



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

REFERENCES

- 1 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%2D19%20data%20shows%20that. Accessed 28 Feb. 2023.
- 2 Max W, Sung HY, Shi Y, Stark B. The Cost of Smoking in California. *Nicotine Tob Res.* 2016 May;18(5):1222-9. doi: 10.1093/ntr/ntv123. Epub 2015 Jul 7. PMID: 26156629. [The Cost of Smoking in California - PubMed \(nih.gov\)](#)
- 3 [The Toll of Tobacco in California - Campaign for Tobacco-Free Kids \(tobaccofreekids.org\)](#)
- 4 State proportion of cancer deaths attributable to smoking from Islami F, et al., "Person-years of life lost and lost earnings from cigarette smoking-attributable cancer deaths, United States," *International Journal of Cancer*, 2019.
- 5 "The Toll of Tobacco in California." Campaign for Tobacco-Free Kids, 21 Jan. 2022, www.tobaccofreekids.org/problem/toll-us/california. Accessed 17 Mar. 2022
- 6 "A Story of Inequity." Tobacco Free CA, tobaccofreeca.com/story-of-inequity/. Accessed 28 Feb. 2023.
- 7 Cruz TB, Rose SW, Lienemann BA, et al. Pro-tobacco marketing and anti-tobacco campaigns aimed at vulnerable populations: A review of the literature. *Tob Induc Dis.* 2019; 17:68. doi:10.18332/tid/111397
- 8 Webb Hooper M, Calixte-Civil P, Verzijl C, et al. Associations between perceived racial discrimination and tobacco cessation among diverse treatment seekers. *Ethn Dis.* 2020;30(3):411-420. doi:10.18865/ed.30.3.411.
- 9 "E-Cigarette Report for 2015-2018." Federal Trade Commission, Mar. 2022, www.ftc.gov/reports/e-cigarette-report-2015-2018. Accessed 28 Feb. 2023
- 10 Hafez, N. & Ling, P.M. "Finding the Kool Mixx: how Brown & Williamson used music marketing to sell cigarettes," *Tobacco Control* 15: 359- 366, 2006
- 11 The Truth Initiative. One Trend That's Changing Pride Festivals for the Better. 2017. <https://truthinitiative.org/research-resources/targeted-communities/one-trend-thats-changing-pride-festivals-better>
- 12 Cantrell, J, et al., "Marketing Little Cigars and Cigarillos: Advertising, Price, and Associations with Neighborhood Demographics," *American Journal of Public Health*, published online ahead of print August 15, 2013
- 13 Lippner, G., Johnston, J., Combs, S., Walter, K., and Marx, D. Results of the CalTrans Litter Management Pilot Study. 2001.
- 14 Schneider JE, Scheibling CM, Peterson NA, Granados PS, Fulton L, Novotny TE. Online Simulation Model to Estimate the Total Costs of Tobacco Product Waste in Large U.S. Cities. *Int. J. Environ. Res. Public Health* 2020;17:4705. <https://doi.org/10.3390/ijerph17134705>
- 15 Truth Initiative. "Tobacco and the Environment." Truth Initiative, 8 Mar. 2021, truthinitiative.org/research-resources/harmful-effects-tobacco/tobacco-and-environment
- 16 Truth Initiative. "Tobacco and the Environment." Truth Initiative, 8 Mar. 2021, truthinitiative.org/research-resources/harmful-effects-tobacco/tobacco-and-environment