



***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](http://www.healthcareforall.com)