



Keep Tobacco out of the Hands of Vulnerable Texans

Tobacco prevention is greatly underfunded in Texas. The Texas Legislature can increase funding to foster both prevention and cessation.

Texas ranks last – 51st among the 50 states and Washington, DC – in tobacco prevention funding.¹

That amount is less than 1.4% of the \$264 million in spending recommended by the Centers for Disease Control and Prevention for tobacco prevention and cessation.² Simultaneously, the tobacco industry spends \$670.9 million on marketing in Texas.³

Prevention Pays Off

For every dollar spent on tobacco prevention, states can reduce tobacco-related health care expenditures and hospitalizations by as much as \$55. Sadly, prevention programs aren't reaching nearly enough women, adolescents, and vulnerable populations. Smoking during pregnancy increases the risk of birth defects, low birthweight, premature birth, and more.⁴

Smoking Costs Texans

- Texans spend \$10.29 billion each year for direct health care costs caused by smoking.⁵
- Medicaid costs for smoking equal \$2.10 billion each year.³ If smoking ended in Texas, Medicaid could reinvest that \$2 billion in other vital programs.

WAYS TO COMBAT TOBACCO USE

1

Increase funds for tobacco prevention and enforcement

2

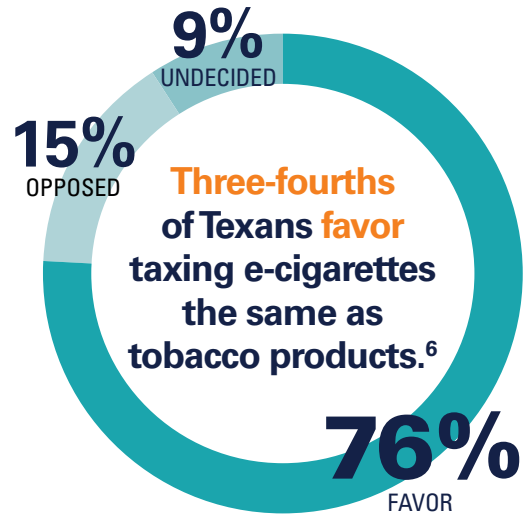
Close the e-cigarette loophole to create taxing parity with cigarettes

3

Increase the cigarette tax to more than double the current rate

The result: At least \$622 million in new annual revenue for Texas, which would:

- ✓ Ensure access to Quitline by vulnerable Texans, including pregnant women⁸
- ✓ Increase youth access to prevention programs



E-cigarette products operate in an excise tax loophole that allows these dangerous products to be taxed the same as dental floss or candy.

The Texas Public Health Coalition Recommends:

1. **Protect, restore, and increase Texas Department of State Health Services (DSHS) funding for tobacco prevention and enforcement of tobacco laws.**
2. **Close the excise tax loophole on e-cigarettes and tax at parity with all cigarettes, including components such as tanks, mods, and liquids.**
3. **Raise the cigarette tax by \$1.50 per pack, from \$1.41 to \$2.91.⁷**
4. **Enhance enforcement of the Tobacco 21 law prohibiting sales of tobacco and e-cigarette products to underage Texans, including increased compliance checks on retailers and enhanced penalties.**
5. **Oppose any attempts by the tobacco industry to weaken tobacco laws.**
6. **Pass a statewide smoke-free air law.**

¹ <https://www.tobaccofreekids.org/what-we-do/us/statereport/texas>

² Texas 1998 State Tobacco Settlement – Campaign for Tobacco-Free Kids (tobaccofreekids.org)

³ The Toll of Tobacco in Texas – Campaign for Tobacco-Free Kids (tobaccofreekids.org)

⁴ Smoking during pregnancy | March of Dimes

⁵ Extinguishing the Tobacco Epidemic in Texas | CDC

⁶ Eppstein Group poll commissioned by the Texas Medical Association among 1,200 registered voters, including cell phone and online surveys, with a margin of error of +/- 2.9% (Nov. 18-23, 2020)

⁷ Cigarette Tax (texas.gov)

⁸ Best Practices for Comprehensive Tobacco Control Programs: 2014 (cdc.gov)



The Texas Public Health Coalition is a coalition of health professional organizations and health-focused organizations dedicated to disease prevention and health promotion.

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MEMBERS

Alzheimer's Association	Texas Association of Community Health Centers
American Heart Association	Texas Chapter of the American College of Physicians Services
American Lung Association	Texas Dental Association
Blue Cross Blue Shield of Texas	Texas eHealth Alliance
Children's Hospital Association of Texas	Texas Health Institute
The Cooper Institute	Texas Hospital Association
Harris County Public Health	Texas Medical Association
The Immunization Partnership	Texas Nurses Association
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March of Dimes	Texas Osteopathic Medical Association
Methodist Healthcare Ministries	Texas Pediatric Society
National Service Office for Nurse-Family Partnership and Child First	Texas Physicians for Social Responsibility
Texas Academy of Family Physicians	Texas Renal Coalition
Texas Academy of Physician Assistants	Texas School Nurses Organization
Texas Association of City & County Health Officials	Texas Society for Adolescent Health and Medicine
	Texas State Alliance of YMCAs
	United Ways of Texas

RESOURCES

CANCER PREVENTION AND RESEARCH INSTITUTE OF TEXAS
MD ANDERSON CANCER CENTER

MICHAEL AND SUSAN DELL CENTER FOR HEALTHY LIVING
PARTNERSHIP FOR A HEALTHY TEXAS

TEXAS DEPARTMENT OF STATE HEALTH SERVICES
TEXAS PUBLIC HEALTH ASSOCIATION