

TOBACCO STOPS WITH ME.

STRONGER OKLAHOMA TOBACCO POLICIES

BUILDING A HEALTHIER TOMORROW, TODAY.

Tobacco and secondhand smoke still harm Oklahomans at home and at work. It's poisoning and addicting our children. It's burdening our healthcare industry and costing Oklahomans billions. Whether you use tobacco or not, we all pay a price... and that's not OK.



Residents' state and federal tax burden from smoking-caused government expenditures:

\$728
per household
whether you smoke or not



Smoking-caused productivity losses in Oklahoma:

\$2.1
billion

Annual healthcare costs in Oklahoma directly caused by smoking:

\$1.62
billion



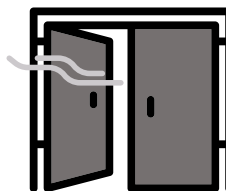
BY MODERNIZING OUR TOBACCO CONTROL AND PREVENTION POLICIES, WE CAN REVERSE THE TERRIBLE TOLL OF TOBACCO ON OKLAHOMA.

High-impact, low-cost policies can prevent and reduce tobacco use and exposure to secondhand smoke. Plus, most Oklahomans support these proven, common-sense policies — including smokers and those who live with them.

A brighter future is waiting, and these 7 tobacco policies below will help us get there.

1. 100% CLEAN INDOOR AIR

Smokefree environments protect the health of both employees and patrons. Hardworking Oklahomans exposed to secondhand smoke in the workplace are 20-30% more likely to develop lung cancer. Let's close the loopholes in the state's Clean Indoor Air law to protect health and keep our state competitive with surrounding states.



80% of Oklahomans favor a law making **all public places smokefree.**

2. TOBACCO 21 ✓

Raising the legal minimum age to purchase tobacco and e-cigarette devices from 18 to 21 would:

- Prevent 223,000 premature deaths
- Prevent 50,000 deaths from lung cancer
- Reduce our smoking rate by an additional 12%
- Cut off a major pipeline for underage access from peers

95%

of tobacco users **started before age 21.**

74% of Oklahomans favor raising the minimum age to purchase tobacco to 21.



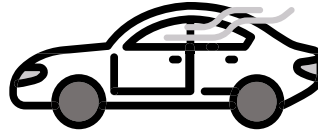
PASSED AT FEDERAL LEVEL

On Dec. 20, 2019, the president signed a bill raising the minimum age to purchase tobacco from 18 to 21. That measure is now in effect in Oklahoma and throughout the country and includes cigarettes, cigars, smokeless tobacco and e-cigarettes (also known as vapes or JUULs).

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3. PROHIBIT SMOKING IN CARS WITH CHILDREN PRESENT

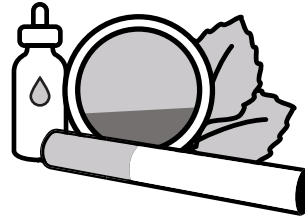
Studies show that smoking just half of a cigarette in a vehicle can produce secondhand smoke levels 10 times higher than hazardous limits set by the Environmental Protection Agency. Secondhand smoke causes ear aches, lung infections, asthma attacks and bronchitis — plus, more missed school days.



87% of Oklahomans favor a **law prohibiting smoking in vehicles when children 16 or younger are present.**

4. BAN MENTHOL AND FLAVORED TOBACCO

4 out of 5 kids who have used tobacco started with a flavored product. By banning these products, we can protect thousands of Oklahoma kids from a lifetime of addiction, disease and early or premature death.

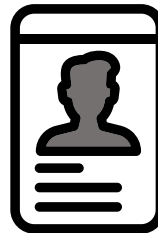


7 out of 10 Oklahomans believe the tobacco industry **targets children** and young adults, **uses flavors to entice** them and lies about the dangers of smoking.

In January 2020, the FDA ruled that the manufacture and sale of flavored vaping cartridges or pods would be restricted to classic tobacco and menthol flavors only. While this is a step in the right direction, it does little to curb the youth vaping epidemic as flavorings are still allowed in tank systems and disposable e-cigarettes.

5. STRENGTHEN ENFORCEMENT AGAINST UNDERAGE TOBACCO SALES

Mandating and expanding the use of statewide merchant education. Increasing random retailer compliance checks. Enforcing stronger penalties for selling to those underage. A variety of policies can reduce youth access to tobacco through retail sources.



A 1% increase in merchant compliance = **A 2% decrease** in kids' risk of becoming daily smokers.

6. CIGARETTE TAX INCREASES

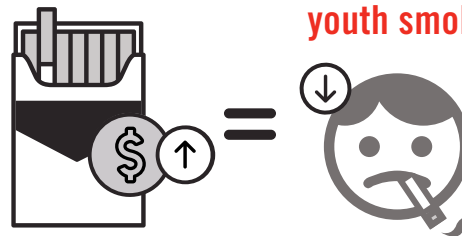
A \$1.50 tax increase would:

- Prevent 28,200 youth from becoming adult smokers
- Encourage 30,400 adults to quit smoking
- Prevent 16,700 future smoking-caused deaths
- Save the state \$1.22 billion in future healthcare costs

Consumers become accustomed to price increases over time and additional price increases should be considered.

Cigarette price increase = Drop in

youth smoking



7. REMOVE SMOKERS AS A PROTECTED CLASS OF EMPLOYEES

Smokefree workplaces not only protect non-smokers from passive smoking, but also encourage smokers to quit and stay quit. Smoking should not be on par with existing legally protected factors like race, sex or religion.



Smoking costs Oklahoma businesses an estimated **\$5,816** per smoker per year.

Together, we can accelerate positive change, improving the health and quality of life of every Oklahoman. Learn more at

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