



THE TOLL OF TOBACCO IN LOUISIANA

Tobacco Use in Louisiana

- High school students who smoke: 19.4% [Girls: 21.9% Boys: 16.8%]
- High school males who use smokeless tobacco: 18.5%
- Kids (under 18) who try cigarettes for the first time each year: 24,800
- Additional Kids (under 18) who become new regular, daily smokers each year: 6,700
- Packs of cigarettes bought or smoked by kids in Louisiana each year: 11.8 million
- Kids exposed to second hand smoke at home: 294,000
- Adults in Louisiana who smoke: 22.1% [Men: 25.1% Women: 19.3% Pregnant Females: 10.0%]
- Adults in Louisiana who use smokeless tobacco: 3.9% [Men: 7.0% Women: 1.2%]

Nationwide, youth smoking has declined significantly since the mid-1990s, but that decline appears to have slowed. The 2009 Youth Risk Behavior Survey found that the percentage of high school students reporting that they have smoked cigarettes in the past month decreased slightly to 19.5 percent in 2009 from 20 percent in 2007. 20.6 percent of U.S. adults (about 46 million) currently smoke, the same rate as 2008 and essentially unchanged since 2004, when 20.9 percent smoked.

Deaths in Louisiana From Smoking

- Adults who die each year in Louisiana from their own smoking: 6,500
- Adult nonsmokers who die each year from exposure to secondhand smoke: 750
- Louisiana kids who have lost at least one parent to a smoking-caused death: 6,900
- Kids alive in state today who will ultimately die from smoking: 109,000 (given current smoking levels)

Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Louisiana who dies from smoking approximately 20 more state residents are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems.

Tobacco-Related Monetary Costs in Louisiana

- Annual health care expenditures in the State directly caused by tobacco use: \$1.47 billion
- Annual health care expenditures in Louisiana from secondhand smoke exposure: \$76.5 million
 - State Medicaid program's total health expenditures caused by tobacco use: \$663.0 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: \$1.0 million (\$644/household)
- Smoking-caused productivity losses in Louisiana: \$2.05 billion
- Smoking-caused health costs and productivity losses per pack sold in Louisiana: \$8.82

The above productivity loss is from smoking-death-shortened work lives, alone. Even larger productivity losses come from smoking-caused work absences, on-the-job performance declines, and disability-shortened productive work lives. Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires and smoking-caused cleaning and maintenance costs.

Tobacco Industry Advertising and Other Product Promotion

- Estimated portion spent in Louisiana each year: \$241.0 million

Research has found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, with one-third of underage smoking experimentation attributable to tobacco company marketing.

Louisiana Government Policies Affecting The Toll of Tobacco in Louisiana

- Annual State tobacco prevention spending from tobacco settlement and tax revenues: \$9.0 million [National rank: 24 (with 1 the best), based on percent of CDC recommendation]
- State cigarette tax per pack: \$0.36 [National rank: 49th (average state tax is \$1.45 per pack)]

Sources

Youth smoking. 2009 Youth Tobacco Survey. The 2009 YRBS high school smoking rate of 17.6%, but the YTS and YRBS cannot be compared to show trends because of different methodologies. The 2008 YTS found a high school smoking rate of 18.8%. Current smoking = smoked in past month. The 2006 National Youth Tobacco Survey, using a different methodology than the YRBS, found that 19.7% of U.S. high school kids smoke. **Male youth smokeless.** 2009 Youth Tobacco Survey. A 2008 YTS found that 15.9% of high school males used smokeless. The 2009 National YRBS found that 15.0% of US high school males use spit tobacco. Female smokeless use is much lower. **New youth smokers.** Estimate based on U.S. Dept of Health & Human Services (HHS), "Summary Findings from the 2009 Nat'l Survey on Drug Use and Health," <http://www.oas.samhsa.gov/NSDUH/2k9NSDUH/tabs/Sect4peTabs10to11.pdf> with the state share of the national number allocated through the formula in U.S. Centers for Disease Control & Prevention (CDC), "Projected Smoking-Related Deaths Among Youth—United States," *Morbidity & Mortality Weekly Report (MMWR)* 45(44):971-74, November 8, 1996 [based on state young adult smoking rates, as updated in CDC, *Sustaining State Programs for Tobacco Control, Data Highlights*, 2006]. **Smokefree workplaces.** Shopland, D, et al., "State-Specific Trends in Smoke-Free Workplace Policy Coverage: The Current Population Survey Tobacco Use Supplement, 1993 to 1999," *Jnl of Occupational & Environmental Medicine* 43(8):680-86, August 2001. **Kids exposed to secondhand smoke.** CDC, "State-Specific Prevalence of Cigarette Smoking Among Adults & Children's and Adolescents' Exposure to Environmental Tobacco Smoke—United States, 1996," *MMWR* 46(44):1038-43, November 7, 1997. **Packs consumed by kids.** Estimated from Louisiana's youth population & smoking rates; and see DiFranza, J & Librett, J, "State and Federal Revenues from Tobacco Consumed by Minors," *Am. Jnl of Public Health* 89(7):1106-08, July 1999 & Cummings, KM, et al., "The Illegal Sale of Cigarettes to US Minors: Estimates by State," *AJPH* 84(2):300-302, February 1994. **Adult smoking and smokeless tobacco use.** State: CDC, "State-Specific Prevalence of Cigarette Smoking and Smokeless Tobacco Use Among Adults—United States, 2009," *MMWR* 59(43):1400-1406, November 5, 2010. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5943a2.htm>. National: 2009 Nat'l Health Interview Survey (NHIS), <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5935a3.htm>. **Pregnant Females.** CDC, "Smoking During Pregnancy—United States, 1990-2002," *MMWR* 53(39):911-15, October 8, 2004, <http://www.cdc.gov/mmwr/PDF/wk/mm5339.pdf>. See also, CDC, "Trends in Smoking Before, During and After Pregnancy—Pregnancy Risk Assessment Monitoring System (PRAMS), 31 Sites 2000-2005," *MMWR* 58(SS04):1-29, May 29, 2009, <http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5804a1.htm>

Adult deaths. CDC's STATE System (avg annual deaths from 2000-2004), <http://apps.nccd.cdc.gov/StateSystem/systemIndex.aspx>. CDC, "State-Specific Smoking-Attributable Mortality and Years of Potential Life Lost—United States, 2000-2004," *MMWR* 58(2), January 22, 2009; U.S. General Accounting Office (GAO), "CDC's April 2002 Report on Smoking: Estimates of Selected Health Consequences of Cigarette Smoking Were Reasonable," letter to U.S. Rep. Richard Burr, <http://www.gao.gov/new.items/d03942r.pdf>, July 16, 2003. **Lost Parents.** Leistikow, B, et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5):353-360, May 2000, and state-specific data from author. **Projected youth smoking deaths.** CDC, *State Highlights 2006*; CDC, "Projected Smoking-Related Deaths Among Youth—United States," *MMWR* 45(44):971-974, November 11, 1996, www.cdc.gov/mmwr/mmwr_wk.html. **Secondhand smoke deaths.** California EPA, *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*, June 24, 2005, <http://repositories.cdlib.org/tc/surveys/CALEPA2005C/>. See also, CDC, "Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 2000-2004," *MMWR* 57(45):1226-1228, November 14, 2008, <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm>. **Health and productivity costs caused by tobacco use.** CDC, *State Data Highlights 2006* [and underlying CDC data/estimates], http://www.cdc.gov/tobacco/data_statistics/state_data/data_highlights/2006/index.htm. CDC, Smoking Attributable Mortality, Morbidity and Economic Costs, SAMMEC <http://apps.nccd.cdc.gov/sammecc/>; AO, <http://www.gao.gov/new.items/d03942r.pdf>, July 16, 2003. State Medicaid program expenditures are before any federal reimbursement. **SHS Costs.** Behan, DF, et al., *Economic Effects of Environmental Tobacco Smoke*, Society of Actuaries, March 31, 2005, [http://www.soa.org/files/pdf/ETSReportFinalDraft\(Final%203\).pdf](http://www.soa.org/files/pdf/ETSReportFinalDraft(Final%203).pdf) [nationwide costs allocated to state based on its share of all U.S. smokers]. **State-federal tobacco tax burden.** Equals Louisiana residents' federal & state tax payments necessary to cover all state government tobacco-caused costs plus the residents' pro-rata share, based on state populations, of all federal tobacco-caused costs. See above and Zhang, X, et al., "Cost of Smoking to the Medicare Program, 1993," *Health Care Financing Review* 20(4):1-19, Summer 1999; Office of Management & Budget, *Budget for the United States Government - Fiscal Year 2000*, Table S-8, 1999; Leistikow, B, et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5):353-360, May 2000 – with other state government tobacco costs taken to be 3% of all state smoking-caused health costs, as in CDC, "Medical Care Expenditures Attributable to Smoking—United States, 1993," *MMWR* 43(26):1-4, July 8, 1994. CDC's *State Data Highlights 2006* provides cost estimates that have been adjusted for inflation and put in 2004 dollars. To make the other cost data similarly current and more comparable, they have also been adjusted for inflation and put in 2004 dollars, using the same CDC methodology. **Other tobacco-related costs.** U.S. Treasury Dept., *Economic Costs of Smoking in the U.S. & the Benefits of Comprehensive Tobacco Legislation*, 1998; Chaloupka, F.J. & K.E. Warner, "The Economics of Smoking," in Culyer, A & Newhouse, J (eds), *Handbook of Health Economics*, 2000; CDC, *MMWR* 46(44), November 7, 1997; CDC, *Making Your Workplace Smokefree: A Decision Maker's Guide*, 1996; Mudarri, D, U.S. Environmental Protection Agency, *Costs & Benefits of Smoking Restrictions: An Assessment of the Smoke-Free Environment Act of 1993 (H.R. 3434)*, submitted to Subcommittee on Health & the Environment, Committee on Energy & Commerce, U.S. House of Rep., April 1994; Brigham, P & McGuire, A, "Progress Toward a Fire-Safe Cigarette," *Jnl of Public Health Policy* 16(4):433-439, 1995; Hall, JR, Jr., Nat'l Fire Protection Assoc., *The Smoking-Material Fire Problem*, November 2004. U.S. Fire Admin./Nat'l Fire Data Center, Federal Emergency Management Agency (FEMA), *Residential Smoking Fires & Casualties*, Topical Fire Research Series 5(5), June 2005, <http://www.usfa.fema.gov/downloads/pdf/tfrs/v5i5.pdf>.

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Related Campaign for Tobacco-Free Kids Fact Sheets, available at:

<http://www.tobaccofreekids.org> or <http://tobaccofreekids.org/research/factsheets>.