



Raise It for Health

A campaign to save lives, reduce illness, lower health care costs and strengthen our economy by raising the cigarette tax

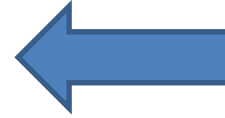
A tax that saves lives.

www.RaiseItforHealthIN.com





Business
leaders
focused on
improving
health.



*Two Coalitions.
One Campaign.
One Goal.*



Health
advocates
focused on
tobacco
control.

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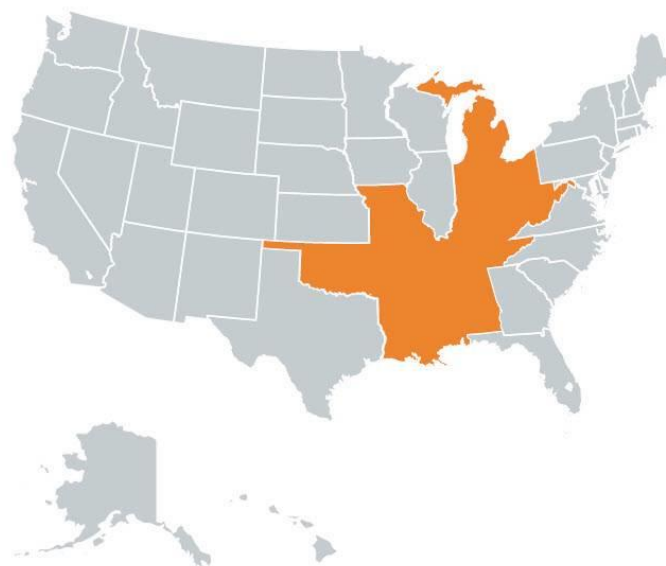
Cigarette tax—the health case

- 1 in 5 Hoosiers smoke (42nd in the U.S.)¹
- 11,000 deaths each year²
- 3,700 young people start each year³
- **Smoking causes or amplifies many chronic diseases and illnesses**⁴

¹⁻³ <https://www.tobaccofreekids.org/problem/toll-us/indiana>

⁴https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/index.htm

“Tobacco Nation”



** According to the Campaign for Tobacco Free Kids, Tobacco Nation states have rates of smoking and poor health similar to developing countries.*

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Cigarette tax—the health case



34th

worst in drug
deaths



40th

worst in
obesity



41st

worst in
percentage
of smokers



42nd

worst in
infant
mortality



49th

worst in
public health
funding

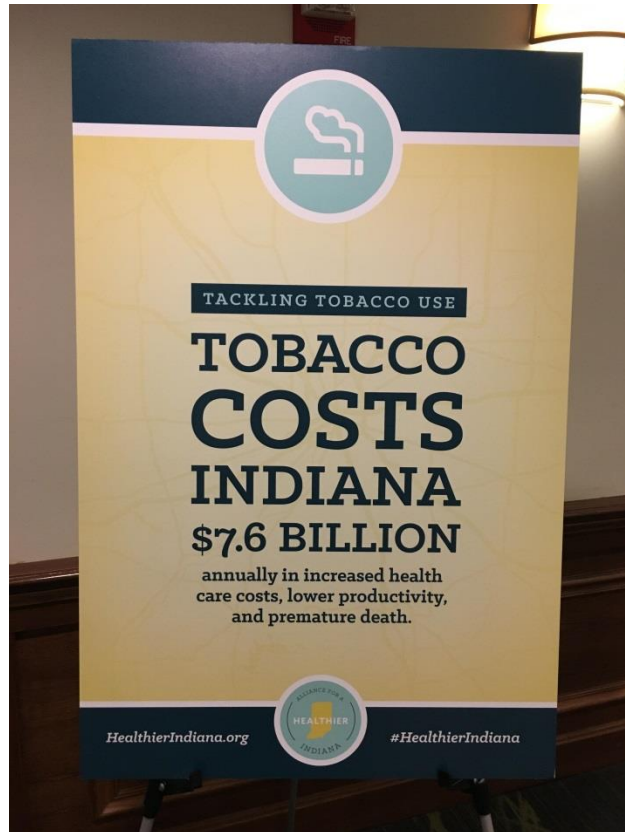
Source: America's Health Rankings, 2017; United Health Foundation

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Cigarette tax—the economic case



- \$5.4 billion/year in health care costs and lost productivity¹
- \$2.2 billion/year from second-hand smoke²
- **\$5,800/year in extra costs per smoking employee³**
- \$590 million/year in Medicaid costs⁴

^{1,2} Campaign for Tobacco-Free Kids, "The Toll of Tobacco in Indiana" 2015 via Fairbanks Tobacco Epidemic 2016 (adjusted to 2017 dollars); Lewis Secondhand Smoke Indiana 2014 (adjusted to 2017 dollars);

³ Tobacco Costs Smoking Employee 2013 (based on calculations using Indiana Department of Workforce data).

⁴ <https://www.tobaccofreekids.org/problem/toll-us/indiana>

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The Raise it for Health Plan:

1

SAVE

lives & improve health by raising the price of cigarettes.

2

REDUCE

health care costs for businesses and government.

3

DEDICATE

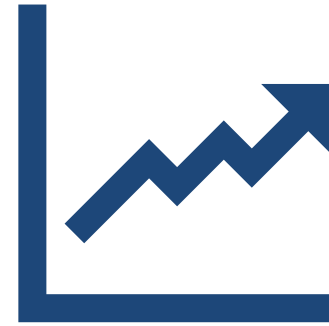
the new revenue toward public health priorities.

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Raising the tax will produce health and economic benefits



- ✓ \$300+ million in new revenue
- ✓ 100,000+ Hoosiers will quit smoking or be prevented from starting
- ✓ \$2 billion in health care savings

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Leading health, business and civic organizations support the tax proposal



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Our message to employers?

Make It Your Business

— MAKE A —
**HEALTHIER
INDIANA
WORKFORCE**
— YOUR —
BUSINESS

- Formal recognition
- Opportunities to write, speak and testify
- A biweekly email with relevant health and economic information
- Access to occasional webinars and calls on health policy in Indiana
- First invitation to public events and advocacy and networking opportunities
- Talking points and tool kits for your interactions with lawmakers

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Business leaders support the tax



- **There is clear pride in Indiana's business climate.** Most think the state would rank near the top in terms of providing a friendly regulatory environment, low taxes and cost of living, and good state fiscal/budgetary management.
- **Many are concerned, however, that the health of its citizens is holding the state back from being all that it can be.** High smoking rates and obesity are seen as the primary drivers behind the state's low health ranking and are perceived as obstacles to achieving a "next level" workforce.

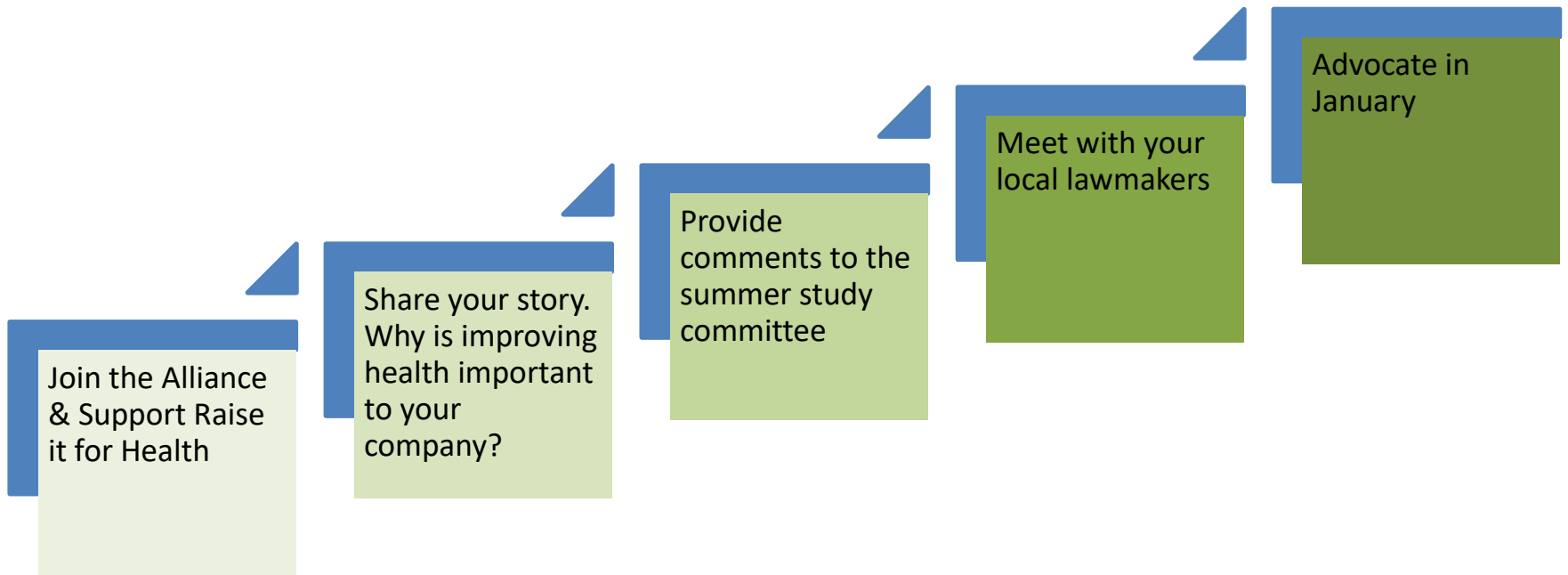
"Costs are going up not just in healthcare but across the board. A tried and true way to balance rising costs is to increase productivity levels and we can't do that if we have sick workers."

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The employer Call to Action

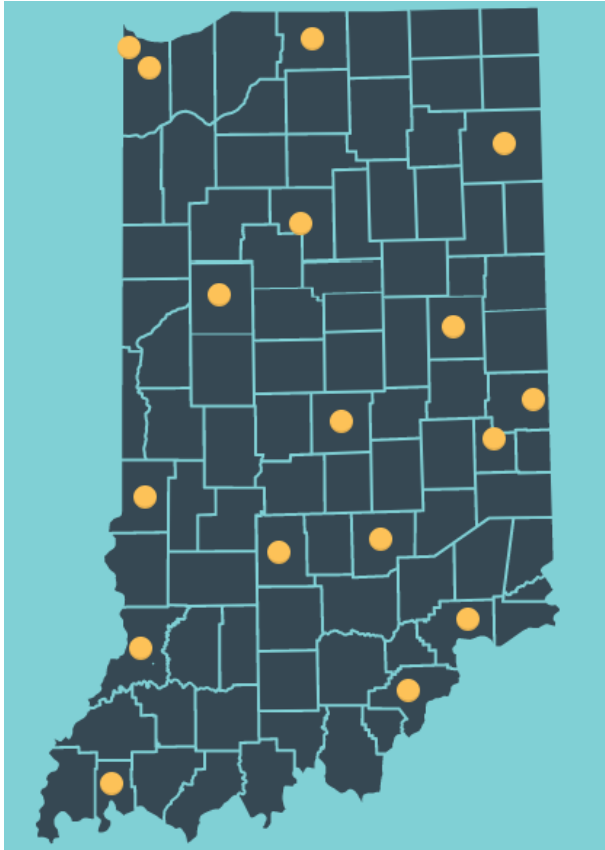


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A 17-stop Alliance State of Our Health Road Show kicked off in April



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Discussion

- What is your reaction to the cigarette tax proposal and what questions do you have about the campaign?
- How about to Indiana's poor health rankings and low public health funding?
- What support do you need to engage in the Call to Action? What is most compelling and in line with your interests?

Contact

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