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THE COST OF SMOKING: IMPACT OF TOBACCO PRICES & TAXES ON CONSUMPTION AND INITIATION

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WE KNOW WHAT WORKS

“Increasing the price of cigarettes is an effective policy intervention to reduce tobacco consumption and initiation. Excise tax increases and other non-tax, price-related strategies can prevent initiation of tobacco use, promote cessation and reduce the prevalence and intensity of tobacco use among adolescents and young adults.”

Source: ImpacTeen Chartbook: Cigarette Smoking Prevalence and Policies in the 50 States.


https://e-cigarettes.surgeongeneral.gov
INTERVENTIONS TO INCREASE PRICE

- **Primary Strategy: Increased Excise Taxes**
  - State Excise Taxes
  - Local Excise Taxes (when allowed)

- **Alternative Strategies**
  - State and Local Sales Taxes (when allowed)
  - Litter Mitigation Fees
  - Minimum Price Laws
  - Point of Sale Interventions
    - Increased Retail License Fees
    - Discount Ban
    - Coupon Ban
TOBACCO NATION

A smoker in Tobacco Nation smokes **27 more packs of cigarettes** on average per year, which means they could be **inhaling 500 more cigarettes** than the average smoker in the rest of the U.S.
CIGARETTE PACKS ON AVERAGE ARE 19% CHEAPER IN TOBACCO NATION

AVERAGE EXCISE TAX

$1.07 TOBACCO NATION

$2.03 REST OF U.S.

MOVING FORWARD: TOBACCO TAXATION

- Challenges to Taxation Strategy
- Discounts and Preemption
- Tobacco in Pop Culture
- Emerging Tobacco Products
AVAILABLE RESOURCES

State System Excise Tax Fact Sheet

State Tobacco Activities Tracking and Evaluation (STATE SYSTEM)

Truth Initiative

The Public Health Law Center

ChangeLabs Solutions
Price is associated with initiation and cessation. Raising state cigarette excise taxes and other non-tax price-related strategies have shown to have a significant public health impact.

State tobacco taxes are unequal. Despite the proven effects of increasing tobacco taxes on cessation and use, especially in youth, uniformizing tobacco taxation across states remains a big challenge.

The tobacco product landscape has diversified over the years to include a variety of combustible, non-combustible, and electronic tobacco products.

There is expertise and help available. From quitlines to online communities and tobacco cessation programs, many initiatives exist to help smokers quit and prevent tobacco use.
For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.