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MODULE 5

Tobacco Use: Prevention, Cessation and Policy

Part 4: Using Policy to Impact
Tobacco Usage

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Quiz

True/False: Circle True or False

- Taxing tobacco products is an evidence-based policy initiative that strongly impacts on adult consumption but less so with youth, since those under 18 cannot legally purchase tobacco
 - o True
 - o False
- The tobacco industry has reacted strongly to proposed tobacco tax increases with information on such taxes being “regressive” since they disproportionately affect poor individuals and communities
 - o True
 - o False
- The Massachusetts Coalition for a Healthy Future successfully orchestrated a tobacco increase in 1992 that resulted in a sustained allocation of \$96 million each year for health and tobacco control and prevention
 - o True
 - o False
- There are multiple sources of information on federal, state and local tobacco taxes including the CDC STATE database the Campaign for Tobacco Free Kids, and national voluntary health organizations such as the American Lung Association and the American Cancer Society.
 - o True
 - o False

Multiple Choice: Circle the most correct answer

- The 2009 Child Health Insurance Program (CHIP) Reauthorization Act signed by President Obama raised the federal excise tax on a pack of cigarettes to:
 - o \$0.51
 - o \$0.95
 - o \$0.99
 - o \$1.01
- The following are “best practices” strategies to create a state referendum to raise tobacco taxes EXCEPT:
 - o Build strong grassroots support
 - o Calculate healthcare and productivity costs due to tobacco use in your state
 - o Raise sufficient revenue to buy “prime time” statewide ads in various media channels during the last 60 days of the campaign
 - o Obtain strong political sponsors/supporters
 - o Obtain legal assistance in developing and monitoring the referendum, and if passed, through the state legislative process

Short Answer:

- Discuss the arguments against tobacco taxes often raised by the tobacco industry. What are the public health responses disputing those arguments?

- Describe key elements of the 1992 Question 1 Tobacco Tax by the Massachusetts Coalition for a Healthy Future. What are three key “lessons learned” from that initiative for those in other states who are working on a ballot initiative or legislation to raise the tobacco tax in their state?

- Discuss three important challenges for local or state coalitions in their development of tobacco tax initiatives that they will need to address.

- Describe the basis for reducing tobacco consumption by adults and youth through raising federal, state, and local tobacco taxes.