



California's Tobacco Control Programs Save Lives and Money

- The California Tobacco Control Program and its locally funded programs have saved more than **one million** lives in California over the past 20 years.¹
- From 1989 to 2004, the California Tobacco Control Program saved the state **\$86 billion** in health care costs.²



Tobacco Continues to Devastate California

- Each year **32,000 youth** become daily smokers, joining the nearly four million current smokers in California.^{3,4}
- Tobacco use costs California **\$18.1 billion** in health care costs and lost productivity annually.⁵
- California ranks below 24 other states, spending only **17.9 percent** of what the Centers for Disease Control and Prevention (CDC) recommends the state should spend on a comprehensive tobacco control program.⁶



Help Us Continue to Save Lives and Money in California

- **Get involved** in our local efforts to reduce the burden of tobacco in your district.
- **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.

¹ California Tobacco Control Program, <http://www.cdph.ca.gov/HealthInfo/news/Pages/NR2009-25-Tobacco.aspx>.

² 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.

³ Campaign for Tobacco Free-Kids. *The Toll of Tobacco in California*, <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=CA>.

⁴ Tobacco Education and Research Oversight Committee. *Endangered Investment: Toward a Tobacco-Free California 2009-2011 - Master Plan*. Sacramento, CA: Tobacco Education and Research Oversight Committee. 2009.

⁵ Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC). Available at <http://apps.nccd.cdc.gov/statesystem/>.

⁶ 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 11 Years Later*. December 2009.