



American Heart Association.

Raise+Save

HOW TOBACCO TAXES RAISE REVENUE + SAVE LIVES

90%



PROTECT OUR KIDS

Nearly 90 percent of smokers first try a tobacco product by age 18.

Increasing the price of tobacco through taxes is one of the most effective ways to **protect kids** from tobacco companies' aggressive, targeted marketing efforts. For every dollar that states spend on programs to prevent kids from smoking, tobacco companies spend \$20 to market their deadly products.

SAVE MONEY

Tobacco use costs the U.S. economy more than **\$300 billion annually in medical expenses and lost productivity.**

Revenue from taxes can be used for tobacco prevention and cessation programs, which substantially **reduce tobacco use** and **cut health care costs.**



PROMOTE HEALTH EQUITY

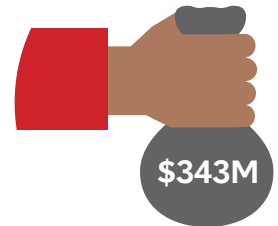
Tobacco-related diseases disproportionately affect **Black, Indigenous and Hispanic communities.**



Stores in neighborhoods with higher concentrations of Black adults, in particular, are more than twice as likely to have tobacco price promotions displayed.

RAISE SIGNIFICANT REVENUE

On average, cigarette taxes alone generate **\$343 million in state revenue annually.**



IT IS TIME TO TAKE ACTION



People who smoke are at **greater risk of severe illness from COVID-19.**

We need to support and encourage people to quit **now.**

Address budget shortfalls

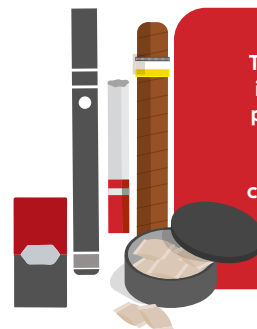
States are seeing **decreases of up to 26% in tax revenues due to the COVID-19 pandemic.** Increases in the price of harmful tobacco products will provide much-needed revenue to states facing unprecedented budget shortfalls and other urgent funding priorities like education and health care.

THE AMERICAN HEART ASSOCIATION RECOMMENDS:

\$1
↑

Increasing the tobacco tax by at least one dollar: A tax increase that is less than a dollar is easily offset by discounts, coupons, and buy-one-get-one-free offers that tobacco companies use to keep people buying their products. **Any tax increase will need to be at least one dollar to achieve public health benefits.**

Taxing all tobacco products, not just cigarettes. The public health impact of a tobacco tax increase is lessened when smokers can just switch to another tobacco product, like an e-cigarette, flavored cigar or cigarillo, and pay a lower tax. **Therefore, all tobacco products should be taxed at an equal level.**



To achieve greatest health impact, we recommend a portion of the tobacco tax revenue is dedicated to tobacco prevention or control, healthcare related services, or population health initiatives.