

Whose Side Are You On?



The Deadly Tobacco Industry

The tobacco industry spends \$825 million on advertising, price discounting and marketing expenditures in California annually¹

Tobacco use costs California \$18.1 billion in health care costs and lost productivity annually³

Smoking kills more than 35,000 Californians each year³

VS.

Financial Resources

California Budget Impact

Impact on Californians' Lives



Life-Saving Tobacco Control Programs

California only spends 17 percent of what the Centers for Disease Control and Prevention recommends that the state should spend on a comprehensive tobacco control program²

From 1989 to 2004, the California Tobacco Control Program saved the state \$86 billion in health care costs⁴

The California Tobacco Control Program and its locally funded programs have saved more than one million lives in California over the past 20 years⁵

**There is still more work to be done and we need your help.
Be on the side of life and money saving tobacco control programs.**

- Get involved in our local efforts to reduce the burden of tobacco in your district
- Attend or send a staff member to our tobacco control coalition meetings to stay informed about tobacco control efforts in your district
- Sign the PACT Resolution from the Coalition to Protect All Californians from Tobacco to show your support for the five objectives of California's Master Plan for Tobacco Control

PACT
COALITION to
PROTECT ALL
CALIFORNIANS
from TOBACCO

¹ California tobacco industry expenditures calculated as proportion of U.S. cigarettes consumed. The information was gathered from the Federal Trade Commission Cigarette Report of 2006, issued 2009.

² Campaign for Tobacco-Free Kids, American Heart Association, American Cancer Society Cancer Action Network, American Lung Association and Robert Wood Johnson Foundation. *A Broken Promise to Our Children: The 1998 Tobacco Settlement 12 Years Later*. November 2010.

³ Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC). Available at <http://apps.nccd.cdc.gov/statesystem/>.

⁴ Lightwood, JM, Dinno A, Glantz SA. Effect of the Tobacco Control Program on Personal Health Care Expenditures. *PLoS Medicine* 2008. Volume 5, Issue 8, e178. August 2008.

⁵ California Tobacco Control Program, <http://www.cdph.ca.gov/HealthInfo/news/Pages/NR2009-25-Tobacco.aspx>.