

The image features a large white semi-circle on the left side, set against a background of a light blue upper half and a light red lower half. The text is centered within the white semi-circle.

**THE CASE
FOR
PREVENTION**

TOBACCO'S TOLL

- ✓ 2,600 adults die in NM each year from smoking related illness
- ✓ 400,000 people die each year in the U.S from smoking related illness
- ✓ Among youth who continue to smoke, 1/3 will die prematurely
- ✓ \$844 million in annual health care costs related to tobacco use in NM
- ✓ \$222.8 million in Medicaid costs alone
- ✓ \$225 BILLION in health care costs in the US

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined

TOBACCO INDUSTRY MARKETING

MONEY

- Tobacco Companies spend \$1 million an HOUR in the US marketing their products
- 2019 the industry spent \$8.2 BILLION on advertising and promotion or about \$22.5 million a day
- NM estimated tobacco marketing - \$31.9 million per year
- They give price discount incentives to retailers and wholesalers
- They give promotional allowances to retailers for stocking and displaying particular brands
- They pay volume rebates and incentive payments to promote products

EVIDENCE

- The industry says its marketing is to adults. Regardless of its alleged intent, this marketing encourages underage youth to smoke. 9 out of 10 smokers start by age 18 and 80% choose brands from among the top three most heavily advertised products.
- Tobacco companies know youth use of tobacco is price sensitive and raising tobacco prices reduces youth smoking.
- Studies show flavors play a major role in youth initiation and ongoing use of tobacco products. 2/3 of youth users report they use products “because they come in flavors I like.”



PREVENTION FUNDING

FY22 \$5,435,000 = to

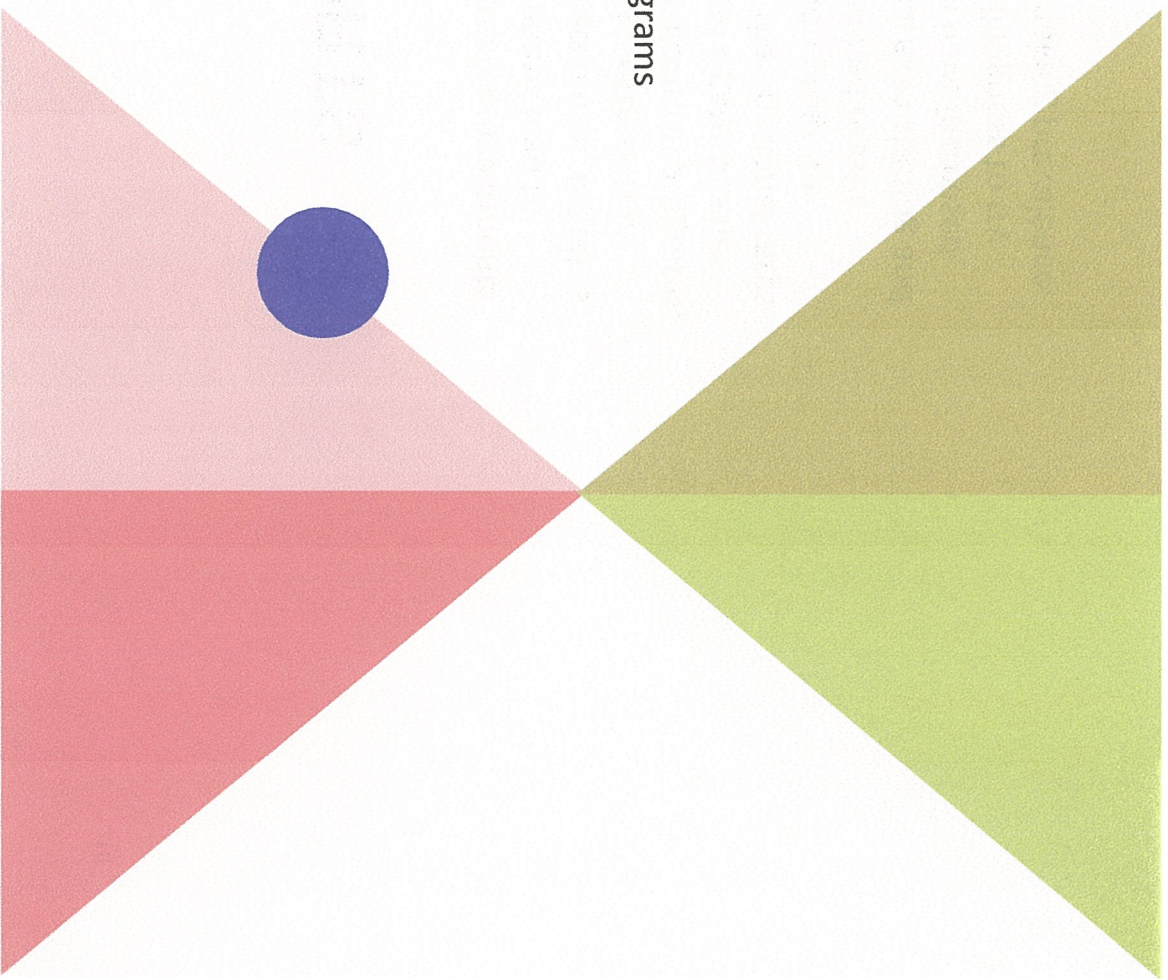
5 1/2 hours of national tobacco
industry advertising or 2 months
of NM tobacco advertising

CDC

RECOMMENDS:

States create, fund, and sustain tobacco control programs that include five main elements:

- *state and community interventions;
- *mass-reach health communication interventions;
- *cessation interventions,
- *surveillance and evaluation, and
- *infrastructure, administration, and management.



CDC MONEY RECOMMENDATIONS

| | | |
|----------------------|-----------------------|---------------------------|
| • Interventions | Minimum \$7.4 | Recommended \$9.3 |
| • Mass Communication | Minimum \$1.3 | Recommended \$1.8 |
| • Cessation | Minimum \$5.5 | Recommended \$8.7 |
| • Surveillance | Minimum \$1.4 | Recommended \$2.0 |
| • Administration | Minimum \$.7 | Recommended \$1.0 |
| TOTAL | Minimum \$16.3 | Recommended \$22.8 |

TIME TO INCREASE TOBACCO PREVENTION MONEY

Incrementally increase prevention money by \$2 million per year
from 2023 to 2028 to reach the minimum CDC recommendation
of \$16.3 million