



Tobacco Public Policy Center

at Capital University Law School

303 E. Broad Street, Columbus, Ohio 43215 • (614) 236-6770
Fax: (501) 636-3864 • www.tobaccopolicy.org

COSTS OF TOBACCO AND TOBACCO INDUSTRY MARKETING EFFORTS IN OHIO

1. TOBACCO USE IN OHIO¹

- Adults in Ohio who smoke: 22.3%
 - Men: 21.9%
 - Women: 22.8%
 - Pregnant Females: 17.9%
- High school students who smoke: 20.5%
 - Girls: 20.8%
 - Boys: 20.0%
- High school males who use smokeless tobacco: 13.7%
- Children (under 18) who try cigarettes for the first time each year: 65,100
- Additional Children (under 18) who become new daily smokers each year: 18,700
- Packs of cigarettes bought or smoked by children in Ohio each year: 27.3 million

2. DEATHS FROM SMOKING²

- Adults who die each year in Ohio from their own smoking: 18,600
- Children who have lost at least one parent to a smoking-caused death: 10,100
- Children alive in today who will ultimately die from smoking: 293,000 (given current smoking levels)

3. TOBACCO RELATED MONETARY COSTS³

- Annual health care expenditures in the State directly caused by tobacco use: \$4.37 billion
- State Medicaid program's annual health expenditures directly caused by tobacco use: \$1.4 billion
- Citizens' state/federal annual taxes to cover smoking-caused costs to the government: \$2.8 billion (\$642/household)
- Smoking-caused annual productivity losses in Ohio: \$4.65 billion
- Smoking-caused health costs and productivity losses per pack sold in Ohio: \$9.19

4. TOBACCO INDUSTRY MARKETING EFFORTS⁴

- Annual tobacco industry marketing expenditures nationwide: \$15.4 billion (\$42+ million per day)
- Estimated portion spent in Ohio each year: \$789.1 million
- Percentage increase in tobacco industry marketing, 1998-2003: 119.7%

5. TOBACCO PREVENTION SPENDING IN OHIO

- Annual tobacco prevention spending: \$47.2 million

This information is provided for educational purposes only and is not to be construed as a legal opinion or as a substitute for obtaining legal advice from an attorney. The Tobacco Public Policy Center provides legal information and education about tobacco and health, but does not provide legal representation. Readers with questions about the application of the law to specific facts are encouraged to consult legal counsel familiar with the laws of their jurisdictions.

- Tobacco Prevention spending as a percentage of tobacco industry marketing spending in Ohio: 6%

¹ **Adult smoking.** State: 2005 BRFSS, <http://www.cdc.gov/mmwr/PDF/wk/mm5542.pdf>, Behavioral Risk Factor Surveillance System. National: 2005 Nat'l Health Interview Survey (NHIS), <http://www.cdc.gov/mmwr/PDF/wk/mm5542.pdf> **Pregnant Females.** CDC, "Smoking During Pregnancy – United States, 1990-2002," *MMWR* 53(39): 911-15 (October 8, 2004) <http://www.cdc.gov/mmwr/PDF/wk/mm5339.pdf> **Youth smoking.** 2006 Youth Tobacco Survey. A 2005 Youth Risk Behavior Survey (YRBS) found that 24.4% of high schoolers smoked. Current smoking = smoked in past month. The 2003 National Youth Risk Behavior Survey, using a different methodology than the YTS, found that 21.9% of U.S. high school kids smoke and 11% of high school males use spit tobacco. **Male Youth smokeless.** 2006 YTS. A 2005 YRBS found that 7.9% of high school males used spit tobacco. Female smokeless use is much lower. **New youth smokers.** Estimate based on U.S. Dept of Health & Human Services (HHS), "Summary Findings from the 2005 Nat'l Survey on Drug Use and Health", <http://www.oas.samhsa.gov/2k5nsduh/tabs/2k5stabs.pdf>, with the state share of the national number allocated through the formula in U.S. Centers for Disease Control & Prevention (CDC), "Projected Smoking-Related Deaths Among Youth -- United States," *Morbidity & Mortality Weekly Report (MMWR)* 45(44): 971-74 (November 8, 1996) [based on state young adult smoking rates, as updated in CDC, *Sustaining State Programs for Tobacco Control, Data Highlights, 2006*]. **Smokefree workplaces.** Shopland, D., et al., "State-Specific Trends in Smoke-Free Workplace Policy Coverage: The Current Population Survey Tobacco Use Supplement, 1993 to 1999," *Jnl of Occupational & Environmental Medicine* 43(8): 680-86 (August 2001). **Kids exposed to secondhand smoke.** CDC, "State-Specific Prevalence of Cigarette Smoking Among Adults & Children's and Adolescents' Exposure to Environmental Tobacco Smoke – United States, 1996," *MMWR* 46(44): 1038-43 (November 7, 1997). **Packs consumed by kids.** Estimated from Ohio's youth population & smoking rates; and see DiFranza, J. & J. Librett, "State and Federal Revenues from Tobacco Consumed by Minors," *Am. Jnl of Public Health* 89(7): 1106-08 (July 1999) & Cummings, et al., "The Illegal Sale of Cigarettes to US Minors: Estimates by State," *AJPH* 84(2): 300-302 (February 1994).

² **Adult deaths.** CDC's STATE System (avg annual deaths from 1997-2001), <http://apps.nccd.cdc.gov/StateSystem/systemIndex.aspx>. See also, CDC, *Sustaining State Programs for Tobacco Control, Data Highlights, 2006*; CDC, "Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs -- United States 1995-1999," *MMWR*, April 11, 2002, <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5114a2.htm>. See, also, U.S. General Accounting Office (GAO), "CDC's April 2002 Report on Smoking: Estimates of Selected Health Consequences of Cigarette Smoking Were Reasonable," letter to U.S. Rep. Richard Burr, July 16, 2003, <http://www.gao.gov/new.items/d03942r.pdf>. **Lost Parents.** Leistikow, B., et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5): 353-360, May 2000, and state-specific data from author. **Projected youth smoking deaths.** CDC, *State Highlights 2006*; CDC, "Projected Smoking-Related Deaths Among Youth -- United States," *MMWR* 45(44): 971-974, November 11, 1996, www.cdc.gov/mmwr/mmwr_wk.html. **Secondhand smoke deaths.** CDC, *MMWR*, April 11, 2002. Nat'l Cancer Inst, *Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency, Smoking & Tob. Control Monograph no. 10, 1999*, <http://cancercontrol.cancer.gov/tcrb/monographs/10> [CA report at http://www.oehha.org/air/environmental_tobacco]. See, also, California EPA, *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*, June 24, 2005, <http://www.arb.ca.gov/toxics/ets/finalreport/finalreport.htm>.

³ **Health and productivity costs caused by tobacco use.** CDC, *Data Highlights 2006* [and underlying CDC data/estimates]. CDC's STATE System average annual smoking attributable productivity losses from 1997-2001 (1999 estimates updated to 2004 dollars); GAO, <http://www.gao.gov/new.items/d03942r.pdf>, July 16, 2003. State Medicaid program expenditures are before any federal reimbursement. **SHS Costs.** Behan, DF et al., *Economic Effects of Environmental Tobacco Smoke*, Society of Actuaries, March 31, 2005, http://www.soa.org/ccm/cms-service/stream/asset/?asset_id=10943111&q11n [nationwide costs allocated to state based on its share of all U.S. smokers]. **State-federal tobacco tax burden.** Equals Ohio residents' federal & state tax payments necessary to cover all state government tobacco-caused costs plus the residents' pro-rata share, based on state populations, of all federal tobacco-caused costs. See above and Zhang, X et al., "Cost of Smoking to the Medicare Program, 1993," *Health Care Financing Review* 20(4): 1-19, Summer 1999; Office of Management & Budget, *Budget for the United States Government - Fiscal Year 2000*, Table S-8, 1999; Leistikow, B., et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5): 353-360, May 2000 – with other state government tobacco costs taken to be 3% of all state smoking-caused health costs, as in CDC, "Medical Care Expenditures Attributable to Smoking -- United States, 1993," *MMWR* 43(26): 1-4, July 8, 1994. CDC's *Data Highlights 2006* provides cost estimates that have been adjusted for inflation and put in 2004 dollars. To make the other cost data similarly current and more comparable, they have also been adjusted for inflation and put in 2004 dollars, using the same CDC methodology. **Other tobacco-related costs.** U.S. Treasury Dept., *Economic Costs of Smoking in the U.S. & the Benefits of Comprehensive Tobacco Legislation*, 1998; Chaloupka, F.J. & K.E. Warner, "The Economics of Smoking," in Culyer, A. & J. Newhouse (eds), *Handbook of Health Economics*, 2000; CDC, *MMWR* 46(44), November 7, 1997; CDC, *Making Your Workplace Smokefree: A Decision Maker's Guide*, 1996; Mudarri, D., U.S. Environmental Protection Agency, *Costs & Benefits of Smoking Restrictions: An Assessment of the Smoke-Free Environment Act of 1993 (H.R. 3434)*, submitted to Subcommittee on Health & the Environment, Committee on Energy & Commerce, U.S. House of Rep., April 1994; Brigham, P. & A. McGuire, "Progress Toward a Fire-Safe Cigarette," *Jnl of Public Health Policy* 16(4): 433-439, 1995; Hall, J.R. Jr., Nat'l Fire Protection Assoc., *The Smoking-Material Fire Problem*, November 2004. U.S. Fire Admin./Nat'l Fire Data Center, Federal Emergency Management Agency (FEMA), *Residential Smoking Fires & Casualties*, Topical Fire Research Series 5(5), June 2005, <http://www.usfa.fema.gov/downloads/pdf/tfrs/v5i5.pdf>.

⁴ **Tobacco industry marketing.** U.S. Federal Trade Commission (FTC), *Cigarette Report for 2003, 2005* [data for top 6 manufacturers only], <http://www.ftc.gov/reports/cigarette05/050809cigrpt.pdf>; FTC, *Federal Trade Commission Smokeless Tobacco Report for the Years 2000 & 2001, August 2003* <http://www.ftc.gov/os/2003/08/2k2k1smokeless.pdf>. [top 5 manufacturers]. State total a prorated estimate based on cigarette pack sales in the state. See, also Campaign fact sheet, *Increased Cigarette Company Marketing Since the Multistate Settlement Agreement Went into Effect*, <http://tobaccofreekids.org/research/factsheets>. **Tobacco marketing influence on youth.** Pollay, R., et al., "The Last Straw? Cigarette Advertising & Realized Market Shares Among Youths & Adults," *Jnl of Marketing* 60(2):1-16 (April 1996); Evans, N., et al., "Influence of Tobacco Marketing & Exposure to Smokers on Adolescent Susceptibility to Smoking," *Jnl of the Nat'l Cancer Inst* 87(20): 1538-45 (October 1995). See also, Pierce, J.P., et al., "Tobacco Industry Promotion of Cigarettes & Adolescent Smoking," *Jnl of the American Medical Association (JAMA)* 279(7): 511-505 (February 1998) [with erratum in *JAMA* 280(5): 422 (August 1998)]. See, also, Campaign fact sheet, *Tobacco Marketing to Kids* (2001).