

**Investment in Tobacco Control: State Highlights 2001**  
**A report by the US Centers for Disease Control**  
**February 2001**

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**Some highlights from the report**

- Average annual US state spend on tobacco control is US\$3.38 per capita [- or about £2.25 per capita - equivalent to about £108 million for England.]
- Total US spend is about US\$1 billion - but even this is only about one-sixth what the tobacco industry spends on promotion.
- CDC gives an estimate of US\$5 to US\$16 per capita to implement an optimal (ie. cost effective) tobacco policy in large states.
- The California Department of Health Services has estimated that for every US\$1 spent on the program between 1990 and 1998, an estimated US\$3.62 in direct medical costs has been avoided.
- Between 1988 and 1999, per capita cigarette use in California declined by almost 50%, while in the rest of the country it declined by only about 20%.
- Between 1995 and 1999, the prevalence of cigarette use among youth dropped by 43% in California.
- After the implementation of the program in Massachusetts in 1993, per capita cigarette consumption rates through 1999 declined more consistently than the rates in California. Massachusetts has also seen more rapid declines than states without tobacco control programs in the overall prevalence of tobacco use among adults.
- Rates of smoking among Massachusetts youth have declined sharply, with current smoking dropping 70% among 6th graders from 1996 to 1999. According to national vital statistics data, rates of smoking during pregnancy also declined more rapidly during the 1990s in Massachusetts than in any other state.
- Arizona's comprehensive program, which places an especially heavy emphasis on community-based efforts, produced a decline in adult smoking prevalence of more than one-fifth from 1996 to 1999.
- In a comprehensive effort of five integrated components-education, countermarketing, community partnerships, enforcement, and evaluation-Florida achieved dramatic reductions in youth smoking rates between the 1998

baseline and the 2000 follow-up. Current cigarette use declined by 40% among middle school students, and by 18% among high school students.

- UK government spend is about £35 million this year extra from Health Authorities - say £60 million (at a guess) in total. £1.25 per capita - or about half the US average. This would put England at about rank 32 in the list of US states (between New Mexico and Wyoming)

Note: UK tobacco tax revenue was about £7.5 billion in 2000 - £134 per capita - over 100 times expenditure on tobacco control and far more than the value of the US settlement which is driving some of the US expenditure.