

HIGH TOBACCO PRICES = FEWER KIDS SMOKING

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

RAISING CIGARETTE PRICES WILL PREVENT YOUTH SMOKING, ENCOURAGE ADULTS TO QUIT, AND SAVE THE STATE MONEY.^{1,2,3,4,5,6}



• No major tobacco price increase has been implemented in Minnesota in six years — and since that time **our state's smoking rate has stalled out at 14 percent.**⁷

THE 2013 TOBACCO TAX INCREASE WORKED.

- Smoking prevalence declined significantly after the 2013 tax increase, and **youth and young adult smoking fell dramatically.**^{3,4}
- The year after the increase, **over 15 percent of all Minnesota smokers successfully quit.**⁵
- Since 1993, **66 percent of all smoking declines in Minnesota are attributable to tobacco price increases.**⁶



BIG TOBACCO ACTIVELY RECRUITS NEW USERS TO GUARANTEE PROFITS.

- Tobacco companies use cheap, flavored products to **entice young people and addict them to nicotine.**^{8,9}
- **Each year in Minnesota, the industry spends more than \$100 million promoting tobacco, not including e-cigarette ads.**¹⁰
- Overall youth tobacco use in Minnesota has increased for the first time in 17 years. **E-cigarette use, now called an epidemic by the U.S. Surgeon General, is disrupting a downward trend in youth tobacco use.**^{3,11}



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.

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