

Fast facts about tobacco taxes

Raising the price of cigarettes by increasing the tax on tobacco is the best way known to prevent kids from starting to smoke. Had Measure 50 passed, between 29,000 and 32,000 youth would have been prevented from becoming regular smokers.^{1, 2}

The failure of Measure 50 represents a missed opportunity for Oregon to improve the health of its citizens. Not only would many deserving children have received health insurance, but also between 15,000 and 20,000 Oregonians would have quit smoking.

The DHS Public Health Division's Tobacco Prevention and Education Program (TPEP) would have been able to reach many more Oregonians with education about tobacco use and help quitting, had Measure 50 passed. Currently, TPEP is funded at 16 percent of the level recommended by the Centers for Disease Control and Prevention.

According to the Campaign for Tobacco-Free Kids, over the lifetimes of current smokers who would have quit smoking and children who would have never started, an 84.5-cent tax increase would have saved Oregon \$662.6 million in long-term health care costs.¹

Visit <http://www.oregon.gov/DHS/ph/tobacco/> for more information about tobacco use in Oregon.

¹Campaign for Tobacco-Free Kids, A Special Report By the Campaign for Tobacco-Free Kids, October 2007

²Chaloupka, Frank J., Economic Impact of Measure 50 on Low-Income Households in Oregon, October 20, 2007