• **We all have a stake in helping Maine kids resist tobacco use.** Healthy families and lower healthcare costs are the building blocks of a thriving economy. Maine’s future prosperity depends on our ability to drastically reduce preventable diseases and the stranglehold of health costs that accompany them.

• **Lowering our youth smoking rates will make Maine more attractive to prospective businesses.** Tobacco use currently causes $534 million in lost productivity, $811 million in healthcare costs, and 2,200 deaths every year in Maine. These costs are spread across the health system, leading to higher insurance premiums for individuals and employers, higher cost of doing business in Maine, and higher price of care for everyone.

• **Keeping tobacco prices high is proven effective at keeping kids from starting to smoke.** Tobacco taxes are first and foremost a public health tool. They saves lives, lower health costs, and are recommended by the national Centers for Disease Control as a best-practice measure for preventing the initiation of smoking and helping smokers to quit. Maine’s high school smoking rate has stalled at an unacceptably high level. Increasing the cigarette tax by $1.50 would reduce the youth smoking rate by 16.5%.

![Cigarette Pack Price Trend vs Youth Smoking Prevalence in Maine, 1995-2011](image)

*Developed by the Maine Public Health Association, Updated February 2014*
Increasing the tax on cigarettes by $1.50 would...

lower the youth smoking rate by 16.5% and keep 8,500 kids from becoming adult smokers, generate $44.1 million in additional excise tax revenue, save Maine’s Medicaid program $2.2 million in health care costs over 5-years, afford Maine $355.0 million in long-term health savings

...making Maine healthier and more prosperous.