

FUNDING TOBACCO PREVENTION AND TREATMENT

The COVID-19 pandemic demonstrates the need for strong public health policies to improve lung health and reduce commercial tobacco addiction.

Minnesotans agree: We can do more to prevent kids from becoming addicted. Given declining funding sources and dangerously high youth tobacco rates, **Minnesotans for a Smoke-Free Generation** supports increasing public funding for tobacco prevention and treatment efforts.

TOBACCO PREVENTION AND TREATMENT IN MINNESOTA SAVED THOUSANDS OF LIVES AND BILLIONS OF DOLLARS.



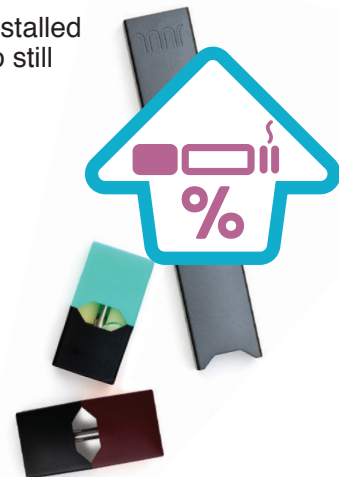
- Over 20 years, prevention and treatment programs prevented 4,118 deaths, 4,560 cancers and tens of thousands of hospitalizations.¹
- \$5.1 billion was also saved in worker productivity and health care costs.¹
- Since 2001, over 195,000 Minnesotans got help quitting through ClearWay Minnesota's free cessation services.

MINNESOTA'S PROGRESS IS SLOWING . . . AND YOUTH TOBACCO USE IS REMAINS AN EPIDEMIC.

- Smoking declines among Minnesota adults have stalled out at 14 percent – leaving 574,000 smokers who still need help quitting.²



- Cigarettes kill 6,300 Minnesotans per year, and cost Minnesota over \$7 billion.³
- Nicotine use among youth is an epidemic, with 26 percent of Minnesota 11th-graders now using e-cigarettes.⁴
- Even 11 percent of Minnesota 8th-graders are now vaping.⁴

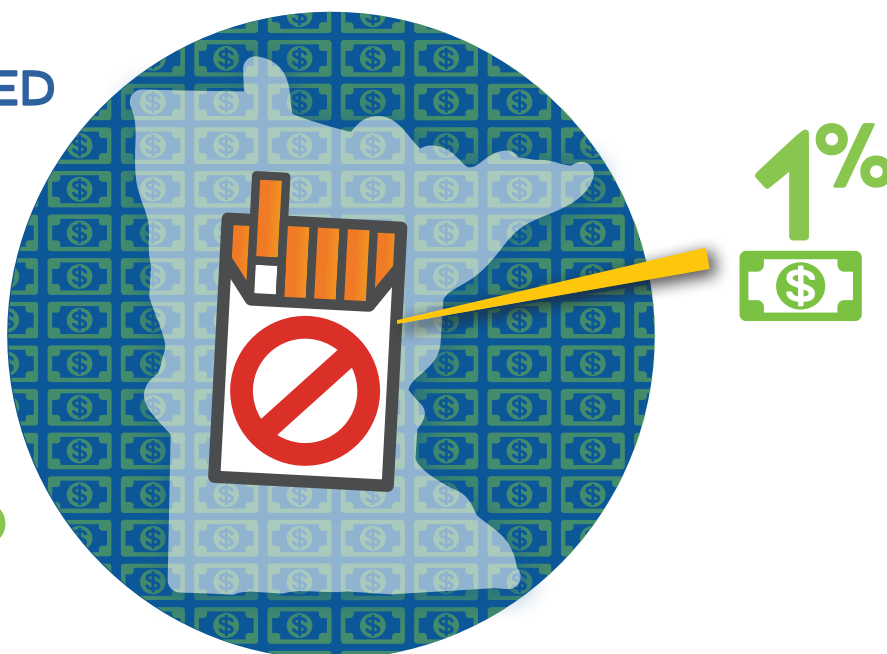


FUNDING FOR PREVENTION IN MINNESOTA IS RAPIDLY DECLINING.



- ClearWay MinnesotaSM, a foundation that funds the majority of Minnesota tobacco prevention and cessation efforts, will sunset in 2021.
- CDC recommends Minnesota spend \$53 million per year on prevention and treatment . . . but Minnesota is only spending a fraction of that (\$12.4 million).^{5,6}
- In comparison, each year the tobacco industry spends over \$100 million promoting tobacco products in Minnesota – not including e-cigarette advertisements.⁷
- The state of Minnesota collected nearly \$760 million in tobacco taxes and settlement fees last year, but spent just 1 percent of that on prevention and treatment.⁸

THE STATE OF MINNESOTA COLLECTED NEARLY \$760 MILLION IN TOBACCO TAXES AND SETTLEMENT FEES LAST YEAR, BUT THE STATE ONLY SPENT 1 PERCENT OF THAT TOTAL ON TOBACCO PREVENTION AND TREATMENT.⁸



Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, ending the sale of menthol and all flavored tobacco products, and funding tobacco prevention and treatment programs.

Find out more at www.smokefreegenmn.org.

1. Maciosek MV et al. Twenty-year health and economic impact of reducing cigarette use: Minnesota 1998-2017. *Tob Control*. 2019.
2. ClearWay MinnesotaSM, Minnesota Department of Health. Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota: 2018 Update. 2019.
3. Blue Cross and Blue Shield of Minnesota. Health Care Costs and Smoking in Minnesota. 2017.
4. Minnesota Department of Health. 2019 Minnesota Student Survey: E-Cigarette and Cigarette Findings. 2019.
5. U.S. Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. 2014.
6. Minnesota Department of Health and ClearWay MinnesotaSM. 2020.
7. Campaign for Tobacco Free Kids. Broken Promises to Our Children: A State-by-State Look at the 1998 Tobacco Settlement 21 Years Later. 2019.
8. Minnesota Management and Budget, Consolidated Fund Statement, Budgetary Basis, 2020 November Forecast, December 7, 2020.

HIGH TOBACCO PRICES = FEWER KIDS SMOKING

The COVID-19 pandemic demonstrates the need for strong public health policies to improve lung health and reduce commercial tobacco addiction.

Minnesotans agree: We can do more to prevent kids from becoming addicted. Minnesotans for a Smoke-Free Generation supports increasing the price of tobacco products. Raising cigarette prices is the number one way to prevent kids from ever starting and help adults quit.

MINNESOTA IS FACING A HEALTH CRISIS OF YOUTH TOBACCO ADDICTION AND STALLED SMOKING RATES.

TOBACCO TAXES ARE A POWERFUL TOOL TO COMBAT ADDICTION.

- Since 1993, 53 percent of all smoking declines in Minnesota are attributable to tobacco price increases.⁵
- Youth are especially responsive to tobacco price changes.⁶
- Emerging evidence suggests higher prices may reduce youth e-cigarette use.⁷



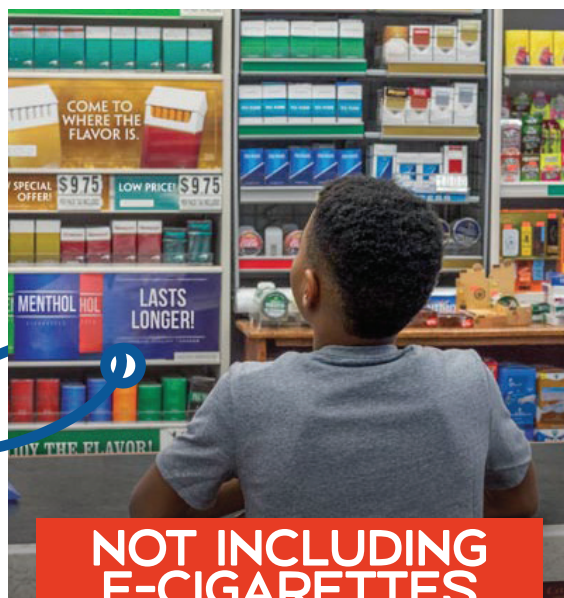
574,000 MINNESOTANS STILL SMOKE.

HIGH TOBACCO PRICES COUNTER BIG TOBACCO'S AGGRESSIVE MARKETING TO YOUTH.

- The tobacco industry spends more than \$100 million a year on marketing, not including e-cigarette advertisements.⁸
- Eighty-eight percent of Minnesota students report seeing ads for e-cigarettes.¹

- The youth e-cigarette epidemic has erased decades of progress to lower youth tobacco use.^{1,2,3}
- 574,000 Minnesotans still smoke, and quitting rates have dropped.⁴

\$100 MILLION A YEAR ON MARKETING



A COMPREHENSIVE APPROACH IS NEEDED TO REDUCE TOBACCO'S HARM.

- Price and taxes are important elements of a comprehensive approach to tobacco addiction.
- Commercial tobacco addiction is growing while prevention resources are decreasing.
- Current and future tobacco tax revenues should be dedicated to prevention and treatment.

THERE IS NO ONE SILVER BULLET TO THIS PROBLEM. LAWMAKERS SHOULD:

- End the sale of all flavored tobacco products
- Raise the price of all tobacco products
- Invest in tobacco prevention and treatment programs



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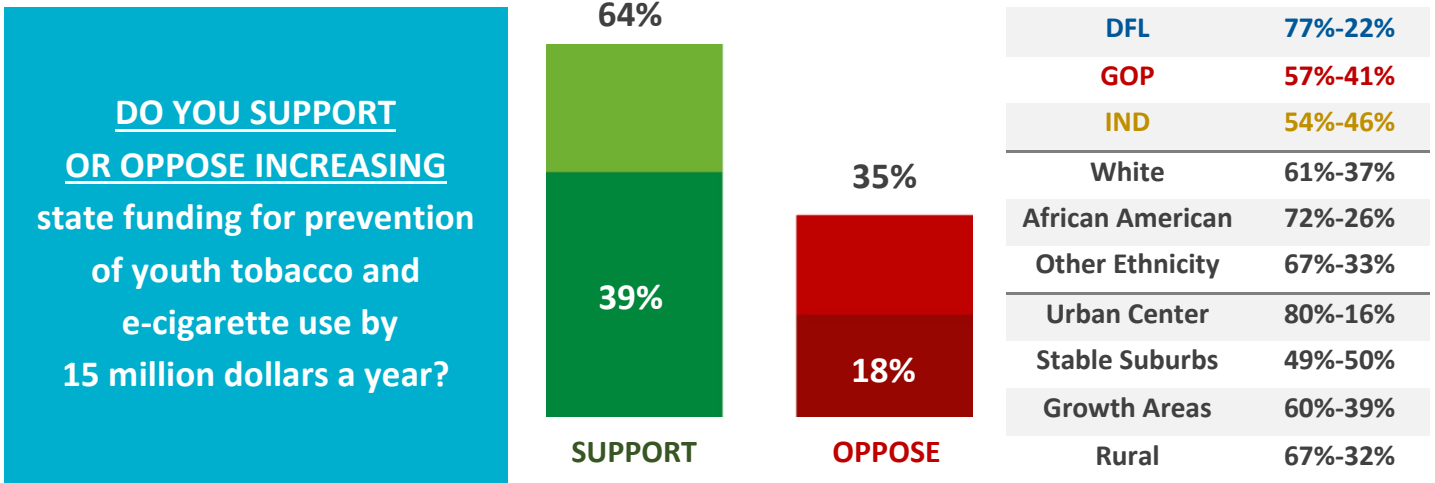
Find out more at www.smokefreegenmn.org.

1. Minnesota Department of Health. Data Highlights From the 2017 Minnesota Youth Tobacco Survey. 2018.
2. U.S. Department of Health and Human Services. Surgeon General's Advisory on E-Cigarette Use Among Youth. 2018.
3. U.S. Food and Drug Administration. FDA takes new steps to address epidemic of youth e-cigarette use, including a historic action against more than 1,300 retailers and five major manufacturers for their roles perpetuating youth access. 2018.
4. ClearWay MinnesotaSM, Minnesota Department of Health. Minnesota Adult Tobacco Survey, 2018 Update. 2019
5. ClearWay MinnesotaSM. The role of public policies in reducing smoking: Minnesota SimSmoke Tobacco Policy Model 1993-2017. 2018.
6. Bader P et al. Effects of tobacco taxation and pricing on smoking behavior in high-risk populations: A knowledge synthesis. *Int J Environ Res Public Health*. 2011.
7. Pesko MF et al. E-cigarette price sensitivity among middle- and high-school students: evidence from monitoring the future. *Addiction*. 2018.
8. Campaign for Tobacco-Free Kids. Broken Promises to our Children: A State-by-State Look at the 1998 Tobacco Settlement 21 Years Later. 2019.

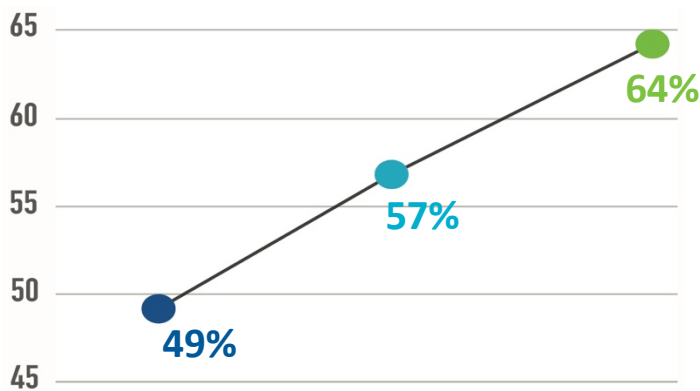
A 2020 statewide Blue Cross and Blue Shield of Minnesota scientific survey found overwhelming support for public health policies aimed at reducing tobacco’s harm and creating a smoke-free generation in Minnesota.

FUNDING INCREASE

64% of Minnesotans support increasing state funding for tobacco prevention by \$15 million. Of those supporters, 39% strongly support the policy.



CHANGE IN SUPPORT FOR TOBACCO PREVENTION FUNDING



Oct 2017

Would you support allocating \$53 million a year for state funding — about \$48 million more than the state spends today — to reduce tobacco’s harms?

Dec 2018

Would you support or oppose increasing the funding for State tobacco prevention and quit programs?

Jan 2020

Do you support or oppose increasing state funding for prevention of youth tobacco and e-cigarette use by 15 million dollars a year?

	<u>INTENSITY GAP</u>	<u>SUPPORT FOR POLICY</u>	
	Strongly Support v. Strongly Oppose	Total Support	Strong Support
2017	+4	38%	11%
2018	-6	57%	20%
2020	+21	64%	39%

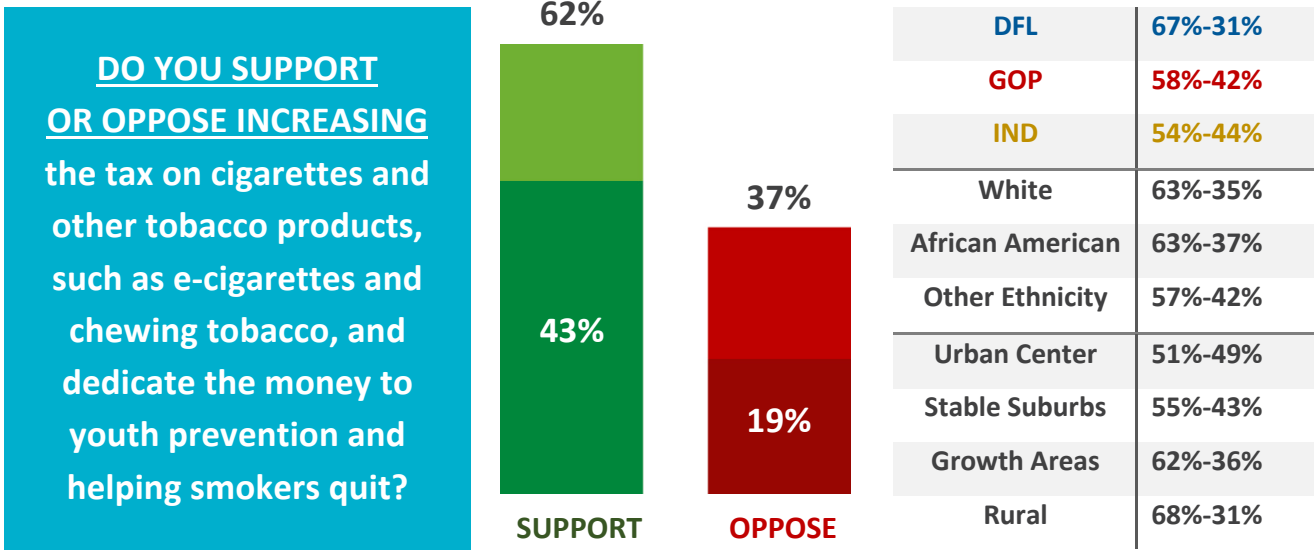
METHODOLOGY INFORMATION: The study contains the results of a Blue Cross and Blue Shield of Minnesota survey administered to 800 randomly selected adult residents in Minnesota by Morris Leatherman Company. Professional interviewers conducted the survey via landline and cell phone calls between January 20 and February 7, 2020. The typical respondents took twenty-four minutes to complete the questionnaire. Cellphone only households with 42% of the sample, landline only households with 10% of the sample; with the remaining 48% having both cellphones and landlines. The results are projectable to all adult residents in Minnesota to within ±3.5% in 95 out of 100 cases. Comparative data uses previous Blue Cross and Blue Shield of Minnesota surveys conducted by Morris Leatherman Company.

Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association.

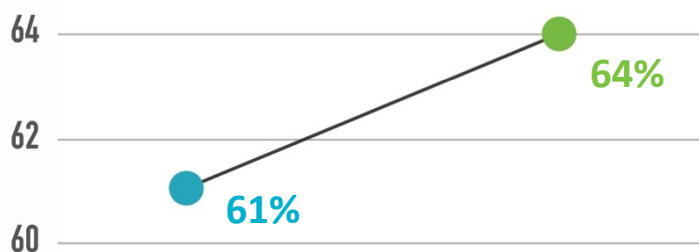
A 2020 statewide Blue Cross and Blue Shield of Minnesota scientific survey found overwhelming support for public health policies aimed at reducing tobacco's harm and creating a smoke-free generation in Minnesota.

TOBACCO TAX INCREASE

62% of Minnesotans support a tobacco tax increase and dedicated funding for tobacco prevention. Of those supporters, 43% strongly support the policy.



CHANGE IN SUPPORT FOR RAISING THE PRICE OF TOBACCO



Dec 2018

Would you support or oppose a \$1 tax increase on a pack of cigarettes and a comparable tax increase on other tobacco products, such as e-cigarettes and chewing tobacco?

Jan 2020

Do you support or oppose increasing the tax on cigarettes and other tobacco products, such as e-cigarettes and chewing tobacco, and dedicate the money to youth prevention and helping smokers quit?

	<u>INTENSITY GAP</u>	<u>SUPPORT FOR POLICY</u>	
	Strongly Support v. Strongly Oppose	Total Support	Strong Support
2018	+10	61%	34%
2020	+24	62%	43%

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