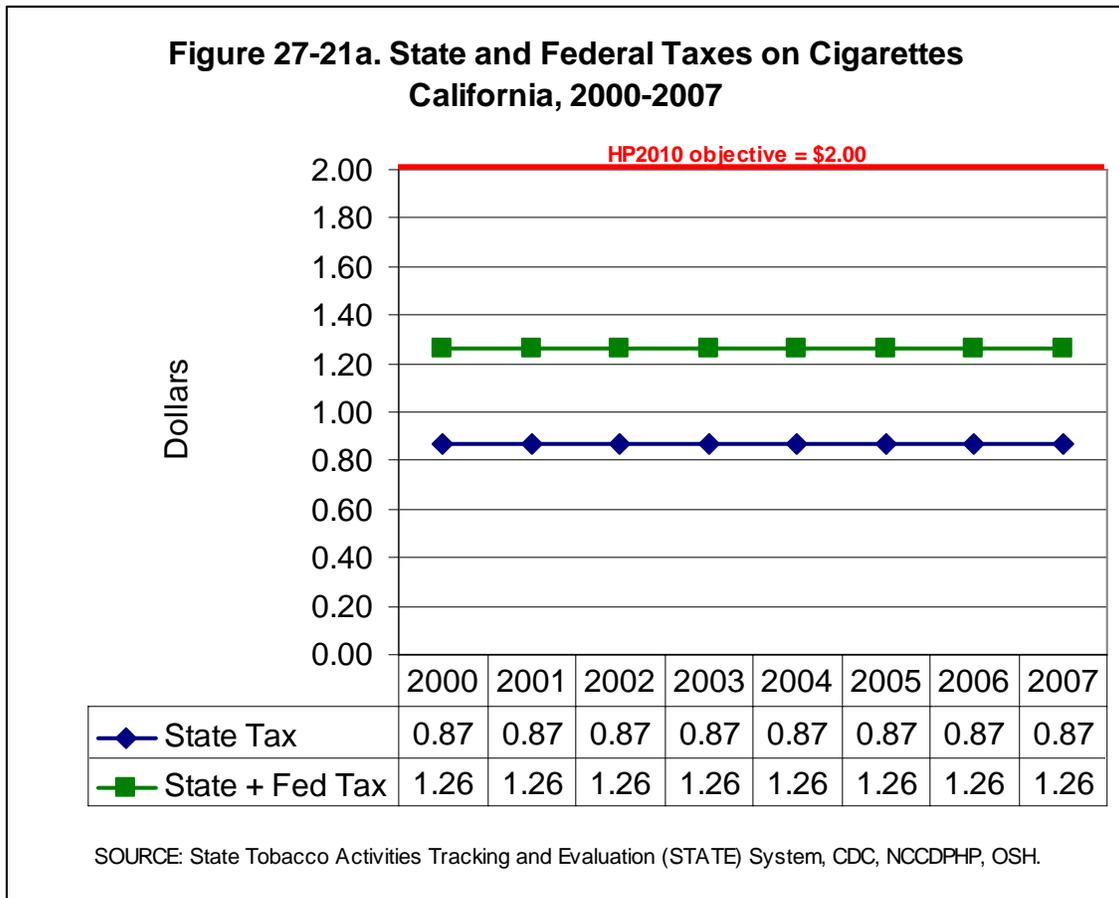


Focus Area 27: Tobacco Use

Objective 27-21a. Increase the average Federal and State tax on cigarettes. Target = \$2.00 [State Data Source: The Tax Burden on Tobacco, The Tobacco Institute]

The 1988 California Tobacco Tax and Health Promotion Act (Proposition 99) enabled California to become the first state to implement a comprehensive California Tobacco Control Program (CTCP). Proposition 99 increased the tax on a pack of cigarettes by 25 cents.

Since then, Californians have voted twice and the legislature acted once to increase the tobacco tax in order to promote public health: 1) in 1993, the legislature increased cigarette taxes by 2 cents per pack to fund breast cancer research and early detection services; 2) in 1998, Proposition 10 increased the tax an additional 50 cents; and 3) in 2006, a ballot measure (Proposition 86) calling for a 300% increase in the tobacco tax that would have increased the tax on cigarettes to \$3.47 a pack from the current 87 cents (**Figure 27-21a**) was defeated by California voters.



For more information on California's tobacco tax, please visit the State Tobacco Activities Tracking and Evaluation (STATE) System at:

<http://apps.nccd.cdc.gov/statesystem/index.aspx>

the CDPH Tobacco Control Program Web site at:

<http://www.cdph.ca.gov/programs/Tobacco/Pages/default.aspx>

and the California Board of Equalization Web site at:

<http://www.boe.ca.gov/pdf/pub93.pdf>

For more information on Healthy People 2010 objective 27-21a, please visit:

<http://www.healthypeople.gov/Document/HTML/Volume2/27Tobacco.htm>

And the DATA2010 Web site at: <http://wonder.cdc.gov/data2010/>