



CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT
A project of the American Heart Association.

CAPITOL INFORMATION & EDUCATION DAYS



Comprehensive Messages

COMMERCIAL TOBACCO'S IMPACT: IT'S EVEN MORE COSTLY THAN YOU THINK



Costly to Taxpayers and the Economy

- Each time the Tobacco Industry addicts another generation of young people, they put ALL taxpayers **on the hook for billions of dollars.**¹
- The annual cost of smoking is \$18.1 billion, which includes \$9.8 billion in healthcare costs and \$1.4 billion in lost productivity from illness. This amounts to **\$487 per Californian** per year.²
- Tobacco costs the state's Medi-Cal program \$3.85 billion annually.³



Costly to Our Health

- Tobacco is still the leading cause of preventable death, **killing nearly 40,000 people in California every year,**⁴ that's about 110 people every day.
- The Tobacco Industry will spare no expense to gain and addict more customers, **spending \$8.4 billion a year nationwide to promote their deadly products,** with an estimated **\$447 million spent in California alone.**⁵
- As long as the Tobacco Industry continues selling its deadly products, the state, taxpayers and our communities **will continue to pay the price.**



Costly to Historically and Currently Marginalized Communities

- 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.⁶
- **The Tobacco Industry continues to cause harm and health disparities in historically and currently marginalized groups,**⁷ which already experience institutionalized racism, homophobia, transphobia, lack of access to quality healthcare and other forms of bias and exclusion which exacerbate these disparities.⁸

- The Tobacco Industry spends billions on **advertising campaigns that leverage racist, sexist, and transphobic ideologies** to sell their deadly products.⁹ They use Black influencers to sell menthol cigarettes in advertisements concentrated in Black neighborhoods,¹⁰ sponsor LGBTQ+ pride events¹¹ and offer big discounts for tobacco products in low-income communities to make addiction more affordable.¹²



Costly to Our Environment

- **Taxpayers cover the cost of cleaning up the Tobacco Industry's trash.** Cigarette butts are still the #1 trash item found on beaches and roadsides.¹³
- California **cities spend more than \$41 million a year on tobacco product waste cleanup** from roadsides, and the state's largest cities spend between \$7.1 million (San Francisco) and \$19.7 million (Los Angeles) per year cleaning up tobacco litter.¹⁴
- **813,925 pounds of toxic chemicals** were released from U.S. tobacco facilities in 2018.¹⁵
- Commercial tobacco production contributes to high deforestation. Approximately **600 million trees are chopped every year by the Tobacco Industry.** It takes 13 million acres to produce the world's tobacco supply, which is about 17 times the size of Yosemite National Park.¹⁶

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