

CAMPAIGN For TOBACCO-FREE Kids[®]

THE TOLL OF TOBACCO IN VIRGINIA

Tobacco Use in Virginia

- High school students who smoke: NA [Girls: NA Boys: NA]
- High school males who use smokeless tobacco: NA
- Kids (under 18) who try cigarettes for the first time each year: 37,600
- Additional Kids (under 18) who become new regular, daily smokers each year: 16,500
- Packs of cigarettes bought or smoked by kids in Virginia each year: 21.7 million
- Kids exposed to second hand smoke at home: 336,000
- Percentage of workplaces that have smoke-free policies: 70.0%
- Adults in Virginia who smoke: 21.4% [Men: 24.2% Women: 18.8%]

National youth smoking rates have declined somewhat since 1997, but remain at historically high levels. The 2001 National Youth Risk Behavioral Surveillance found that 28.5% of all U.S. high school kids smoke and 14.8% of high school males use spit tobacco. U.S. adult smoking rates have decreased gradually since the 1980s, and 23.3% of U.S. adults currently smoke.

Deaths in Virginia From Smoking

- Adults who die each year in Virginia from their own smoking: 9,100
- Annual deaths in state from others' smoking (secondhand smoke & pregnancy smoking): 890 to 1,590
- Virginia 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: 134,000 (given current smoking levels)

Smoking kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes, such as secondhand smoke or spit-tobacco use. No good state-specific estimates are currently available, however, for the number of Virginia citizens who die from these other tobacco causes, or for the massive numbers who suffer from tobacco-caused health problems each year without actually dying.

Tobacco-Related Monetary Costs in Virginia

- Annual health care expenditures in the state directly caused by tobacco use: \$1.62 billion
- State Medicaid program payments caused by tobacco use: \$313 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: \$1.31 billion (\$508 per household)
- Smoking-caused productivity losses in Virginia: \$2.08 billion
- State smoking-caused health costs and productivity losses per pack sold in Virginia: \$5.57

Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires (more than \$500 million nationwide); the costs of the extra cleaning and maintenance made necessary by tobacco smoke and tobacco-related litter (about \$4+ billion per year for commercial establishments alone); and additional work productivity losses from smoking-caused work absences, on-the-job performance declines, and disability during otherwise productive work lives (in the tens of billions nationwide) [productivity loss amount above is from smoking-death-shortened work lives, alone].

Tobacco Industry Advertising and Other Product Promotion

- Annual tobacco industry marketing expenditures nationwide: \$9.7 billion (\$26+ million per day)
- Estimated portion spent in Virginia each year: \$242.4 million

Published research studies have 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, and that one-third of underage experimentation with smoking is attributable to tobacco company marketing.

State Government Policies Affecting The Toll of Tobacco in Virginia

- State per-capita 2002/2003 tobacco prevention spending: \$3.09 (National rank: 16th)
- State cigarette tax per pack: 2.5¢ (National rank: 51st) [States' average is 58.8¢ per pack]

Sources

Youth smoking. Virginia is currently completing its first survey of youth tobacco use in the state. Current smoking = smoked in past month. Most recent National Youth Tobacco Surveillance (YTS), with a different methodology than the YRBS, found that in 2000 28.0% of high school kids smoked and 11.8% of high school males use spit tobacco. **Male Youth smokeless.** No Virginia data currently available.. Female smokeless use is much lower. **New youth smokers.** Estimate based on U.S. Dept of Health and Human Services (HHS), "Summary Findings from the 2000 National Household Survey on Drug Abuse" (2001), <http://www.samhsa.gov/oas/nhsda.htm>, with the state share of the national initiation number allocate through the formula in CDC, "Projected Smoking-Related Deaths Among Youth -- United States," *Morbidity and Mortality Weekly Report (MMWR)* 45(44): 971-974 (November 8, 1996) [as updated with most current population and smoking data available]. **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," *Journal of Occupational and Environmental Medicine* 43(8): 680-86 (August 2001). **Kids exposed to secondhand smoke.** CDC, "State-Specific Prevalence of Cigarette Smoking Among Adults, and Children's and Adolescents' Exposure to Environmental Tobacco Smoke -- United States, 1996," *MMWR* 46(44): 1038-1043 (November 7, 1997). **Packs consumed by kids.** Estimated from DiFranza, J. & J. Librett, "State and Federal Revenues from Tobacco Consumed by Minors," *American Journal of Public Health (AJPH)* 89(7): 1106-1108 (July 1999) & Cummings, et al., "The Illegal Sale of Cigarettes to US Minors: Estimates by State," *AJPH* 84(2): 300-302 (February 1994), and Virginia's youth population and smoking rates. **Adult smoking.** 2000 Behavioral Risk Factor Surveillance System (BRFSS).

Adult deaths from smoking. CDC, *State Highlights 2002: Impact and Opportunity, April 2002*, <http://www.cdc.gov/tobacco/StateHighlights.htm>. **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 2002, April 2002*. **Other Deaths.** J. R. Hall, Jr., National Fire Protection Association, *The U.S. Smoking-Material Fire Problem* (April 2001); National Cancer Institute, *Health effects of exposure to environmental tobacco smoke: the report of the California Environmental Protection Agency, Smoking and Tobacco Control Monograph no. 10*, NIH publication no. 99-4645 (1999) [see, also, California Environmental Protection Agency, http://www.oehha.org/air/environmental_tobacco].

Health and productivity costs caused by tobacco use. CDC, *State Highlights 2002: Impact and Opportunity, April 2002*, <http://www.cdc.gov/tobacco>. CDC, "Annual Smoking-Attributable Mortality, Years of Potential Life Lose, and Economic Costs -- United States 1995-1999," *MMWR*, April 11, 2002. **State-federal tobacco-health tax burden.** Estimated as the state taxpayers' pro-rata share, based on adult population, of all federal tobacco-caused costs [X. Zhang et al., "Cost of Smoking to the Medicare Program, 1993," *Health Care Financing Review* 20(4): 1-19 (Summer 1999); Office of Management and Budget, *The 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)] plus the state government's net Medicaid tobacco costs [CDC, with federal reimbursement percentage from U.S. Health Care Finance Administration] plus other state-paid tobacco-health costs, taken to equal 3% of all tobacco-health costs in state. CDC, "Medical Care Expenditures Attributable to Smoking -- United States, 1993," *MMWR* 43(26): 1-4, July 8, 1994.

Other non-health tobacco-related costs. U.S. Department of the Treasury, *The Economic Costs of Smoking in the U.S. and the Benefits of Comprehensive Tobacco Legislation* (1998); Chaloupka, F.J. & K.E. Warner, "The Economics of Smoking," in Culyer, A. & J. Newhouse (eds), *The 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., *The Costs and Benefits of Smoking Restrictions: An Assessment of the Smoke-Free Environment Act of 1993 (H.R. 3434)*, U.S. Environmental Protection Agency report submitted to the Subcommittee on Health and the Environment, Committee on Energy and Commerce, U.S. House of Representatives (April 1994); Brigham, P. & A. McGuire, "Progress Toward a Fire-Safe Cigarette," *Journal of Public Health Policy* 16(4): 433-439 (1995); Hall, J.R., Jr., *op. cit.*; Leistikow, B.N., 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: 353-60 (2000).

Tobacco industry marketing. U.S. Federal Trade Commission (FTC), *Cigarette Report for 2000* (2002), <http://www.ftc.gov/os/2002/05/2002cigrpt.pdf> [data for top five manufacturers]; FTC, *Report to Congress for the Years 1998 and 1999 Pursuant to the Comprehensive Smokeless Tobacco Health Education Act of 1986* (2001), http://www.ftc.gov/reports/tobacco/smokeless98_99.htm [top five manufacturers]. State total a prorated estimate based on its population. See, also Campaign fact sheet, *Increased Cigarette Company Marketing Since the Multistate Settlement Agreement Went into Effect*, <http://tobaccofreekids.org/research/factsheets>. **Tobacco marketing influence on youth.** Pollay, R., et al., "The Last Straw? Cigarette Advertising and Realized Market Shares Among Youths and Adults," *Journal of Marketing* 60(2):1-16 (April 1996); Evans, N., et al., "Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking," *Journal of the National Cancer Institute* 87(20): 1538-45 (October 1995). See also, Pierce, J.P., et al., "Tobacco Industry Promotion of Cigarettes and Adolescent Smoking," *Journal of the American Medical Association (JAMA)* 279(7): 511-505 (February 1998) [with erratum in *JAMA* 280(5): 422 (August 1998)]. See, also, Campaign fact sheet, *Tobacco Marketing to Kids* (2001).

State per-capita spending to reduce tobacco use and ranking. Campaign for Tobacco-Free Kids, et al., *Show Us The Money: A Mid-Year Update on the State's Allocation of the Tobacco Settlement Dollars* (July 22, 2002), <http://tobaccofreekids.org/reports/settlements>. **State cigarette tax and rank.** Orzechowski & Walker, *The Tax Burden on Tobacco* (2002) [industry-funded annual report], with updates from media reports.

Other major source of State tobacco-related data: CDC, state-specific tobacco information, <http://www.cdc.gov/tobacco/statehi/statehi.htm>. All CDC *MMWR*'s available at <http://www.cdc.gov/mmwr>. Abstracts of many of the cited articles at *PubMed*, <http://www.ncbi.nlm.nih.gov/entrez>.

Related Campaign for Tobacco-Free Kids Fact Sheets, available at <http://www.tobaccofreekids.org> or <http://tobaccofreekids.org/research/factsheets>:

- *Toll of Tobacco in the USA*
- *Comprehensive State Tobacco Prevention Programs Effectively Reduce Tobacco Use; and State Tobacco Prevention Programs Save Money*
- *Raising State Tobacco Taxes Always Increases State Revenues and Reduces Tobacco Use*

National Center for Tobacco-Free Kids, July 28, 2002, www.tobaccofreekids.org/ Eric Lindblom