

NC Alliance for Health



Protect Children, Raise Revenue, Save Vital Programs

Increase NC's cigarette tax





EACH YEAR 24,455 of NC's YOUTH START SMOKING REGULARLY (become daily smokers)

NC youth use tobacco at rates higher than the national average





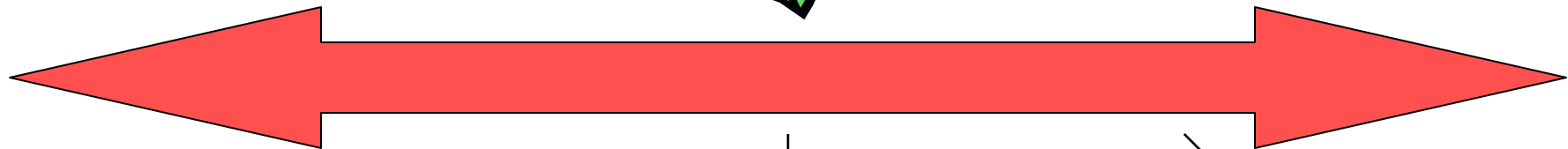
**11% of
pregnant
women in
NC are
smokers**

Smoking costs NC \$4.75 billion a year



in medical and productivity costs

STATE CIGARETTE TAXES



\$0.05
NC

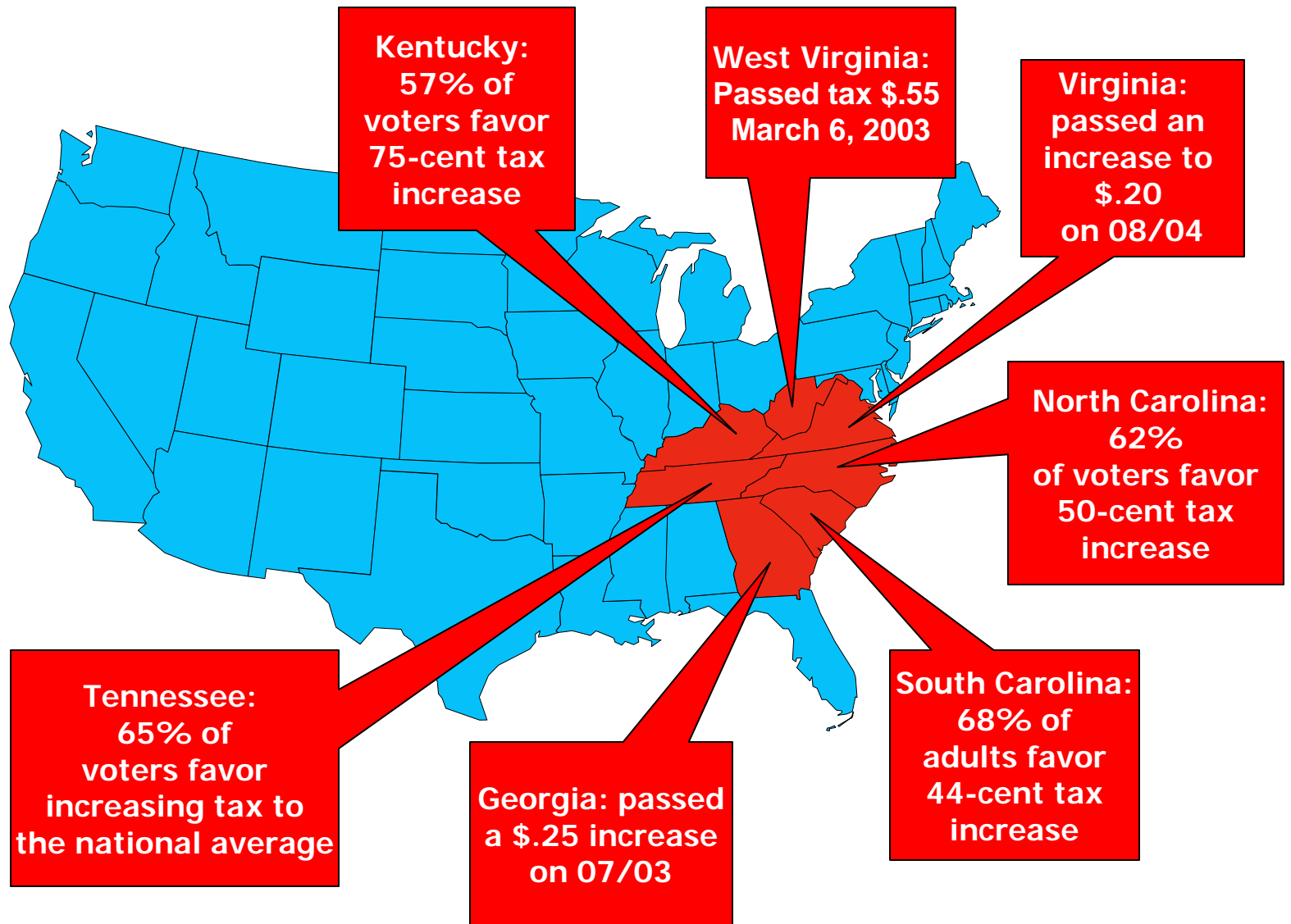
\$0.84
US
average

\$1.00 - \$2.46
AK, AZ, CT, HI,
MA, MD, ME, NJ,
NY, OR, PA, RI,
WA

NC's tax is 2nd LOWEST in the nation

NC is a prime source state for cross-border sales

Support For Tobacco Tax Increases

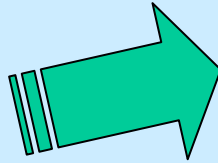




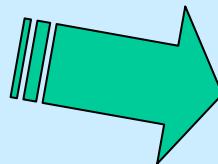
**"N.C. Man Convicted Of
Aiding Hezbollah;
Cigarette Smuggling Said
to Fund Terror"**

The Washington Post, 6/22/02

**Every
10%
increase
in
cigarette
prices**



*3-5% decrease
in overall
smoking*



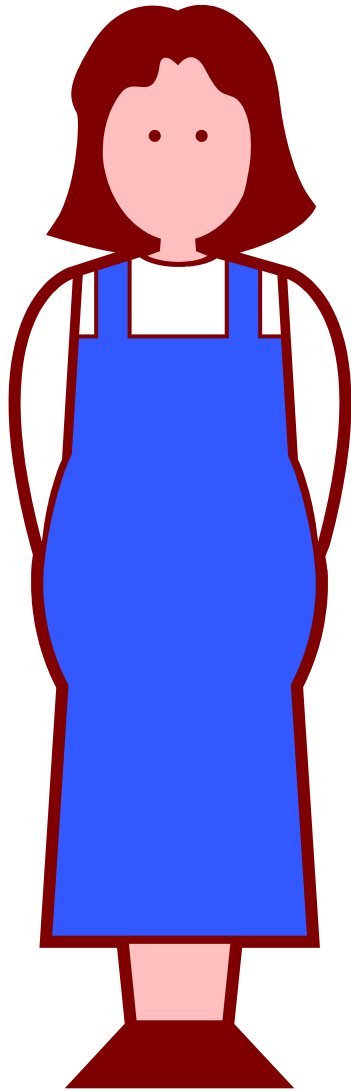
*6-7% decrease
in youth &
pregnant
smokers*



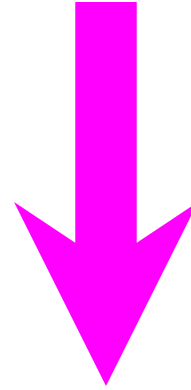
Save children's lives



*Save 33,800 NC children
from premature death*



\$0.75 increase in cigarette
tax

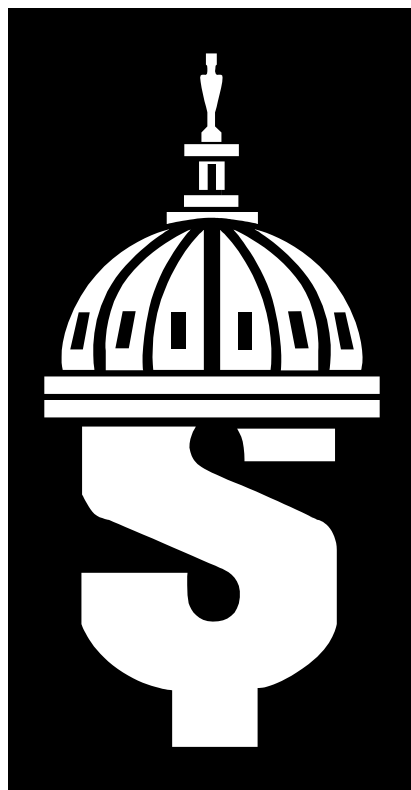


17.5% decrease in
smoking among NC
pregnant women

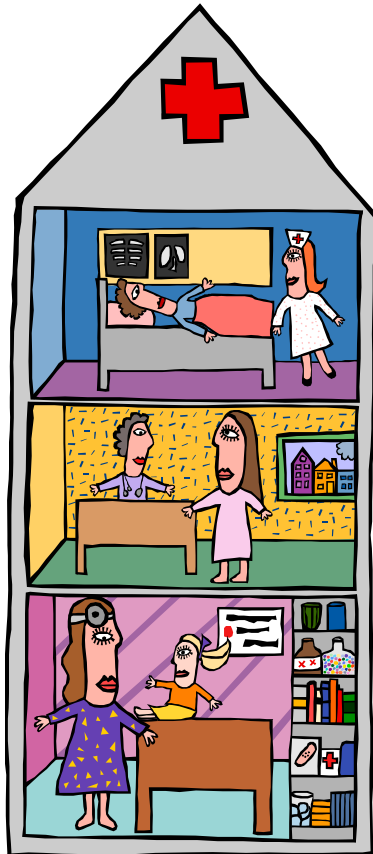


A \$.75 cigarette tax increase would generate

~\$400 million in revenue



Save vital programs

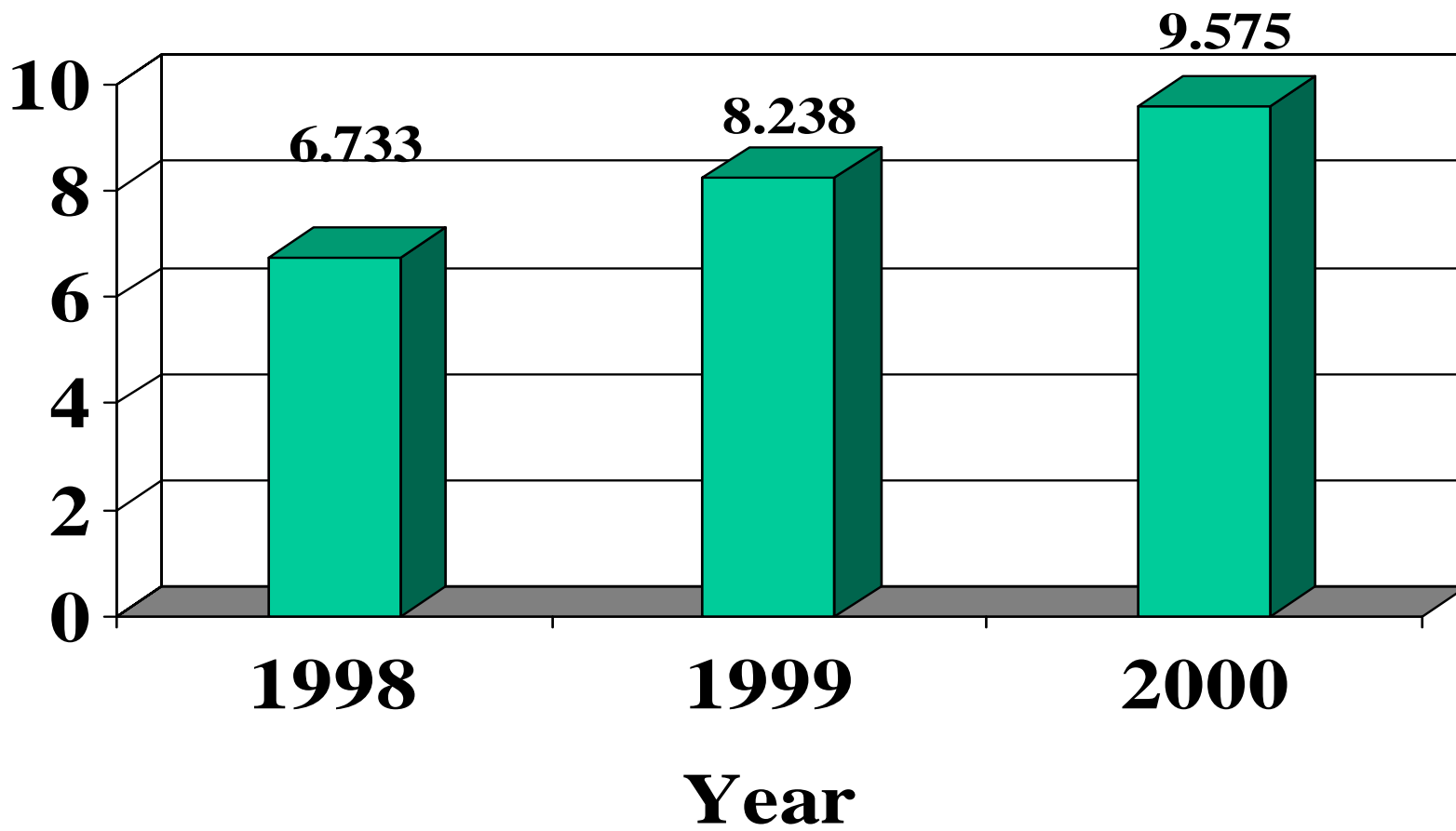


- Programs to prevent children from smoking
- Health care insurance for children
- Jobs
- Public schools
- Medicaid
- Mental health
- Public libraries
- Meals on Wheels



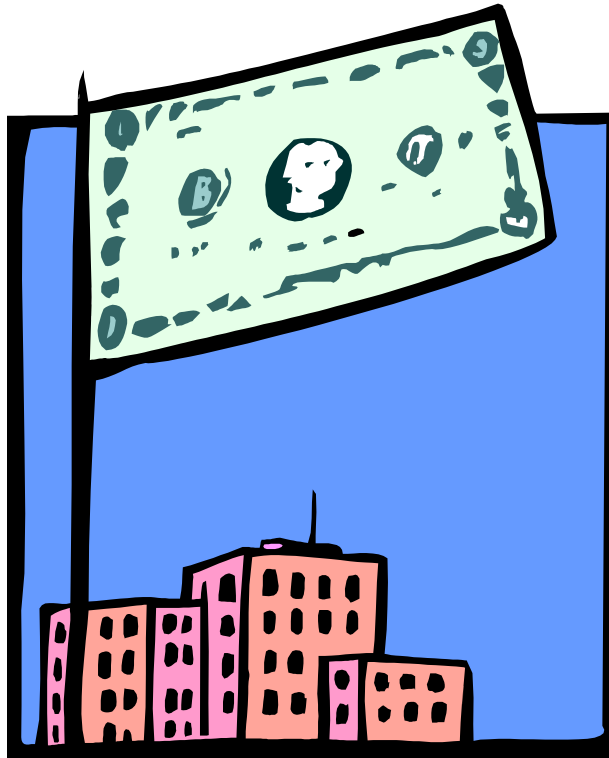
U.S. Cigarette Marketing Increased 42% since 1998

(billions of dollars)



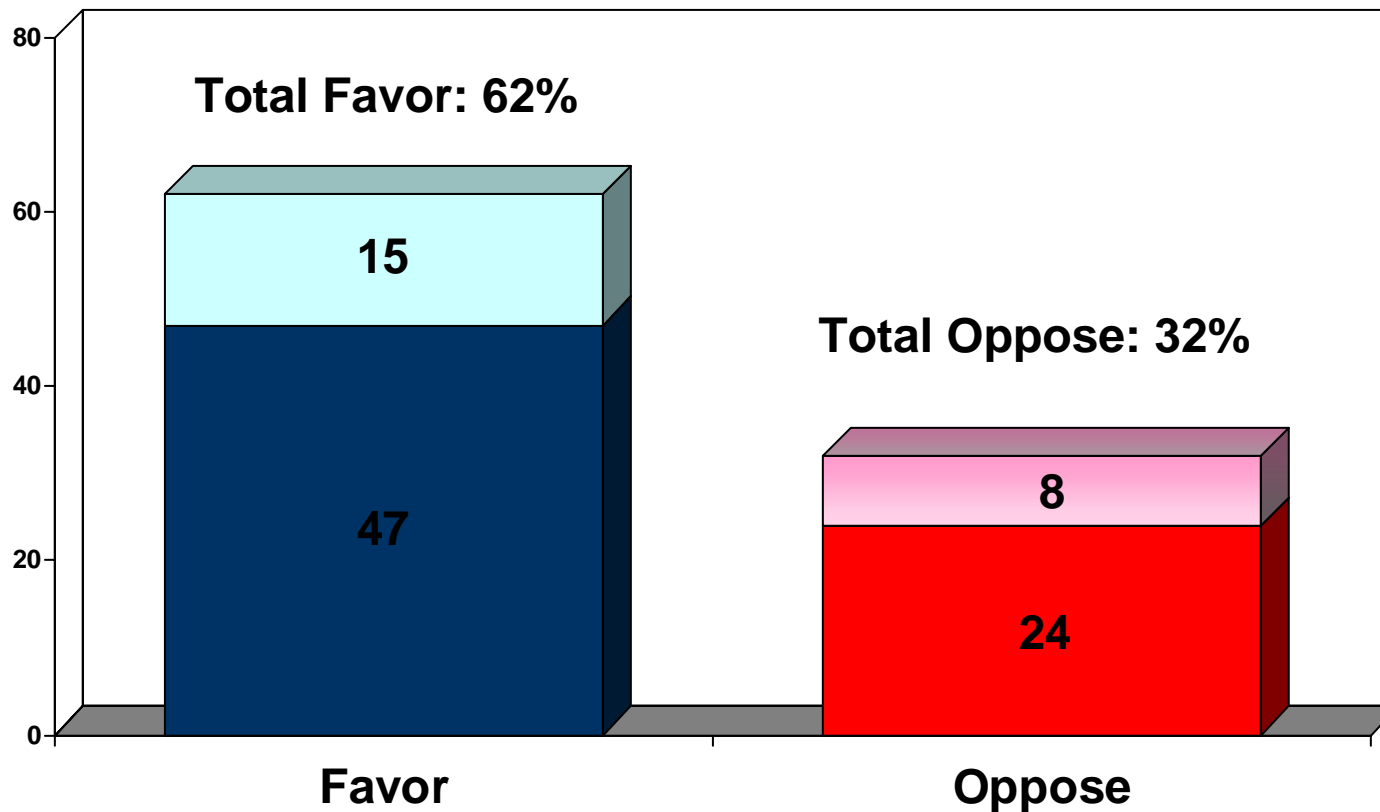
The tobacco industry spends \$9.575 billion annually on marketing

This amounts to
\$26 million *per day* !



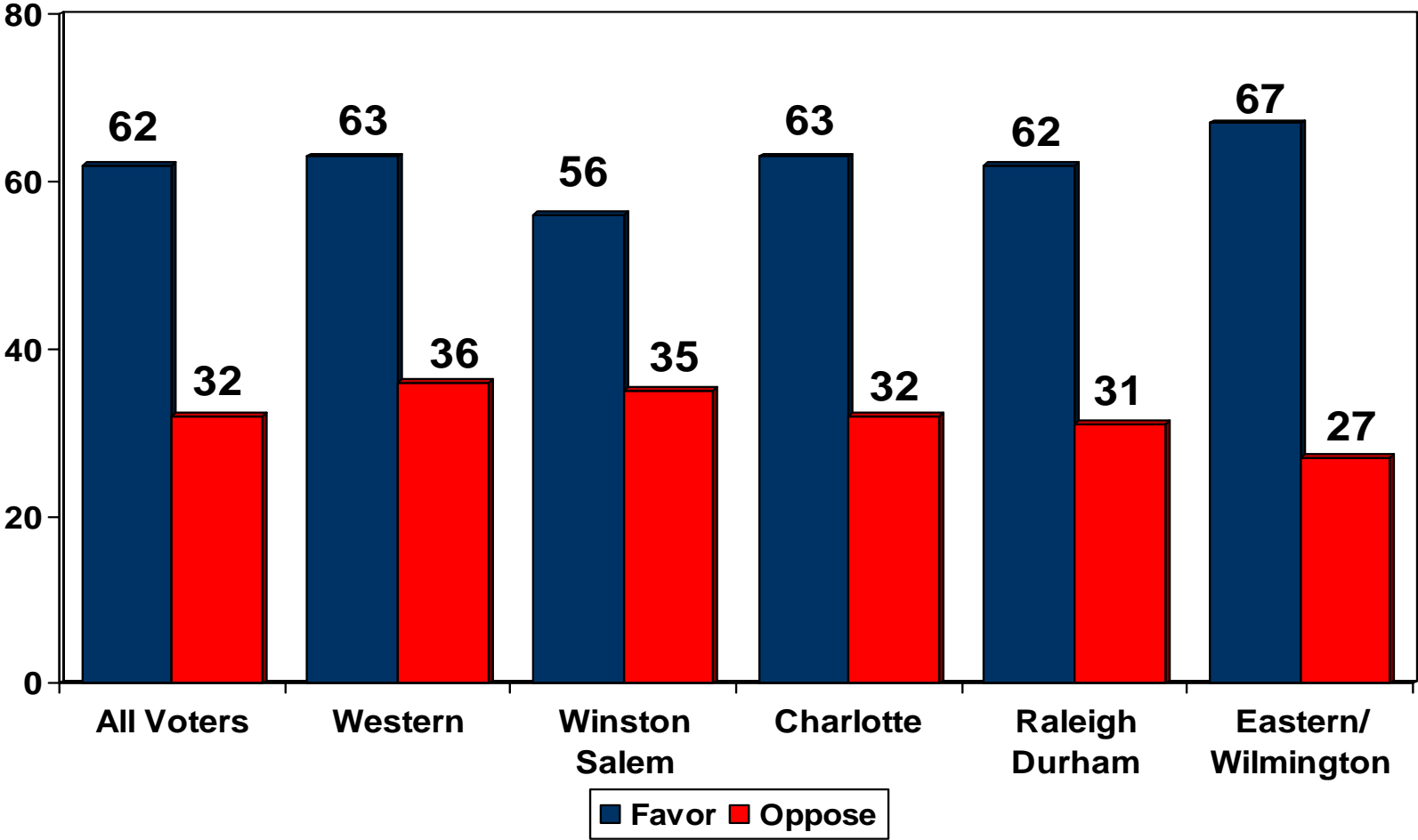
NC voters support a cigarette tax increase

Would you favor or oppose a 50-cent per pack increase in the state tobacco tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue used to address the state's budget deficit?

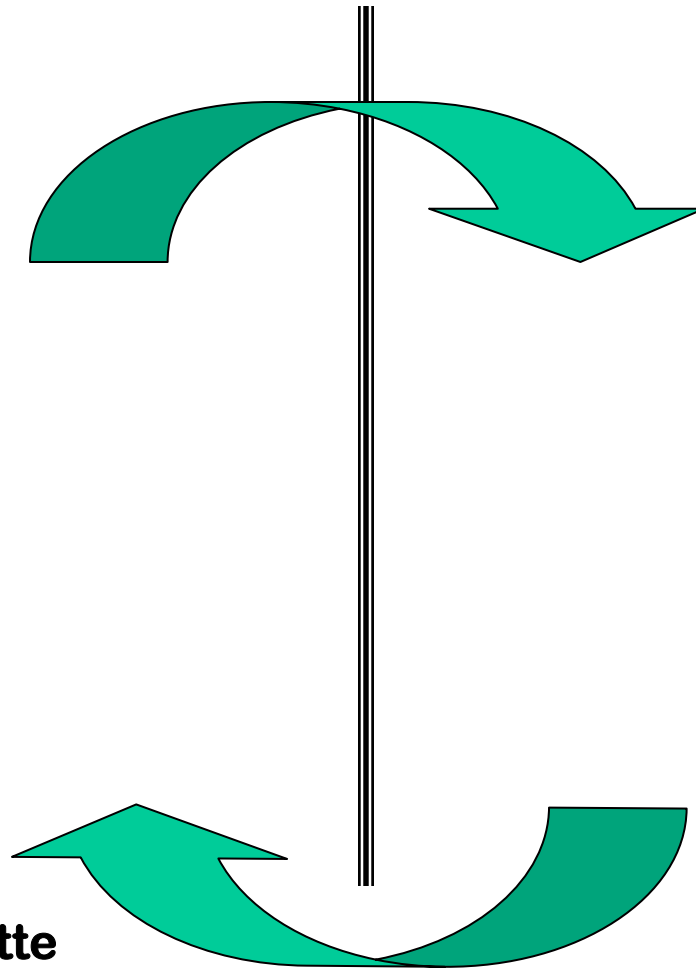
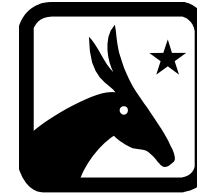
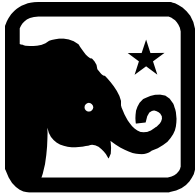


SUPPORT ACROSS THE STATE

Would you favor or oppose a 50-cent per pack increase in the state tobacco tax, with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and the rest of the revenue used to address the state's budget deficit?



NC voters would switch parties to support a cigarette tax increase

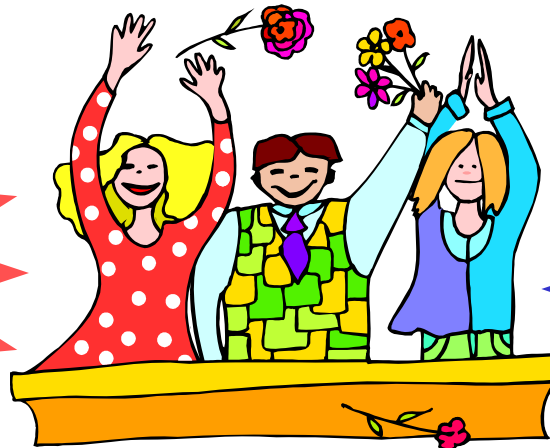


**GOP candidates
supporting a cigarette
tax increase would gain
16 points**

**Democratic candidates
supporting a cigarette
tax increase would gain
20 points**

A cigarette tax increase is a WIN-WIN-WIN proposal!

Saves
children's
lives



Generates
revenue

Has public
support



Remember who you're saving your life for!



NC Alliance for Health
ncallianceforhealth.org