



- ✓ Close the Tobacco Tax Loophole
- ✓ Protect Kids
- ✓ Expand Quit Smoking Benefits
- ✓ Cut Health Care Costs
- ✓ Save Lives

DID YOU KNOW?

We spend over **\$4.3 BILLION** a year treating tobacco related illness in Massachusetts.

Tobacco use drives health care costs.
Want to contain health care costs? Reduce tobacco use.

learn more at: www.tobaccofreemass.net

or contact Tobacco Free Mass, Steve Shestakofsky, Executive Director, 508-270-4652, Stephen.Shestakofsky@CANCER.ORG



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DID YOU KNOW?

Every Massachusetts resident pays an average of \$889/year in added health insurance costs to cover tobacco-related health care costs.

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DID YOU KNOW?

There are still more than **222 MILLION packs of cigarettes** sold every year in Massachusetts.

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DID YOU KNOW?

You can **reduce health care costs, lower insurance premiums, and save money** by decreasing smoking rates.

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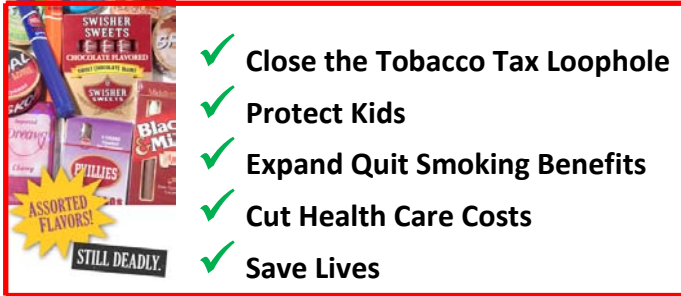
DID YOU KNOW?

More than **75%** of voters consistently **support** increasing tobacco taxes.

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DID YOU KNOW?

Every time we have increased tobacco taxes, **state revenues have increased and tobacco use has decreased.**

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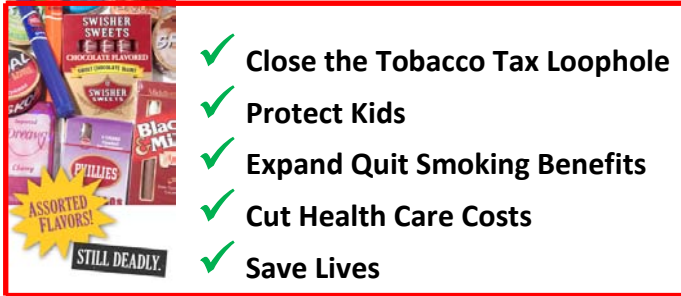
DID YOU KNOW?

The MassHealth Tobacco Cessation Pilot Program **reduced smoking rates by 26%** and **saved the state \$14.7 million a year.**

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DID YOU KNOW?

Providing a comprehensive low-cost tobacco cessation benefit for Commonwealth Care & GIC **would save \$1.4 million in Year 1.**

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DID YOU KNOW?

More high school students now use smokeless tobacco and cheap cigars than smoke cigarettes.

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DID YOU KNOW?

Use of Other Tobacco Products (cheap cigars and flavored smokeless products) **among high-schoolers has increased more than 30% over the past 5 years.**

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DID YOU KNOW?

Massachusetts receives **over \$832 MILLION** in **Tobacco Revenue** (Big Tobacco's Settlement + excise taxes), but **only spends \$4.1 million** to keep kids from starting to use tobacco and help people quit.

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WANT TO CONTAIN HEALTH CARE COSTS?

- ✓ 1. Increase the excise tax on Tobacco.
- ✓ 2. Expand access to Quit Smoking Benefits.
- ✓ 3. Adequately fund DPH's Tobacco Cessation & Prevention Program.

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