Annual Report on State Tobacco Prevention Spending

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A Broken Promise to Our Children
The 1998 State Tobacco Settlement 12 Years Later

November 17, 2010
We Are Losing Our Programs

– Annual funding for tobacco prevention has been cut by 36%, or $260 million, in past four years

– Some of our longest standing and most successful programs have been drastically cut

– In FY2012, only 1 state is at CDC recommended level - AK
State Tobacco Prevention Spending, FY1999 - FY2012*

* FY2012 data are preliminary and do not include final data from every state.
Tobacco Money for Tobacco Prevention, FY 2012

$25.6 Billion

$7.4 Billion Est. Tobacco Tax Rev.

$18.2 Billion Actual Tobacco Settlement Revenues

$3.7 Billion

States are spending less than 2% of their tobacco revenues on tobacco prevention programs

$457 Million *

Total State Tobacco Revenues

CDC Recommended Annual Investment

Actual State Tobacco Prevention Spending

* FY2012 data are preliminary and do not include final data from every state.
State Report Media Materials

– National press release

– Full schedule of radio and TV interviews on Nov. 30th – TFK, AHA and youth advocate

– Individual press releases for every state and DC

– State level data and press releases available on website Nov 29th; info. embargoed until Nov. 30th
Tobacco Money for Tobacco Prevention in NC, FY 2012

Total State Tobacco Revenues: $431 Million

- $287 Million Estimated Tobacco Tax Revenues
- $144 Million Estimated Tobacco Settlement Revenues

CDC Recommended Annual Investment: $106.8 Million

Actual State Tobacco Prevention Spending: $17.3 Million
Tobacco companies are outspending state tobacco prevention spending $22 to $1
State Tobacco Control Spending vs. Tobacco-Related Healthcare Costs in North Carolina

Tobacco-Related Healthcare Costs: $2.46 Billion
Tobacco Prevention Spending: $17.3 Million
WHAT NOW?

• Get the team together – program team AND advocates!

• Develop strategy for state report release and define roles

• Develop strategy for how to work together to defend program moving forward
TFK Available Resources

• Projections – expected benefits (or harms) from changes to program funding – meeting CDC recommendation, eliminating funding or cutting funding

• Key Messages for Tobacco Prevention Programs

• State-specific factsheets

• Template Ads

• OUR STATE TEAM
FOR MORE INFORMATION

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