



Health Impacts of Increasing the Price of Tobacco:

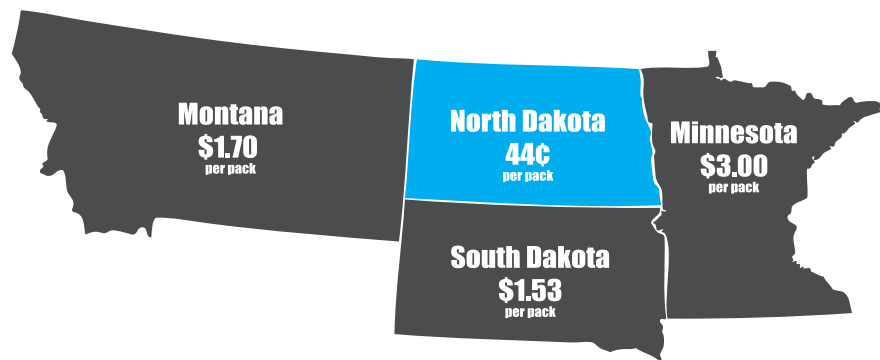
1. Higher tobacco prices are proven to prevent kids from ever starting.
2. Higher tobacco prices are proven to help current users quit.
3. Higher tobacco prices are proven to reduce long-term health care costs.
4. Higher tobacco prices are proven to reduce cancer, heart attack, stroke, and both premature births and deaths caused by tobacco use.

Research indicates that increasing the price of tobacco would decrease tobacco use, particularly among minors and young adults and is widely regarded as one of the most effective tobacco prevention and control strategies.

**Centers for Disease Control and Prevention, and a Report of the Surgeon General: Reducing Tobacco Use.*

Measure 4 is a health initiative to raise North Dakota's cigarette and tobacco tax. Increasing the price of tobacco is a CDC* proven way to prevent kids from ever starting, encourage tobacco users to quit and reduce health care costs. The measure funds health and veterans' programs for North Dakota.

ND's Current Tobacco Tax



North Dakota ranks 47th lowest in the nation for cigarette tax rates.
 North Dakota's tobacco taxes have not been increased since 1993.
 Average of Neighboring States: \$2.08/pack
 Average of U.S.: \$1.65/pack

Measure 4 will:

Increase the tax on a pack of cigarettes from \$0.44 to \$2.20 per pack.

Increase the tax on all other tobacco products from 28% to 56% of wholesale purchase price.

Create a veterans tobacco tax trust fund.

Allocate NEW revenues as follows:

