



## INFORMATION & EDUCATION

### VIRTUAL DAYS OF ACTION 2022

# THE TOBACCO INDUSTRY'S PRACTICES LEAD TO THE DEATH OF NEARLY 40,000 CALIFORNIANS EVERY YEAR.<sup>1</sup>

- The Tobacco Industry spends **\$8.4 billion a year** nationwide to promote their deadly products with an estimated nearly \$447 million spent in California annually.<sup>2</sup>
- Tragically, the Tobacco Industry spending on **advertising has more than tripled** in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.<sup>3</sup>
- In California, the Tobacco Industry **intentionally targets and profits** from African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities resulting in addiction, disease, and death.<sup>4</sup>
- Communities most impacted by COVID-19 are **also heavily targeted** by the Tobacco Industry with marketing, advertising, discounts, and other tactics designed to make tobacco products more appealing.<sup>5</sup>
- The Tobacco Industry is betting big on e-cigarettes to **hook its next generation of customers** to nicotine, working hard to mislead people that vaping products, are harmless. The truth is e-cigarettes are NOT safe.<sup>6</sup>
- The Tobacco Industry uses tactics, such as discounts and couponing, **to keep tobacco users addicted** and encourage new users to start.<sup>7</sup>
- The Tobacco Industry has a **long track record of pouring money into political contributions** and fake "grassroots" campaigns to keep Californians from achieving healthy, tobacco-free communities.
- To date, the Tobacco Industry has spent **more than \$21 million** in their effort to overturn California's law prohibiting the sale of flavored tobacco and vaping products.<sup>8</sup>
- Smoking related costs in California are an estimated **\$18.1 billion annually**, with nearly \$3.5 billion in costs associated with the state's Medi-Cal program.<sup>9</sup>

<sup>1</sup> "Tobacco Is the #1 Preventable Cause of Death." *Tobacco Free CA*, California Tobacco Control Program, 21 July 2021, [tobaccofreeca.com/health/tobacco-is-the-number-one-preventable-cause-of-death/#:~:text=Tobacco%20products%20continue%20to%20be](https://tobaccofreeca.com/health/tobacco-is-the-number-one-preventable-cause-of-death/#:~:text=Tobacco%20products%20continue%20to%20be). Accessed 17 Mar. 2022.

<sup>2</sup> "The Toll of Tobacco in California." *Campaign for Tobacco-Free Kids*, 21 Jan. 2022, [www.tobaccofreekids.org/problem/toll-us/california](http://www.tobaccofreekids.org/problem/toll-us/california). Accessed 17 Mar. 2022.

<sup>3</sup> "E-Cigarette Report for 2015-2018." Federal Trade Commission, Mar. 2022, [www.ftc.gov/reports/e-cigarette-report-2015-2018](http://www.ftc.gov/reports/e-cigarette-report-2015-2018). Accessed 17 Mar. 2022.

<sup>4</sup> "A Story of Inequity." *Tobacco Free CA*, [tobaccofreeca.com/story-of-inequity/](https://tobaccofreeca.com/story-of-inequity/). Accessed 24 Mar. 2022.

<sup>5</sup> Centers for Disease Control and Prevention. *Impact of Racism on our Nation's Health* [online]. 2021 [cited 2021 Nov 12]. available from [www.cdc.gov/healthequity/racism-disparities/impact-of-racism.html](http://www.cdc.gov/healthequity/racism-disparities/impact-of-racism.html)

<sup>6</sup> "E-Cigarettes Are Addicting the next Generation of Teens. Get the Facts Here." *Tobacco Free CA*, 27 July 2019, [tobaccofreeca.com/e-cigarettes/ecigarettes-tobacco-industry-gateway-to-addiction/7msclid=d9ee9239aad811eca911002e9ef19acb](https://tobaccofreeca.com/e-cigarettes/ecigarettes-tobacco-industry-gateway-to-addiction/7msclid=d9ee9239aad811eca911002e9ef19acb). Accessed 23 Mar. 2022.

<sup>7</sup> U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

<sup>8</sup> Ca.gov, 2022, [cal-access.sos.ca.gov/Campaign/Committees/Detail.aspx?id=1431407&session=2019&view=general](https://cal-access.sos.ca.gov/Campaign/Committees/Detail.aspx?id=1431407&session=2019&view=general). Accessed 28 Mar. 2022.

<sup>9</sup> CDC. "Health Equity." Centers for Disease Control and Prevention, 25 Jan. 2022, [www.cdc.gov/coronavirus/2019-ncov/community/health-equity/race-ethnicity.html#:~:text=COVID%2019%20data%20shows%20that](https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/race-ethnicity.html#:~:text=COVID%2019%20data%20shows%20that). Accessed 28 Mar. 2022.