



STATE TOBACCO PREVENTION SPENDING vs. TOBACCO COMPANY MARKETING

[All amounts are annual and in millions of dollars per year, except where otherwise indicated]

States today are still failing to invest in programs that prevent and reduce tobacco use and its related health care costs at the levels recommend by the U.S. Centers for Disease Control and Prevention (CDC). Moreover, despite new evidence showing that cigarettes are more deadly and addictive than ever before, several states have taken a step backward and significantly reduced their tobacco prevention spending. At the same time, the tobacco industry continues to spend overwhelming sums to market its products. As a result, states are being greatly outspent.

States' tobacco prevention investments amount to a small fraction of tobacco industry marketing expenditures. In North Carolina, for example, the tobacco industry spends \$326 to promote its deadly products for every single dollar the state spends to prevent and reduce tobacco use and its harms. To look at it another way, North Carolina's tobacco prevention spending amounts to less than one percent of the tobacco industry's marketing expenditures in the state. Nationwide, the tobacco industry is outspending tobacco prevention funding in the states by 20 to 1.^{*}

State	Annual Smoking Caused Health Costs in State	FY2016 Total Tobacco Prevention Spending	2012 Tobacco Company Marketing in State (estimated)	Percentage of Tobacco Company Marketing that State Spends on Tobacco Prevention	Ratio of Tobacco Company Marketing to State Tobacco Prevention Spending
Total	\$170 bill.	\$468.0	\$9.6 bill.	4.9%	20.5 to 1
Alabama	\$1.88 bill.	\$1.5	\$216.1	0.7%	143.3 to 1
Alaska	\$438	\$8.8	\$20.0	44.2%	2.3 to 1
Arizona	\$2.38 bill.	\$15.5	\$108.5	14.3%	7.0 to 1
Arkansas	\$1.21 bill.	\$17.4	\$119.0	14.6%	6.8 to 1
California	\$13.29 bill.	\$65.5	\$636.7	10.3%	9.7 to 1
Colorado	\$1.89 bill.	\$21.8	\$139.1	15.7%	6.4 to 1
Connecticut	\$2.03 bill.	\$1.2	\$80.4	1.5%	67.7 to 1
Delaware	\$532	\$6.4	\$51.6	12.4%	8.1 to 1
DC	\$391	\$1.4	\$8.3	16.4%	6.1 to 1
Florida	\$8.64 bill.	\$67.7	\$585.8	11.6%	8.7 to 1
Georgia	\$3.18 bill.	\$1.8	\$348.7	0.5%	199.3 to 1
Hawaii	\$526	\$6.8	\$27.4	24.7%	4.1 to 1
Idaho	\$508	\$2.9	\$46.2	6.2%	16.1 to 1
Illinois	\$5.49 bill.	NA [§]	\$400.5	0.0%	NA [§]
Indiana	\$2.93 bill.	\$5.9	\$288.0	2.0%	48.8 to 1
Iowa	\$1.28 bill.	\$5.2	\$99.7	5.3%	19.0 to 1
Kansas	\$1.12 bill.	\$946,671	\$82.6	1.1%	87.3 to 1
Kentucky	\$1.92 bill.	\$2.5	\$292.8	0.8%	117.8 to 1
Louisiana	\$1.89 bill.	\$7.0	\$220.5	3.2%	31.5 to 1
Maine	\$811	\$8.1	\$43.5	18.5%	5.4 to 1
Maryland	\$2.71 bill.	\$8.7	\$134.4	6.5%	15.4 to 1
Massachusetts	\$4.08 bill.	\$3.9	\$147.6	2.6%	38.2 to 1
Michigan	\$4.59 bill.	\$1.6	\$308.8	0.5%	189.7 to 1

^{*} These ratios are based on state tobacco prevention expenditures in FY2016 versus tobacco industry marketing expenditures in 2012 (the most recent year for which data is available).

[§] Illinois and Pennsylvania tobacco prevention program budgets for FY 2016 were not available when this report went to press. In FY2015, Illinois budgeted \$11.1 million, which was 8.1% of CDC's recommendations. Pennsylvania's FY2015 annual spending was estimated at \$13.8 million (not confirmed by health department), which was 9.9% of CDC's recommendations.

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Minnesota	\$2.51 bill.	\$21.5	\$135.5	15.8%	6.3 to 1
Mississippi	\$1.23 bill.	\$10.9	\$132.7	8.2%	12.2 to 1
Missouri	\$3.03 bill.	\$107,380	\$359.8	0.0%	3,350.8 to 1
Montana	\$440	\$6.4	\$30.5	21.2%	4.7 to 1
Nebraska	\$795	\$2.6	\$64.8	4.0%	25.1 to 1
Nevada	\$1.08 bill.	\$1.0	\$78.7	1.3%	78.7 to 1
New Hampshire	\$729	\$125,000	\$82.9	0.2%	663.1 to 1
New Jersey	\$4.06 bill.	\$0.0	\$186.8	0.0%	--
New Mexico	\$844	\$5.9	\$37.2	15.9%	6.3 to 1
New York	\$10.39 bill.	\$39.3	\$235.1	16.7%	6.0 to 1
North Carolina	\$3.81 bill.	\$1.2	\$392.2	0.3%	326.8 to 1
North Dakota	\$326	\$10.0	\$34.1	29.3%	3.4 to 1
Ohio	\$5.64 bill.	\$12.1	\$430.8	2.8%	35.6 to 1
Oklahoma	\$1.62 bill.	\$25.0	\$181.0	13.8%	7.2 to 1
Oregon	\$1.54 bill.	\$9.8	\$115.8	8.5%	11.8 to 1
Pennsylvania	\$6.38 bill.	NA ^s	\$469.5	0.0%	NA ^s
Rhode Island	\$640	\$397,908	\$25.2	1.6%	63.3 to 1
South Carolina	\$1.90 bill.	\$5.0	\$194.0	2.6%	38.8 to 1
South Dakota	\$373	\$4.5	\$23.6	19.0%	5.3 to 1
Tennessee	\$2.67 bill.	\$5.0	\$292.7	1.7%	58.5 to 1
Texas	\$8.85 bill.	\$10.2	\$631.7	1.6%	61.8 to 1
Utah	\$542	\$7.1	\$43.4	16.4%	6.1 to 1
Vermont	\$348	\$3.7	\$19.1	19.3%	5.2 to 1
Virginia	\$3.11 bill.	\$8.3	\$392.3	2.1%	47.1 to 1
Washington	\$2.81 bill.	\$640,500	\$92.9	0.7%	145.0 to 1
West Virginia	\$1.00 bill.	\$4.9	\$130.4	3.7%	26.8 to 1
Wisconsin	\$2.66 bill.	\$5.3	\$157.3	3.4%	29.7 to 1
Wyoming	\$258	\$4.6	\$23.4	19.7%	5.1 to 1

Campaign for Tobacco-Free Kids, December 1, 2015 / Laura Bach

More information on tobacco company marketing is available at

http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/.

More state information relating to tobacco use is available at

http://www.tobaccofreekids.org/facts_issues/key_issues/.

Sources:

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U.S. Federal Trade Commission (FTC), *Cigarette Report for 2012*, 2015, <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2012/150327-2012cigaretterpt.pdf>. FTC, *Smokeless Tobacco Report for 2012*, 2015, <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-smokeless-tobacco-report-2012/150327-2012smokelesstobaccorpt.pdf>. Data for top 5 manufacturers only. State total is a prorated estimate based on cigarette pack sales in the state.