

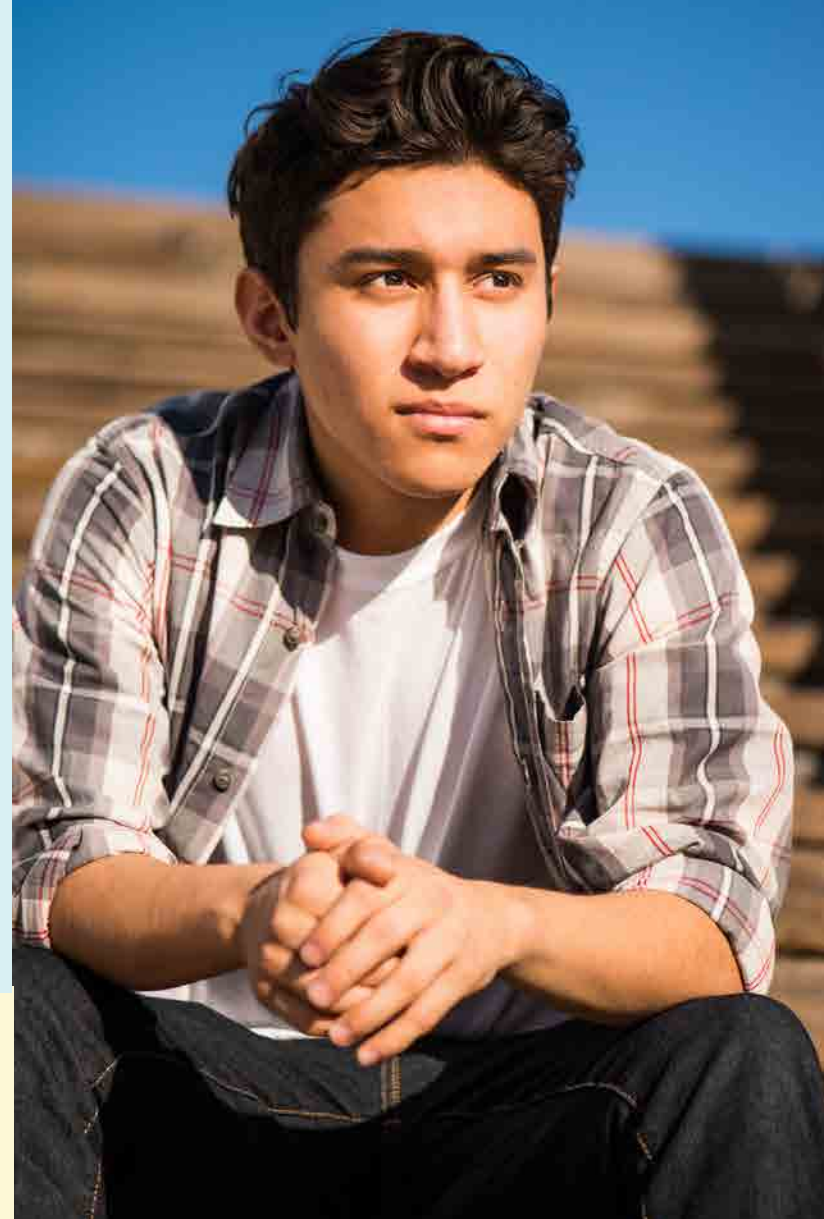
Increasing the price of tobacco products by raising taxes is an evidence-based approach for helping people quit smoking and supporting a healthier future for them and the state.

Cigarettes and other tobacco products harm our communities – and that harm isn’t equitable.

- Tobacco products disproportionately harm youth and communities of color.
 - Tobacco industry marketing has heavily targeted young people, particularly in low-income communities.¹
 - Almost 10% of New Mexico high schoolers smoke (compared to almost 5% nationally). At current smoking rates, 40,000 New Mexico youth will face premature deaths due to smoking.²
 - Tobacco use is highest among Native American, Black, and LGBTQ members of our communities³ – groups that already face disproportionately poor health outcomes.
 - Smoking-related deaths among Native Americans are 2.2 times higher than for whites.⁴
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. Approximately 2,600 adults die in New Mexico each year from smoking.

Cigarettes and other tobacco products cost our state.

- Smoking-related health-care expenses cost the state significant amounts of money every year:
 - Tobacco-related health care expenditures: \$844 million
 - Medicaid expenditures due to tobacco use: \$222.8 million
- New Mexico households pay \$864 per year in the state and federal tax dollars needed to cover tobacco-related expenditures.



Raising taxes on tobacco products will lead to a healthier New Mexico.

Increasing tobacco taxes motivates people to decrease their tobacco use, supports healthier, more equitable and prosperous communities, and results in cost savings for the state.

- Decreased tobacco use is associated with improved health outcomes, quality of life, and better family economic security because families spend less on tobacco and related health care expenses.
- Tobacco taxes also help reduce health disparities along income and racial and ethnic lines because younger people and people earning lower incomes – which are both disproportionately people of color – are the most likely groups to reduce tobacco use in response to higher costs.
- A 7% decrease in teen smoking rates can be achieved with a 10% increase in the cost of tobacco products, which results in significant annual savings of New Mexico's public health care funds.
- Increasing cigarette and tobacco taxes will raise significant revenue for the state to help pay for the crucial health programs that our families and communities need now more than ever.
 - New revenues from the tax increases are expected to total about \$90 million annually.¹⁰



1 Preliminary Scientific Evaluation of the Possible Public Health Effects of Menthol Versus Nonmenthol Cigarettes, FDA, 2013

2 The Toll of Tobacco in NM, Campaign for Tobacco-Free Kids, 2020

3 Burden of Cigarette Use in the U.S., Centers for Disease Control, 2020

4 Disparities in Smoking-Related Mortality Among American Indians/Alaska Natives, Am J Prev Med, 2015

5 The Toll of Tobacco in NM, Campaign for Tobacco-Free Kids, 2020

6 Ibid

7 A Socioecological Approach to Addressing Tobacco-Related Health Disparities, National Cancer Institute, 2017

8 US State Tobacco Taxes, Campaign for Tobacco-Free Kids, 2020

9 The Toll of Tobacco in NM, Campaign for Tobacco-Free Kids, 2020

10 Legislative Finance Committee fiscal impact report for HB 167, 2021



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