

HIGH TOBACCO PRICES = FEWER KIDS SMOKING

Minnesotans agree: We can do more to prevent kids from becoming addicted.

Minnesotans for a Smoke-Free Generation supports increasing the price of tobacco products, which is the number one way to prevent kids from ever starting and help adults quit.

MINNESOTA IS FACING A HEALTH CRISIS OF YOUTH NICOTINE ADDICTION AND STALLED SMOKING RATES.

TOBACCO TAXES ARE A POWERFUL TOOL TO COMBAT ADDICTION.

- Since 1993, 53 percent of all smoking declines in Minnesota are attributable to tobacco price increases.⁵
- Youth are especially responsive to tobacco price changes.⁶
- Emerging evidence suggests higher prices may reduce youth e-cigarette use.⁷



574,000
MINNESOTANS
STILL
SMOKE.

HIGH TOBACCO PRICES COUNTER BIG TOBACCO'S AGGRESSIVE MARKETING TO YOUTH.

- The tobacco industry spends more than \$100 million a year on marketing, not including e-cigarette ads.⁹
- Eighty-eight percent of Minnesota students report seeing ads for e-cigarettes.^{8,9}

- The youth e-cigarette epidemic has erased decades of progress to lower youth tobacco use.^{1,2,3}
- 574,000 Minnesotans still smoke, and quitting rates have dropped.⁴

\$100
MILLION
A YEAR ON
MARKETING



A COMPREHENSIVE APPROACH IS NEEDED TO REDUCE TOBACCO'S HARM.

- Price and taxes are important elements of a comprehensive approach to tobacco addiction.
- Tobacco addiction is growing while prevention resources are decreasing.
- Future tobacco tax revenues should be dedicated to prevention and cessation.



THERE IS NO ONE SILVER BULLET TO THIS PROBLEM. LAWMAKERS SHOULD ALSO:

- Prohibit the sale of all flavored tobacco products
- Adopt Tobacco 21 in Minnesota
- Invest in tobacco prevention and cessation programs

Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco, and funding tobacco prevention and cessation programs.

Find out more at www.smokefreegenmn.org.

1. Minnesota Department of Health. Data Highlights From the 2017 Minnesota Youth Tobacco Survey. 2018.
2. U.S. Department of Health and Human Services. Surgeon General's Advisory on E-Cigarette Use Among Youth. 2018.
3. U.S. Food and Drug Administration. FDA takes new steps to address epidemic of youth e-cigarette use, including a historic action against more than 1,300 retailers and five major manufacturers for their roles perpetuating youth access. 2018.
4. ClearWay Minnesota, Minnesota Department of Health. Minnesota Adult Tobacco Survey, 2018 Update. 2019
5. ClearWay Minnesota. The role of public policies in reducing smoking: Minnesota SimSmoke Tobacco Policy Model 1993-2017. 2018.
6. Bader P, et al. Effects of tobacco taxation and pricing on smoking behavior in high-risk populations: A knowledge synthesis. *Int J Environ Res Public Health*. 2011.
7. Pesko MF, et al. E-cigarette price sensitivity among middle- and high-school students: evidence from monitoring the future. *Addiction*. 2018.
8. Campaign for Tobacco-Free Kids. Broken Promises to our Children: A State-by-State Look at the 1998 Tobacco Settlement 21 Years Later. 2019.
9. Minnesota Department of Health. Data Highlights from the 2017 Minnesota Youth Tobacco Survey. 2018.