

The Maryland Children's Initiative: Raising Tobacco Taxes to Save Lives

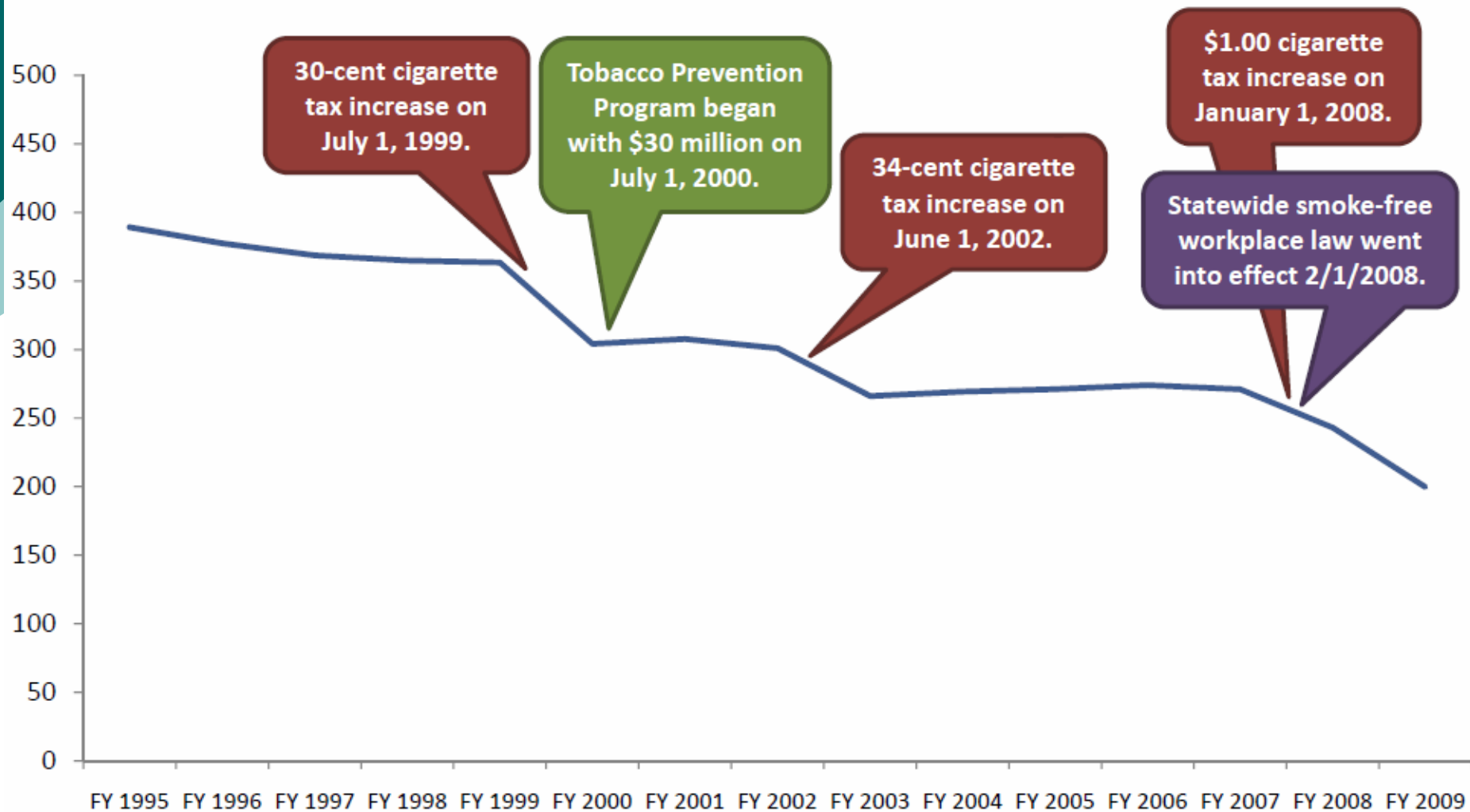
Vincent DeMarco
Glenn E. Schneider
Former Executive Director and Deputy Director
Maryland Children's Initiative

The Maryland Children's Initiative



Maryland Cigarette Pack Sales, FY 1995-FY 2009

(in millions of packs)



The Maryland Children's Initiative



- **1993 - Cigarette tax raised by \$0.20**
- **1996 - Smokeless tobacco tax defeated**
- **1997 - 6 tobacco tax bills defeated**
 - MGA wants to pass a \$0.05 tax to balance budget
- **1997 - Baltimore Sun Headline**
 - "Foes of tobacco lost big -- again; All-or-nothing tactics, some say, got them 'sucker-punched'"

The Maryland Children's Initiative



-
- **1997-1999 – State awash in money**
 - \$600 M Surplus + booming economy
 - \$4 B Tobacco Settlement

 - **1999 – State passes tobacco tax**
 - \$0.30 increase in cigarette tax, 15% manufacturers tax on OTP, \$21 million annually for prevention & cessation

 - **2002 & 2007 – State passes additional tobacco taxes**
 - In 2002 (Election year) -- \$0.34 per pack
 - In 2008, \$1.00 per pack

The Maryland Children's Initiative



○ 6 Steps

- Pick your Issue/Solution
- Do some Polling
- Build your Coalition
- Earn some Media
- Work the elections
- Lobby the policy-makers



Maryland's
Battle for
TUP

Polling

In this year's election for General Assembly, if the choice was between a Democratic candidate who favors this cigarette tax proposal and a Republican who opposes it - for which candidate would you vote? (1500 Likely Voters, +/- 2.5% error, 6/8-6/16/98)

	Generic Ballot Test	Dem. supports tax	Diff
(D) Candidate	41%	51%	10%
(R) Candidate	32%	22%	-10%
Neither	6%	10%	4%
Don't Know	21%	17%	-4%



Maryland's
Battle for
TUP

Polling

In this year's election for General Assembly, if the choice was between a Republican candidate who favors this cigarette tax proposal and a Democrat who opposes it - for which candidate would you vote? (1500 Likely Voters, +/- 2.5% error, 6/8-6/16/98)

	Generic Ballot Test	Rep. supports tax	Diff
(D) Candidate	41%	29%	-12%
(R) Candidate	32%	44%	12%
Neither	6%	10%	4%
Don't Know	21%	17%	-4%

Across party lines, voters favor raising cigarette tax by \$1.50

Per-pack increase
would nearly double
price in Maryland

By SCOTT SHANE
SUN STAFF

Anti-smoking activists released a poll yesterday showing Maryland voters favor by nearly 2-to-1 a \$1.50-a-pack increase in the state's cigarette tax and said teen smoking has become so potent a political issue that it can outweigh party loyalty.

The poll, conducted last month, showed that the Democratic majority said it would back a Republican legislative candidate who favored a cigarette tax increase over a Democrat who opposed one.

"We now know clearly where the majority of Marylanders stand," said state Del. Elizabeth Bobo, a Howard County Democrat who attended a news confer-

enced Democrats over Republicans 52 percent to 32 percent.

If the Democratic candidate favored the cigarette tax and the Republican opposed it, the gap widened to 52 percent to 25 percent. But if the Republican supported the tax and the Democrat opposed it, the numbers flipped, with 38 percent for the pro-tax Republican and 30 percent for the anti-tax Democrat.

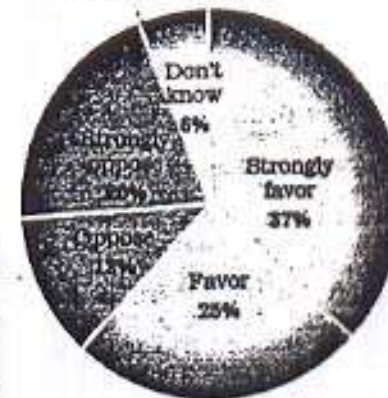
"These numbers are startling," said Lake, a nationally prominent pollster who has worked mainly for Democrats. "Being willing to change your vote over an issue like this is very unusual."

Many public health experts say increasing the price of cigarettes is the surest and fastest way to reduce smoking, particularly by teens.

"In the short run, the single most effective measure we could take is to get the price up," said Kenneth E. Warner, an economist and smoking expert at the University of Michigan. "That's more effective in decreasing consumption

Md. support for cigarette tax hike

How 602 Maryland voters felt about increasing the cigarette tax by \$1.50 a pack:



Note: Margin of error plus or minus 4 percentage points

SOURCE: Lake, Sosin, Snell, Perry & Associates telephone poll, Sept. 18-22

EMILY HOLMES : SUN STAFF

for a \$1-a-pack increase, and the tax was left unchanged.

Now anti-tobacco forces are preparing for another try next year. They say the industry's formidable political strength has been eroded by negative publicity accompanying lawsuits filed against cigarette makers by 40 states, including Maryland.

"If the people lead, their leaders in the legislature eventually will follow," said Dr. Joseph A. Adams, a Towson physician and president of the Smoke Free Maryland coalition.

More than 70% of likely Howard County voters favor a cigarette tax increase of \$1.50 per pack to reduce teen smoking and pay for social, health and education programs, according to a survey commissioned by Smoke Free Maryland and two other groups.

Howard County's support for the tax hike — 71% of likely voters — was slightly higher than the statewide figure of 69%, according to the survey of 1,500 Maryland voters. A tax increase would be phased in over several years.

At a glance

The cigarette tax initiative was killed by a Maryland Senate committee in the General Assembly earlier this year. Congress also recently killed a tax hike proposal aimed at curbing teen smoking.

The survey shows that Howard voters also are willing to switch party votes depending on a candidate's stance on the issue.

Of Howard voters, 51% would choose a Republican candidate who

supported the tax over a Democratic candidate who opposed it. But when positions are reversed, only 29% would vote for the Republican candidate.

The margin of error was 10% for the county portion of the poll, which was conducted jointly by two research firms — one that works closely with the Democratic National Committee and the other with GOP congressional leaders.

The survey "shows people in Howard County truly want this to happen. They truly care about kids and want protective things done," said Glenn Schneider, spokesman for Smoke Free Maryland. "In Howard County, a candidate would have to be not not to support it."

Smoke Free Maryland lists several Democratic Howard legislators, including bill co-sponsor Del. Elizabeth Bobo and Republican Sen. Martin Madden, as supporters of the tax proposal.

"It's certainly going to be a significant factor" in the fall elections, Bobo said. "Will it swing one particular position? I can't say. But given what's happened in Congress, with big tobacco interests coming in and throwing weight and money around, it's more of a factor."

But the initiative also has opponents in the Howard delegation, among them Republican Del. Robert Flaagan.

"The concept of a

Poll has voters saying yes to cigarette tax hike

Columbia Flyer / HOWARD Co. TIMES

7/16/98

P.8



Build Organizational Power

- Recruit lead organizations & launch campaign
- Outreach to community groups of all kinds, especially faith community
- Earn media featuring unique, special, or strong constituencies throughout

Clerics back Md. tobacco tax increase

Coalition supports
\$1.50-per-pack rise
aimed at teen-agers

'Nobody should smoke'

Denominations'
decision termed
'a breakthrough'

By JOHN RIVERA
STAFF

A coalition of religious leaders representing Baptists, Methodists, Lutherans and others lent their support yesterday to an initiative that aims to curb teen smoking by raising the Maryland

"It is a groundbreaking step," said United Methodist Bishop Felton Edwin May of the Baltimore-Washington Conference, which passed a resolution at its annual meeting last month endorsing the initiative. "It shows cohesiveness and collaboration at a level that would move this issue ahead. None

of us as individuals or as denominations can do it alone."

May noted that Methodists have long discouraged tobacco use, and as early as 1918, required applicants for ministry to abstain from its use.

His colleague, Lutheran Bishop George Mocko, said that his denomination had no such reluctance.

"Nobody should smoke. Not children, not teen-agers, not adults," he said. "Now it

Religious coalition backs Md. tobacco tax increase

(Tobacco, from Page 1B)

standing up here saying this because we have been known for years as having a lot of fun, making fun of Baptists and Methodists for spending so much time for getting exercised on this subject.

'We were wrong'

"Well, on smoking we were wrong and they were right," he said. "It comes down to the proper stewardship of our bodies."

The Rev. Sidney Daniels, representing the Interdenominational Ministerial Alliance, a coalition of Baltimore's African-American clergy, said the initiative's goal to reduce smoking among youths "lays hold of a basic principle: Children should not be influenced to do the wrong thing, to contaminate their bodies, destroy their lives, to make profit for the death dealers who are selling cigarettes."

Vincent DeMarco, executive director of the initiative, said the ministers joined a group of more than 290 state and local organizations that have endorsed the tobacco tax increase. DeMarco said every candidate for the General

"It comes down to the proper stewardship of our bodies."

George Mocko, Lutheran Bishop

However, this is about raising taxes. It is not about youth smoking," he said.

Richard Daynard, a Boston law professor and chairman of the Tobacco Products Liability Project, said that as far as he is aware, the involvement of religious groups in the anti-tobacco movement has been limited to resolutions passed in annual conventions and the divestment of tobacco stock by many denominations.

Addressing specifics

"In general, they have not been on the front lines of specific tobacco control initiatives, with the exception of divestment," he said. "So I think it's very important they're coming out and not just saying, 'In general, one ought to do something,' but saying specifically what steps should be done and

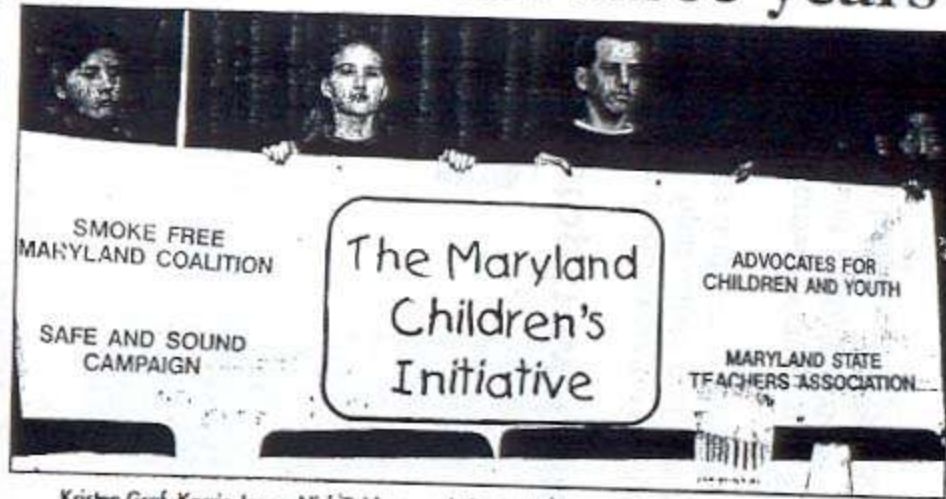
Local organizations campaign to raise tobacco tax over the next three years

By LAURA WILSON
Community News Editor

Maryland smokers may soon notice a substantial increase in the price of cigarettes if a proposed bill is passed this fall that could affect cigarette prices for years to come.

The Maryland Children's Initiative plans to raise the state's cigarette tax by as much as \$1.50 per pack over the next three years to reduce teen smoking and provide funding for pro-children initiatives. The bill proposes a tax increase of 50 cents a pack for the next two years. If the percentage of teen smokers does not decline by at least 35 percent by July 1, 2000, then an additional increase of 50 cents per pack will go into effect. It will also extend a comparable tax increase of 25 percent of the wholesale price to other tobacco products.

If within the next five years Congress raises the cigarette tax...



Kristen Graf, Karrie Jones, Nick Bridges, and Elizabeth Stevens support the Children's Initiative.

"The most effective way to...

Howard County

Legislators, teens seek cigarette tax boost

Bill would increase
pack price by \$1
to discourage habit

1/26/79

By EDWARD LEE
SUN STAFF SUN 81

Kicking off a grass-roots campaign for a \$1-a-pack increase in the state cigarette tax, Howard County activists employed a new weapon yesterday in their battle against the tobacco industry: children.

About 50 Wilde Lake High School students — joined by Democratic County Councilman Guy J. Guzzone, and Bev Wilhide, an assistant to County Executive James N. Robey — urged members of the General Assembly to pass tax-increase legislation.

"All of us are all too aware that teen smoking is a problem in Columbia, Howard County, Maryland, and the country," said Rebecca Gifford, a senior at the school and a representative of the Maryland Association of

Legislators, teens seek increase in cigarette tax

[Smoking, from Page 1a]

Children's Initiative, a coalition of 300 organizations working to reduce teen smoking.

"They used to say that it was a

politically difficult thing to vote against tobacco," DeMarco said. "Legislators, it's a politically difficult thing to vote against the citizens."

Howard County has one of the toughest anti-smoking laws on the East Coast.

Yesterday, at an informal lunch with Robey, the governor expressed his thanks for a joint resolution from Robey and three members of the County Council supporting the tax proposal.

Glendening said the tobacco tax vote "is never an easy vote, but it's the right thing to do to protect the health of our children."

Del. Elizabeth Bobo, a Democrat and co-sponsor of the bill whose district includes Wilde Lake, said the legislation is designed to protect the tobacco industry's target audience.

"The facts show that very, very clearly Big Tobacco has written in their plans to get and hook people at your age and to hook you for life," Bobo told the students. "Will

[the bill] stop smoking? Of course not, but it will cut back on it."

Gifford said the tax increase would likely discourage teens from smoking.

"The more expensive it is, the less chance of us buying it," she said.

The Wilde Lake students stood in solemn silence in the Columbia high school's media center as their peers, politicians and school officials kicked off the campaign.

The most poignant moment came when Joel Lapin addressed the students. Lapin, whose wife of 16 years, Marsha, died in September of lung cancer at the age of 49, pleaded with the students to avoid smoking.

"Please, for those that love you and for those you love, do two things," Lapin said. "Continue your pledge not to smoke ... and do the right thing: Keep up the good work."

Sun staff writer Larry Carson contributed to this article.

Students not pawns in tobacco fight

I was disturbed with elements of your Jan. 26 article, "Howard students, legislators launch cigarette tax campaign."

The article made it seem as if anti-smoking advocates were "using" young people as pawns in our

The students at Wilde Lake High School who spoke at the event did so at their own choosing. They prepared their own talks. They spoke from the heart.

As a society often cynical about



What do you want from your endorsers and key partners?

- To **educate** the leadership and their members about the issue.
- To **show them true friendship and partnership** in their groups' struggles (i.e., relationship is a two-way street).
- To eventually **get "evidence" of their support** for your issue.
- To **build a long-lasting relationship with leaders and members** to facilitate later action.



Evidence of support?

- **Have them sign something!**
 - Resolution or statement of support
 - Helps organization with decision-making process
 - Invites debate on level of support for initiative
- **Opens door to a relationship**
- **Helps you ask for help in future**

Md. Coalition Seeks Higher Cigarette Tax

By CHARLES BARRINGTON
Washington Post Staff Writer

Anti-smoking groups in Maryland launched a campaign yesterday to quadruple the state tax on cigarettes, a move they say will prove popular because it would discourage teen smoking.

Armed with a statewide poll and threats to campaign against candidates who oppose them this fall, the coalition hopes to lure most Maryland legislators pledged to support a \$1.50-per-pack tax increase by the time the General Assembly convenes in January.

The Maryland Children's Initiative released a poll in which 61 percent of state voters surveyed said they would support the \$1.50 tax increase "to reduce teen smoking." An additional 28 percent strongly opposed the tax plan, and 9 percent somewhat opposed it, according to the survey of 1,500 voters.

The state's current cigarette tax is 36 cents a pack. The coalition's plan calls for phasing in a \$1.50-per-pack increase over three years, to bring the tax to \$1.86.

The group's strategy is modeled after a 1994 effort that led to tougher handgun restrictions in Maryland. Then, as now, groups conducted

a poll meant to show legislative candidates that they could run and win on the coalition's issue, even if it was considered controversial.

Then, as now, the coalition's leader was Vincent DeMarco, a veteran gun-control advocate now battling the cigarette industry. DeMarco said his group will send the poll results to every candidate for the General Assembly's 188 seats this fall and will ask each one to sign a pledge to support the tax increase. The group will "educate voters" about those who do and don't sign the pledge, he said.

See CIGARETTES, B9, Col. 1

Group Says Higher Cigarette Tax Would Discourage Teen Smoking

CIGARETTES, From B1

"If we do our job and educate voters," DeMarco said, "they will elect a governor and legislature who support the \$1.50 tax increase for cigarettes. And we will do our job." His coalition includes more than 280 groups, including medical organizations

and senior citizens groups. The coalition says that 61 percent of voters would support a Republican backing the plan. DeMarco said the tax initiative could be a make-or-break issue in some legislative districts.

Some legislators, however, are dubious. "I'd have to have some evidence that this works" to curb teenage smoking, "and it's not there yet," said Del. Martha S. Klaus (R-Baltimore County). "There are two sides

neighboring states, he said, some smokers will cross borders to buy their cigarettes—and they may buy gasoline, milk and other items while they're at it.

However, Miller said, the recent congressional debate about federal cigarette taxes "has changed the thinking of the public on this issue considerably. Even in Southern Maryland, where over 1,200 families continue to grow tobacco, the mood is that tobacco could and should be kept out of the hands of teenagers at all costs."

The anti-smoking coalition said national studies have found that each 10 percent



Build Organizational Power

- Communication plan (listserv, blast fax, webpage and now, don't forget FB, Twitter, RSS Feeds, blogs, etc.)
- Set up organizational structure
501(h) and 501(c)4
- Raise funds!!

Trial Run

○ Conduct additional Polling

- test the actual program specifics (tobacco tax for prevention, reduced class size, after-school programs, etc.)

○ Introduce the bill

- Write bill
- Testify at hearings
- Pay attention to opponents arguments
- Acquire additional research
- Hone in key messages
- Involve your Coalition
- Earn media



Build Momentum Locally

- Pass local tobacco taxes
- Court county executives / County Councils
- Pass county government resolutions
- Earn media locally -- launching local campaign, releasing poll data

Tax on cigars, snuff sought

By LISA CARLY FINE

Journal staff writer

Montgomery County Executive Douglas M. Duncan will propose today a tax on smokeless tobacco and cigars, making it the first jurisdiction in the state — and one of few in the nation — to impose such a levy.

Montgomery County would join local jurisdictions in just three other states — Alabama, Alaska and Virginia — to tax smokeless tobacco products and cigars, county officials said.

As part of an initiative to enhance and enforce tobacco regulation in the county, Duncan (D) will announce the tax proposals when he proposes legislation to crack down on the illegal sale of cigarettes to minors, county sources said.

Duncan's plan, which he plans to send to the County Council for its approval this month, calls for a 36 cent per package local excise tax on cigars and smokeless tobacco products — including chewing tobacco, snuff and dip — the same amount the state taxes packs of cigarettes. County officials have not decided how much to tax individually sold cigars.



Jeff Taylor/Journal

Douglas Stubbs of Dickerson will be paying more for his chewing tobacco in Montgomery County if County Executive Douglas M. Duncan's proposed tax on smokeless tobacco becomes law.

Please see TAX, A9



Work the Elections

- c(4) sent a pledge form to all candidates running for state office.
- c(4) rented the (h)'s organizational list and informed coalition of the pledge campaign.
- c(4) asked all candidates to sign the pledge



Work the Elections (cont)

- c(4) asked all endorsers to call candidates urging that they sign pledge.
- c(4) asked all endorsers to bring up the issues during candidate forums and ask for support.
- Earned media around state – who signed and who did not.

Anti-smoking group recruits legislators

182 candidates pledge to back cigarette tax increase, coalition says

By SCOTT SHANE
SUN STAFF

A Maryland anti-smoking coalition said yesterday 182 candidates for the General Assembly, including 74 incumbents, have pledged to support a \$1.50-a-pack increase in the state's cigarette tax to reduce teen smoking.

"It's our job between now and Election Day to make

But DeMarco, who in the past organized successful grass-roots campaigns for state gun control legislation, said his coalition will keep up the pressure, putting up billboards and mobilizing student activists. The Maryland Association of Student Councils agreed last month to take a leading role.

Signers include Senate Majority Leader Clarence W. Blount and House Majority Leader John Adams Hurson. House Ways and Means Committee Chairwoman Sheila E. Hixson signed the pledge. [See Tobacco, 9a]

Anti-smoking coalition recruit legislators on cigarette tax rise

[Tobacco, from Page 1a]

Sen. Barbara A. Hoffman, the chairwoman of the other crucial committee for tax legislation, Senate Budget and Taxation, declined to sign but said yesterday she supports the tax.

"I really don't ever sign pledges, and I think their bill needs a lot of

overall, with the steepest reduction among the youngest smokers.

Cigarette makers argue that higher taxes create a black market, burden lower-income people and do little to reduce smoking.

But internal industry documents unearthed in recent lawsuits suggest that the industry has long worried that higher taxes

The Baltimore Sun
9/4/98 p 1B

Howard County

Tax raise wins favor

GOP challengers
may back increase
— on cigarettes

'Voters take it seriously'

That's because the Republicans in question are running against incumbent Democrats who support such a tax increase — on cigarettes.

Anti-smoking advocates are pushing an initiative to raise the state tax on cigarettes by \$1.50 a pack in an effort to curb smoking by youths, and they promise to be a force in this fall's General Assembly elections. Candidates are already on notice in this county, known for its smoking-averse public policy, as national tobacco politics gets local.

"Voters in Howard County strongly, very strongly, favor the children's initiative, the \$1.50 tobacco tax increase," said Vincent DeMarco, executive director of the Maryland Children's Initiative. "Candidates in Howard County need to take this very, very seriously because voters take it very seriously."

The initiative's poll numbers in Howard, to be formally announced today, are among the best in the state. Fifty-six percent of likely voters "strongly" favored the tax increase, and 15 percent registered lukewarm support. A majority of voters polled said they would vote for a candidate who supported the tax increase and against someone who opposed it, regardless of party.

The numbers are based on a small sample — 84 likely voters were polled here — but candidates aren't surprised Howard voters would support an anti-tobacco measure.

"Howard countians are educated. [See Smoking, 5a]

The BALTIMORE SUN
7/16/98
P1B

The Sun in Howard : Thursday, July 16, 1998 : Page 5a

GOP contenders lean toward tax increase

[Smoking, from Page 1a]

They're 'health-conscious,' said Michael Grasso, a North Laurel Republican who is running in a southern Howard district against Democratic incumbent Del. Shane Pendergrass and Frank S. Turner. "I fully expect that to be

"Howard countians are educated. They're health-conscious. I fully expect that to be one of the big issues this year."

the GOP gubernatorial candidates oppose it.

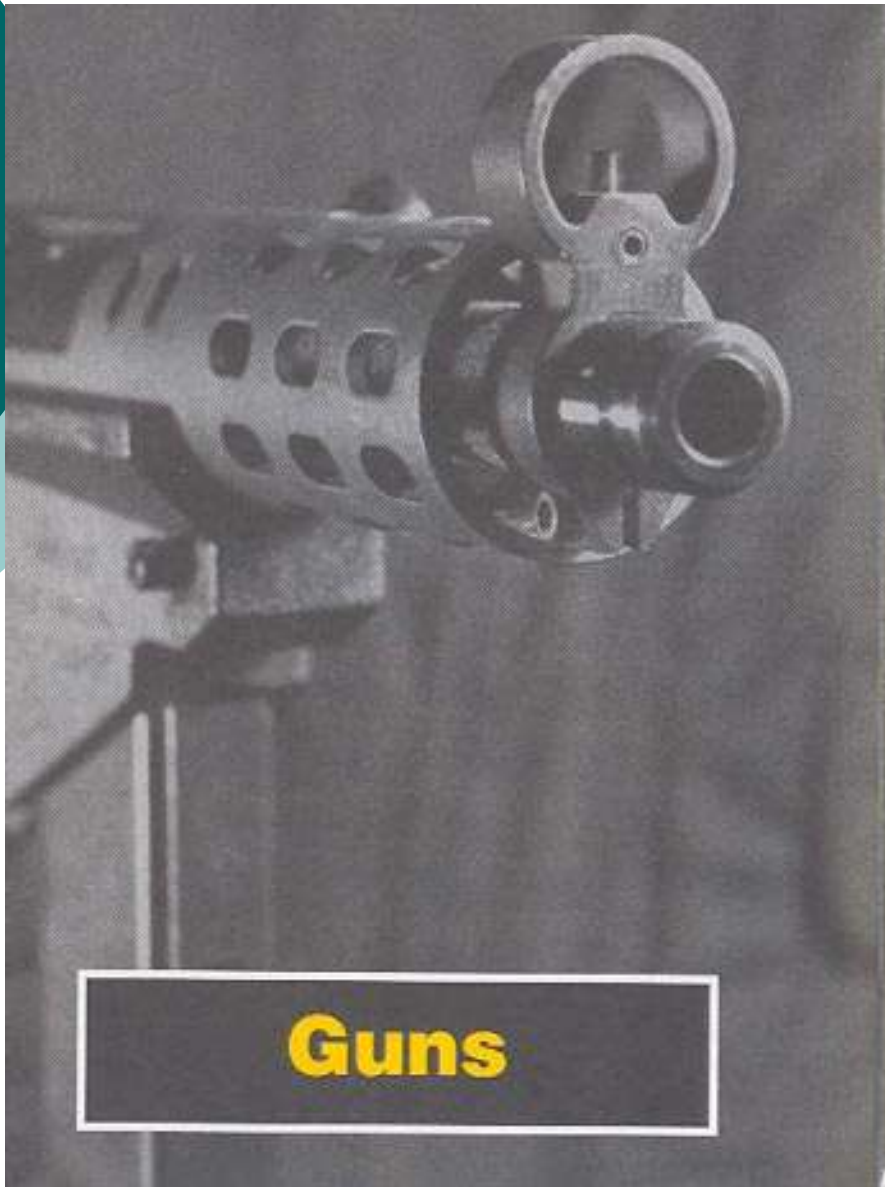
But Howard County, where Republican officials reign, is a bit of an oddity. The county has one of the toughest anti-smoking laws on the East Coast, and it boasts the only Republican state senator to

Still, anti-smoking advocates may not win more allies in the legislature in Howard's races. Grasso and Arterburn are running against Democrats who back the cigarette tax increase. Republican state Sen. Christopher J. McCab, who opposes it, is a popular two-



Work the Elections (cont)

- Peer to peer letters by physicians + fundraising for Gubernatorial candidate who supported Initiative
- The ministers ad and brochure targeting gubernatorial candidate not signing pledge
 - “Bang, Cough, Ka-Ching”

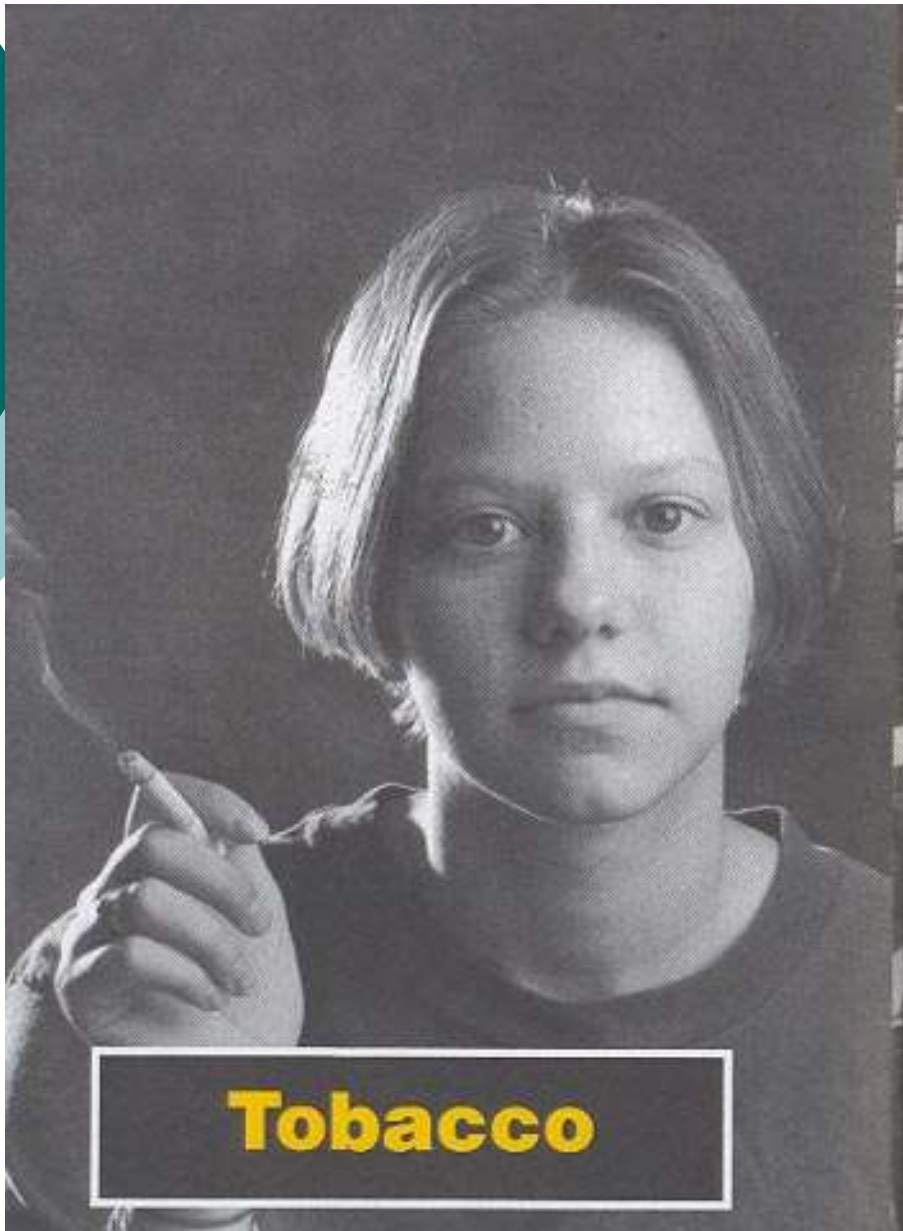


Guns

The gun lobby.

They wanted Ellen Sauerbrey to vote against every reasonable gun law, including restrictions on Saturday Night Specials and semiautomatic assault weapons.

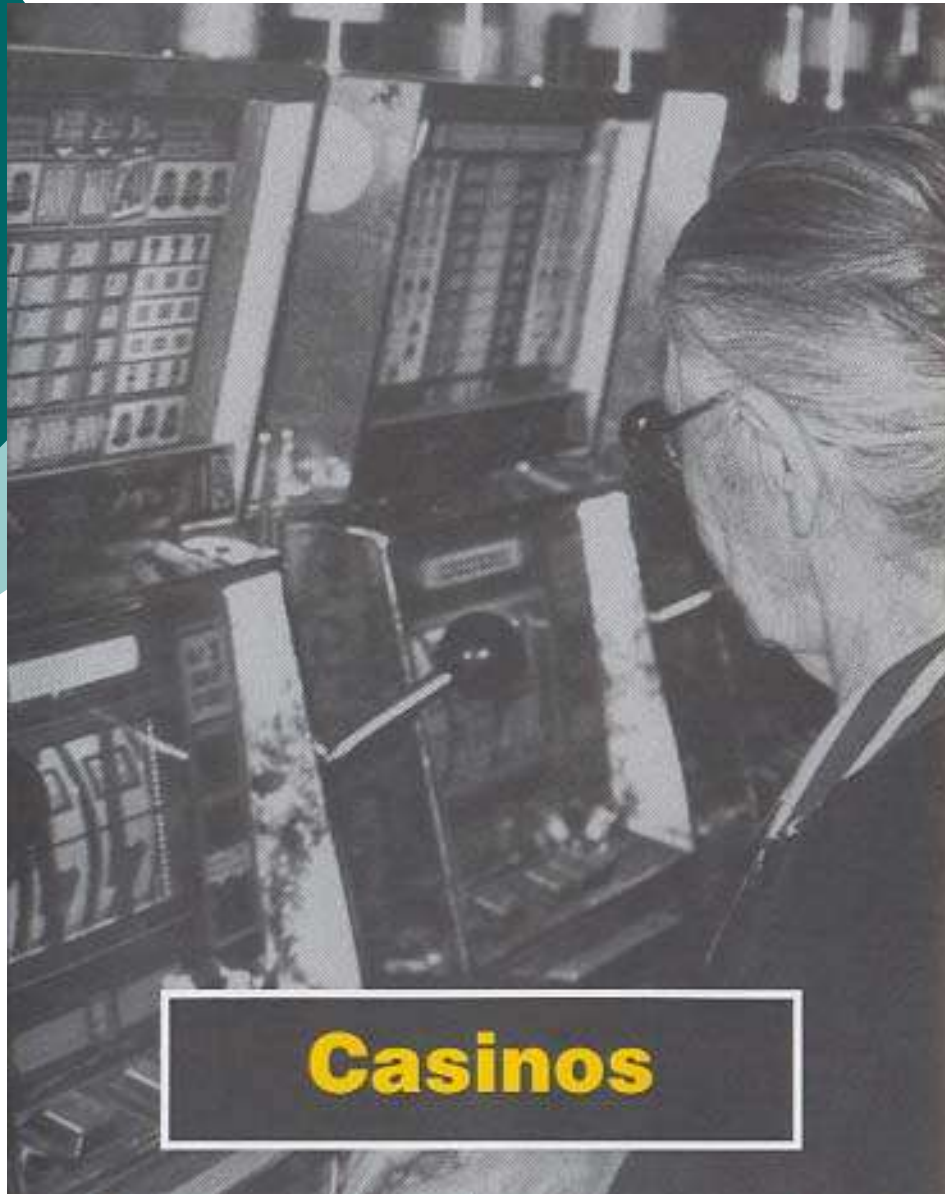
And she did.



The big tobacco companies

They want Sauerbrey to oppose effective measures to curb teen smoking, such as the Maryland Children's Initiative.

And she does.



Casino gambling interests.

They want Sauerbrey to stand aside while they fill our state with ten thousand slot machines.

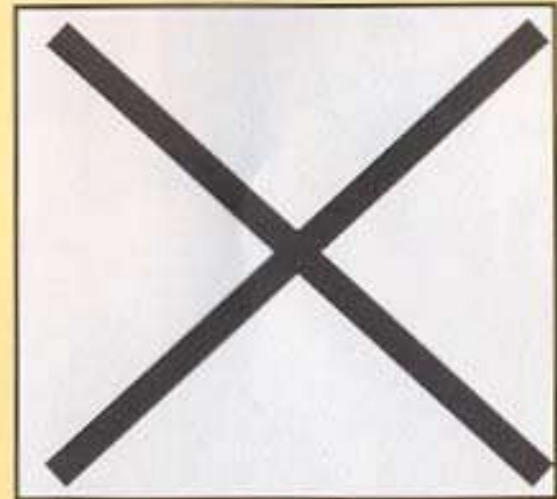
And she would.

The special interests may control
Ellen Sauerbrey . . .



but they don't control you.

So VOTE
on Tuesday,
November 3rd.



Because Maryland is OUR state,
not theirs.



Work the Elections (cont)

- Buttman shadowed gubernatorial candidate not signing pledge
- Candidate's use of issue



the lobby, turned it over so that the words were covered. Vincent DeMarco, Fisher's friend and a major player in the push to make Maryland's cigarette tax the highest in the nation, turned the sign over again.

DeMarco is executive director of the Maryland Children's Initiative, which is lobbying General Assembly and gubernatorial candidates to support a bill raising the cigarette tax by 50 cents a year from 36 cents now to \$1.86 in 2001.

The final annual increase could be waived if teen smoking rates decline, according to the bill, whose co-sponsors include state Sen. Martin Madden, a Clarksville Republican, and delegates Elizabeth Bobo, Shane Pendergrass and Frank Turner, all Columbia Democrats.

The bill died in committee this spring, but DeMarco and Smoke-Free Maryland spokesman Glenn Schneider are optimistic about its

passage in the next session.

Polls show 70% of Howard voters favor the tax hike to reduce teen smoking, but legislators who represent Howard are deeply divided. Most Democrats support it, and most Republicans oppose it.

But Madden broke ranks with his fellow Republicans, saying he supports it as "a health issue."

Even Republican political allies Hans Meeder and Michael Grasso, who are trying to unseat Turner and Pendergrass, are divided. Grasso is supporting it "begrudgingly," while Meeder wants to know more about how the revenue would be used.

Madden, while supportive of the hike, dismisses Fisher as a Democratic "partisan" who is simply trying to harass Sauerbrey.

Even Dotson, the Columbia Democratic Club president, assumes that Fisher is "trying to stick it in Ellen's

'Buttman' shadows Sauerbrey

10/1/98 Columbia
BY LARRY PERL Fisher

Ellen Sauerbrey, the Republican gubernatorial nominee, and Carole Fisher, the human cigarette, have yet to meet on the campaign trail.

Fisher is trying, but so far, Sauerbrey's camp has kept them apart.

Fisher, a 63-year-old cancer survivor and Democratic activist from Elliott City, already is well-known as chairwoman of the Howard County Democratic Central Committee and state party secretary. But in recent weeks, she has warmed to a second role.

Dressed as a giant cigarette, she is

See **Cigarette**, page 22

STAFF PHOTO BY STEFANIE BOYAN


Carole Fisher, dressed as a giant cigarette, waits in the lobby of the Inner Harbor Hyatt hotel Sept. 28 for gubernatorial candidate Ellen Sauerbrey.

face as much as possible."

Fisher said she retired as a restaurant business manager "to do politics full time." But she said the death of Lapin spurred her to find time to lobby for the cigarette tax, even though she's the administrative leader of Howard County Democrats during the frantic final weeks of the fall campaign.

Sauerbrey campaign spokesman Dorman scoffed at Fisher's tactics, saying, "I don't think that's the way to get Ellen's support, harassing her at a public event."

But Fisher persists, saying, "I'm being her conscience."

A pack of cigarettes is shown against a dark background. The pack is open, with several cigarettes visible on the left side. A white label on the front of the pack contains the text "WARNING: The Tobacco Industry Is Not Your Friend." in black, bold, sans-serif font. The pack is slightly tilted, and the top flap is visible on the right side.

WARNING: The Tobacco Industry Is Not Your Friend.

NEITHER IS DELEGATE FAULKNER.

Delegate Faulkner sides with the Tobacco Industry, against us.



The American Cancer Society and the American Heart Association had one top priority in the 1998 Maryland General Assembly—passing a bill which would strengthen the hand of Attorney General Joe Curran in his lawsuit against the seven major tobacco companies. After a fierce legislative battle between the tobacco companies and a coalition of public health groups, that bill (SB 652) was enacted into law. **But your Delegate, Patricia Faulkner, voted against it.**

The Maryland Children's Initiative is a program, supported by more than 320 public health, religious and civic organizations, to drastically reduce teen smoking by increasing Maryland's tax on cigarettes by \$1.50 per pack. All but a few Montgomery County lawmakers have endorsed the Maryland Children's Initiative. **But your Delegate, Patricia Faulkner, opposes it.**

Faulkner's challenger, Tod Sher, favored SB 652 and has endorsed the Maryland Children's Initiative. So, support the candidate who favors us over the Tobacco Industry.

"Delegate Patricia Faulkner has had two major opportunities to stand against Big Tobacco, but in both cases, she sided with the cigarette companies and against public health."

—Albert L. Blumberg, M.D., President, Smoke-Free Maryland



They won't stay this way forever.
Don't let the current tax and toll structure fall apart. Invest.

Gazette.Net Voter's Guide

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Legislative District 14A

Represents eastern Montgomery County, including Olney and Burtonsville.



Patricia Anne Faulkner
53, Republican
Silver Spring
Incumbent



Todd David Sher
35, Democrat
Burtonsville
Computer consultant

Q *What are the three most important problems facing Maryland?*

Faulkner: Education, crime and taxes.

Sher: Education, transportation and crime.

Q *How would you rate the job performance of the Montgomery County's legislative delegation – excellent, good, fair or poor?*

Faulkner: Good.

Sher: Good. Are building coalitions, showing Montgomery County shares the same needs and problems as other counties.

Q *How would you rate the job performance of Gov. Parris N. Glendening – excellent, good, fair or poor?*

Faulkner: Overall, fair to good.

Sher: Good.

Q *The state's transportation trust fund is running low. Should the gas tax be raised, and if so, how high?*

Faulkner: Think that there are better ways to do this than to have a gas tax hike.

Sher: Yes, but needs further study to determine how high.

Q *What is your position on the Intercounty Connector highway?*

Faulkner: Against it in all shapes and forms.

Sher: Against ICC. Need a 21st century solution to improve east-west traffic flow.

Q *Do you favor a light-rail line between Silver Spring and Bethesda? Would you favor a subway connecting the communities?*

Faulkner: Something needs to be built but feels light rail is too expensive, and that it would need to extend beyond just those two communities.

Sher: Yes to light-rail line, but subway connection requires more study.

Q *Do you support allowing slot machines at Maryland racetracks? Would you support using state money to build a new racetrack?*

Faulkner: No. No.

Sher: No. No.

Q *Do you think Maryland income taxes need to be cut further?*

Faulkner: Think the delegation can look at that, but uncertain at this point.

Sher: Yes.

Q *Do you support the proposal to raise the state's cigarette tax by as much as \$1.50 a pack? Would you favor a smaller increase in the tobacco tax?*

Faulkner: Have not decided.

Sher: Yes. No.

Q *What should the state do to make HMOs and other managed care organizations more accountable to the patients they serve?*

Faulkner: Believe HMOs should be held accountable if they make inappropriate decisions that hurt patients. Support options like a review board for doctors and patient privacy legislation.

Work the Elections (cont)

- How did we do?
 - Elected 69 Delegates (71 majority)
 - Elected 23 Senators (24 majority)
 - AND Governor Parris Glendening who partly attributed his win to this issue.
 - From the Baltimore Sun... "I ran on the **tobacco tax** to protect our children and won big," **Glendening** said."



Lobby your policy-makers

- Hearings & earned media
- Respond to industry's PR
 - Cross border sales
 - Smuggling
 - Hurt the poor
 - Editorials

Medical society's ads seek to build support for cigarette tax plan

\$300,000 campaign for radio, television paid for with AMA grant

By C. FRASER SMITH
SUNSTAFF

Maryland's 7,000-member medical society has launched a \$300,000 radio and television ad campaign to generate public support for a \$1 increase in the per-package cost of cigarettes.

"It's time we focus public debate on the most effective way to reduce both teen and adult smoking," said Dr. Albert Blumberg, a member of the state medical soci-

ety, in a statement. He urged doctors to press their support for the tax increase.

The tax increase bill — called a public health bill by its supporters — appears likely to be approved by the House Ways and Means Committee this week. Support is considered likely on the House floor as well.

Senate prospects for the measure are far less certain. Senate President Thomas V. Mike Miller has said he sees no justification for a tax increase.

But Miller's political ally, Gov. Parris N. Glendening, has gone to great trouble this year to show he supports the increase. He has made some health care and school aid proposals contingent on its

Schaefer to support higher tobacco tax

Comptroller pledges anti-smuggling effort

By C. FRASER SMITH
STAFF

Maryland Comptroller William Donald Schaefer declared his support for a \$1 per-package increase in the tax on cigarettes yesterday and pledged to redouble efforts to prevent smuggling, which opponents of the increase say is certain if the tax is raised.

If the increase is approved, Maryland smokers would face a total tax of \$1.36 a package — and have a new incentive to shop in Virginia where the levy is 2 cents a package.

Opponents have been using that suggestion as leverage for votes against the measure.

Though it must cross difficult legislative terrain, the bill is thought to have its best chance of passing. The specter of smuggling has helped opponents kill big tax increases or reduce their size in recent years.

Schaefer's endorsement — and his promise of diligent anti-smuggling measures — could be a boost

for the tax increase proposal as it heads for critical tests in the House of Delegates and the Senate.

"After careful consideration," Schaefer said in a letter to Sen. Christopher Van Hollen Jr., a Montgomery County Democrat and a sponsor of the legislation, "I am now strongly in support of this initiative."

Van Hollen and other supporters of the bill were elated at the addition of what they regard as an important ally.

"The fact the comptroller and former governor is weighing in at this critical point in the debate will have a major impact," the senator said.

One of the chief opponents of the tax increase glumly agreed.

"I hope it has no impact," said J. William Pitcher, lobbyist for the Tobacco Institute, "but I think a lot of people think a lot of Mr. Schaefer, and this may influence them."

The bill has passed a House of Delegates committee and will be voted on in the full House soon. Its prospects are considered better than ever because 67 members signed a pledge in favor of the increase during last year's election.

Seventy-one votes are needed for passage.

House Speaker Casper R. Taylor Jr. said yesterday he favors a national law increasing the tax so "island" states such as Maryland — surrounded by other states with lower taxes — would not exist.

"If we feel that pricing the product out of the reach of young people is the right thing to do, we should do it nationally," Taylor said.

The bill's fate is likely to be decided in the Senate, where Senate President Thomas V. Mike Miller is against it. Miller represents an area of Southern Maryland with numerous tobacco farmers.

Proponents of the increase have distributed studies from Canada and Oregon, most recently, showing that higher taxes reduce teen smoking by substantial amounts.

Taylor and Pitcher predicted Schaefer's determination to police heightened smuggling activity would be essential — but perhaps futile. If the tax increase passes, Maryland's per-package tax on cigarettes will make the differential tax between it and Virginia \$1.34, the highest in the nation between two adjoining states, Pitch-

er said.

Proponents of the tax increase point to state analysts who predict no more than 5 percent of retail sales would be lost to other states. Other studies, they say, show that smokers will experiment with cross-border economizing and then revert to their old shopping habits or quit smoking.

Smoke Free Maryland, which helped to persuade Schaefer to support its campaign, conceded that Canada reduced taxes to guard against smuggling. At same time, though, an earlier tax increase there reduced smoking among teen-agers by 60 percent and overall smoking by 40 percent.

Maryland has several protections against smuggling: Tobacco retailers must be licensed; cigarettes must carry a tax stamp; and dealers and manufacturers are required to keep careful records.

In his letter to Van Hollen, Schaefer said he and his staff are exploring ways to reduce opportunities for improper or counterfeit tax stamps to be used to avoid the tax: "The office of the Comptroller will employ state-of-the-art tactics and technologies in order to guarantee full compliance with tobacco tax law."

Policing is difficult but not impossible. R. J. Reynolds Tobacco International was convicted in December of smuggling to evade the tax. The company paid \$15 million in fines.

Tax Big Tobacco

By ROBERT V. HESS

A TV commercial airing in the Baltimore area features a young father concerned that the proposed \$1 per-package increase in the tax on cigarettes in Maryland would cause him economic hardship, making it difficult for him to provide for his children.

This ad shows how the tobacco companies will use any method — no matter how deceptive — to hold on to their profits.

It's disturbing to see how Big Tobacco feigns concern for the poor when it has targeted this same group for years by placing billboards glamorizing smoking in inner-city neighborhoods, giving free sports equipment to youth leagues there and passing out free cigarettes to get residents addicted.

The tobacco industry's advertisements feature young, healthy-looking, well-dressed actors in affluent settings, holding out an empty promise of a wealthy lifestyle to people who use their product. The exact opposite is true: Smoking kills at least 7,000 Marylanders each year, leaving their despairing families with high medical costs that are frequently passed on to the taxpayer.

The state has spent some \$3 billion since 1970 treating smoking-related illnesses. Maryland residents also pay for the results of smoking in higher insurance premiums and higher costs of goods and services, since employers increase prices to cover their share of employee health premiums.

Though the tax increase bill is expected to be approved by the House, its future is uncertain in the state Senate.

Some Maryland lawmakers apparently have been taken in by Big Tobacco's advertising and lobbyists.

It's time for the other side to be heard. Lawmakers must read the research, examine new evidence unearthed by states showing that the industry tried to conceal the health hazards of smoking and look at experiences from Canada to Oregon, where smoking has de-

The argument that raising tobacco prices will hurt the poor and their families is absurd. If we are really concerned about poor Marylanders, let's raise the cigarette tax by \$1 per pack, give the poor access to smoking cessation services and spend the eventual cost savings on programs that can effectively reduce poverty and promote good health. Helping families overcome poverty and its many related problems helps all of us.

That's my commercial. I like it much better than the one paid for by Big Tobacco.

Robert V. Hess is president and chief executive officer of the Center for Poverty Solutions.

The BALTIMORE SUN
3/26/99

The Washington Post

AN INDEPENDENT NEWSPAPER

Taxes: Tobacco in Maryland . . .

TIMING, POPULAR support and legislative momentum are right for enactment of a substantial increase next year in Maryland's cigarette tax. Gov. Glendening pledged before his reelection to make enactment a priority—and he should be held to his word. At last count, 23 state senators and 67 delegates, including most key committee leaders, had endorsed a \$1.50 increase in the cigarette tax. Still others support the idea but say they aren't sure what specific increase they might back. The important point is that no matter how Maryland responds to the tentative settlement reached yesterday with cigarette makers yesterday—either to sue on its own or join the settlement—efforts to increase the Maryland cigarette tax ought to proceed.

The court suits are meant to address and compensate for past damages—including money spent by the state on Medicaid and related health costs. Some opponents of a cigarette tax increase already are arguing that the tobacco settlement should eliminate the

need for the higher tax. Past industry misdeeds were legion as well as lethal. Yet the cigarette tax is aimed at discouraging *future* tobacco use, especially among teens.

The tobacco lobbyists counter that teens will find ways to pay more for cigarettes anyway if they think smoking is cool. Perhaps, but why not make it as difficult as possible—and use some of the proceeds to reinforce campaigns to reduce teen smoking? As for the argument that the tax increase will yield less and less if it works, so what? Whatever extra it does yield could cover one-time budget expenses.

Some legislators have proposed that a portion of the proceeds go for programs to convert tobacco farmers to other crops. That would not be an overwhelming task in Maryland, where time already is working against success in tobacco farming. There is no future in protecting tobacco. The objective here is to protect the next generation from the ravages of smoking.



Use the Pledge from Voter Ed...

- When we found resistance among pledge signers, we faxed the lawmakers signed pledge to the media.
- Media framed issue as a matter of honesty, keeping their word, following through with their promises, etc.

...moting it as a Good Friday game." Please see GAME, A7

Senators now wavering on tobacco tax

By BRETT COUGHLIN
Journal Staff Writer

A political horse trading game involving woefer purses at Rosecroft Raceway and pledges from two Prince George's County lawmakers to increase tobacco taxes is coming down to the wire in Annapolis.

Last year state Sens. Gloria Lawlah, D-26th-Hillcrest Heights, and Ulysses Currie, D-25th-Capitol Heights, signed a pledge from the Maryland Children's Initiative agreeing to raise taxes on cigarettes as much as \$1.50 per pack.

The House of Delegates has approved increasing the tobacco tax \$1 and Gov. Parris N. Glendening has earmarked \$150 million in projected revenues from it for a variety of programs.

Lawlah and Currie sit on the Senate Budget and Taxation Committee, which is scheduled to take up the tobacco tax bill Monday,



BLOWING SMOKE?

Last year state Sens. Gloria Lawlah, D-26th-Hillcrest Heights, and Ulysses Currie, D-25th-Capitol Heights, signed a pledge from the Maryland Children's Initiative agreeing to raise taxes on cigarettes as much as \$1.50 per pack.



and now both legislators, and another state senator from Anne Arundel County who signed the pledge and sits on the committee, appear to be wavering in their support for the tax.

There are also discussions in the committee

to cut the tax — scheduled to be phased in over two years — in half.

The swing vote on the committee is Lawlah and "she's struggling with it right now," said Vinnie DeMarco, the executive director of the Maryland Children's Initiative.

"We hope she will support the tobacco tax because it will save the lives of children in Maryland," said DeMarco, who said he believes that if the tax is increased fewer teens will be able to afford cigarettes.

"We know that Sen. Lawlah cares about the lives of children," he said.

What may eventually sway Lawlah to support her earlier pledge, signed last summer during a tight political race which she narrowly won, is the governor's supplemental budget proposal, which includes \$10 million in state funds to sweeten the purses at Maryland racetracks.

Glendening's press office released the proposal Monday evening.

Lawlah yesterday refused to say whether she is supporting the tobacco tax or not. In earlier interviews, Lawlah suggested that De-

Please see TOBACCO, A"



The results...

- A \$0.30 increase in the cigarette tax
- A new tax on other tobacco products
- Bill language that required the Governor to budget at least \$21 M for tobacco prevention each year
- In 2002 and 2008, lawmakers passed additional tobacco taxes totaling an additional \$1.34

THE SUN



1987
October

Sunday, August 28, 1980

Baltimore, Maryland

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Sharp drop in cigarette sales in state

16 percent decrease
in 1980 was biggest
decline in 20 years

Shift linked to rise in tax

Tobacco tax revenue
grew, as sales fell
by 60 million packs

Cigarette sales over past 20 years

Percentage cigarettes sold in Maryland
in millions



"You're getting your business away," he said of the Maryland tax.

But Comptroller William Donald Schaefer, who has cracked down on cigarette smuggling in the past year, said he does not think those factors explain the sales drop.

"People who are close to the border may go across to buy cigarettes," Schaefer said. "But I don't think the numbers are that great. I think the drop in smoking is real."

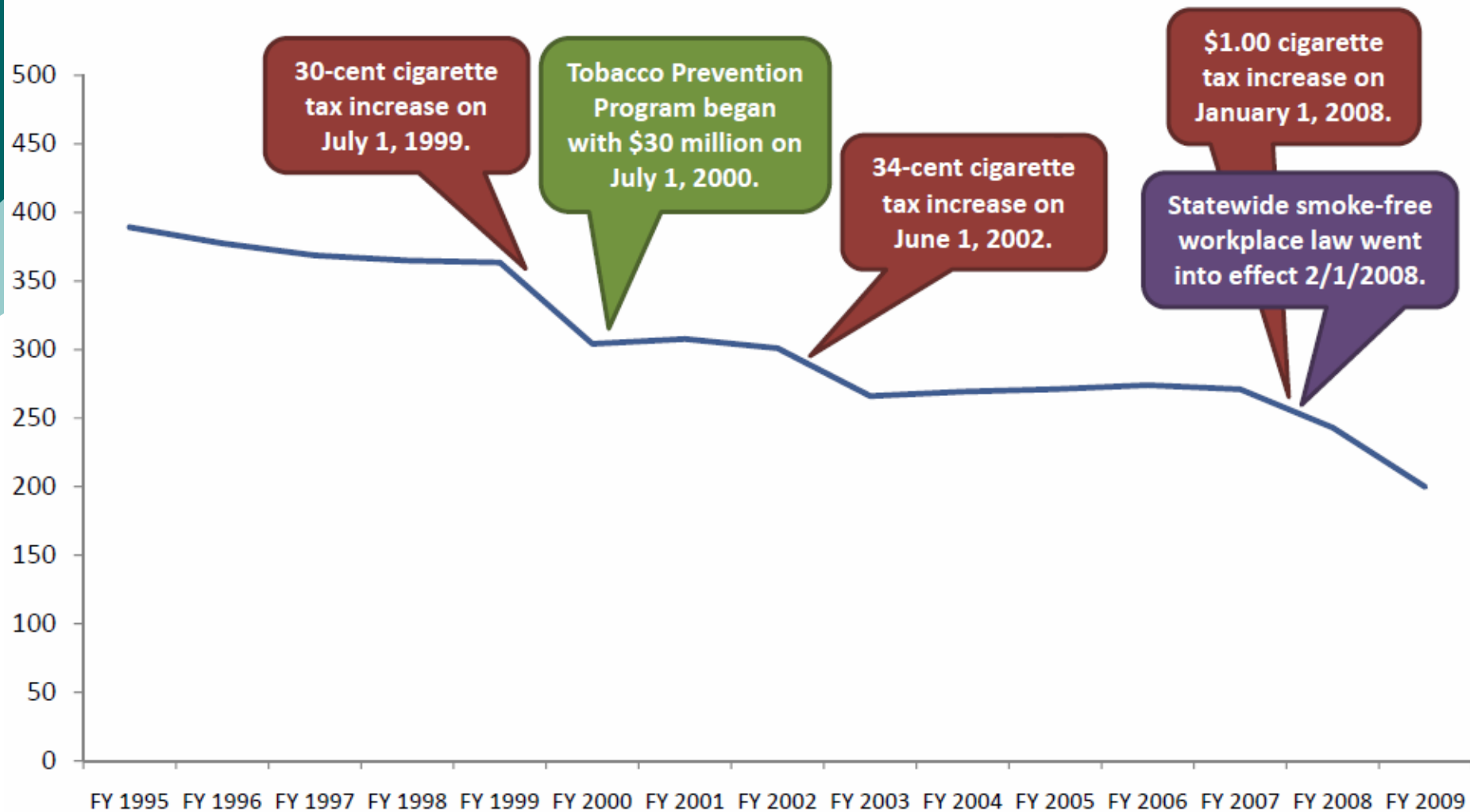
Health researchers say raising prices is the most certain way to reduce smoking, since it makes the habit unaffordable for some people and gives others the nudge they need to quit. Taxing cigarettes has more consistently cut smoking than anti-smoking advertising campaigns, school health courses or smoking cessation programs, researchers say.

But this week there was the first evidence of a possible turnaround in that national trend. The federal Centers for Disease Control and Prevention reported that in 1980, 24.8 percent of high school students surveyed said they had smoked a cigarette in the past month, down from 24.4 percent in the previous survey, conducted in 1977. Health officials noted that the decline was sharpest for ninth graders, from 22.4 percent to 21.2 percent, suggesting that the trend

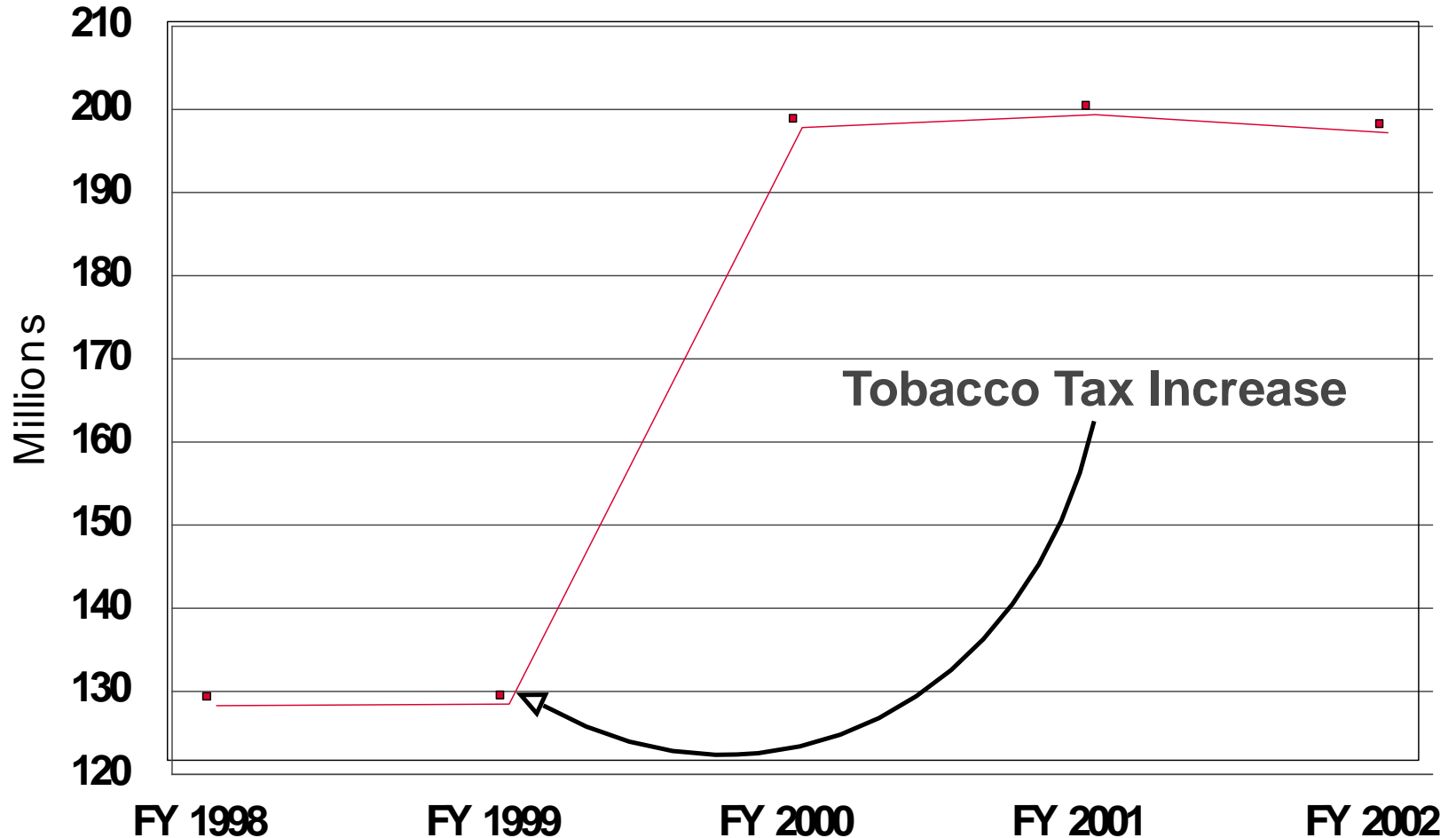
Cigarette sales drop as state readies anti-smoking effort

Maryland Cigarette Pack Sales, FY 1995-FY 2009

(in millions of packs)



Maryland Revenue Raised...



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Editorial

Elections and Public Health

Since the late 1980s, advocates for public health have employed increasingly sophisticated tactics for advancing public policy. Whether petitioning that a public health measure be made a ballot initiative¹ or using litigation to reform a rogue industry,² public health leaders have been making progress on issues where lawmakers have been reluctant to act. In states like Maryland,³ where no ballot initiative exists, voter education is a tool that can be used to make major changes in public health policy. Although the effectiveness of voter education campaigns has not been tested in most states, our experience with gun control and tobacco control shows that these campaigns can offer a powerful alternative to the status quo.

In 1993, Marylanders Against Handgun Abuse (MAHA) sought a comprehensive gun control agenda, including banning assault weapons, limiting handgun sales to one per person per month, and licensing handgun purchasers. Conventional wisdom in the state's General Assembly was that none of these measures could pass.⁴

control legislation and compiled a statewide list of candidates who endorsed its platform.

MAHA publicized in a number of ways the list of candidates who signed the pledge. It held media events highlighting pro-gun control candidates.⁵ It asked for and received editorial support from major newspapers. Campaign leaders appeared on talk radio and news programs. Coalition partners distributed the list to their own members. MAHA also mailed the list to thousands of swing voters in key legislative districts.

Postelection press reports confirmed that gun control had been a winning issue in the 1994 Maryland elections.⁶ Pro-gun control gubernatorial candidate Parris Glendening defeated anti-gun control candidate Ellen Sauerbrey in a close race. A majority of those elected to both houses of the General Assembly had also signed the MAHA pledge. In at least 1 key senatorial election, a pro-gun control challenger defeated an anti-gun control incumbent on this issue.⁷ Two years later, in 1996, the Maryland General Assembly passed the landmark Gun



The Maryland Children's Initiative: Raising Tobacco Taxes to Save Lives

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