



***INCREASING THE TAX ON CIGARS AND SMOKELESS TOBACCO
AS PROPOSED BY THE O'MALLEY-BROWN ADMINISTRATION
WILL REDUCE YOUTH TOBACCO USE,
RAISE REVENUE
AND IS SUPPORTED BY A STRONG MAJORITY
OF MARYLAND VOTERS***

Reduce Youth Tobacco Use

Increasing the price of cigars, smokeless tobacco, and other non-cigarette tobacco products—known as other tobacco products (OTP)—will prevent kids from starting to use tobacco products and help save lives.

- According to the Campaign for Tobacco-Free Kids, increasing the tax on cigars as proposed by the O'Malley-Brown Administration will decrease youth use of these deadly products by a third.
- Almost as many high school students in Maryland use cigars (13.9%) as cigarettes (14.1%). *(Courtesy of the Department of Health and Mental Hygiene)*
- The 2010 Maryland Youth Tobacco Survey found that 79% of underage high school students that use tobacco use a tobacco product other than cigarettes. *(Courtesy of Department of Health and Mental Hygiene)*
- Between FY 2001 and FY 2011 the sale of cigar products in Maryland increased by more than 176 percent. *(Courtesy of Department of Health and Mental Hygiene)*
- Approximately 8.4% of high school boys in Maryland use smokeless tobacco products.

Raise Revenue

Raising the state OTP tax will increase General Fund revenue and provide additional funding for the Tobacco Use Prevention and Cessation Program and Medicaid.

- Raising the OTP tax will generate at least **\$30 million** in revenue in FY 2012 and beyond, and save hundreds of millions in long-term health costs.
- Tobacco taxes provide a reliable source of revenue that is more predictable than other taxes.
- The current state OTP tax rate is among the lowest in the nation.
- The OTP tax has not changed since it was first implemented in 1999; during that time 39 other states have raised OTP tax rates.

Overwhelming Public Support

Maryland registered voters overwhelmingly support a tax increase on cigars, smokeless tobacco and other tobacco products. According to a recent survey by Opinion Works, the support crosses party lines and is strong across the state.

- Nearly three-quarters of Maryland voters favor raising the OTP tax with 54 percent **strongly** favoring the increase.
- Support for increasing the tobacco tax comes from a broad base of Maryland voters, including 73% of Democrats, 70% of Independents and 69% of Republicans.

For more info and to take action visit: www.healthcareforall.com