INVEST IN A HEALTHIER FUTURE COALITION

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

invest in a healthier future

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.

14,000

PREMATURE SMOKING-CAUSED DEATHS PREVENTED. 22,800

KIDS PREVENTED FROM BECOMING ADULT SMOKERS. 26,500

CURRENT ADULT SMOKERS WHO WOULD QUIT. SAVE

REDUCE HEALTHCARE COSTS

\$1.01 BILLION

SAVINGS IN LONG
TERM HEALTHCARE
COSTS SAVINGS
FROM ADULT AND
YOUTH SMOKING

\$4.25 MILLION

SAVINGS IN STATE MEDICAID COSTS OVER THE COURSE OF 5 YEARS. \$8.65 MILLION

5 YEAR HEALTHCARE
COST SAVINGS
FROM FEWER
SMOKING-AFFECTED
PREGNANCIES AND
RIPTHS

\$4.80 MILLION

5 YEAR HEALTHCARE
COST SAVINGS
FROM FEWER
SMOKING-CAUSED
HEART ATTACKS &

\$11.09 MILLION

5 YEAR HEALTHCARE
COST SAVINGS
FROM FEWER
SMOKING-CAUSED
LUNG CANCER
CASES.

GENERATE NEW REVENUE!

\$200 MILLION+

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