

**American Cancer Society Cancer Action Network  
Tobacco Prevention Funding Statement  
Interim Study 15-56  
Senate Health and Human Services Committee  
November 5, 2015**

- Tobacco use takes a devastating toll on our state – killing 7,500 Oklahomans every year and costing the state \$1.6 billion in health care costs – much of it borne by taxpayers. It is a problem that starts with our children because 90 percent of current smokers begin when they are 18 or younger.
- There is a clear need to protect our children from tobacco industry’s ever-evolving efforts to addict them. More than 16,000 Oklahoma children try their first cigarette each year and one in three who get hooked on tobacco will die prematurely from it.
- Comprehensive tobacco prevention and cessation programs are a proven method of preventing minors from starting to smoke and helping adult smokers quit.
- It is critical that we fund tobacco prevention programs to keep minors from smoking because the tobacco companies are spending huge sums marketing their deadly products. The most recent data show the tobacco companies spend \$160 million each year in Oklahoma on marketing and promotion, much of which influences minors to smoke.
- The evidence is clear that tobacco prevention programs work to reduce smoking, save lives and save money by reducing tobacco-related health care costs. Studies have shown that the more states spend on tobacco prevention, the lower the youth smoking rates and overall tobacco use.
  - States with sustained, well-funded prevention programs, such as Maine, New York and Washington, have cut youth smoking in half.
  - California, with the nation’s longest-running prevention and cessation program, has reduced lung and bronchus cancer rates three times faster than the rest of the U.S. Washington state estimates that its smoking reductions have prevented 13,000 premature deaths.
  - Tobacco prevention programs are a smart investment for states that save money by reducing smoking-caused health care costs. In the short-term, the best state tobacco prevention programs have saved \$5 in health care costs for every \$1 spent.
- It’s only right that states use tobacco money to fight the tobacco problem. At the time of the \$246 billion state tobacco settlement, states promised to use the money to fund programs to prevent children from starting to smoke and help smokers quit. Oklahoma is one of the few states that have not broken that promise.

- Policymakers are in a unique position on this issue. We know the problem caused by tobacco. We know that comprehensive prevention and cessation programs are a critical part of the solution. We have a clear revenue source to fund the solution. And the public overwhelmingly supports using tobacco revenue for tobacco prevention.

Sources:

U.S. Centers for Disease Control and Prevention, *Best Practices for Comprehensive Tobacco Control Programs—2014*, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/).

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<http://www.samhsa.gov/data/NSDUH/2013SummNatFindDetTables/DetTabs/NSDUH-DetTabsSect4peTabs1to16-2013.htm#tab4.10a>. State-specific numbers based on each state's share of the national number.

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U.S. Federal Trade Commission (FTC), *Cigarette Report for 2011, 2013*, <http://www.ftc.gov/os/2013/05/130521cigarettereport.pdf>. FTC, *Smokeless Tobacco Report for 2011, 2013*, <http://www.ftc.gov/os/2013/05/130521smokelesstobaccoreport.pdf>. Data for top 5 manufacturers only. State total is a prorated estimate based on cigarette pack sales in the state.

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Dilley, Julia A., et al., "Program, Policy and Price Interventions for Tobacco Control: Quantifying the Return on Investment of a State Tobacco Control Program," *American Journal of Public Health*, Published online ahead of print December 15, 2011. See also, Washington State Department of Health, Tobacco Prevention and Control Program, News release, "Thousands of lives saved due to tobacco prevention and prevention and control program," November 17, 2010, [http://www.doh.wa.gov/Publicat/2010\\_news/10-183.htm](http://www.doh.wa.gov/Publicat/2010_news/10-183.htm). See also Campaign for Tobacco-Free Kids. Comprehensive Tobacco Prevention and Cessation Programs Effectively Reduce Tobacco Use <http://www.tobaccofreekids.org/research/factsheets/pdf/0045.pdf>