



HEALTH & BUSINESS

Leaders Agree:

Raising the cigarette tax is the most effective way to reduce smoking rates & lower health care costs. Raising the cigarette tax will improve our health and our economy. It's time raise the cigarette tax by \$2.00.

TOBACCO USE HARMS OUR HEALTH AND OUR WORKFORCE



OUR KIDS

In 2016, **11,000 BABIES** were born to mothers who smoked during their pregnancy. Indiana's smoking while pregnant rate is 13.5%



OUR HEALTH CRISIS

Indiana ranks **44TH** for percentage of smokers and **41ST** for **OVERALL HEALTH**, down 3 spots since last year



OUR WORKFORCE

Hoosier businesses spend **\$6,000 IN EXTRA HEALTH CARE COSTS** every year for each employee that smokes

RAISING THE CIGARETTE TAX BY \$2.00 WILL IMPROVE OUR HEALTH AND OUR ECONOMY



A \$2.00 increase would generate **\$358 MILLION** in new revenue in the first year and **\$2.68 BILLION** in long-term health savings



A \$2.00 increase would help **142,000** people quit or prevent smoking & prevent **14,000** smoking affected pregnancies



70% OF HOOSIER VOTERS SUPPORT a \$2.00 per pack cigarette tax increase