

The High Cost of \$moking

The case for increasing Kentucky's cigarette tax
November, 2017



Kentucky has the highest rate of deaths in the United States attributed to smoking. It's time to change that. Raising the price of cigarettes is the single most effective way to prevent smoking among kids and reduce smoking among pregnant women. According to the Campaign for Tobacco-Free Kids, if Kentucky lawmakers raised the tax on a pack of cigarettes by at least \$1:

 **14,800** fewer Kentuckians would die prematurely

 **23,200** kids would never start smoking

 **29,400** adult smokers would quit

 **5,900** babies would be born healthier over a 5-year period because their moms quit smoking

 **\$31.6** million would be saved in medical costs over 5 years

 **\$266.2** million would be raised in increased revenue

A higher cigarette tax = a healthier Kentucky

How Do We Compare?

Smoking Rate

15.1%



Tax Per Pack

\$1.71 per pack

24.5%



\$0.60 per pack

States with higher cigarette tax =

42

The Cost of Smoking

\$1.92 billion

Annual Health Care Expenditures

The **74%** of Kentuckians who don't smoke also foot the bill.



Nationally, estimated smoking-related health costs and lost productivity total \$19.16 per pack

The Toll on Kentuckians' Health

4,830 new cases of lung cancer annually

8,900 adults die each year from smoking

34% of cancer deaths are caused by smoking

119,000 youth will die prematurely

A Smart Investment

- Current cigarette tax revenues **don't cover** the **high total cost** of smoking.
- Projected revenue from a **\$1.00** increase equals **\$266.2** million a year.

By increasing the cigarette tax by at least \$1, state lawmakers will have more revenue to invest in the things that matter most to Kentuckians, like our healthcare, education, pensions, infrastructure, and jobs.

Coalition for a Smoke-Free Tomorrow Steering Committee

American Cancer Society/Cancer Action Network • American Heart Association • American Stroke Association
American Lung Association • Baptist Health • Campaign for Tobacco-Free Kids • Foundation for a Healthy Kentucky
Kentucky Center for Smoke-free Policy • Kentucky Chamber of Commerce • Kentucky Council of Churches
Kentucky Voices for Health • Kentucky Youth Advocates

Sources:

<https://www.tobaccofreekids.org/problem/toll-us/kentucky>

<https://www.tobaccofreekids.org/assets/factsheets/0281.pdf>