



## THE TOBACCO TAX & HEALTH PROTECTION ACT OF 1988

The Tobacco Tax & Health Protection Act is an initiative to raise the tax on cigarettes and other tobacco products. The cigarette tax would be raised by 25 cents per pack. The funds would go to research on cancer, lung, heart and other tobacco related diseases; treating people suffering from these and other diseases; education to stop young people from taking up tobacco use; and protecting the environment.

Tobacco use in California costs our economy more than \$6 billion a year in health and related costs: \$2.17 for each pack smoked. More than 30,000 people die each year of tobacco related diseases in our state. The new tax will help reduce smoking in young people and treat tobacco related diseases.

Our tobacco tax has not been raised in more than twenty years. Only five states have a lower tax. Those who will pay the tax are really only being asked to pay a user fee, and they will directly benefit from the way the tax will be used.

Tobacco use is one of the most serious drug related problems facing young people today. It is estimated that due to the new tax alone many thousands of children and teenagers will never start to smoke, thus preventing much disease, and saving many of their lives. More than 90% of all smokers start before the age of 20.

The Tobacco Tax & Health Protection Act is sponsored by the American Cancer Society, the American Lung Association, the American Heart Association, the California Medical Association, the California Hospital Association, Assembly Member Lloyd Connelly, Campaign California and numerous other health and civic groups.

The initiative is necessary because the Legislature failed to pass a similar measure in 1987. It is a Constitutional Amendment because otherwise the funds collected could not be spent on health purposes.

The Tobacco Institute, made up entirely of out-of-state tobacco companies, has already announced a \$16 million campaign to defeat this measure. Help us by collecting signatures and by making a financial contribution to our effort!

American Cancer Society  
California Division  
American Heart Association  
California Affiliate  
American Lung Association  
of California  
Blue Cross  
of California  
Americans for  
Non-Smokers Rights  
California Association of  
School Health Educators  
California Association for  
Medical Laboratory Technology  
California Dental Association  
California Hospital Association  
California Medical Society  
California Nurses Association  
California Public Health  
Association  
California School Boards  
Association  
California Society of  
Periodontists  
California State Firemen's  
Association  
California Thoracic Society  
Campaign California  
Health Officers Association  
of California  
The Planning and Conservation  
League of California

Jack Nicholl  
Campaign Director

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State Headquarters  
5858 Wilshire Blvd., Suite 400  
Los Angeles, CA 90036  
(213)937-6464

Bay Area Office  
2927 A Shattuck  
Berkeley, CA 94705  
(415)840-6671

Sacramento Office  
1029 K St. Mall, Suite 44  
Sacramento, CA 95814  
(916)448-0500

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