



Raise It for Health

Protecting Indiana youth and adults from smoking and nicotine use

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[*www.RaiseItforHealthIN.com*](http://www.RaiseItforHealthIN.com)



Learning goals for today

- Impact of second-hand smoke on kids
- Cigarette and e-cigarette usage in Indiana
- Tobacco 21 laws
- Raise It for Health campaign

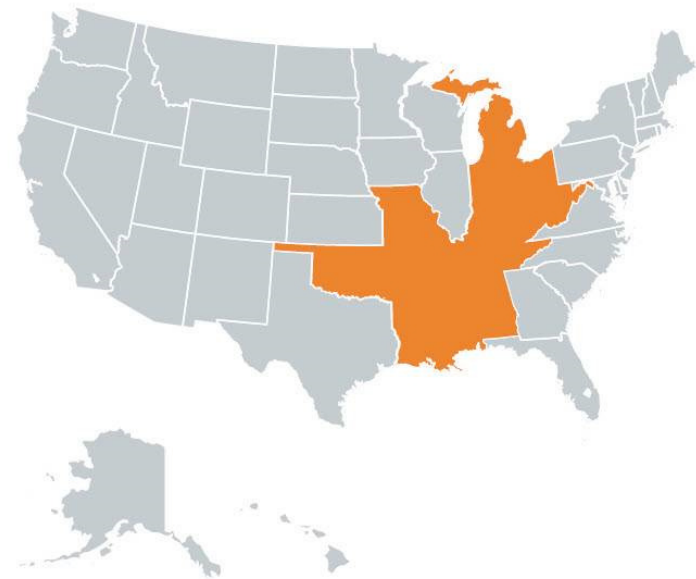
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Indiana is part of “Tobacco Nation”*

- 1 in 5 Hoosiers – over 1 million – smoke
- We are 9th worst among states for our smoking rate
- 11,100 deaths each year
- **3,700 young people start each year**



** According to the Campaign for Tobacco Free Kids, Tobacco Nation states have rates of smoking and poor health similar to developing countries.*

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Tobacco use hurts our economy



- \$5.4 billion/year in health care costs and lost productivity
- \$2.2 billion/year from second-hand smoke
- \$6,200/year extra per smoking employee
- \$540 million/year in Medicaid costs

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Second-hand smoke hurts kids

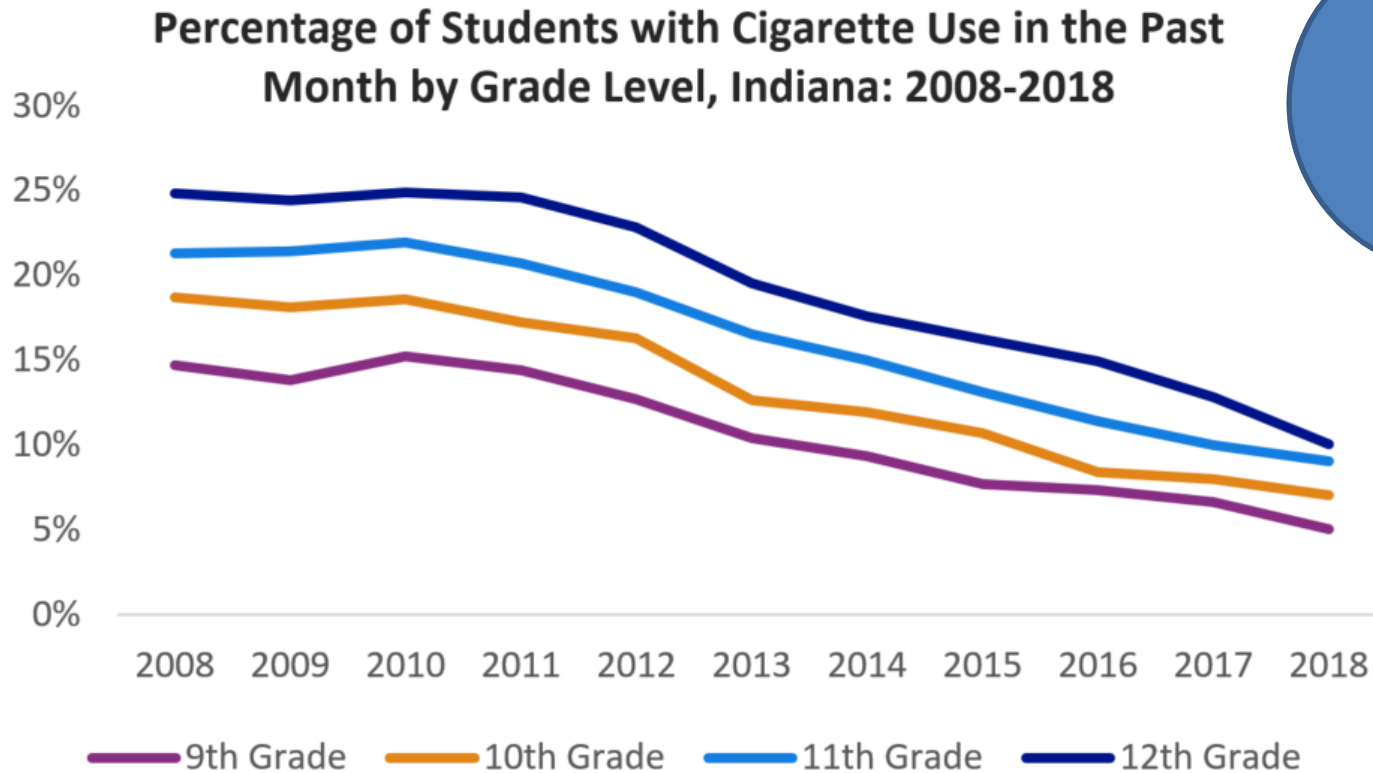
- 4 out of 10 (40%) of kids ages 3-11 are exposed to second-hand smoke
- Kids are a greatest risk in the home
- Kids don't have a choice: the rate at which they live with a smoker is three times the rate of non-smoking adults
- Health impacts: bronchitis, pneumonia, asthma attacks, cough, wheezing, phlegm, breathlessness, ear infections, etc.
- New study: 31% higher mortality rate from COPD

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IN cigarette use has declined, but ...



Slide source: Indiana Youth Institute

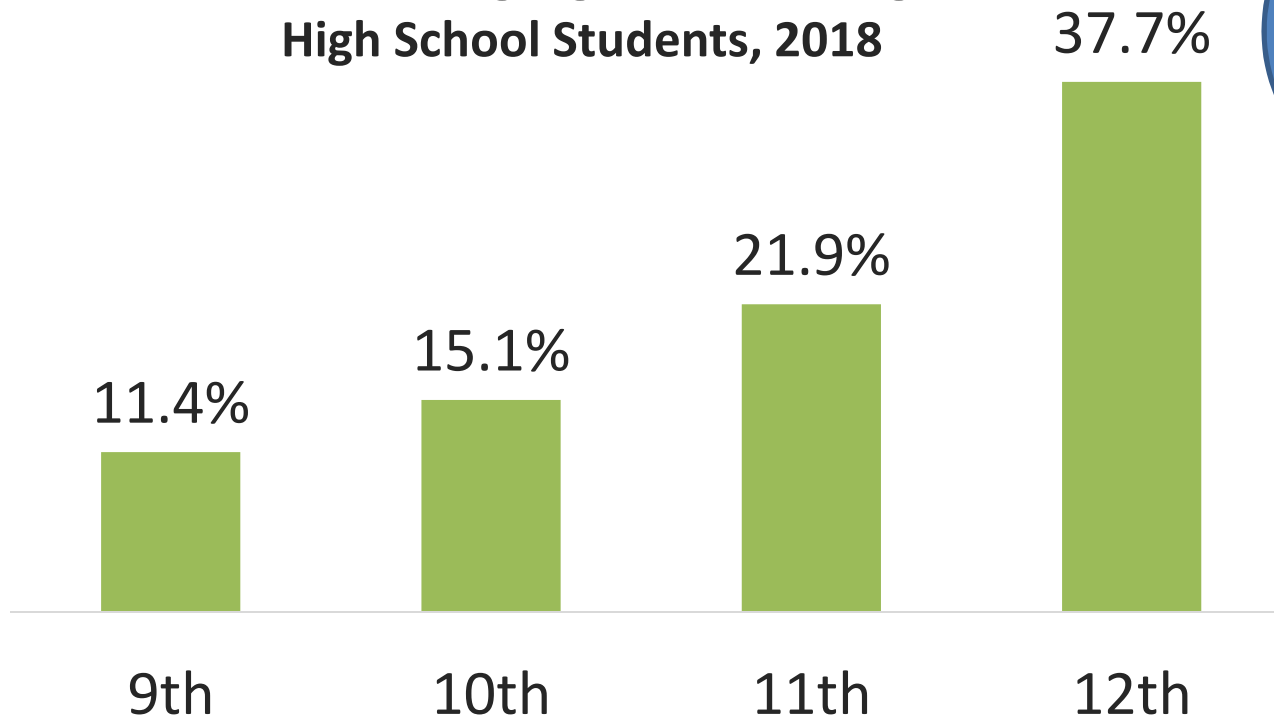
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... remains socially acceptable, and ...

**“A little bit wrong” and “Not at all wrong”
Attitude of Smoking Cigarettes among Indiana
High School Students, 2018**



Slide source:
Indiana Youth Institute

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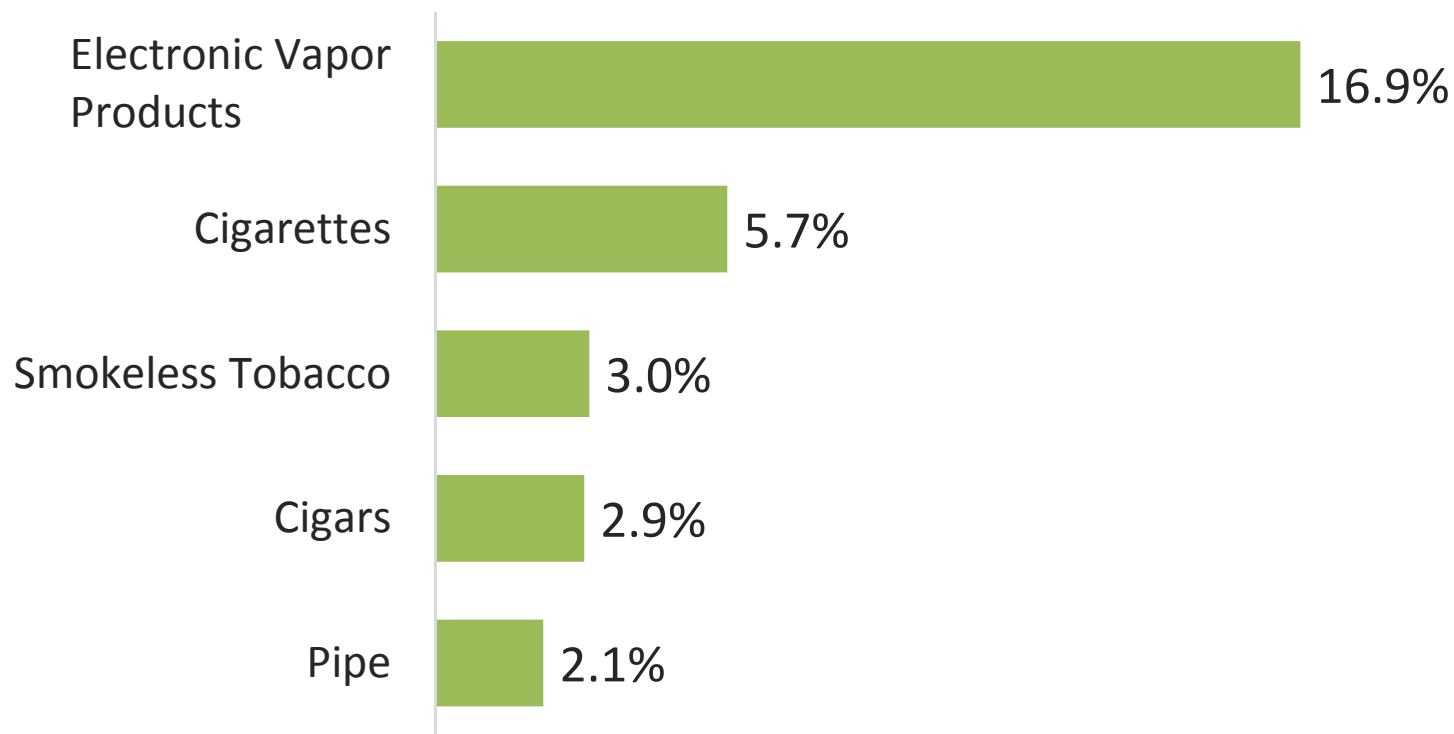
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... e-cigarette usage is up

Slide source:
Indiana Youth Institute

Monthly Use of Tobacco Products by Indiana 7th – 12th Graders, 2018



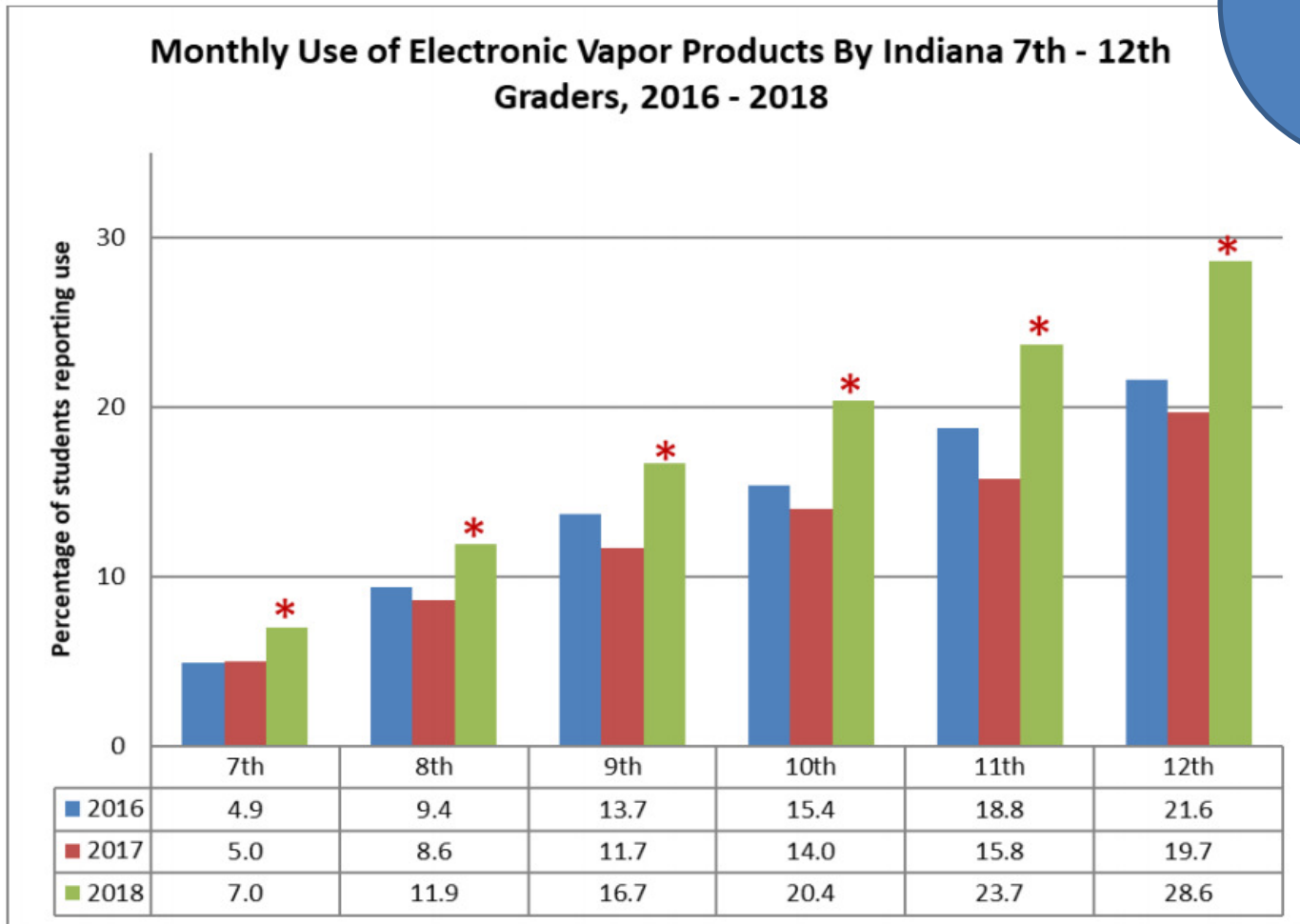
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Monthly usage is way up

Slide source:
Indiana Youth Institute

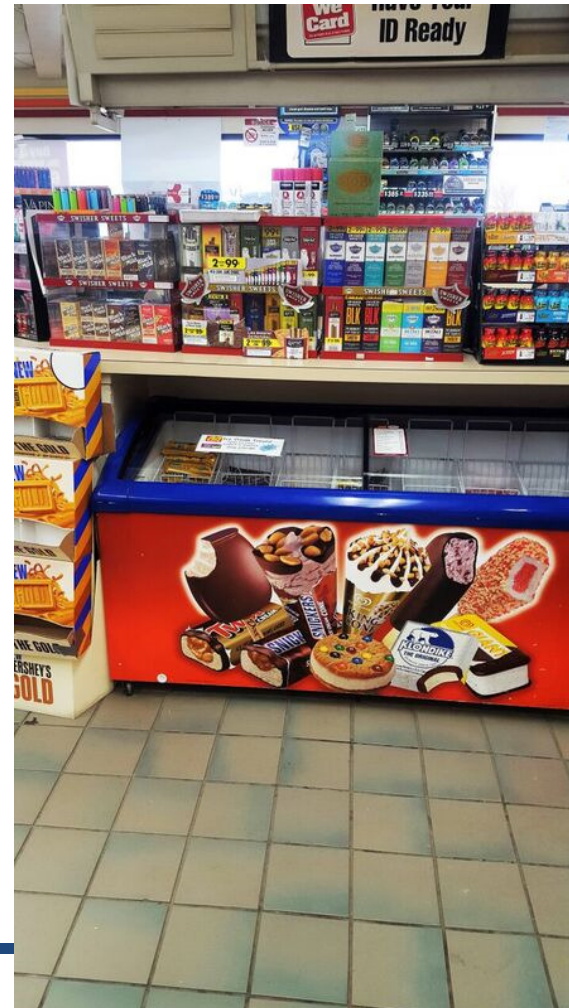


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Indiana kids are targets of Big Tobacco



Source: Boone County Tobacco Coalition

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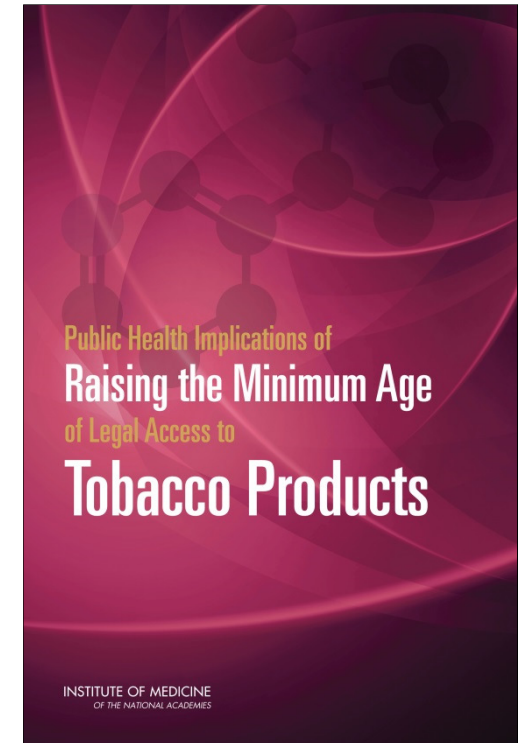
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State Tobacco 21 laws are needed

- State Tobacco 21 laws raise the minimum age of purchase
- 6 states (CA, NJ, MA, OR, HI, ME) and over 350 localities (including, New York City, Chicago, San Antonio, Boston, Cleveland, Minneapolis and Kansas Cities)
- 95% of adults smokers started before turning 18 years old
- Ages 18-21 are a critical addiction forming period
- Institute of Medicine: if we raised the age today, for those born between 2000 and 2019, we would have 223,000 fewer premature deaths, 50,000 fewer deaths from lung cancer, and 4.2 million fewer years of life lost



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Raise It for Health has 3 clear goals

1

SAVE

lives and improve health by raising the price of cigarettes.

2

REDUCE

health care costs for businesses and government.

3

DEDICATE

the \$360 M in yearly revenue toward public health.

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Raising the tax will have significant health and economic benefits



With a \$2 per-pack increase:

- ✓ 70,000 adults will quit
- ✓ 60,000 youth will never start
- ✓ \$2 billion in health care savings

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Ball State study indicates e-cigarettes are a supplement to cigarettes

- A \$1 increase in cigarette excise tax reduces the probability that a household purchases e-cigarette products by about 22 percent and reduces the number of e-cigarette product purchases by about 42 percent.
- Adults who are heavy users of cigarettes supplement their cigarette consumption with e-cigarettes.

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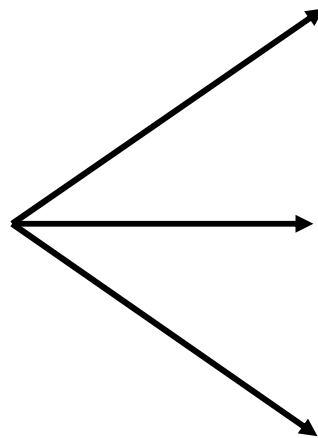
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New revenue would address urgent health crises across our state



Produce \$350+ million in new revenue



Fund Indiana's fight against addiction



Reduce infant mortality rates



Help more Hoosiers access care

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Over 150 leading health, business and youth organizations support the tax



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We need your support

- Sign up as an individual by completing a [supporter card](#)
- Sign up your organization as an official partner using [this simple form](#)
- Save-the-Date for our Advocacy Day on January 30th at the Statehouse

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