

# Tobacco Taxes Can Save Lives

New York's tobacco taxes haven't been raised in a DECADE.



AN INCREASE IN TOBACCO TAXES IS A GOOD PUBLIC HEALTH POLICY AND INVESTMENT IN THE FUTURE.

## A stale cigarette tax means:

- 10 years for smokers and kids to adjust to the price.
- NY's cigarette tax is no longer the highest in the nation.

## Increasing the cigarette tax means:

- New annual revenue.
  - A \$1.00 per pack cigarette tax increase is projected to net \$30.40 million in new annual revenue.
- 29,500 youth under age 18 would be prevented from becoming adult smokers.

SIGNIFICANT INCREASES IN TOBACCO TAXES CAN SAVE LIVES AND REDUCE THE \$9.7 BILLION SPENT IN TOBACCO RELATED HEALTHCARE COSTS.

To further increase public health benefits, increase cost savings, and generate revenue, NY should **raise the tax on all other tobacco products including e-cigarettes and cigars to provide tax parity with cigarettes.** This will also prevent tobacco users from jumping between products whenever one product's price increases.