

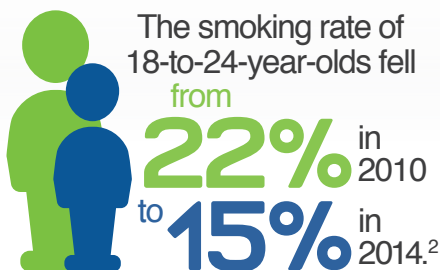
HIGH TOBACCO PRICES = FEWER KIDS SMOKING

Minnesotans agree: We can do more to prevent kids from becoming addicted.

Since the tobacco tax increase in 2013, smoking in Minnesota has dropped, and Minnesotans for a Smoke-Free Generation supports keeping tobacco prices high.

Higher prices prevent kids from starting, and are also proven to help existing smokers quit.

THE 2013 TOBACCO TAX INCREASE WORKED. FEWER YOUNG PEOPLE ARE STARTING TO SMOKE.



THE U.S. SURGEON GENERAL IDENTIFIES THE TOBACCO INDUSTRY AS THE ROOT CAUSE OF THE SMOKING EPIDEMIC BECAUSE OF ITS PROMOTION OF TOBACCO PRODUCTS TO YOUTH.³

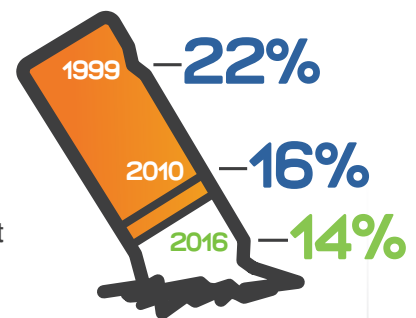


THE PUBLIC SUPPORTS HIGH TOBACCO PRICES TO IMPROVE HEALTH.

A majority of Minnesotans – **64%** – support the **\$1.60** tobacco tax increase.⁴

TOBACCO TAXES ENCOURAGE ADULTS TO QUIT.

- 14 percent of adult Minnesotans smoke. That's down from 16 percent in 2010 and 22 percent in 1999.²
- The 2013 tax increase helped 44 percent of smokers to make a quit attempt.²



HIGH PRICES SAVE THE STATE MORE THAN A BILLION IN HEALTH CARE COSTS.

In the long term, the 2013 price increase will save Minnesota **more than \$1.65 billion** in health care costs.⁵



Minnesotans for a Smoke-Free Generation is a coalition of Minnesota organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking, including keeping tobacco prices high, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco and funding future tobacco control programs. **Find out more at www.smokefreegenmn.org.**

1. Minnesota Department of Health. Teens and Tobacco in Minnesota, 2014 Update. 2014.
2. ClearWay MinnesotaSM, Minnesota Department of Health. Minnesota Adult Tobacco Survey: Tobacco Use in Minnesota: 2014 Update. 2015.
3. U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. 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. 2014.
4. *Minneapolis Star Tribune* poll. 2013.
5. Campaign for Tobacco-Free Kids. New Revenues, Public Health Benefits & Cost Savings From a \$1.50 Cigarette Tax Increase in Minnesota. 2013.