



Reducing Tobacco Use in Nebraska

Planning for Healthy People

The Toll of Tobacco in Nebraska

- 1,900 kids under 18 become new daily smokers each year
- 96,000 kids are exposed to secondhand smoke at home
- 5.4 million packs of cigarettes are bought or smoked by kids each year
- 16.7 percent (223,100) adults in Nebraska smoke

From <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NE>

The Toll of Tobacco in Nebraska

- 2,200 adults die each year from their own smoking
- 36,000 kids now under 18 and alive in Nebraska will ultimately die prematurely from smoking
- 280 adult nonsmokers die each year from exposure to secondhand smoke

From <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NE>

The Toll of Tobacco in Nebraska

- Annual health care costs in Nebraska directly caused by smoking reach \$537 million
- The portion covered by the state Medicaid program is \$134 million
- Residents' state and federal tax burden from smoking-caused government expenditures reaches \$575 per household
- Smoking-caused productivity losses in Nebraska total \$500 million

From <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NE>

The Answer: Comprehensive Efforts

- Programming guided by best practices
- Efforts to protect people from secondhand smoke
- Support to help people quit
- Increases in the price of tobacco products

Goals

- Prevent initiation of tobacco use among youth and young adults
- Promote tobacco use cessation among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities

Comprehensive Tobacco Control Programs Work

- The more money invested, the better the health impact

Best Practices

- Fund a comprehensive program
- Assist people in efforts to quit
- Implement research-based policies
- Protect people from secondhand smoke
- Increase tobacco prices

Nebraska Efforts

- In 2000, the Nebraska Legislature allocated \$7 million a year for three years for a statewide comprehensive tobacco prevention and cessation program to:
 - Help people quit,
 - Eliminate exposure to secondhand smoke,
 - Keep youth from starting, and
 - Eliminate tobacco-related disparities.
- Since 2004, the Nebraska Legislature has invested about \$3 million per year to advance these goals.

Statewide Quitline

- The Nebraska Tobacco Quitline provides cessation counseling to tobacco users who want to quit or former users who want to stay quit.

Community Grants

- Coalitions in communities throughout the state provide a collaborative partnership through which tobacco prevention efforts are implemented.
- Currently \$1.45 million/year is granted locally to reduce the number of individuals exposed to secondhand smoke and keep youth from starting.
- Nine communities are currently funded. With greater funding, more communities could be eligible for this critical funding.

Media Campaigns

- Media efforts target preventing youth tobacco use, exposure to secondhand smoke and promoting the Nebraska Tobacco Quitline.
- Media efforts have included paid ads on TV and radio, in newspapers, movie theaters, billboards, social media and sponsorships.

Youth Empowerment

- Nebraska's program — No Limits — is a youth-led movement that engages youth to help prevent tobacco use.

Measuring Progress

- Tobacco Free Nebraska measures and monitors the progress of the tobacco program goals and objectives.

The Outcomes

- The overall impact of this ten-year investment in public health has been astonishing.

The Outcomes

- Since the implementation of Nebraska's state-funded tobacco control program, there are more than 60,000 fewer adult smokers in Nebraska.
- The percentage of Nebraska adults who report smoking has decreased dramatically since the passage of LB1436. Since 2000, the percentage of adult smokers has dropped from 21.2 percent to 16.7 percent in 2009.

The Outcomes

- Thousands of lives have been saved.
- The 4.5 percentage point decrease in the adult smoking rate since the passage of LB1436 translates to more than 16,000 lives saved.

The Outcomes

- Millions of dollars have been saved in health care costs.
- The 4.5 percentage point decrease in the adult smoking rate since the passage of LB1436 translates to more than \$925 million in long term health costs savings.

The Outcomes

- More than 18,900 fewer youth smoke in Nebraska.
- Since the passage of LB1436 the youth smoking rate declined from 37.3% in 1999 to 18.4% in 2009.

The Outcomes

- Youth experimentation with tobacco has been dramatically reduced.
- According to the 1997 YRBS, less than a third (30.5%) of youth had never tried cigarette smoking. In 2007, the percentage had increased to almost half (47.5%). Keeping youth from ever starting is important to reducing and sustaining a low smoking rate among Nebraska youth.

The Outcomes

- Thousands of Nebraskans have adopted smoke-free rules in their homes.
- The percentage of homes with smoke-free rules increased from 71.1 percent in 2000 to 85 percent in 2009. This means that fewer children and adults are exposed to secondhand smoke since the passage of LB1436.

The Outcomes

- The number of retailers who sell illegally to minors has seen a dramatic decrease.
- The Nebraska State Patrol conducts random, unannounced checks of tobacco retailers to determine the state's compliance rate. In 1996, only 67.8 percent of tobacco retailers checked complied with the law that restricts the sale of tobacco products to minors. Since then, compliance has substantially increased with 86.4 percent of retailers complying with the law in 2009.

Tobacco Dollars In Nebraska

Spending on Prevention

Nebraska

Updated: November 17, 2010

Spending on Tobacco Prevention	FY2011	FY2010
State Ranking	26	27
State Spending on Tobacco Prevention	\$2.9 million	\$3.0 million
% of CDC Recommended Spending (\$21.5 million)	13.3%	14.0%

*For FY2010, federal spending refers to a nine-month grant provided to the states by the U.S. Centers for Disease Control and Prevention for the period beginning July 2009.

<http://www.tobaccofreekids.org/reports/settlements/state.php?StateID=NE>

Tobacco Revenue and Spending

Tobacco Generated Revenue (FY2011)



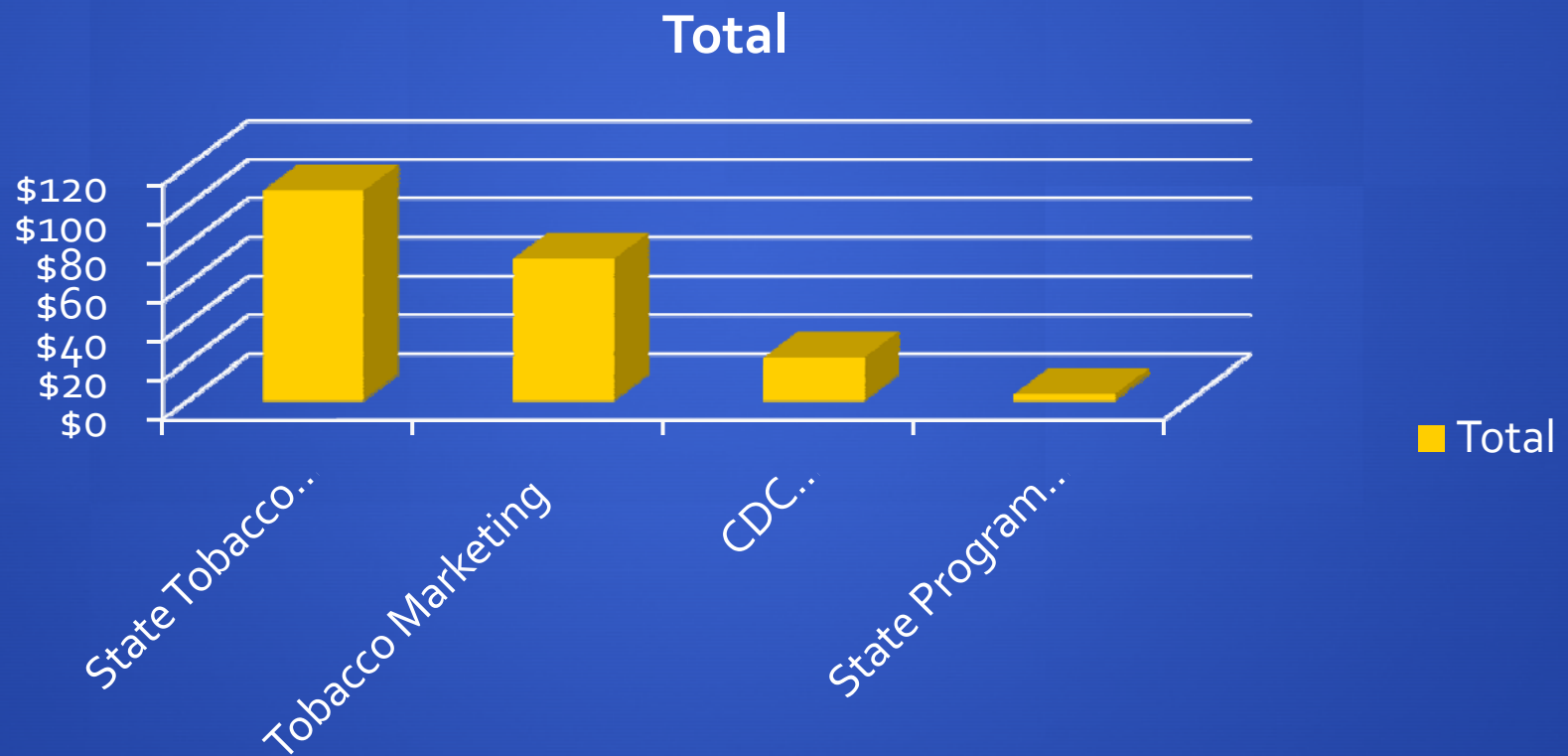
CDC Recommended Spending on Tobacco Prevention



Actual State Spending on Tobacco Prevention (FY2011)

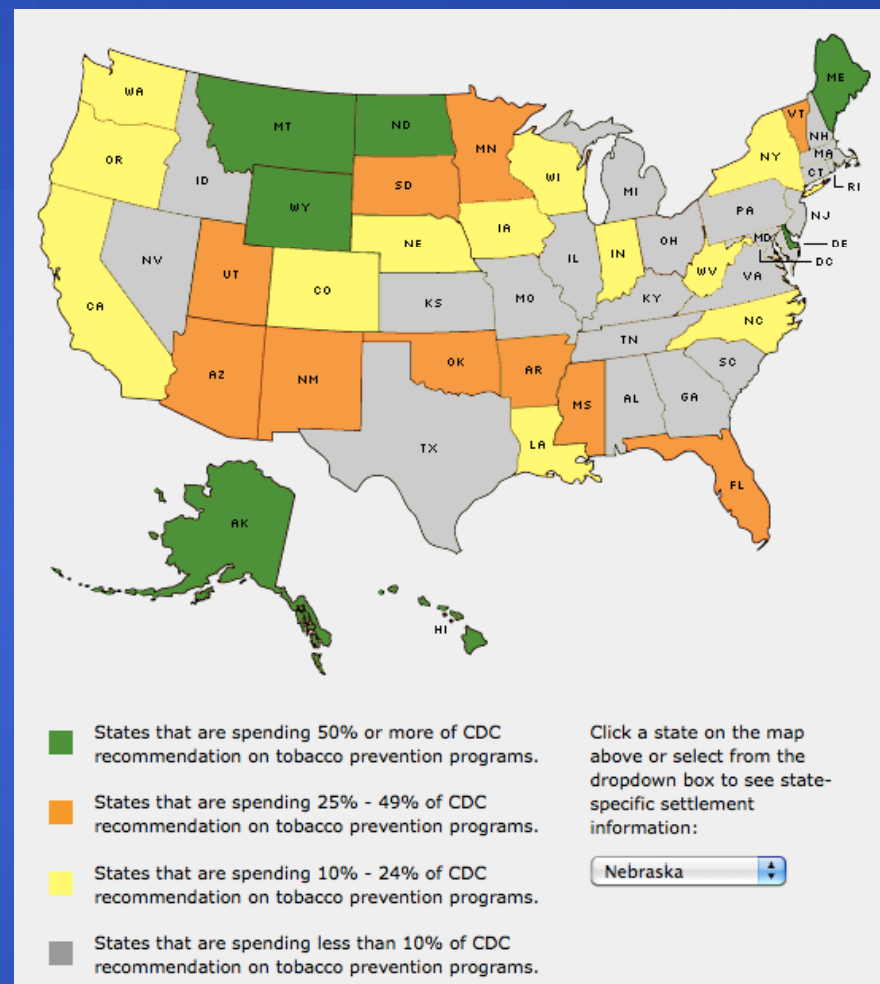


Tobacco Dollars In Nebraska



- The tobacco companies spend \$72.1 million a year to market their products in Nebraska. This is 17 times what the state spends on tobacco prevention.

State Funding For Tobacco Prevention and Cessation



Nebraska Prevention Ranking

- Nebraska ranks 23rd in the nation in funding programs to prevent kids from smoking and help smokers quit

Raising the Price of Tobacco Products

Raising the Price Reduces Smoking, Especially Among Kids

- Economic research confirms that when tobacco prices increase, smoking decreases. Numerous economic studies in peer-reviewed journals have documented that cigarette price increases reduce both adult and underage smoking.
- General consensus is that every 10 percent increase in the real price of cigarettes reduces overall cigarette consumption by about three to five percent, reduces the number of young-adult smokers by 3.5 percent, and reduces the number of kids who smoke by about six or seven percent.

Source: the Campaign for Tobacco Free Kids. Frank Chaloupka has conducted much of the economic analysis.

Nebraska's Ranking Among 50 States

- Nebraska cigarette tax per pack: 64 cents
- National rank: 38th
- Overall state average: \$1.45 per pack

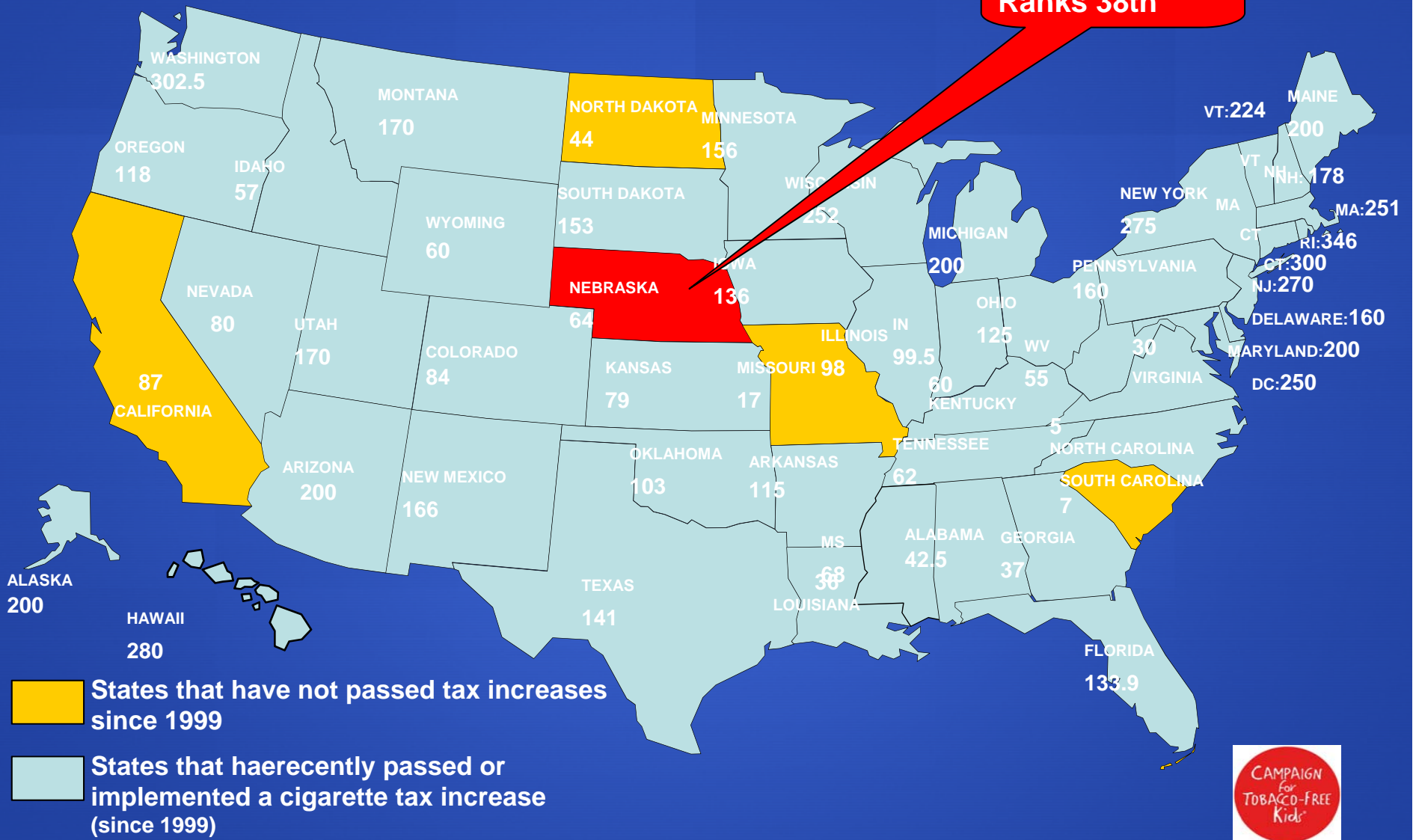
Source: campaign for Tobacco Free Kids.

When The Tax Goes Up, Revenue Increases



Nebraska data. Source: Campaign for Tobacco Free Kids.

**Nebraska
Ranks 38th**



HI's increase to \$2.80 per pack, NM's increase to \$1.66 per pack, and UT's increase to \$1.70 per pack effective 7/1/10.

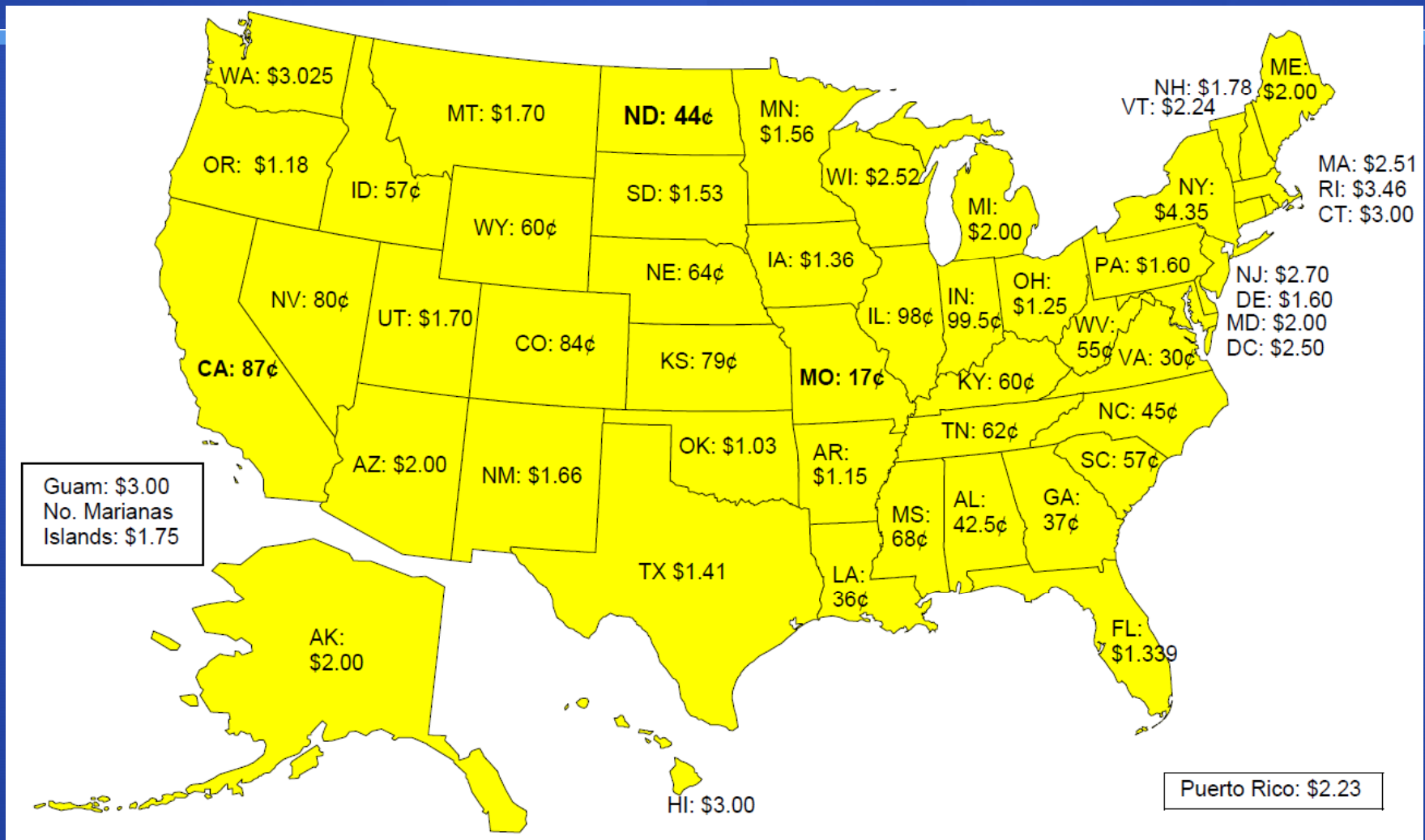
April 2010



Recent Tobacco Tax Increases

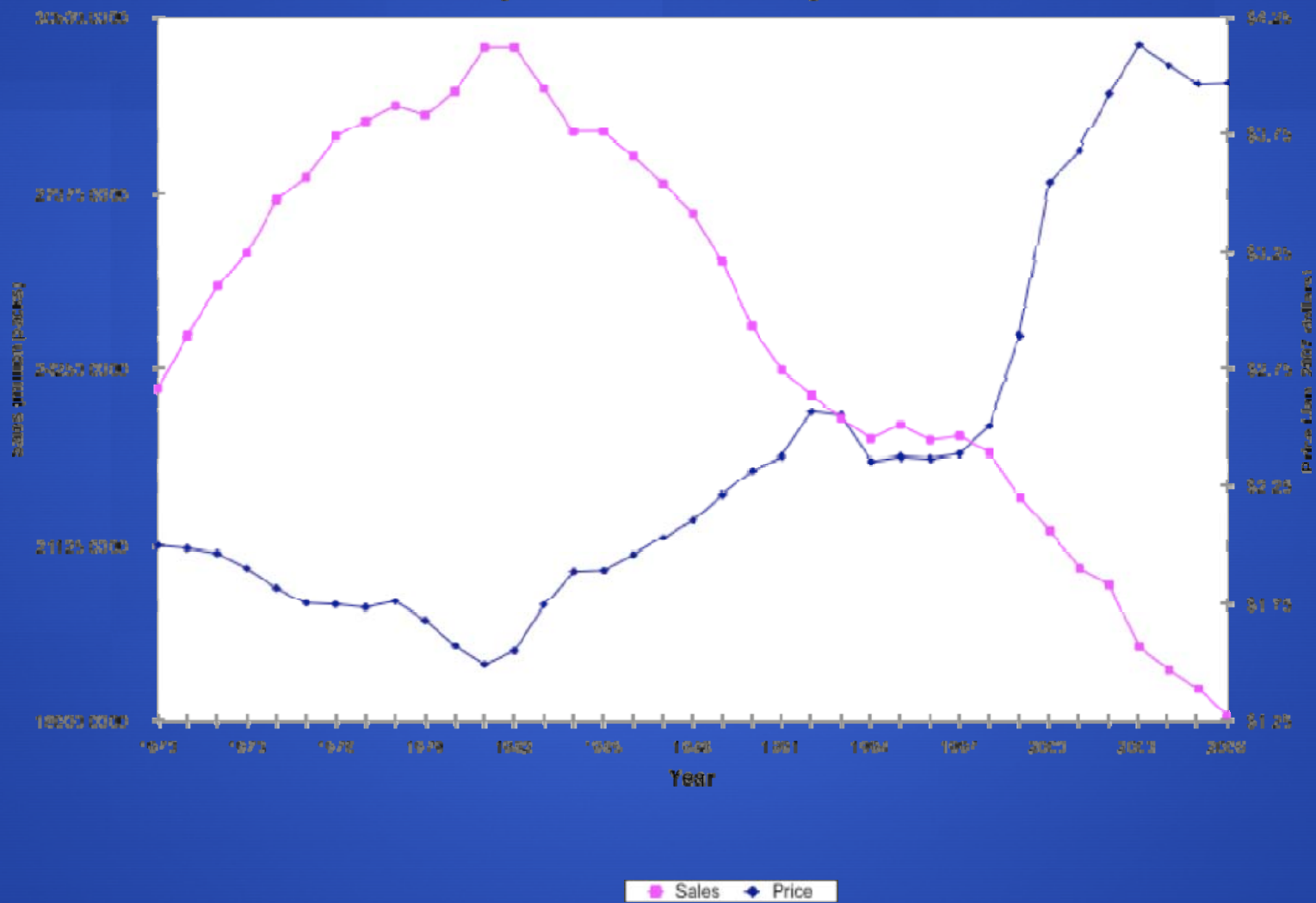
- 2010: Hawaii 40 cents, New Mexico 75 cents, South Carolina 50 cents, Utah \$1.05, Washington \$1.00
- 2009: Arkansas 56 cents, Connecticut \$1.00, Kentucky 30 cents, Mississippi 50 cents, and several others at varying amounts
- 2008: New York \$1.25, Washington, DC \$1.00, Wisconsin \$1.00, Maryland \$1.00 and a few others at varying amounts

Map of State Cigarette Tax Rates



Source: Campaign for Tobacco Free Kids

Total Cigarette Prices and Cigarette Sales



Source: Campaign for Tobacco Free Kids

Benefits of a \$1.35 Cigarette Tax Increase In Nebraska

- 20,100 kids alive today will not become smokers
- 11,300 adult smokers will quit
- 9,400 smoking-caused deaths will be prevented
- \$459 million in long-term health savings in the state
- \$73.3 million in new annual revenue for the state

Source: Campaign for Tobacco Free Kids.



Go Healthy Nebraska
Toward Tobacco Free Lives