

# TOBACCO'S IMPACT IN MICHIGAN

## THE TOLL OF TOBACCO

**2.3%**

Michigan high school students smoke cigarettes



**14%**

Michigan high school students use e-cigarettes



**15,700**

Number of youth who try cigarettes for the first time each year



**15%**

Adults smoke



**32.2%**

Proportion of cancer deaths in Michigan attributable to smoking



**\$5.33B**

Annual healthcare costs caused by tobacco  
(\$1.46B in Medicaid costs)



**\$9.1B**

Annual tobacco industry marketing expenditures



## MICHIGAN'S GRADE

**Cigarette Tax: \$2.00**

National Rank: 19th



**Tobacco Prevention and Cessation Funding: \$1.8 Million**

Less than 10% of CDC recommended \$110 Million funding level

National Rank: 49th



**Smokefree Indoor Air  
100% smokefree**

Across workplaces, restaurants, bars, non-tribal casinos and hotels. Exempts cigar/tobacco bars and tribal establishments.



**Flavored Tobacco Restrictions  
No statewide law**

Local municipalities are also preempted from passing their own laws to protect the health of their residents



## ROADMAP TO REDUCING TOBACCO USE

**1**

**Pass a law** to license all tobacco retailers, including e-cigarette retailers.

**2**

**Prohibit flavorings**, including mint and menthol, for all tobacco products.

**3**

**Repeal** the law fining kids for possessing tobacco products.

**4**

**Raise** the cigarette tax by \$1.50 and create parity on other tobacco products.



# END THE SALE OF FLAVORED TOBACCO PRODUCTS

## THE GAME PLAN

**End the sale of all flavored tobacco products**  
Including kid-friendly flavored e-cigarettes and menthol flavored cigarettes

### WHY END THE SALE OF FLAVORED TOBACCO:



**81% of youth**  
Who have ever used a tobacco product started with a flavored product



**Since the 1950s**  
The tobacco industry has aggressively targeted Black people with menthol flavored cigarettes



**Cotton candy**  
Is just one of thousands of flavors aimed at hooking kids on e-cigarettes



**85%**  
Of Black smokers use menthol flavored cigarettes



**1/2 of youth**  
Who have tried smoking started with menthol cigarettes



**45,000**  
Black people die in America each year due to smoking-related illnesses



**OPEN**

# **TOBACCO RETAIL LICENSES ARE ESSENTIAL TOOLS FOR PUBLIC HEALTH**

## **THE GAME PLAN**

### **Put in place statewide tobacco retail license**

Join 40 other states with statewide tobacco retail licenses (TRL) to decrease retail tobacco sales to kids

## **WHY MICHIGAN NEEDS A STATEWIDE TOBACCO RETAIL LICENSE LAW:**



**Michigan has the highest rate in the nation of youth retail tobacco sales infractions from FDA inspections**



**Tobacco retail licenses can be used to fund effective tobacco policy enforcement**



**High levels of health inequality will be countered through statewide tobacco enforcement**



# INCREASING THE TOBACCO TAX SAVES LIVES

## THE GAME PLAN

**Raise the cigarette tax by \$1.50 and create tax parity with all tobacco products**

There hasn't been a tobacco tax increase in **nearly 20 years** and the state's tobacco tax is the **49th lowest** in the country. Funding would be directed to MDHHS to for tobacco prevention & cessation program.

## THE IMPACT FOR THE PEOPLE OF MICHIGAN:



**\$292.74 million**  
Annual state revenue



**12.3% decrease**  
In youth smoking



**49,400**  
Adults will quit smoking



**16,500**  
Premature smoking-caused deaths prevented



**7,500**  
5-year reduction in the number of smoking-affected pregnancies and births



**\$777.69 million**  
Long-term health care cost savings from adult & youth smoking declines



# ALLOW LOCAL COMMUNITIES TO PASS THEIR OWN TOBACCO LAWS

## THE GAME PLAN

**Remove the law preempting local communities in Michigan from passing their own tobacco laws**

### WHY COMMUNITIES SHOULD BE GIVEN THE FREEDOM TO PROTECT THEIR RESIDENTS:



**Big Tobacco has used preemption to prevent local communities from protecting kids' health**



**Removing preemption helps communities close the health equity gap**



**Local action can demonstrate the need and effectiveness for future statewide legislation**



# **PENALIZING KIDS DOESN'T REDUCE TOBACCO USE**

## **THE GAME PLAN**

### **End youth purchase and possession laws**

Focus tobacco law enforcement on manufacturers, distributors and retailers of tobacco products

## **PURCHASE AND POSSESSION (PUP) LAWS DON'T WORK BECAUSE THEY:**



**Unfairly punish and stigmatize children**



**Are used to shift blame from Big Tobacco to kids**



**Divert enforcement resources away from stopping retailers from selling to kids**