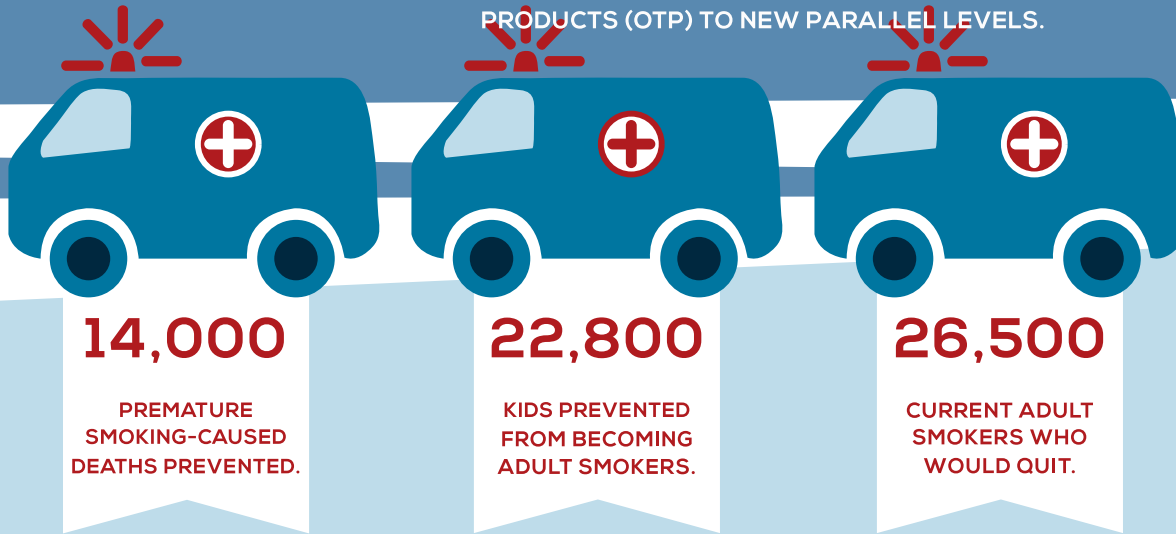


INVEST IN A HEALTHIER FUTURE COALITION

invest
in a
healthier
future

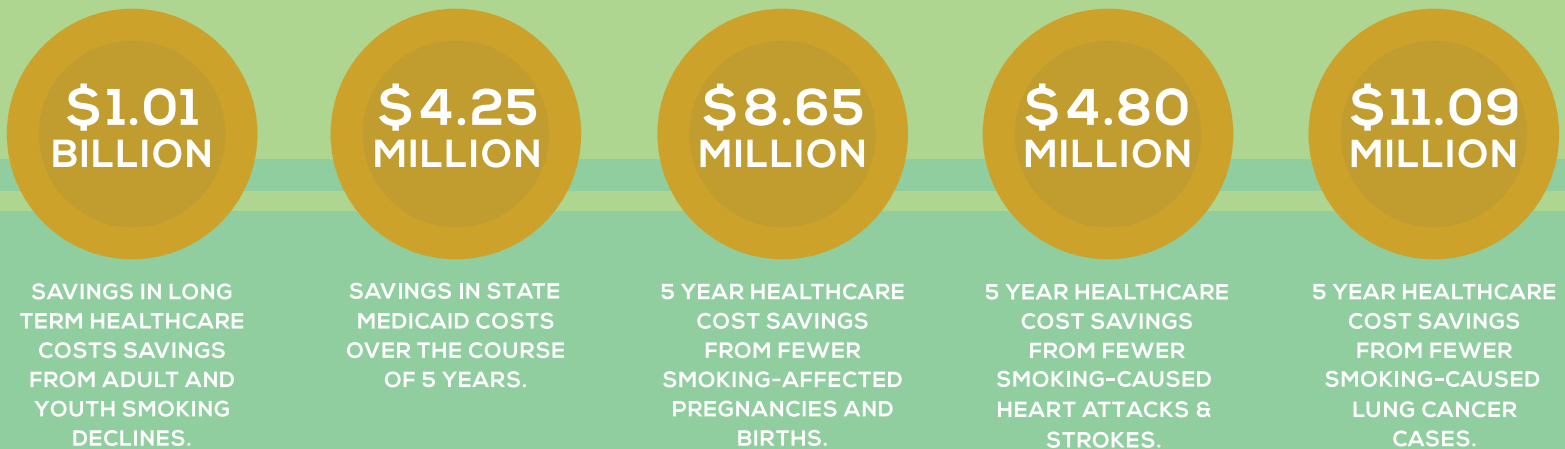
ANNUAL HEALTH CARE EXPENDITURES IN MISSISSIPPI DIRECTLY CAUSED BY SMOKING ARE \$1.23 BILLION.*

FOR THIS REASON, THE INVEST IN A HEALTHIER FUTURE COALITION IS PROPOSING A \$1.50 PER PACK CIGARETTE TAX INCREASE AND AN EQUIVLENT TAX ON OTHER TOBACCO PRODUCTS, THE USE OF TOBACCO PRODUCTS REMAINS THE #1 CAUSE OF PREVENTABLE DEATH. IN MISSISSIPPI, AN ESTIMATED 5,400 DEATHS ARE CAUSED BY SMOKING EACH YEAR. ONE OF THE BEST THINGS MISSISSIPPI CAN DO TO IMPROVE THE HEALTH OF ITS CITIZENS AND SUPPORT ITS ECONOMY IS TO SIGNIFICANTLY INCREASE THE TAX RATE ON CIGARETTES BY \$1.50 PER PACK AND INCREASE A TAX ON OTHER TOBACCO PRODUCTS (OTP) TO NEW PARALLEL LEVELS.



SAVE LIVES

REDUCE HEALTHCARE COSTS



GENERATE NEW REVENUE!

\$200 MILLION+

AMERICAN CANCER SOCIETY CANCER ACTION NETWORK, CAMPAIGN FOR TOBACCO-FREE KIDS, AND TOBACCONEOMICS. NEW REVENUES, PUBLIC HEALTH BENEFITS & COST SAVINGS FROM A \$1.50 CIGARETTE TAX INCREASE IN MISSISSIPPI. UPDATED JULY 12, 2017.

*FOR MORE INFORMATION AND CALCULATIONS VISIT TOBACCOFREEKIDS.ORG/RESEARCH/FACTSHEETS/PDF/0281.PDF