



## STATE TOBACCO PREVENTION SPENDING vs. TOBACCO COMPANY MARKETING

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 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 \$191.81 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 12.2 to 1.\*

All amounts are annual and in millions of dollars per year, except where otherwise indicated. Full values are listed for amounts below one million.

State	Annual Smoking Caused Health Costs in State	FY2020 Total Tobacco Prevention Spending	2018 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
<b>Total</b>	<b>\$170.0 bill.</b>	<b>\$739.7</b>	<b>\$9.1 bill.</b>	<b>8.2%</b>	<b>12.2 to 1</b>
Alabama	\$1.9 bill.	\$2.2	\$201.3	1.1%	89.6 to 1
Alaska	\$438	\$9.1	\$17.4	52.7%	1.9 to 1
Arizona	\$2.4 bill.	\$17.0	\$115.6	14.7%	6.8 to 1
Arkansas	\$1.2 bill.	\$11.1	\$113.9	9.8%	10.2 to 1
California	\$13.3 bill.	\$326.0	\$496.3	65.7%	1.5 to 1
Colorado	\$1.9 bill.	\$21.4	\$136.0	15.7%	6.4 to 1
Connecticut	\$2.0 bill.	\$0.0	\$64.5	0.0%	--
Delaware	\$532	\$6.7	\$46.6	14.3%	7.0 to 1
DC	\$391	\$1.9	\$6.8	28.0%	3.6 to 1
Florida	\$8.6 bill.	\$72.1	\$608.1	11.9%	8.4 to 1
Georgia	\$3.2 bill.	\$750,000	\$359.5	0.2%	479.3 to 1
Hawaii	\$526	\$6.4	\$26.1	24.5%	4.1 to 1
Idaho	\$508	\$3.7	\$48.9	7.6%	13.1 to 1
Illinois	\$5.5 bill.	\$10.1	\$273.5	3.7%	27.1 to 1
Indiana	\$2.9 bill.	\$7.5	\$293.2	2.6%	39.1 to 1
Iowa	\$1.3 bill.	\$4.3	\$102.1	4.2%	23.9 to 1
Kansas	\$1.1 bill.	\$1.0	\$73.2	1.4%	73.1 to 1
Kentucky	\$1.9 bill.	\$3.3	\$274.3	1.2%	82.1 to 1
Louisiana	\$1.9 bill.	\$5.2	\$189.3	2.7%	36.8 to 1
Maine	\$811	\$11.8	\$45.8	25.8%	3.9 to 1
Maryland	\$2.7 bill.	\$10.5	\$126.2	8.3%	12.0 to 1
Massachusetts	\$4.1 bill.	\$4.6	\$119.1	3.9%	25.8 to 1
Michigan	\$4.6 bill.	\$1.6	\$319.7	0.5%	196.1 to 1
Minnesota	\$2.5 bill.	\$15.4	\$110.0	14.0%	7.1 to 1

\* These ratios are based on state tobacco prevention expenditures in FY2020 versus tobacco industry marketing expenditures in 2018 (the most recent year for which data is available).

State	Annual Smoking Caused Health Costs in State	FY2020 Total Tobacco Prevention Spending	2018 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
Mississippi	\$1.2 bill.	\$8.4	\$126.8	6.7%	15.0 to 1
Missouri	\$3.0 bill.	\$171,582	\$347.5	0.0%	2025.3 to 1
Montana	\$440	\$4.7	\$29.5	16.1%	6.2 to 1
Nebraska	\$795	\$2.6	\$62.8	4.1%	24.4 to 1
Nevada	\$1.1 bill.	\$3.5	\$71.5	4.8%	20.7 to 1
New Hampshire	\$729	\$360,000	\$84.5	0.4%	234.8 to 1
New Jersey	\$4.1 bill.	\$7.2	\$175.5	4.1%	24.5 to 1
New Mexico	\$844	\$5.5	\$37.1	14.8%	6.8 to 1
New York	\$10.4 bill.	\$39.8	\$186.9	21.3%	4.7 to 1
North Carolina	\$3.8 bill.	\$2.2	\$412.4	0.5%	191.8 to 1
North Dakota	\$326	\$5.4	\$35.8	15.2%	6.6 to 1
Ohio	\$5.6 bill.	\$12.3	\$418.5	2.9%	34.1 to 1
Oklahoma	\$1.6 bill.	\$21.6	\$172.2	12.6%	8 to 1
Oregon	\$1.5 bill.	\$9.4	\$116.2	8.1%	12.4 to 1
Pennsylvania	\$6.4 bill.	\$15.1	\$365.5	4.1%	24.1 to 1
Rhode Island	\$640	\$394,955	\$25.1	1.6%	63.6 to 1
South Carolina	\$1.9 bill.	\$5.0	\$201.2	2.5%	40.2 to 1
South Dakota	\$373	\$4.5	\$26.4	17.0%	5.9 to 1
Tennessee	\$2.7 bill.	\$2.0	\$283.6	0.7%	141.8 to 1
Texas	\$8.9 bill.	\$4.7	\$622.2	0.8%	133.2 to 1
Utah	\$542	\$7.0	\$40.1	17.5%	5.7 to 1
Vermont	\$348	\$2.7	\$15.5	17.4%	5.7 to 1
Virginia	\$3.1 bill.	\$9.7	\$356.0	2.7%	36.6 to 1
Washington	\$2.8 bill.	\$2.1	\$90.1	2.4%	42.3 to 1
West Virginia	\$1.0 bill.	\$500,000	\$103.8	0.5%	207.5 to 1
Wisconsin	\$2.7 bill.	\$5.3	\$162.6	3.3%	30.7 to 1
Wyoming	\$258	\$3.8	\$22.0	17.3%	5.8 to 1

*Campaign for Tobacco-Free Kids, January 14, 2020 / Alison Elliott*

More information on tobacco company marketing is available at [http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/toll/tobacco\\_kids/marketing/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/).

More state information relating to tobacco use is available at <https://www.tobaccofreekids.org/us-resources>.

**Sources:**

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Campaign for Tobacco-Free Kids, et al., *Broken Promises to Our Children: A State-by-State Look at the 1998 State Tobacco Settlement 20 Years Later*, 2019, [www.tobaccofreekids.org/statereport](http://www.tobaccofreekids.org/statereport).

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