

## GILCHRIST COUNTY TOBACCO PREVENTION NEWSLETTER

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**INSIDE THIS ISSUE:**

<i>Local Schools in Gilchrist and Dixie Counties Participate in the First Annual SmokeScreeners Competition</i>	1
<i>Quit Doc Research and Education Foundation Participates in the Suwannee Valley Youth Fair</i>	2
<i>Take the SmokeScreeners 2008 Smoking in the Movies Quiz.</i>	3
<i>The SmokeScreeners Ratings System</i>	4
<i>SmokeScreeners Announce The 2008 "Phlegmy Awards" Identifying the Smokiest Films of the Year!</i>	6
<i>Tobacco Tax to Fund Children's Health Set to Take Effect April 1st</i>	7
<i>National Tobacco News: US House to Vote on FDA Regulation of Tobacco Products</i>	7
<i>Opinion: Congress, President Deliver Historic Victory for Children's Health By Increasing Tobacco Taxes to Fund SCHIP Program</i>	8

### Local Schools in Gilchrist and Dixie Counties Participate in the First Annual *SmokeScreeners* Competition

Students from six public schools in Gilchrist and Dixie Counties are competing against each other in a contest sponsored by the *Quit Doc Research and Education Foundation*.

The students are reviewing movies as part of *Quit Doc's SmokeScreeners Program*, a tobacco awareness program that looks at the impact of onscreen tobacco images on youth tobacco use.

The three area middle schools (Bell Middle School, Trenton Middle School, and Ruth Rains Middle School) are competing against each other; similarly, the three high schools (Bell High School, Trenton High School, and Dixie County High School) are in direct competition. Both the middle school and high school that submit the highest percentage of unique reviews will receive a trophy.

The competition was designed to acknowledge *Kick Butts Day*, the annual day of youth advocacy created by the Campaign for Tobacco Free kids.

This year, *Kick Butts Day* was celebrated on March 25. "This was a tough date for Florida schools," reported Tracy DeCubellis of the *Quit Doc Research and Education Foundation*. "FCAT testing and spring break made it difficult for

schools in our communities to plan an event on March 25. Instead, we decided to use the entire month of March to focus on the issue."

Classroom programs were conducted for teachers and students to explain the impact of scenes of smoking included in G-rated, PG-rated, and PG13-rated youth movies. As part of the program, *Quit Doc* staff members taught the faculty and staff how to complete the *SmokeScreeners* survey for an individual film.

Armed with these tools, the students were then encouraged to watch their favorite films and television shows, and to use their new skills to keep track of the smoking scenes.

"The program is designed to make young people more aware of the smoking images and their impact," said Dr. Barry Hummel, co-founder of the *Quit Doc Research and Education Foundation*, and creator of the *SmokeScreeners* program. "Normally, children and teens are exposed to smoking scenes in films and television shows without being aware of them. These scenes send a powerful, subliminal message that tobacco use is somehow a normal part of adult life, instead of a terrible drug addiction."

The reviews submitted by the students will also become part of an expanding database that catalogs the amount of smoking in various movies and television shows. The information was compiled and shared on the *SmokeScreeners* website ([www.smokescreeners.org](http://www.smokescreeners.org)). "This allows both young people and parents to see how much smoking there is in the movies that they watch," adds Dr. Hummel. "This gives parents the opportunity to use movies as a jumping-off point to discuss the issue of tobacco use with their children."

The local *SmokeScreeners* competition will take place through the end of March. The completed surveys will be compiled in early April, at which time the winning middle school and high school will be awarded their respective trophies.

Additional information on the impact of movie smoking is available on pages 3-6 of this newsletter.

Test your knowledge on tobacco use in some of 2008's biggest movies on Page 3.

Learn how to review a movie for tobacco use on pages 4-5.

See who won the 2008 "Phlegmy Awards", the annual list of the smokiest films of the year, as compiled by youth reviewers.

# The *Quit Doc Research and Education Foundation* Participates in the Suwannee Valley Youth Fair

The *Quit Doc Research and Education Foundation* had the honor of participating in the annual Suwannee Valley Youth Fair in March 2009.

The non-profit foundation, which focuses on tobacco prevention and cessation issues throughout Florida, spent two days at the annual youth event. Quit Doc staff members, as well as youth volunteers from local Students Working Against Tobacco (SWAT) clubs, provided participants and their parents with information on a wide variety of tobacco prevention issues.

"The *Smoker's Lung* seemed to be the highlight of the event," said Dr. Barry Hummel, co-founder of the foundation. "This is a pig's lung that has been infused with an amount of smoke equal to smoking one pack of cigarettes a day for twenty years. Because it is

a real lung, you can inflate it so that it appears to be breathing."

Other displays included the *Tar Jar*, which shows the amount of tar that accumulates in your lungs by smoking one pack of cigarettes a day for a single year, and *Mr. Gross Mouth*, a model of a human mouth that shows the devastating consequences of smokeless tobaccos such as chew, dip, and snus.

After seeing the deadly toll tobacco takes on the human body, students were encouraged to take the *Pledge to Be Tobacco Free*. Approximately 90 students signed the pledge over the two days.

Informational brochures were also available on several important youth tobacco prevention issues, including the problem of flavored tobacco products marketed to children and



A student volunteer demonstrates the effects of smoking one pack of cigarettes each day for twenty years using the "smoker's lung".



A student takes the "Pledge to Be Tobacco Free"

teens, the dangers of secondhand smoke, the impact of tobacco marketing in local stores, and the issue of onscreen smoking in youth movies.

Youth attending the fair were provided with t-shirts promoting the Tobacco Free Florida web site ([tobaccofreeflorida.com](http://tobaccofreeflorida.com)). They were then provided with fabric markers and encouraged to add their own anti-tobacco messages to the front of the shirt.

"It is always interesting to attend an event like this," said Tracy DeCubellis of the *Quit Doc Research and Education Foundation*. "The children are very receptive and participate very eagerly. Many of them try to drag their parents to the booth for information on quitting."

"We always have information available on smoking cessation," added Dr. Hummel. "The Florida Quitline at 877-U-CAN-NOW

is a free resource to all Floridians. Suwannee Valley AHEC also offers face-to-face cessation programs in both Dixie and Gilchrist County."

"We spoke to several adults who were finally ready to quit," continued Dr. Hummel. "While I would like to take credit for motivating them to think about quitting, I know in my heart it was their kids making them come to the booth and take a look at the displays. Rarely will an adult who uses tobacco stop by on their own."

For information on smoking cessation resources in the community, to obtain informational brochures to display in your business, or to schedule a presentation or an informational booth for your event, please contact the *Quit Doc Research and Education Foundation* office in Trenton at 352-463-7006.

# Take the SmokeScreeners Quiz!

Did you know that tobacco use by actors and actresses in your favorite movies and television shows can actually persuade you to start smoking? Movies, like tobacco advertising, can make smoking look “cool” and “glamorous”. In fact, about half of all smoking teenagers report that they lit their first cigarette because it looked “cool” in a movie.

The bigger problem, however, is that movies make smoking look like a normal adult behavior. Characters in movies smoke more often than real adults. While less than 20% of adults smoke in the United States, 60% of youth movies have lead actors and actresses that are seen smoking.

Do you recall seeing actors smoke in movies? Do you ever really think about it? Probably not! On top of that, adults rarely discuss tobacco use in movies, which only adds to this sense that it is a normal adult activity.

To prove this to you, we have designed the following quiz on smoking in the movies. After you take the quiz, you can check your answers at [http://smokescreeners.org/page/2008quiz\\_answers.aspx](http://smokescreeners.org/page/2008quiz_answers.aspx).

The following pages will teach you how to pay more attention to the smoking that you see in your favorite movies, and allow you to share what you see with other families.

Question 1: Which of the following characters did NOT smoke in a classic Disney animated feature film?

1. Pinocchio
2. Peter Pan
3. Alice (from *Alice in Wonderland*)
4. Ariel (from *The Little Mermaid*)
5. The Genie (from *Aladdin*)
6. Roger (from *101 Dalmations*)
7. They all smoked!

Question 2: What percentage of youth movies (G, PG, and PG-13 rated movies) in 2008 showed at least one scene of smoking?

1. 21%
2. 35%
3. 49%
4. 63%
5. 70%

Question 3: What percentage of all PG-13 movies alone in 2008 showed at least one scene of smoking?

1. 1%
2. 21%
3. 41%
4. 61%
5. 81%

Question 4: Which of the following animated films from 2008 showed characters smoking?

1. *Horton Hears a Who!*
2. *WALL-E*
3. *Kung Fu Panda*
4. *Space Chimps*
5. *Star Wars: The Clone Wars*
6. *Igor*
7. *Madagascar: Escape 2 Africa*
8. None of the above.

Question 5: Which of the following superhero movies from 2008 did NOT include scenes of smoking?

1. *Superhero Movie*
2. *Iron Man*
3. *The Incredible Hulk*
4. *Hancock*
5. *The Dark Knight*
6. *Hellboy II: The Golden Army*
7. All of these movies showed characters smoking.

Question 6: What form of tobacco was seen most often in the Top 10 Box Office hits of 2008?

1. Chewing Tobacco
2. Cigars
3. Cigarettes
4. Hookah
5. Pipes

Question 7: Which of the following actors has not smoked while playing the role of James Bond?

1. Sean Connery
2. George Lazenby
3. Roger Moore
4. Timothy Dalton
5. Pierce Brosnan
6. Daniel Craig
7. It's a silly question... they all smoked!

Question 8: Steven Spielberg and George Lucas have combined to create some of the most memorable films of all time. Which of their films have no scenes of smoking?

1. *Jaws*
2. *Star Wars: Episode 4—A New Hope*
3. *Raiders of the Lost Ark*
4. *E.T.: The Extra-Terrestrial*
5. All of the above films have scenes of smoking.



Betty Boop hawks cigarettes in “Who Framed Roger Rabbit?”



# The SmokeScreeners Rating System

## Introduction

The staff of the *Quit Doc Research and Education Foundation* has developed a system to rate movies looking only at tobacco use. You can use this form on the opposite page to report the amount and type of tobacco use in movies that is known to sway kids and teenagers.

Below is an explanation of our form. The notes explain why each category is important. We have also tried to give you more details on each answer in order to keep the scores accurate and consistent.

We hope that you will use this system to review films that you see in the theater, on video, or on DVD. We encourage you to post those results on the SmokeScreeners web site at [www.smokescreeners.org](http://www.smokescreeners.org), or email your results to us at [bhummel@quitdoc.com](mailto:bhummel@quitdoc.com).

## Completing the Ratings Review Sheet

There are six main issues to focus on as you keep track of the smoking that you see in movies. Follow along on the ratings sheet as we look at each of these issues.

**Use by actors:** The actors seen smoking in movies can influence teenagers. This influence is larger for the stars of the movie than actors seen only in the background.

To score this section, you must keep track of *which actors/actresses were seen smoking in the film?* You should keep track of how many actors or actresses you see in each of the following categories:

- (1) *Non credited extras* (actors not listed in credits)
- (2) *Credited non-stars* (actors listed in end credits)
- (3) *Stars* (actors listed in opening credits)

By the way, an unlit cigar, cigarette, or pipe is considered to be a "background extra".

The impact of actors is so important that you actually add up the scores of all of these categories that included cast-members who used tobacco. The maximum score for this category is 6 points.

**Where people smoke:** Studies have demonstrated a strong relationship between the amount of movie smoking to which teenagers are exposed and the likelihood that they will begin smoking. The main reason seems to be that the amount of fictionalized smoking causes adults and adolescents to overestimate the amount of smoking in real life. It makes the activity seem more normal.

For our purposes, an "incident" will be defined as use by a single character in a single scene. If three individuals smoke in a single scene, that is three incidents; if one character smokes in three different scenes, that is also three incidents.

You will need to count the number of times you see actors smoking outside and inside. Remember that smoking inside of a car is counted as inside. At the end of the movie, tally up the

totals and circle the **worst category** that applies and assign the appropriate number of points:

- (0) *Nowhere* (no smoking appears in the film)
- (1) *Outside* (smoking only occurs outside)
- (2) *Inside with a maximum of 5 incidents* (any indoor smoking in less than 5 distinct scenes)
- (3) *Inside with 6 or more incidents* (indoor smoking in 6 or more distinct scenes)

**Extent of tobacco use:** Here, simply total up the number of outside and inside smoking incidents from the previous section to see *how many incidents of smoking were depicted in the film*. The following points will be assigned based on the *total number of incidents*:

- (0) *0 Incidents*
- (1) *1-9 Incidents*
- (2) *10-20 Incidents*
- (3) *20+ Incidents*

**Perceived message:** You will have to make a judgment call as you answer the following question: *Did the smoking scenes seem to be for or against tobacco use?*

- (0) *No use, use only by extras, or Anti-Tobacco* (clear anti-tobacco message)
- (1) *Balanced* (pros and cons of tobacco use are discussed)
- (2) *Neutral* (tobacco use is present but not discussed)
- (3) *Pro-tobacco* (clear pro-tobacco message)

Please note that you will assign *no points* if the only actors seen smoking were non-speaking characters in the background.

**Negative Special circumstances:** You need to *Add 3 additional points* if any of the following situations were seen in the film:

- *Tobacco use by young people obviously under 18 years of age.*
- *Tobacco use around children or pregnant women.*
- *Tobacco use in a normally accepted non-smoking area such as a school, medical facility or designated non-smoking area.*
- *Specific, obvious brand depiction.*

**Positive Special circumstances:** You need to *Subtract 3 points* if any of the following situations were seen in the film:

- *If the Tobacco use dramatically and realistically depicts negative aspects of tobacco use (For example: Person dies of lung cancer from smoking).*
- *If the tobacco use accurately represents the smoking behavior of an actual (as opposed to fictional) historical figure.*

<h1 style="margin: 0;">SmokeScreeners™</h1>	1537 State Street, Sarasota FL 34236  5933 W. Hillsboro Blvd., #142 Parkland, FL 33067  866-355-QUIT / 866-355-7848 www.smokescreeners.org
<h2 style="margin: 0;">Film Review Score Sheet</h2>	

**Film Title:** \_\_\_\_\_ **Year of Release:** \_\_\_\_\_

**Important Cast Members:**

**Use by actors:** Which actors/actresses were seen smoking in the film?  
 (0) No actors smoked; (1) Non credited extras smoked; (2) Credited non-stars smoked; (3) One of the film's Stars smoked  
**SCORE** \_\_\_\_\_

**Where people smoke:** Did the smoking scenes occur indoors or outdoors?  
 (0) Nowhere; (1) Outside; (2) Inside with a maximum of 5 incidents; (3) Inside with 6 or more incidents  
**SCORE** \_\_\_\_\_

**Extent of tobacco use:** How many incidents of smoking were depicted in the film?  
 (0) 0 Incidents; (1) 1-9 Incidents; (2) 10-29 Incidents; (3) 30> Incidents  
**SCORE** \_\_\_\_\_

**Perceived message:** Did the smoking scenes seem to be for or against tobacco use?  
 (0) No use or Anti-Tobacco; (1) Neutral; (2) Balanced; (3) Pro-tobacco  
**SCORE** \_\_\_\_\_

**Special circumstances** (Add 3 additional points if the following situations were depicted in the film):  
 Tobacco use by young people obviously under 18; Tobacco use around children or pregnant women; Tobacco use in a normally accepted non-smoking area such as a school, medical facility or designated non-smoking area; Specific, discernible brand depiction  
**SCORE** \_\_\_\_\_

**Special circumstances:** (Subtract 3 points if the following situations were depicted in the film):  
 If the Tobacco use dramatically and realistically depicts negative aspects of tobacco use (For example: Person dies of lung cancer from smoking); If the tobacco use accurately represents the smoking behavior of an actual (as opposed to fictional) historical figure.  
**SCORE** \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_

**Overall Film Rating (Please circle the final rating)**

Total Score: 0	Total Score: 1-2	Total Score: 3-4	Total Score: 5-6	Total Score: > 6
No Butts!	1 Butt 	2 Butts 	3 Butts 	4 Butts 

Reviewed By: \_\_\_\_\_ Date: \_\_\_\_\_ Age: \_\_\_\_\_

**The Quit Doc Research and Education Foundation *SmokeScreeners* Announce The 2008 “Phlegmmy Awards” Identifying the Smokiest Films of the Year!**

The *SmokeScreeners* have compiled their list of the ten films with most tobacco use as rated by students, parents, and educators, and *Iron Man*, tops this year’s list as the Worst Movie of 2008.

“*Iron Man*, a PG-13 rated superhero movie, depicted tobacco use in every possible form, including cigarettes, cigars, and even pipes,” said Dr. Barry Hummel. “Sadly, the images of tobacco use in popular films such as *Iron Man* reinforce the idea among teenagers that tobacco use is normal and safe.”

The *SmokeScreeners* program was developed by Dr. Hummel, a Pediatrician, as a way of highlighting the problem of tobacco use in films marketed to children and teenagers. “Even if you exclude product placement, smoking by actors in movies is a form of subliminal advertising for the tobacco industry,” says Dr. Hummel. “The sad reality is that over half of all teenagers who smoke say that they lit their first cigarettes because it looked cool in a movie.” The *SmokeScreeners* program teaches children and teenagers to be more aware of the issue of onscreen smoking, and provides families with information on the smoking content of films marketed to their children.

The entire Top Ten Phlegmmy Awards for 2008 include:

1. *Iron Man* (PG-13)
2. *Indiana Jones and the Kingdom of the Crystal Skull* (PG-13)
3. *The Incredible Hulk* (PG-13)
4. *The Dark Knight* (PG-13)
5. *Quantum of Solace* (PG-13)
6. *Four Christmases* (PG-13)

7. *Mamma Mia!* (PG-13)
8. *Get Smart* (PG-13)
9. *21* (PG-13)
10. *Hellboy II: The Golden Army* (PG-13)

The films are rated using a standardized score sheet which takes into account the importance of the cast members seen smoking, the amount of smoking, the location of the smoking, and the perceived message of the smoking scenes. The worst ten films are then selected using a formula that takes into account the film’s smoking score, the MPAA rating, and film’s ticket sales.

“This year, the Top Ten worst offenders were all PG-13 movies,” added Dr. Hummel. “In fact, in 2008, 61% of PG-13 movies contained at least one scene of smoking. There was some good news, however, as none of the year’s G-Rated films contained tobacco use.”

The *Quit Doc Research and Education Foundation* has been awarded a grant from the Florida Department of Health to provide tobacco education programs, such as *SmokeScreeners*, throughout Martin County. All programs are provided free-of-charge to participating schools or organizations. Interested groups or individuals can obtain more information, or schedule a program, by calling 866-355-7848, or visiting [www.qdref.org](http://www.qdref.org).

**Can you spot the cigar in these scenes from five of the 2008 Phlegmmy Award Winners?**



“Iron Man”



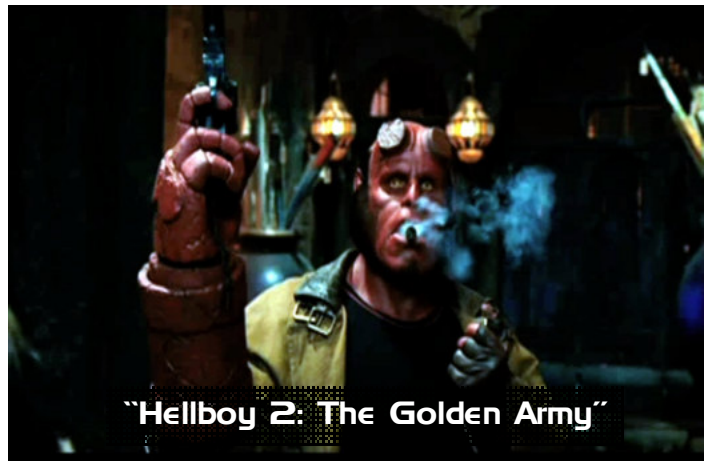
“Indiana Jones and the Kingdom of the Crystal Skull”



“The Incredible Hulk”



“The Dark Knight”



“Hellboy 2: The Golden Army”



# Tobacco Tax to Fund Children's Health Set to Take Effect April 1st

By Barry Hummel, Jr., MD

On April 1, 2009, tobacco users will pay more for their favorite cigarettes, cigars, chewing tobacco, and pipe tobacco.

Why? Because that is the day that federal tobacco taxes are set to increase as part of legislation passed in Washington DC, to fund the \$32.8 billion expansion of the State Children's Health Insurance Program (SCHIP).

Under the law signed by President Barack Obama last February, some taxes on tobacco products are set to increase by more than 2,000%.

For example, the tax on *cigarillos*, or little cigars, will rise from 4 cents to \$1.01 per pack — an increase of 2,400%. In recent years, cigarillos have gained in popularity among youth smokers, and the tax increase is designed to bring the cost more in line with the price of cigarettes.

The federal tax on cigarettes will also see a dramatic increase, rising from 39 cents to \$1.01 per pack, which represents a 159% increase.

Chewing tobacco will also see an increase from 20 cents per pound to 50 cents per pound.

Health officials say this tax increase may persuade one million smokers to quit, and prevent two million teenagers from ever becoming addicted.

It is estimated that there is a 3%-5% reduction in smoking for every 10% increase in the price of cigarettes. There is an even greater impact on youth smoking, with a 7% decrease in smoking among teens for every 10% increase in the price of tobacco. Most of this reduction comes from preventing new smokers from starting as a result of the increased price.

<b>Federal Tobacco Taxes</b>		
<b>Here's a look at the old and new tobacco tax rates!</b>		
<b>PRODUCT</b>	<b>OLD TAX RATE</b>	<b>NEW TAX RATE</b>
<b>Cigarettes</b>	<b>\$0.39 per pack</b>	<b>\$1.01 per pack</b>
<b>Little Cigars/Cigarillos</b>	<b>\$0.04 per pack</b>	<b>\$1.01 per pack</b>
<b>Large Cigars</b>	<b>20.72% of wholesale price</b>	<b>52.7% of wholesale price</b>
<b>Chewing Tobacco</b>	<b>\$0.20 per pound</b>	<b>\$0.50 per pound</b>
<b>Moist Smokeless Tobacco</b>	<b>\$0.59 per pound</b>	<b>\$1.51 per pound</b>
<b>Pipe Tobacco</b>	<b>\$1.10 per pound</b>	<b>\$2.83 per pound</b>
<b>"Roll Your Own" Tobacco</b>	<b>\$1.10 per pound</b>	<b>\$24.78 per pound</b>
<i>Source: www.tobaccoissues.com</i>		

# US House to Vote on FDA Regulation of Tobacco Products

Associated Press

WASHINGTON (AP) — Anti-smoking forces are predicting a long-awaited victory when the House votes on legislation that would, for the first time, allow government regulation of tobacco products.

The House scheduled a vote for April 2009 on the legislation, which gives the Food and Drug Administration authority to regulate — but not ban — cigarettes and other tobacco products.

Action by the Senate, and President Barack Obama's signature, still would be needed before the bill could become law.

Supporters were convinced they could achieve both those steps. They said success was in sight after years of attempts to tame an industry so fundamental to America that carved tobacco leaves adorn some parts of the U.S. Capitol.

"We have come to what I hope will be an historic occasion, and that is finally doing something about the harm that tobacco does to thousands and thousands of Americans who

die each year," Rep. Henry Waxman, D-Calif., said Wednesday as lawmakers debated his Family Smoking Prevention and Tobacco Control Act.

It was Waxman who in 1994 summoned the heads of big tobacco to the famous hearing where they testified that nicotine was not addictive.

His bill wouldn't let the FDA ban nicotine or tobacco outright, but the agency would be able to regulate the contents of tobacco products, make public their ingredients, prohibit flavoring, require much larger warning labels and strictly control or prohibit marketing campaigns, especially those geared toward children.

Opponents from tobacco-growing states like top-producing North Carolina argued that the FDA had proven through a series of food safety failures that it's not up to the job. They also said that instead of unrealistically trying to get smokers to quit or prevent them from starting, lawmakers should ensure they have other options,

like smokeless tobacco.

That was the aim of an alternate bill offered by Rep. Steve Buyer, R-Ind., who would leave the FDA out and create a different agency within the Health and Human Services Department. His bill also was expected to come to a vote Thursday.

"Effectively giving FDA stamp of approval on cigarettes will improperly lead people to believe that these products are safe, and they really aren't," Buyer said. "We want to move people from smoking down the continuum of risk to eventually quitting."

Major public health groups, including the American Lung Association and the American Medical Association, wrote to lawmakers asking them to oppose Buyer's bill, contending it would leave tobacco companies without meaningful regulation and able to make untested claims about the health effects of their products.

Buyer pointed out that Waxman's bill is supported by the nation's largest tobacco com-

pany, Marlboro maker Philip Morris USA. Officials at rival tobacco companies contend the Waxman bill could lock in Philip Morris' market share.

Former President George W. Bush opposed Waxman's legislation and issued a veto threat after it passed the House last year. The Obama administration, by contrast, issued a statement declaring strong support.

Obama has spoken publicly of his struggles to quit cigarettes.

Sen. Edward Kennedy, D-Mass., plans to introduce his version of the legislation after Congress returns from a recess later this month. Sen. Richard Burr, R-N.C., is expected to lead the opposition, but supporters are confident they can clear the 60-vote threshold needed to break a filibuster.

Waxman and Kennedy have been trying to give the FDA authority to regulate tobacco ever since the Supreme Court ruled in 2000 that the agency did not have that authority.

## Opinion: Congress, President Deliver Historic Victory for Children's Health By Increasing Tobacco Taxes to Fund SCHIP Program

*Matthew L. Myers, President, Campaign for Tobacco-Free Kids*

February 4, 2009

The Congress and President Obama today have delivered a historic victory for the health of America's kids by increasing federal tobacco taxes, including a 62-cent increase in the cigarette tax, and expanding the State Children's Health Insurance Program (SCHIP). The new law will create a healthier future for millions of children by reducing tobacco use — the number one cause of preventable death in America — and expanding health care coverage for kids. The House of Representatives today gave final approval to the legislation, and President Obama signed it into law.

Increasing tobacco taxes is a proven strategy to reduce smoking and other tobacco use, especially among children. Studies show that every 10 percent increase in the price of cigarettes reduces youth smoking by 7 percent and overall cigarette consumption by about 4 percent.

The cigarette tax in-

crease will lead to nearly two million fewer kids starting to smoke, help more than one million adult smokers quit, prevent nearly 900,000 smoking-caused deaths and produce \$44.5 billion in long-term health care savings by reducing tobacco-caused health care costs. It is further good news that the final legislation immediately increases the tax on so-called "little cigars" to \$1.01 per pack, the same rate as for cigarettes, addressing a disparity that has made little cigars cheaper and more appealing to kids.

Higher tobacco taxes are a win-win-win solution for the country — a health win that will reduce tobacco use and save lives, a financial win that will raise revenue to help fund the SCHIP program and reduce tobacco-caused health care costs, and a political win that is popular with voters. Polling conducted for the Campaign for Tobacco-Free Kids found that more than two-

thirds of all voters support a significant increase in the federal cigarette tax to provide health care coverage to uninsured children.

The tobacco tax increase is a significant step forward and should be the first step in a comprehensive national strategy to reduce tobacco use. The new Congress and President Obama should take action this year to enact long-overdue legislation granting the U.S. Food and Drug Administration authority to regulate the manufacturing, marketing and sale of tobacco products and provide funding for tobacco prevention and cessation programs. These measures not only reduce smoking and save lives; they also are highly cost-effective investments that save money by reducing tobacco-related health care costs. Each year in the United States, tobacco use kills more than 400,000 people and costs the nation \$96 billion in health care bills.



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We're on the web!

[www.qdref.org](http://www.qdref.org)

[www.smokescreeners.org](http://www.smokescreeners.org)

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what you think!**

Please call us at

866-355-7848,

or via e-mail at

[bhummel@quitdoc.com](mailto:bhummel@quitdoc.com)

with your comments and suggestions, or to volunteer for one of our many projects.

Thank you for your help and support!

