

DATE SUMMER '92 ?

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# The Nonsmokers' Voice

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Prop. 99  
GASP

Our 14th Year...GASP OF COLORADO: Group to Alleviate Smoking Pollution 303-444-9799

## PROPOSITION 99 IS REVOLUTIONIZING TOBACCO CONTROL

GASP President Pete Bialick recently attended a national conference in California titled "Tobacco Control in the 90's: The State of the Art." Part of the conference focused on Prop 99; the 1988 ballot initiative approved by California voters to raise cigarette taxes by 25¢. Thirty-five percent of the \$600 million in cigarette tax funds go to help pay for the care of the medically poor in hospitals. Twenty percent of the tax goes to tobacco education; ten percent to uncompensated care by doctors; five percent to research for tobacco-related diseases; five percent for wildlife and parks; and the remaining twenty-five percent for fire prevention and for any of the other programs.

### Smoking Decreases Due to Cigarette Tax

California's smoking prevalence decreased by 17% in the last three years according to a \$2.5 million report paid for by the tax. The study also found that most smokers want to quit smoking.

### Effect of Tax Increase Stabilizes After One Year

Before the cigarette tax went into effect, smoking prevalence in California was going down an average of three percent each year. In 1990, the first year after the tax went into effect, smoking prevalence fell nine percent. Prop 99 research indicates that the decrease was due to the increase in the price of cigarettes, media coverage on the passage of the tax, and the programs supported by the tax. The next year, smoking prevalence fell four percent. Prop 99 research indicates that the decline was due to "the acute impact of the tax fades."

### Tobacco Control Programs Reduce Smoking

This year, smoking prevalence is down by seven percent. Researchers for Prop 99 are finding that this year's seven percent decline in smoking prevalence is due to a combination of educational programs, media campaigns, and smoking policy interventions.

### A New Pro-Health Industry is Created

California's Tobacco Education campaign is an 18-month, \$221 million effort aimed at educating residents on the dangers of tobacco use. The funds go to schools, local health departments, community groups, and for a comprehensive public education media campaign. The annual media campaign budget is \$16 million.

"If Colorado were to enact a similar law, we would have \$15 million a year for tobacco education," Pete Bialick, GASP

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