



## Keep Teens from Starting to Smoke and Reduce Smoking Among Pregnant Women

By Increasing the Tobacco Tax by at Least One Dollar

Health impacts every aspect of a child's life and is one of the most important components of overall child well-being. In Kentucky, tobacco takes a toll on the health of children, teens, and pregnant women, but viable solutions exist to end tobacco use. Increasing the tobacco tax by at least \$1 provides not only a strong revenue stream but also a proven method to prevent teens from starting to smoke and to prompt pregnant women to quit smoking.

### **The tobacco tax is an opportunity to bring in revenue while supporting a healthy future for Kentucky kids:**

#### **Improve birth outcomes, reduce teen smoking, and reduce future healthcare spending**

A healthy future for Kentucky requires taking steps that address the health of Kentucky's youth and babies now. With this targeted solution we can help more babies be born healthy and help teens make healthy choices, which will result in healthier futures and decrease future tobacco-related health costs for the state.

#### **Impact smoking rates for teens and pregnant women with an increase of at least \$1**

Because cigarette companies can easily offset the impact of smaller increases with coupons and promotional discounts, the tax increase has to be at least \$1. Research tells us that \$1 results in significant health benefits and cost savings among teens and pregnant women. Even with a \$1 dollar increase, Kentucky's tobacco tax would still be below the national average.

### **Blueprint for Kentucky's Children Solution:**

Increase the tobacco tax by at least \$1 to keep teens from starting to smoke and reduce smoking among pregnant women.



[kyyouth.org/blueprintky](http://kyyouth.org/blueprintky)