

# Impact of Tobacco in Ohio: The Need to Invest in Tobacco Control to Reduce Taxpayer Costs, Protect Kids, and Save Lives

## Health Costs of Tobacco to Ohio

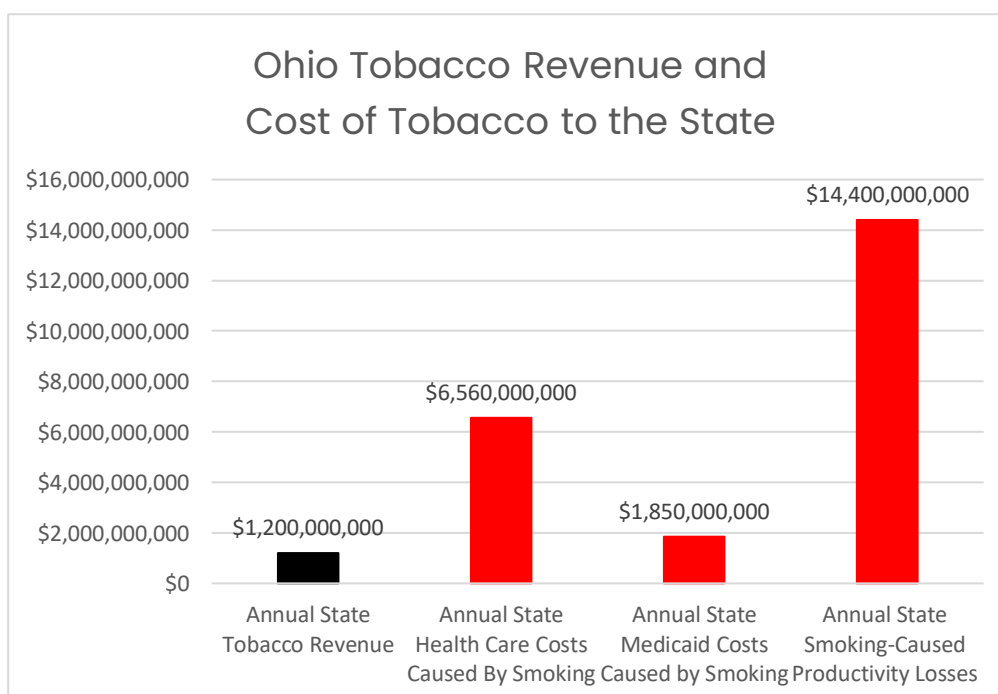
Tobacco is an addictive and deadly product. Smoking harms nearly every organ in the body<sup>i</sup> and remains the number one cause of preventable death. In Ohio:

- 18.0% of adults smoke cigarettes.<sup>ii</sup>
- 36.7% of high school students use tobacco products including 4.9% who smoke cigarettes, 29.8% who use e-cigarettes, 9.9% who use smokeless tobacco, and 7.2% who smoke cigars.<sup>iii</sup> Additionally, 16.7% of middle school students use tobacco products.<sup>iv</sup>
- 33.8% of cancer deaths are caused by smoking.<sup>v</sup>

If nothing is done to reduce smoking rates, 259,000 Ohio kids currently under 18 will ultimately die prematurely from smoking. Ohio can and must do better.

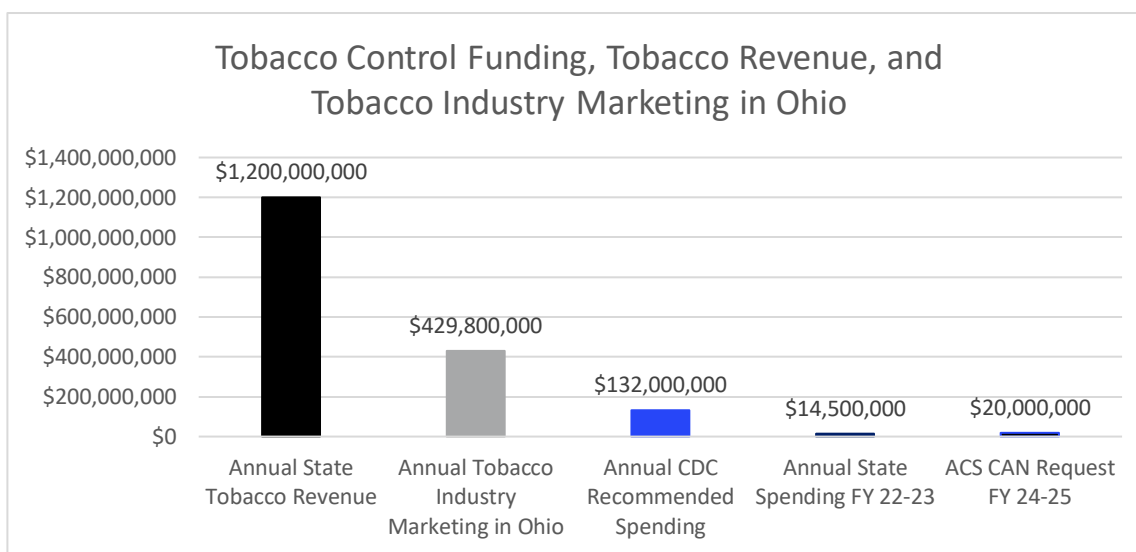
## Economic Costs of Tobacco to Ohio

Smoking is estimated to cost Ohio \$6.56 billion in direct health care costs, including \$1.85 billion in Medicaid costs annually.<sup>vi</sup> These amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, smokeless tobacco use, or cigar and pipe smoking. Additionally, smoking costs the state \$14.4 billion in productivity costs annually. Tobacco use also imposes additional costs such as workplace productivity losses and damage to property. These costs far outpace the \$1.2 billion in annual tobacco revenue the state receives from tobacco settlement payments and tobacco taxes. On average Ohio residents pay \$1,186 per household in state and federal taxes from smoking-caused government expenditures, whether they smoke or not. It is vital that fact-based programs are in place to reduce tobacco use and reduce taxpayer-funded health care costs.



## Investment in Ohio's Youth

Ohio receives over \$1.2 billion in tobacco revenue annually from tobacco settlement payments and taxes combined, yet currently invests only \$14.5 million in tobacco prevention and cessation programs, which is only 11% of the \$132 million the Centers for Disease Control and Prevention recommends that Ohio spend to combat the health and economic consequences of tobacco. Increasing funding to \$20 million annually is a vital first step to protect our Ohio youth from tobacco.



## Countering Tobacco Industry Marketing

A well-funded fact-based tobacco control program is needed to counteract the \$429.8 million per year that tobacco companies are spending to market their deadly and addictive products in Ohio.<sup>vii</sup> Increased funding is needed to negate the influence Big Tobacco's marketing has on youth. As Big Tobacco has been working hard to addict future generations with e-cigarettes and other tobacco products, the need for funding for tobacco prevention programs has never been greater.

## Recommendation

Increasing funding for Ohio's Tobacco Use Prevention and Cessation Program to \$20 million annually is crucial to prevent kids from starting to use tobacco and help people already addicted to tobacco quit. According to projections from the Campaign for Tobacco-Free Kids, this increase would prevent 1,300 kids from growing up to be adults who smoke and save the state \$20.8 million in future health care expenditures. ACS CAN urges Ohio to increase funding for its vital tobacco prevention and cessation program to \$20 million annually to reduce taxpayer costs, protect kids, and save lives.

<sup>i</sup> Centers for Disease Control and Prevention (CDC). Health Effects of Cigarette Smoking. Updated April 28, 2020.

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/health\\_effects/effects\\_cig\\_smoking/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/)

<sup>ii</sup> Centers for Disease Control and Prevention (CDC). 2021 Behavioral Risk Factor Surveillance System

<https://www.cdc.gov/brfss/brfssprevalence/index.html>

<sup>iii</sup> Centers for Disease Control and Prevention (CDC). 2019 Youth Risk Behavior Survey. <https://www.cdc.gov/healthyyouth/data/yrbs/results.htm>

<sup>iv</sup> Centers for Disease Control and Prevention (CDC). 2019 Youth Risk Behavior Survey. <https://www.cdc.gov/healthyyouth/data/yrbs/results.htm>

<sup>v</sup> Islami, F, Marlow, EC, Zhao, J, et al. Person-years of life lost and lost earnings from cigarette smoking-attributable cancer deaths, United States, 2019. *Int J Cancer*. 2022; 151( 12): 2095- 2106. doi:[10.1002/ijc.34217](https://doi.org/10.1002/ijc.34217)

<sup>vi</sup> Campaign for Tobacco-Free Kids. The Toll of Tobacco in Ohio. Updated 1.20.23. <https://www.tobaccofreekids.org/problem/toll-us/kentucky>

<sup>vii</sup> Campaign for Tobacco-Free Kids. The Toll of Tobacco in Ohio. Updated 1.20.23. <https://www.tobaccofreekids.org/problem/toll-us/kentucky>

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