

**DON'T ELIMINATE**

# NJ's COMPREHENSIVE TOBACCO CONTROL PROGRAM

**11,200 NJ residents die each year due to tobacco-related illnesses which cost over \$3.17 billion in healthcare spending annually**

**The Center for Disease Control reports that sustained COMPREHENSIVE tobacco control programs result in dramatic smoking declines – saving lives and money**

## CTCP Program Spending...

### New York

Ranks 22nd  
Spending \$57 million

### Delaware

Ranks 3rd  
Spending \$10.8 million

## New Jersey

NJ ranks 38th in the nation, for funding their statewide tobacco control program. If funding is eliminated for this program...

**NJ WILL RANK LOWEST IN THE NATION!**



**HOW Embarrassing!**

# NJ's Comprehensive Approach:

Coalitions & Community Partnerships

The Youth Program

Treatment (QuitCenters, QuitNet, Quitline)

Enforcement

Measurement & Evaluation

Marketing & Communications

- NJ's Comprehensive Tobacco Control Program has succeeded in cutting youth smoking in half and adult smoking to its lowest level.
- NJ cigarette tax is 4th highest in the nation and cigarette sales generate \$968 million in revenues annually for NJ. Yet, NJ currently spends less than 1% of tobacco related revenues to tobacco control programs, and Governor Christie proposes reducing funding to \$0, killing NJ's Comprehensive Tobacco Control Program.
- Tobacco industry spent over \$200 million in tobacco marketing for New Jersey and NJ youth smoke 90,000,000 cigarettes per year.
- Each smoker costs NJ approximately \$6,000 in healthcare costs and lost productivity. A single Quitcenter can help 200 smokers quit per year at a cost of approximately \$500 per successful quit. Thus, NJ saves over \$1 million for every Quitcenter it funds.
- NJ leads the nation in tobacco control laws: ban on e-cigarettes, ban on flavored cigarettes, 100% smokefree college dorms.
- Raising the 12-year-old retail licensing fee to sell cigarettes can generate \$15 million for NJ Treasury to pay for CTCP. Also, taxes on "Other Tobacco Products" (OTP), like cigars, little cigars and moist snuff, could be raised to generate millions of dollars for tobacco control.
- NJ's Treasury stands to lose up to \$52.5 million in federal funding, if the state refuses to fund NJ's Comprehensive Tobacco Control Program.
- **Don't eliminate a successful program that saves lives and healthcare costs**

The Center for Disease Control and Prevention Recommends that NJ spends \$119.8 million a year to have an effective CTCP program. The program received \$30 million in program funding annually between FY2001 and FY2003. In 2003, the program was cut by 65 percent, and funding was further reduced in future years. The program is currently proposed for total elimination in the FY2011 budget.

## For More Information

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