

# Cheap tobacco isn't good for anyone — especially our kids

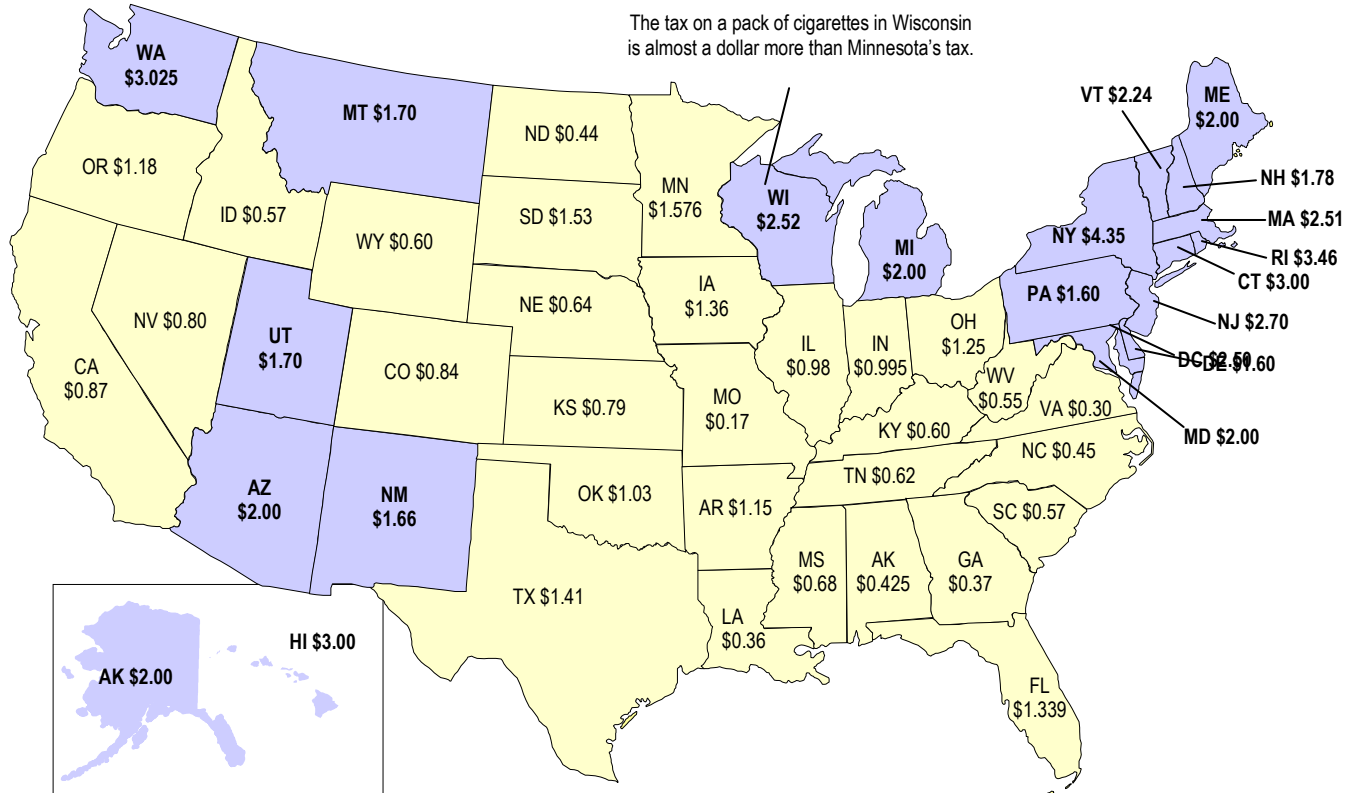


Reduce Tobacco's Harm in Minnesota

Increasing the price of tobacco is one of the most effective methods for preventing and reducing tobacco use. Every 10 percent increase in the price of tobacco...

- Reduces overall cigarette consumption 3-5 percent
- Decreases the number of kids who smoke by more than 5 percent
- Drops the number of kids who start smoking by 10 percent

## 20 States Are Doing More Than Minnesota to Reduce the Impact of Tobacco



Source: Campaign for Tobacco-Free Kids, August 3, 2010

**Raise it for Health** is a coalition of Minnesota's leading health and nonprofit organizations who share a common goal of reducing tobacco use. More than 5,500 Minnesotans still die from tobacco-related disease each year and tobacco continues to be a major driver of the state's escalating health care costs. Raise it for Health supports significantly raising the price of tobacco products in Minnesota because it is a proven way to prevent children from starting to use tobacco and helping existing tobacco users quit.

Raise it for Health partners include: AARP Minnesota, Allina Hospitals & Clinics, American Cancer Society, American Heart Association, American Lung Association, Association for Nonsmokers – Minnesota, Blue Cross and Blue Shield of Minnesota, Catalyst, Children's Hospitals and Clinics of Minnesota, ClearWay Minnesota<sup>SM</sup>, Courage Center, HealthPartners, Local Public Health Association, Medica, Minnesota Academy of Family Physicians, Minnesota Cancer Alliance, Minnesota Chapter of the American Academy of Pediatrics, Minnesota Council of Health Plans, Minnesota Medical Association, Minnesota Public Health Association, Park Nicollet, School Nurse Organization of Minnesota and Twin Cities Medical Society.