



Support Investments To Reduce Tobacco Use

LB 539 (Introduced by Senator Vargas)

On September 6, 2022, Attorneys General from a total of 32 states and Puerto Rico announced a tentative agreement with JUUL Labs that includes the company paying nearly \$440 million to settle a two-year, multi-state investigation into its underage marketing practices to attract young consumers to its addictive e-cigarettes. As part of this settlement, JUUL agreed to restrict how they promote and market their addictive products to youth. Nebraska finalized its settlement agreement with JUUL in December 2022; as part of its agreement, Nebraska will receive over \$8 million to be paid over 6-10 years. The initial payment of \$1,082,146 was received December 2022 and deposited into the health cash fund.

LB 539 redirects the JUUL settlement funds from the health cash fund to the Tobacco Free Nebraska program, within the DHHS, for FYs 2024 and 2025. Currently, Nebraska's funding for these programs is almost \$2.6 million; LB 539 will increase the state's total funding for tobacco cessation and prevention programs by ensuring JUUL settlement funds are used to combat tobacco use.

Research shows that the more states spend on comprehensive tobacco control programs, the greater the reductions in smoking. The longer states invest in such programs, the greater and quicker the impact. When appropriately funded in accordance with CDC recommendations, comprehensive tobacco control programs are able to reduce tobacco use.ⁱ For every \$1 spent on comprehensive tobacco control programs, states receive up to \$55 in savings from averted tobacco related health care costs.ⁱⁱ

ACS CAN asks you to support LB 539 which would direct all dollars from the JUUL settlement to fact-based tobacco prevention and cessation programs in Nebraska.

ⁱ U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

ⁱⁱ Office on Smoking and Health at a Glance, retrieved from <https://www.cdc.gov/chronicdisease/resources/publications/aag/tobacco-use.htm>.