



TFL



TOBACCO USE IN

# LOUISIANA

The Louisiana Campaign for Tobacco-Free Living

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[www.tobaccofreeliving.org](http://www.tobaccofreeliving.org)



THE LOUISIANA CAMPAIGN FOR  
**TOBACCO-FREE  
LIVING**

A Program of the Louisiana Cancer Research Center  
and the Louisiana Public Health Institute

## Executive Summary

**The Louisiana Campaign for Tobacco-Free Living (TFL)** is a statewide, comprehensive tobacco control and prevention program aimed to reduce tobacco use and eliminate exposure to secondhand smoke.

TFL's four goals are:

- To prevent initiation of tobacco use among youth
- To eliminate non-smokers' exposure to secondhand smoke
- To promote quitting among adults and young people
- To identify and eliminate tobacco-related health disparities



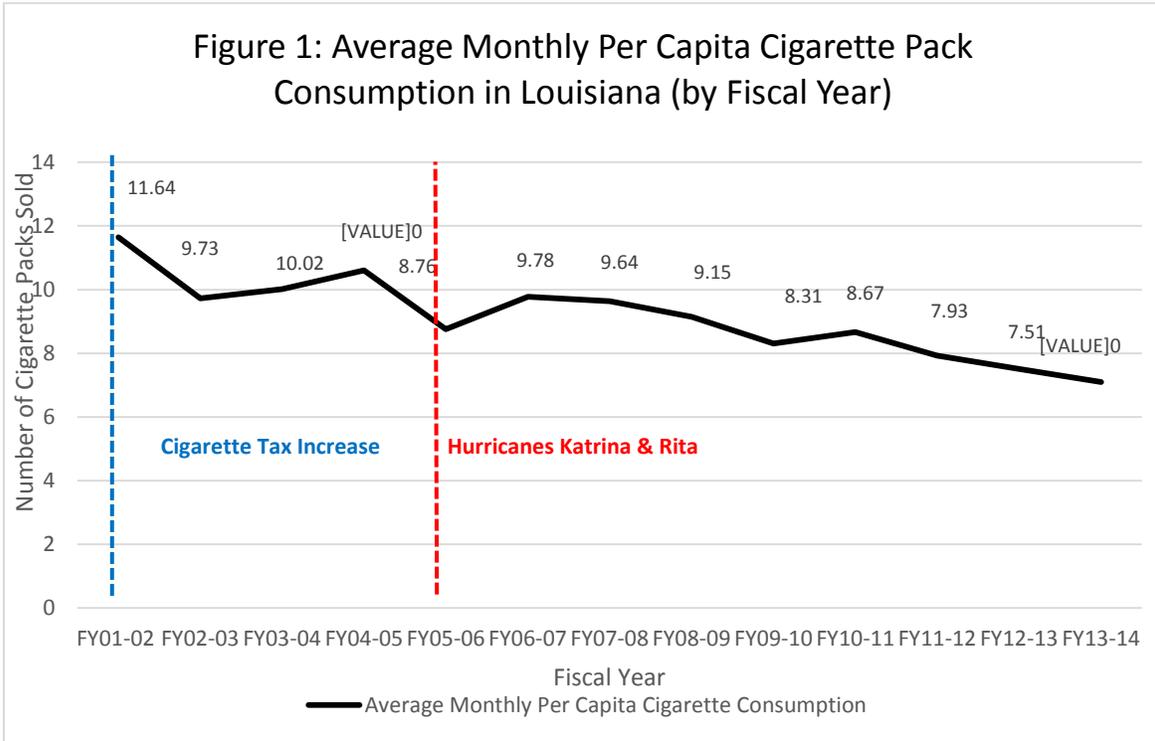
## The Challenge

**Tobacco use is the world's leading cause of preventable death**, with nearly 6 million people dying of tobacco-related diseases each year, including more than 600,000 nonsmokers who are exposed to secondhand smoke. If current trends persist, tobacco will kill more than 8 million people each year by 2030.

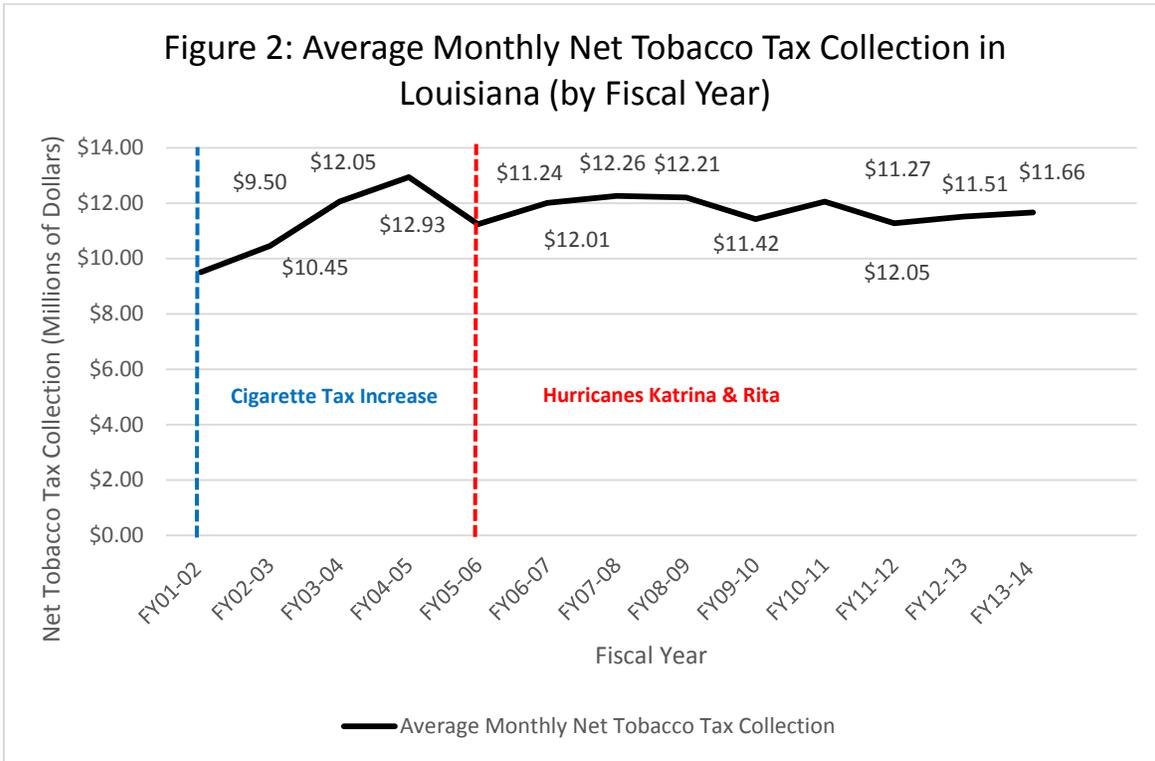
In Louisiana, more than **23% of adults and 12% of youth smoke cigarettes** – the only consumer product that, when used as directed, will kill half of all users. In fact, more than 7,200 adults die each year and 98,000 kids now under age 18 will ultimately die prematurely from smoking in Louisiana.

## Cigarette Tax History and Consumption Patterns

In 2002, the State of Louisiana enacted a cigarette excise tax increase of 36 cents. This resulted in a sharp decrease in per capita cigarette pack consumption which led to fewer purchases of cigarettes, but **there was an increase in revenue collected by the State of Louisiana**. This increase has been maintained more than a decade later at a relatively stable rate of an average of \$2 million dollars per month in revenue. *(See Figures 1 and 2)*



Source: Louisiana Department of Revenue Tobacco Tax Collections



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Louisiana has the **3<sup>rd</sup> lowest tobacco tax in the country**, and continues to remain at the bottom as other states seek to increase their rates. Within those 13 years, there has been a slow decline in adult smoking, and a sharp decline in youth smoking. However, tobacco use prevalence overall remains higher than the national average, and tobacco-related health disparities gaps continue to expand, especially among cancer diagnosis and deaths and cardiovascular diseases.

**Evidence strongly suggests that an increase in the state's cigarette excise tax will lead to decreased smoking, improved health, and additional revenue for Louisiana.**

### **An Increase of \$1.18 Per Pack in Louisiana Would Have a Major Public Health Impact and Save Lives!**

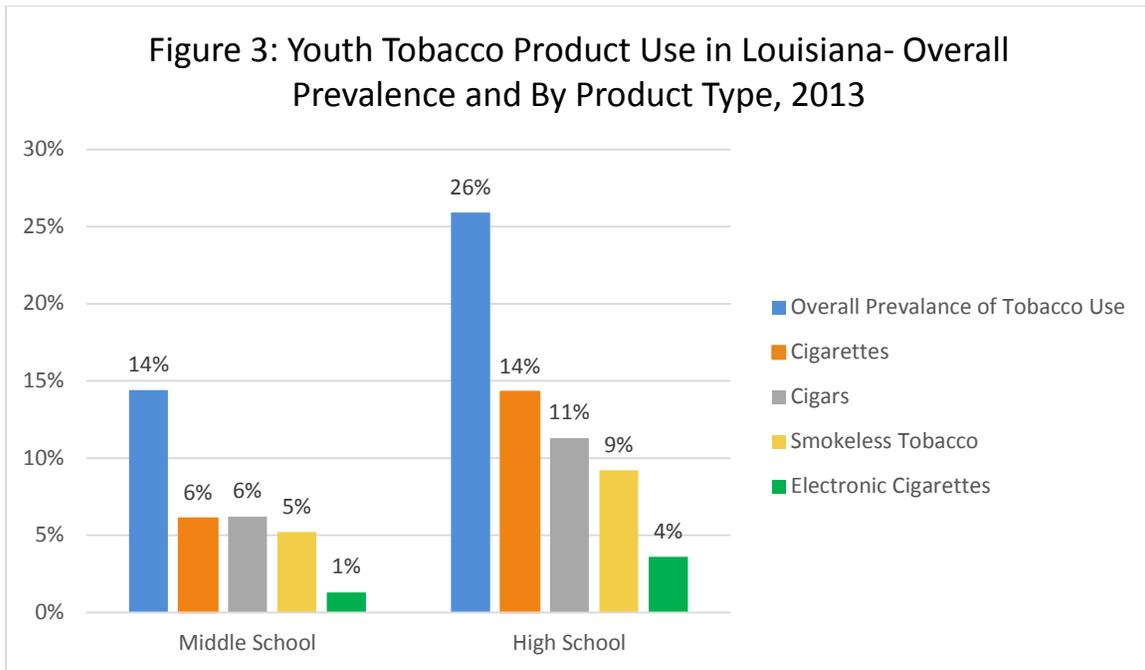
<b>43,400</b> current adult smokers would quit
<b>22,300</b> fewer premature deaths from smoking
<b>17.9%</b> decrease in youth smoking
<b>\$1.48</b> billion in long-term healthcare savings
<b>\$223.5</b> million in annual revenue to offset smoking-related costs

*Source: The Campaign for Tobacco-Free Kids (CTFK)*

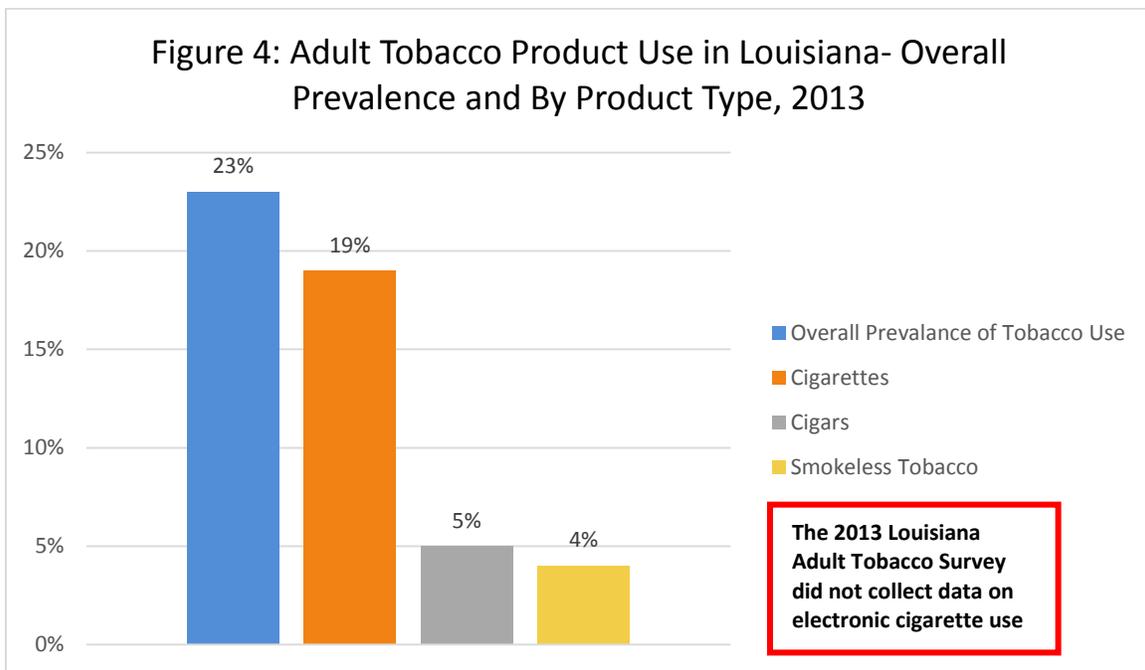
### **Cigarette Use versus Other Tobacco Products (OTP):**

Data from 2013 on tobacco use among Louisiana's youth show that use of other tobacco products (OTP) is as prevalent as cigarette use among middle school students and approaching cigarette use levels among high school students (*See Figure 3*). Among adults, cigarettes continue to be the preferred choice of adults (*See Figure 4*), however OTP use is 5%. OTPs are cheaper, easier to purchase and are attractive to youth due to the branding, marketing, and flavoring of these products. Therefore an increased tax on OTPs should be considered. Moreover, an increase on all tobacco products in Louisiana would result in decreased tobacco consumption, prevention of youth smoking (initiation), and increased quitting among both youth and adults.

## Youth & Adult Smoking Prevalence by Type of Tobacco Products Used



Source: Louisiana Youth Tobacco Survey, 2013



Source: Louisiana Adult Tobacco Survey, 2013

## The Tobacco Industry & Disparate Populations

The tobacco industry aggressively spends **more than \$215 million annually** in Louisiana to market its tobacco products to youth, low-income and minority communities, resulting in staggering tobacco use-related costs to the state, and tobacco-related health disparities. **The annual health care costs alone in Louisiana directly caused by smoking are more than \$1.89 billion.**

In Louisiana, **disproportionate targeting of vulnerable populations through point of sale marketing** is utilized by tobacco companies to recruit new consumers, and retain current ones. This marketing includes an increased number of advertisements, more price promotions (e.g. special prices or offers, cents off discounts, or multi-pack sales), and product displays, and is largely controlled by tobacco manufacturers through coercive contractual agreements with retailers. In Louisiana, our point of sales marketing research clearly demonstrates intentional marketing to **youth, African-Americans, and low-socioeconomic consumers.**

**Supporting a tobacco tax increase in Louisiana is timely, needed, and necessary** considering above national smoking rates among youth and adults, existing tobacco-related disparities, and the health care cost and lives that could be saved.