

# HIGH TOBACCO PRICES = FEWER KIDS SMOKING

Minnesotans agree: We can do more to prevent kids from smoking. **Higher tobacco prices stop kids from starting**, and are also proven to help existing smokers quit.

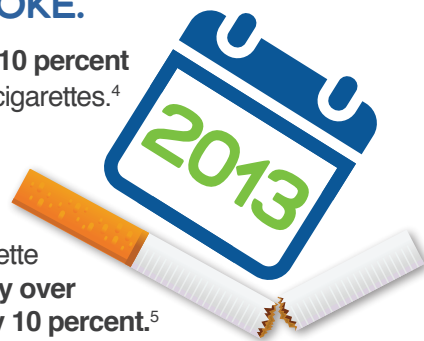
HIGH TOBACCO PRICES PREVENT YOUTH SMOKING, ENCOURAGE ADULTS TO QUIT, AND SAVE THE STATE MONEY.<sup>1,2,3</sup>



- In the long term, a tobacco tax increase passed in 2013 will save Minnesota more than \$1.65 billion in health care costs.<sup>3</sup>

## THE 2013 TOBACCO TAX INCREASE WORKED. FEWER YOUNG PEOPLE ARE STARTING TO SMOKE.

- For the first time ever, **fewer than 10 percent of high-school students** smoke cigarettes.<sup>4</sup>
- Smoking among **18-24-year-olds fell from 22 to 15 percent** after the 2013 tax increase.<sup>1</sup>
- Every 10 percent increase in cigarette prices **reduces youth smoking by over 5 percent and youth initiation by 10 percent.**<sup>5</sup>



## MINNESOTANS SUPPORT HIGH TOBACCO PRICES TO IMPROVE HEALTH.

A majority of Minnesotans – **64%** – support the **\$1.60** 2013 tobacco tax increase.<sup>6</sup>



## BIG TOBACCO ACTIVELY RECRUITS REPLACEMENT SMOKERS TO GUARANTEE PROFITS.

- Tobacco companies use cheap, flavored products to entice **young people to try tobacco and become addicted to nicotine.**<sup>7,8</sup>



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Minnesotans for a Smoke-Free Generation supports policies that reduce youth smoking and help end the death and disease associated with tobacco use, including raising the tobacco age to 21, limiting youth access to menthol-, candy- and fruit-flavored tobacco, keeping tobacco prices high and funding future tobacco prevention and cessation efforts.

**Find out more at [www.smokefreegenmn.org](http://www.smokefreegenmn.org).**

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2. In press. Boyle R et al. Examining quit attempts and successful quitting after a cigarette tax increase.
3. Campaign for Tobacco-Free Kids. New Revenues, Public Health Benefits and Cost Savings From a \$1.50 Cigarette Tax Increase in Minnesota. 2013.
4. Minnesota Department of Health. Teens and Tobacco in Minnesota: Highlights from the 2017 Youth Tobacco Survey. 2018.
5. Tauras JA et al. Effects of price and access laws on teenage smoking initiation: A national longitudinal analysis. National Bureau of Economic Research Working Paper No. 8331. 2001.
6. Ragsdale J. Star Tribune. June 18, 2013.
7. Truth Tobacco Industry Documents. Results of MDM committee meeting - August 13, 1985 (850813). <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=rlfw0082>.
8. Truth Tobacco Industry Documents. Brown & Williamson Tobacco Corporation: Project Report. <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=pgwc0205>