



Resolution in Support of Recurring Funding For Tobacco Use Prevention and Cessation Programs

January 2012

WHEREAS, the use of tobacco products is the leading cause of preventable death and disability in North Carolina¹ and nearly 11,100 NC children will become regular daily smokers this year²; and,

WHEREAS, the primary purpose of the 1998 Master Settlement Agreement (MSA) was to provide states with funding to remedy the public health problems and increased health costs posed by tobacco use; and,

WHEREAS, in a 1999 law the North Carolina General Assembly dedicated 25% of the state's annual MSA payments to health programs, including tobacco use prevention programs; and,

WHEREAS, in 2011 \$138 million in MSA funds came to the state, thus 25% of MSA funds would amount to approximately \$34.5 million for tobacco use prevention and cessations programs in NC; and,

WHEREAS, the U.S. Centers for Disease Control and Prevention (CDC) recommends that North Carolina spend \$106.8 million a year to have an effective, comprehensive tobacco use prevention program³; the tobacco industry spends \$396 million annually to market its products in our state⁴; and,

WHEREAS, smoking costs North Carolina taxpayers \$2.46 billion in direct healthcare costs (\$769 million in Medicaid expenses alone), and \$3.5 billion in lost productivity annually⁵; and,

WHEREAS, since North Carolina initiated its youth tobacco prevention programs in 2003, the middle school smoking rate in has been cut by more than half (from 9.3% to 4.3%), and the high school smoking rate has dropped by a third (from 27.3% to 16.7%). This reduction accounts for 53,000 fewer smokers since 2003⁶; and,

WHEREAS, comprehensive statewide tobacco use prevention and cessation programs promote reductions in smoking levels among both adults and kids⁷, thereby producing substantial state health care cost savings and reductions in other smoking-caused expenditures⁸; and,

WHEREAS, the Campaign for Tobacco Free Kids estimates that if current tobacco prevention funding (now at \$17.3 million) is eliminated in North Carolina, the youth smoking rate will increase by 2.8%, 17,500 more North Carolina kids will grow up to become addicted adult smokers and future healthcare expenditures in the state will increase by \$306.2 million⁹;

NOW THEREFORE BE IT RESOLVED that the undersigned supports the dedication of 25% of NC's annual MSA payment to fund evidence-based tobacco use prevention and cessation programs in North Carolina.

I am signing as:

___ **an individual:**

Individual Signature _____ Date: _____

___ **on behalf of my organization:**

Signature of Authorized Representative: _____ Date: _____

Printed Contact Name: _____

Organization Name: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip Code: _____ E-mail: _____

¹ North Carolina Institute of Medicine, Task Force on Prevention, May 2008

² Campaign for Tobacco-Free Kids, *Key State Specific Tobacco Related Data and Rankings*, November 22, 2011, <http://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf>

³ Centers for Disease Control, *Best Practices for Comprehensive Tobacco Control Programs—2007* p. 54-55. http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm

⁴ U.S. Federal Trade Commission (FTC), *Cigarette Report for 2007 and 2008*, 2011, <http://ftc.gov/os/2011/07/110729cigarettereport.pdf>.

⁵ Campaign for Tobacco Free Kids; *STATE TOBACCO-RELATED COSTS AND REVENUES*. June 15, 2010. <http://www.tobaccofreekids.org/research/factsheets/pdf/0178.pdf>

⁶ NC Department of Health and Human Services, *2009 North Carolina Youth Tobacco Survey*, 2009, <http://www.tobacopreventionandcontrol.ncdhhs.gov/data/yts/yts09/ncytsummarytablesstatewide2009.pdf>

⁷ Institute of Medicine, *Ending the Tobacco Problem: A Blueprint for the Nation*, National Academy of Sciences, 2007; http://www.nap.edu/catalog.php?record_id=11795

⁸ Lightwood, J & Glantz, S, “Short-term Economic and Health Benefits of Smoking Cessation: Myocardial Infarction and Stroke,” *Circulation* 96:1089-1096, 1997. Campaign for Tobacco Free Kids, *Comprehensive Statewide Tobacco Prevention Programs Save Money*, January 24, 2011, <http://www.tobaccofreekids.org/research/factsheets/pdf/0168.pdf>.

⁹ Campaign for Tobacco Free Kids, *Impact on Youth Smoking, Deaths & Related Health Costs from Changes to North Carolina Tobacco Prevention Funding*, December 12, 2011, http://issuu.com/ncahadmin/docs/nc_funding_level_zero_out_12-12-11.