

Tobacco Use is COSTING Iowans

Iowa has the 2nd Highest Cancer Rates in the US



\$1.49B

in Smoking-Related
Healthcare Costs



\$3.11B

Lost Productivity
due to Smoking

Increasing the Cigarette
and Tobacco Tax will . . .



Decrease Smoking-
Related Cancer Deaths



Increase State
Revenue



Maximize Medicaid
Cost Savings



Create Long-Term
Healthcare Savings

\$140.8M

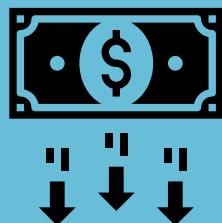
Iowa's Cigarette and
Tobacco Tax Revenue

\$391.9M

in Medicaid Costs
caused by Smoking

FOR EVERY PACK OF CIGARETTES SOLD...

Iowa collects \$1.36 in cigarette tax. While it loses:



\$22.99
in productivity



\$11.04
in healthcare
costs

Tobacco use costs Iowa **25x** more than it generates.

TAXPAYERS LOSE EVERY TIME!

Increase the Cigarette Excise Tax. Tax Vapes and Pouches.

All Iowans WIN when tobacco taxes are INCREASED!

In Iowa, tobacco...

- Takes the lives of **5,100 Iowans every year**
- Is responsible for **31% of cancer deaths** statewide
- Remains the **leading cause** of preventable death

BREAST

- **6%** of all cancer deaths statewide
- Iowa has the 9th **highest** incident rate in the U.S.

LUNG

- **23%** of all cancer deaths statewide
- Tobacco causes **80% of lung cancers**

PROSTATE

- **5%** of all cancer deaths statewide
- Higher incidence and mortality rate **linked to tobacco**

RATE OF NEW LUNG CANCER CASES PER 100,000

60.3

IA

54

SD

52.8

USA

51.9

NE

51.5

KS

The Iowa Cancer Plan's NUMBER 1 PRIORITY is to "reduce exposure to tobacco and secondhand smoke."
The plan supports both a cigarette tax increase and a tax for all tobacco/nicotine products.