the tobacco companies must follow certain marketing restrictions regarding youth advertising.

To uphold our end of the agreement, New Mexico and other MSA-participating states must regulate certain business aspects of the rogue tobacco companies that refuse to participate in the agreement. In a nutshell, this means the New Mexico attorney general must be able to count cigarettes sold by all companies both on- and off-reservation and enforce other provisions of the MSA that are intended to level the playing field between MSA participating and nonparticipating companies.

As is the case in many other states, companies that refuse to participate in the settlement agreement must register with the state attorney general and set up an escrow account based on "units sold" (i.e., cigarettes sold) in case the state needs to collect from the companies for health care damages. Without the language fix in



**Because of a loophole in state statutes, New Mexico might have to refund \$40 million it receives each year to support cancer research, cancer screening and programs that help break the cycle of tobacco addiction.** ASSOCIATED PRESS FILE PHOTO

SB 225, nonparticipating companies have argued the definition of "units sold" in state statute does not apply to them in their preferred national retail environment: the tribal lands of New Mexico.

Why is this a big problem? It's because the MSA explicitly agrees to compensate the participating tobacco companies if they can demonstrate that they are losing market share because of any state's inability to regulate cigarette sales by nonparticipating companies. This is not an idle threat. New Mexico has already lost more than \$19 million on downward "adjustments" to our annual payments received from the participating companies. Cancer prevention and screening programs have indeed been cut due to such reductions in MSA payments. Nonparticipating companies — located almost entirely out of state — are now selling millions of unregulated cigarettes on

New Mexico tribal lands because of the "units sold" loophole that exists here. Big Tobacco is arguing in federal arbitration that New Mexico is unwilling or unable to properly regulate tribal sales, and not surprisingly, these bad actors have asked for a refund of their former \$40 million payments.

Despite her veto of the measure, we respectfully ask for assistance from Gov. Martinez's administration to address this problem by all available means. We need to put a stop to the "units sold" shell game whereby a small group of predatory tobacco companies can flaunt this loophole in state law while Big Tobacco laughs all the way to the bank.

*Sandra Adondakis is the New Mexico government relations director of the American Cancer Society Cancer Action Network. She lives in Albuquerque.*



Posted: Fri, Jun. 8, 2012, 7:46 AM

## CDC: More US teens smoke marijuana than cigarettes

MIKE STOBBE  
The Associated Press

ATLANTA - A government survey shows more teens are now smoking pot than cigarettes.

The Centers for Disease Control and Prevention reported Thursday that 23 percent of high school students said they recently smoked marijuana, while 18 percent said they had puffed cigarettes. The survey asked teens about a variety of risky behaviors.

For decades, the number of teens who smoke has been on the decline. Marijuana use has fluctuated, and recently rose. At times, pot and cigarette smoking were about the same level, but last year marked the first time marijuana use was clearly greater.

An earlier survey by the University of Michigan also found that pot smoking was higher. A Michigan expert said teens today apparently see marijuana as less dangerous than cigarettes.

'''

Online:

CDC: <http://www.cdc.gov/yrbs>

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# Veto of bill could cost state \$40M

## Similar measure to close loophole in tobacco settlement nixed last year by gov.

By Steve Terrell | The New Mexican

2/21/2012

New Mexico could lose \$40 million a year in tobacco settlement money if Gov. Susana Martinez doesn't sign a bill virtually identical to one she vetoed last year, a lobbyist for a major cancer charity said Tuesday.

Supporters say Senate Bill 225, sponsored by Sen. Linda Lovejoy, D-Crownpoint, is designed to clarify what they -- as well as "Big Tobacco" -- believe is a loophole in the 1998 settlement between states and cigarette companies. Lovejoy's bill passed the recently concluded Legislature with bipartisan support.

"This is money already owed to the state, payable by tobacco companies," said Nathan Bush of the American Cancer Society Cancer Action Network, referring to the money paid under the settlement. "I'd hate to see that money returned to the bad actors who caused health care damages here in the state. Lifesaving cancer screening and tobacco control programs in New Mexico are depending on us receiving that money and defending the integrity of the [settlement]."

However, Martinez spokesman Scott Darnell said Tuesday that the situation is not that dire. He said the governor has not changed her view on the law. And, he added, the governor hasn't changed her view of a similar bill last year that she vetoed.

The 2011 bill, also sponsored by Lovejoy, amounted to "imposing a tax on small cigarette manufacturers," Martinez said in her veto message last year.

In the tobacco settlement agreement, there is a requirement that cigarette manufacturers that aren't parties to the settlement set aside part of their sales in an escrow account. The escrow payments are supposed to be in an amount proportionate to the payments made to the state by the companies that are involved in the agreement.

The settlement agreement allows the participating tobacco companies -- which include the largest tobacco companies -- to reduce their annual payments to any state that doesn't adequately enforce their escrow laws related to the nonparticipating companies.

The trouble, Bush said, is that some of the nonparticipating companies aren't reporting sales made on Indian land. These companies argue that the definition of "units sold" in current state statute doesn't apply to them for cigarettes sold in stores on tribal land.

Meanwhile, the big companies are claiming that sales of cigarettes from the smaller, nonparticipating manufacturers are cutting into their market shares.

The big companies are currently in federal arbitration with the states -- including New Mexico -- over this issue. Big Tobacco, Bush said, is arguing "that New Mexico is unwilling or unable to properly regulate tribal sales."

A fiscal impact report for the bill cites the Attorney General's Office, saying SB 225 "will help to ensure that the state collects escrow on all cigarette sales in New Mexico."

The attorney general estimates that escrow money collected from the nonparticipating companies without SB 225 would be about \$100,000 to \$400,000 annually. But with the bill, that sum would increase to about \$8 million, the report said.

Darnell said Martinez is reviewing every bill before taking final action. But he noted that the state Taxation and Revenue Department doesn't feel SB 225 is necessary for the attorney general to be able to enforce the agreement. "The AG has taken enforcement actions under current law," he said.

Bush said, "If she does not sign SB 225, she should be aware that the participating companies have plans to use that loophole to ask for a refund of their money."

According to the attorney general's website, there are more than 50 companies that are participants in the tobacco settlement. The site lists 14 companies that are allowed to sell cigarettes in the state but are not part of the settlement.

*Contact Steve Terrell at 986-3037 or [sterrell@sfnewmexican.com](mailto:sterrell@sfnewmexican.com). Read his political blog at [roundhouseroundup.com](http://roundhouseroundup.com).*

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## Report: State tobacco prevention funding lacking

By MICHAEL FELBERBAUM, AP Tobacco Writer

Thursday, May 24, 2012

(05-24) 11:09 PDT Richmond, Va. (AP) --

States have spent only about 3 percent of the billions they've received in tobacco taxes and legal settlements over the last decade to fund tobacco prevention programs, making it harder

to reduce the death and disease caused by tobacco use, according to a report released Thursday by the federal Centers for Disease Control and Prevention.

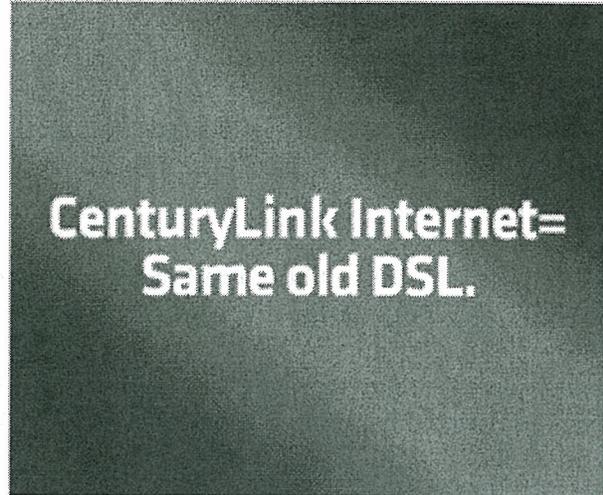
Between 1998 and 2010, states have collected nearly \$244 billion in cigarette taxes and settlement money, compared with only \$8.1 billion earmarked for state tobacco control efforts. The numbers are far less than the minimum of \$29.2 billion the CDC said should have been spent over that same period.

While states on average have never spent as much the CDC would like, the total has declined dramatically in recent years as states grapple with budget deficits that have forced layoffs, furloughs and cuts for basic services. Many also have raised tobacco taxes in order to increase revenue and supplement funds provided by the tobacco industry.

About 46 million Americans smoke, while more than 3 percent of American adults use smokeless tobacco, according to the CDC. And tobacco-related diseases are responsible for about 443,000 deaths a year in the U.S. If states were to use a greater portion of the tax and settlement money for tobacco control and prevention programs, they could achieve larger, more rapid reductions in tobacco use and health-care costs, as well as lower tobacco-related death and disease, the report said.

"We understand that there are severe financial pressures and that they have difficult choices to make," CDC Director Dr. Thomas Frieden said in a telephone interview with The Associated Press. "Not investing in tobacco control is not only penny wise and pound foolish, but it's also costing lives."

According to the report, states that have spent larger amounts on tobacco control programs have seen cigarette sales fall about twice as much as in the U.S. overall. Smoking prevalence also has declined faster as anti-tobacco spending increased in states like Arizona, California, Massachusetts, Minnesota, Maine, New York, Oregon and Washington, the report said. However, other factors like smoking bans also could have contributed to those reductions.



Frieden said that while states are lacking in prevention funding, tobacco companies continue to spend billions on marketing. The industry spent \$10.5 billion to market their products in 2008, the most recent year tracked by the Federal Trade Commission. In that same year, state anti-tobacco funding was about \$779 million, according to the report.

"The tobacco companies are out there doing everything they can do, and they have gobs of money to do it," said Stanton Glantz, a tobacco researcher who directs the Center for Tobacco Control Research and Education at the University of California, San Francisco.

"You don't need to meet them dollar for dollar, you just need to be out there with enough to counter them. ... It's easier to sell the truth than a lie."

In addition to raising tobacco taxes from an average of 39 cents per pack in 1998 to \$1.44 per pack in 2010, states continue to receive millions of dollars every year from the tobacco industry in the form of a long-standing legal settlement.

Tobacco companies agreed in 1998 to settle lawsuits several states brought over smoking-related health care costs by paying them about \$206 billion over more than two decades, but the settlement did not require the money be used for anti-tobacco and stop smoking programs. States first received full payments under the settlement in 1999. The largest U.S. tobacco company, Altria Group Inc. — based in Richmond, Va., and maker of Skoal smokeless tobacco and top-selling Marlboro cigarettes — pays a majority of that.

"Today, there's more tobacco-generated revenue available to the states, as well as the federal government, than ever before to fund proven efforts that can prevent underage tobacco use," said Altria spokesman Ken Garcia. "Obviously there's a large spend opportunity to put toward these programs that will help further reduce underage tobacco use and promote cessation."

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Online:

Report: [www.cdc.gov/mmwr/](http://www.cdc.gov/mmwr/)

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Michael Felberbaum can be reached at [www.twitter.com/MLFelberbaum](http://www.twitter.com/MLFelberbaum).

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March 15, 2012

# U.S. Backs Antismoking Ad Campaign

By GARDINER HARRIS

For the first time, the federal government will directly attack the nation's tobacco addiction with a series of advertisements highlighting the grisly toll of smoking, a campaign that federal health officials hope will renew the stalled decline in the share of Americans who smoke.

The government's investment in the campaign is relatively modest: \$54 million this year. The tobacco industry spends that much and more, on average, in just two days of promotional efforts. California has spent about \$20 million annually since 2000 on anti-tobacco advertising, while New York spent about \$10 million annually between 2003 and 2009. Other states also finance such ads.

But the effort by the Centers for Disease Control and Prevention is the first in which such advertisements will be played throughout the country. Dr. Thomas R. Frieden, the C.D.C.'s director, said the campaign would save lives and money.

"We estimate that this campaign will help about 50,000 smokers to quit smoking," Dr. Frieden said Wednesday in an interview. "And that will translate not only into thousands who will not die from smoking but it will pay for itself in a few years in reduced health costs."

The advertisements, which will appear on television and in newspapers starting Monday, show former smokers discussing the terrible health consequences of their habits.

In one TV ad, Terrie, 51, of North Carolina, who has a hole in her neck and barely any hair on her head after suffering head and neck cancer, tells the camera, "I want to give you some tips about getting ready in the morning." She then pops in a set of false teeth, dons a blond wig and inserts a small speaker into the tracheotomy in her neck. She ties on a scarf to hide the device and says, "And now you're ready for the day." An announcer says: "You can quit. For free help, call 1-800-QUIT-NOW."

Studies have shown that such graphic advertisements are effective in persuading smokers to quit, but they have also often led to opposition from smokers, who call them alarming and demeaning, and to efforts by the industry to end financing for the ads.

David Howard, a spokesman for the R. J. Reynolds Tobacco Company, which makes Camel and Pall Mall cigarettes, declined to comment directly on the advertising campaign because he had not seen it.

“We believe that adult tobacco consumers should be provided with accurate information about the risks associated with tobacco use,” he said. R. J. Reynolds is part of a group of tobacco makers that have sued the Food and Drug Administration to overturn rules that would require cigarette companies to cover much of their packaging with graphic warning labels. Two weeks ago, a federal judge in Washington declared the rules an unconstitutional violation of the companies’ free speech rights. The government is appealing.

Mr. Howard said that he doubted that tobacco companies would raise similar objections to the C.D.C. advertising campaign since it would not involve “taking our packaging to deliver anti-tobacco information.”

Dr. John Seffrin, chief executive of the American Cancer Society, said that cancer mortality rates are dropping faster than ever in the United States, and that the reduction in the proportion of Americans who smoke is one of the main reasons. He noted that a third of all cancers are directly attributable to smoking, and that many smoking-related cancers are unusually deadly and expensive to treat.

“If this ad campaign helps people quit and prevents some from starting, it’s the right thing to do,” he said.

Along with vaccinations, few public health efforts have the capacity to save as many lives as those that combat smoking.

Smoking remains the leading cause of preventable death and disease in the United States, killing more than 443,000 Americans each year, according to federal estimates. More than eight million Americans live with a smoking-related disease.

The C.D.C. ads will emphasize that smoking causes immediate damage to the body, and feature three former smokers providing tips about how they successfully quit.

“I’ve been waiting for the government to do this for 40 years,” said Matthew L. Myers, president of the Campaign for Tobacco-Free Kids. “Even in the tightest budget times, this is absolutely the right thing to do.”

# The Washington Post

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## Surgeon General's report takes aim at youth smoking

By [David Brown](#), Published: March 7

Smoking during the teenage years stunts lung growth and accelerates the decline in their function that inevitably comes with age. At the same time, the habit damages blood vessels in ways that can later lead to a heart attack, stroke and aortic rupture.

Those are among the conclusions of a report by the U.S. Surgeon General on tobacco use by young people. The 899-page document gathers recent research on the epidemiology, effects and strategies to fight youth smoking.

The last such report, in 1994, spurred a public health campaign that caused a marked drop in teenage smoking, especially after 1998. Since 2007, however, that trend has leveled off, and tobacco use is now increasing in some groups and categories. For example, smokeless tobacco use is up among white high school-age boys, and cigar smoking appears to be rising among black high school girls.

“Two people start smoking for every one who dies from the habit each year,” Surgeon General Regina M. Benjamin said. “Almost 90 percent of those ‘replacement smokers’ first try tobacco before they are 18.”

Among the more remarkable findings in the report is how early and measurably smoking damages the youthful body, even if its owner doesn't feel it.

A study of nearly 700 children from East Boston found that those who started to smoke at age 15 exhaled 8 percent less air in one second — a key measure of lung function — than non-smoking teenagers. The growth of lung capacity stopped a year earlier in smokers — at 17 in girls and 19 in boys — than in non-smokers.

Lung function usually doesn't begin to decline until after age 45 in men. In those who started smoking as teenagers and kept at it, that change began almost 15 years earlier.

Other studies, involving black U.S. teenagers, Dutch adolescents followed for 15 years and Danish children with asthma, also showed damaging effects of smoking on lung function.

Early smoking also affects the cardiovascular system.

Researchers reviewed autopsy results for white men ages 25 to 34 killed by trauma or homicide and found smokers were twice as likely to have advanced damage ("atherosclerosis") of the abdominal aorta as non-smokers. They also had somewhat greater damage to the blood vessel most often implicated in acute heart attacks.

"This . . . profile of risk suggests that the effect of tobacco smoking begins at a young age and is cumulative," the authors wrote.

The perceived and actual effect of smoking on weight has also been the subject of research.

A study of 1,800 college students in 2001 found that 4 percent of female smokers and 1 percent of male smokers cited weight control as the main reason for their habits. In a survey of 81,000 Minnesota high school students, nearly half the girls who smoked, and more than a quarter of the boys who did, cited weight control as one of the reasons.

Research that followed teenagers over seven years found that starting smoking had no effect on the weight of whites, and reduced final weight only slightly in blacks, compared with non-smokers. There's no question, however, that people tend to gain weight when they quit. In a study of 5,100 people ages 18 to 30 who were observed for seven years, whites who quit gained 9 pounds and blacks who quit gained 15.

Smoking by high school students has declined significantly over the past 35 years. In 1976, 35 percent of high school senior boys and 38 percent of girls had smoked a cigarette in the previous month. In 2007, that was down to 26 percent and 24 percent, respectively. In blacks, the drop has been especially dramatic — 33 percent to 14 percent for boys and 34 percent to 9 percent for girls.

(The rate goes up after high school. Nearly one-third of people ages 18 to 24 smoke, compared with one-fifth older than 24.)

The so-called Master Settlement Agreement between state governments and tobacco companies in 1998 provided new money for tobacco-control programs directed at youth, and was apparently responsible for an accelerated decline in smoking seen for the next decade. Both spending and the decline have slowed since 2007.

"We have to bring back that level of commitment," the surgeon general said.

Although tobacco advertising and promotion is severely restricted by law, tobacco companies spend

more on it now, per pack of cigarettes, than they did in the 1990s. In 2011 dollars, cigarette makers spent 41 cents per pack on marketing in 1998 and 65 cents per pack in 2008. Most of that comes from special price-reductions and 2-for-1 deals, to which price-sensitive teenagers are especially vulnerable.

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## High taxes deter some youths from smoking

May 19, 2012 | By Anna Edney, Bloomberg News

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Fewer American teenagers and young adults are lighting up as cigarette taxes that have broken the \$3-a-pack threshold in some states make smoking too costly, according to the latest National Survey on Drug Use and Health.

Daily smoking, the leading cause of preventable illness and death in the United States, fell to 15.8 percent in 2010 among young adults 18 to 25, the Substance Abuse and Mental Health Services Administration said in a report. That share was down from 20.4 percent in 2004. Everyday smoking among people 12 to 17 dropped to about 2 percent from 3.3 percent.

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Increased education and enforcement efforts targeting younger smokers combined with "substantial increases in cigarette taxes," contributed to the decline, the agency said. The mean state excise tax on cigarettes reached \$1.46 a pack last year, up from \$1.34 in 2009, according to the Centers for Disease Control and Prevention. New York, among five states charging \$3 or more in taxes, had the highest levy at \$4.35.

"Although some progress has been made in curbing youth smoking, the fact remains that one in 12 adolescents currently smoke and one in three young adults smoke, which means that far too many young people are still endangering their lives," Pamela Hyde, the agency's administrator, said in a statement.

Young adults who reported cigarette use in the last month, either daily or more casually, declined to 34.2 percent in 2010, from 39.5 percent in 2004, according to the agency. Rates among adolescents fell to 8.3 percent in 2010, from 11.9 percent.

Health education programs in schools, antismoking campaigns that educate young people, increased enforcement of laws prohibiting the sale of tobacco to people younger than 18, and higher taxes are helping, the mental health agency said.

A 10 percent increase in the price of cigarettes can reduce consumption almost 4 percent among adults and can have an even greater effect on youths, according to the CDC.

In addition to state taxes, the federal government tacks on \$1.01, and local municipalities can levy their own charges. New York City adds \$1.50 on top of the state and federal taxes, and Cook County, Illinois, adds \$2.68 a pack, according to the CDC. Missouri had the lowest cigarette tax last year at 17 cents.

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Focus On: Cigarettes

## States' Tobacco Spend Falls in Ashtray

Only 3% of \$244 billion collected in taxes, settlements earmarked for control efforts

By MITCH MORRISON

Tobacco E-News | May 29, 2012

**WASHINGTON --** Remember the legendary Master Settlement Agreement (MSA), that great accord in which billions of cigarette taxes would flood into state coffers in a bid to stamp out underage smoking? Remember the heartfelt odes of more than a decade ago about the state of new anti-smoking initiatives that would sing like carols against the sins of smoking?

Well, guess again. According to a report by the federal Centers for Disease Control & Prevention (CDC), only 3% of the nearly \$244 billion collected in cigarette taxes and settlement money has been earmarked for state tobacco control efforts.

The figure pales to the \$29.2 billion the CDC said should have been spent over the period between 1998 and 2010.

In recent years, states have tapped tobacco funds to help shore up annual budget shortfalls and stabilize key departments from public works to education.

Nevertheless, several officials criticized the states for lack of sufficient appropriations into anti-smoking programs.

"Not investing in tobacco control," CDC director Dr. Thomas Frieden told the Associated Press, "is not only penny wise and pound foolish, but it's also costing lives."

The CDC report is not surprising when reviewing numerous reports since the 1999 settlement. In 2000-2001, the nonpartisan federal General Accountability Office (GAO) found that the largest allocation of MSA funds went to state healthcare and economic development programs.

And other independent researchers and watchdog groups reported that by 2003 funding of tobacco-prevention programs had fallen to 3%, from 5% during 2000-2002, and that because of an economic downturn 36 states in 2003 were using tobacco revenue to support the general budget.

Indeed, in addressing the CDC report, one anti-tobacco activist predicts state-funded programs to decline further. "The states' investment in fighting tobacco use has gotten even worse in the past several years," Myers said in a statement available on the organization's website, [www.tobaccofreekids.org](http://www.tobaccofreekids.org).

"The states," he added, "have slashed funding for tobacco prevention programs by 36% in the past four years. In the current budget year (fiscal-year 2012), the states will collect \$25.6 billion in tobacco revenue, but will spend less than 2% of it--\$456.7 million--on tobacco prevention programs."

[Click here to view the full CDC report.](#)

Source: Tobacco E-News

Related Terms: Tobacco, Cigarettes

### About the Author



Mitch Morrison  
Vice President & Group Editor  
CSP Information Group  
[mmorrison@cspnet.com](mailto:mmorrison@cspnet.com)

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### Preventing Tobacco Use Among Youth and Young Adults

This is the 31st tobacco-related Surgeon General's report issued since 1964. It describes the epidemic of tobacco use among youth ages 12 through 17 and young adults ages 18 through 25, including the epidemiology, causes, and health effects of this tobacco use and interventions proven to prevent it. Scientific evidence contained in this report supports the following facts:

We have made progress in reducing tobacco use among youth; however, far too many young people are still using tobacco. Today, more than 600,000 middle school students and 3 million high school students smoke cigarettes. Rates of decline for cigarette smoking have slowed in the last decade and rates of decline for smokeless tobacco use have stalled completely.

- Every day, more than 1,200 people in this country die due to smoking. For each of those deaths, at least two youth or young adults become regular smokers each day. Almost 90% of those replacement smokers smoke their first cigarette by age 18.
- There could be 3 million fewer young smokers today if success in reducing youth tobacco use that was made between 1997 and 2003 had been sustained.
- Rates of smokeless tobacco use are no longer declining, and they appear to be increasing among some groups.
- Cigars, especially cigarette-sized cigars, are popular with youth. One out of five high school males smokes cigars, and cigar use appears to be increasing among other groups.
- Use of multiple tobacco products—including cigarettes, cigars, and smokeless tobacco—is common among young people.
- Prevention efforts must focus on young adults ages 18 through 25, too. Almost no one starts smoking after age 25. Nearly 9 out of 10 smokers started smoking by age 18, and 99% started by age 26. Progression from occasional to daily smoking almost always occurs by age 26.

Tobacco use by youth and young adults causes both immediate and long-term damage. One of the most serious health effects is nicotine addiction, which prolongs tobacco use and can lead to severe health consequences. The younger youth are when they start using tobacco, the more likely they'll be addicted.

- Early cardiovascular damage is seen in most young smokers; those most sensitive die very young.
- Smoking reduces lung function and retards lung growth. Teens who smoke are not only short of breath today, they may end up as adults with lungs that will never grow to full capacity. Such damage is permanent and increases the risk of chronic obstructive pulmonary disease.
- Youth are sensitive to nicotine and can feel dependent earlier than adults. Because of nicotine addiction, about three out of four teen smokers end up smoking into adulthood, even if they intend to quit after a few years.
- Among youth who persist in smoking, a third will die prematurely from smoking.

Youth are vulnerable to social and environmental influences to use tobacco; messages and images that make tobacco use appealing to them are everywhere.

- Young people want to fit in with their peers. Images in tobacco marketing make tobacco use look appealing to this age group.
- Youth and young adults see smoking in their social circles, movies they watch, video games they play, websites they visit, and many communities where they live. Smoking is often portrayed as a social norm, and young people exposed to these images are more likely to smoke.
- Youth identify with peers they see as social leaders and may imitate their behavior; those whose friends or siblings smoke are more likely to smoke.
- Youth who are exposed to images of smoking in movies are more likely to smoke. Those who get the most exposure to onscreen smoking are about twice as likely to begin smoking as those who get the least exposure. Images of smoking in movies have declined over the past decade; however, in 2010 nearly a third of top-grossing movies produced for children—those with ratings of G, PG, or PG-13—contained images of smoking.

Tobacco companies spend more than a million dollars an hour in this country alone to market their products. This report concludes that tobacco product advertising and promotions still entice far too many young people to start using tobacco.

- The tobacco industry has stated that its marketing only promotes brand choices among adult smokers. Regardless of intent, this marketing encourages underage youth to smoke. Nearly 9 out of 10 smokers start smoking by age 18, and more than 80% of underage smokers choose brands from among the top three most heavily advertised.
- The more young people are exposed to cigarette advertising and promotional activities, the more likely they are to smoke.
- The report finds that extensive use of price-reducing promotions has led to higher rates of tobacco use among young people than would have occurred in the absence of these promotions.
- Many tobacco products on the market appeal to youth. Some cigarette-sized cigars contain candy and fruit flavoring, such as strawberry and grape.
- Many of the newest smokeless tobacco products do not require users to spit, and others dissolve like mints; these products include snus—a spitless, dry snuff packaged in a small teabag-like sachet—and dissolvable strips and lozenges. Young people find these products appealing in part because they can be used without detection at school or other places where smoking is banned. However, these products cause and sustain nicotine addiction, and most youth who use them also smoke cigarettes.
- Through the use of advertising and promotional activities, packaging, and product design, the tobacco industry encourages the myth that smoking makes you thin. This message is especially appealing to young girls. It is not true—teen smokers are not thinner than nonsmokers.

Comprehensive, sustained, multi-component programs can cut youth tobacco use in half in 6 years.

- Prevention is critical. Successful multi-component programs prevent young people from starting to use tobacco in the first place and more than pay for themselves in lives and health care dollars saved.
- Strategies that comprise successful comprehensive tobacco control programs include mass media campaigns, higher tobacco prices, smoke-free laws and policies, evidence-based school programs, and sustained community-wide efforts.
- Comprehensive tobacco control programs are most effective when funding for them is sustained at levels recommended by the Centers for Disease Control and Prevention.

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