



Robert Wood Johnson Foundation

RWJF Retrospective Series

IMPACT: Smokers and Smoking-Related Deaths

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A companion report to
*The Tobacco Campaigns of the
Robert Wood Johnson Foundation
and Collaborators, 1991–2010*

IMPACT: 1993 – 2010

(Life of the Initiative)

	REDUCTIONS	
	Smokers	Smoking Related Deaths
Tax and Master Settlement Price Increases	3,717,956	37,982
Smoke Free Air	1,685,363	18,937
Combined Effect	5,332,504	60,451

IMPACT: 1993 – 2063 (70 Year Generation Analysis)

	REDUCTIONS	
	Smokers	Smoking Related Deaths
Tax and Master Settlement Price Increases	9,122,482	1,420,875
Smoke Free Air	2,376,731	673,854
Combined Effect	12,049,270	2,094,112

Limitations--Potential Underestimates

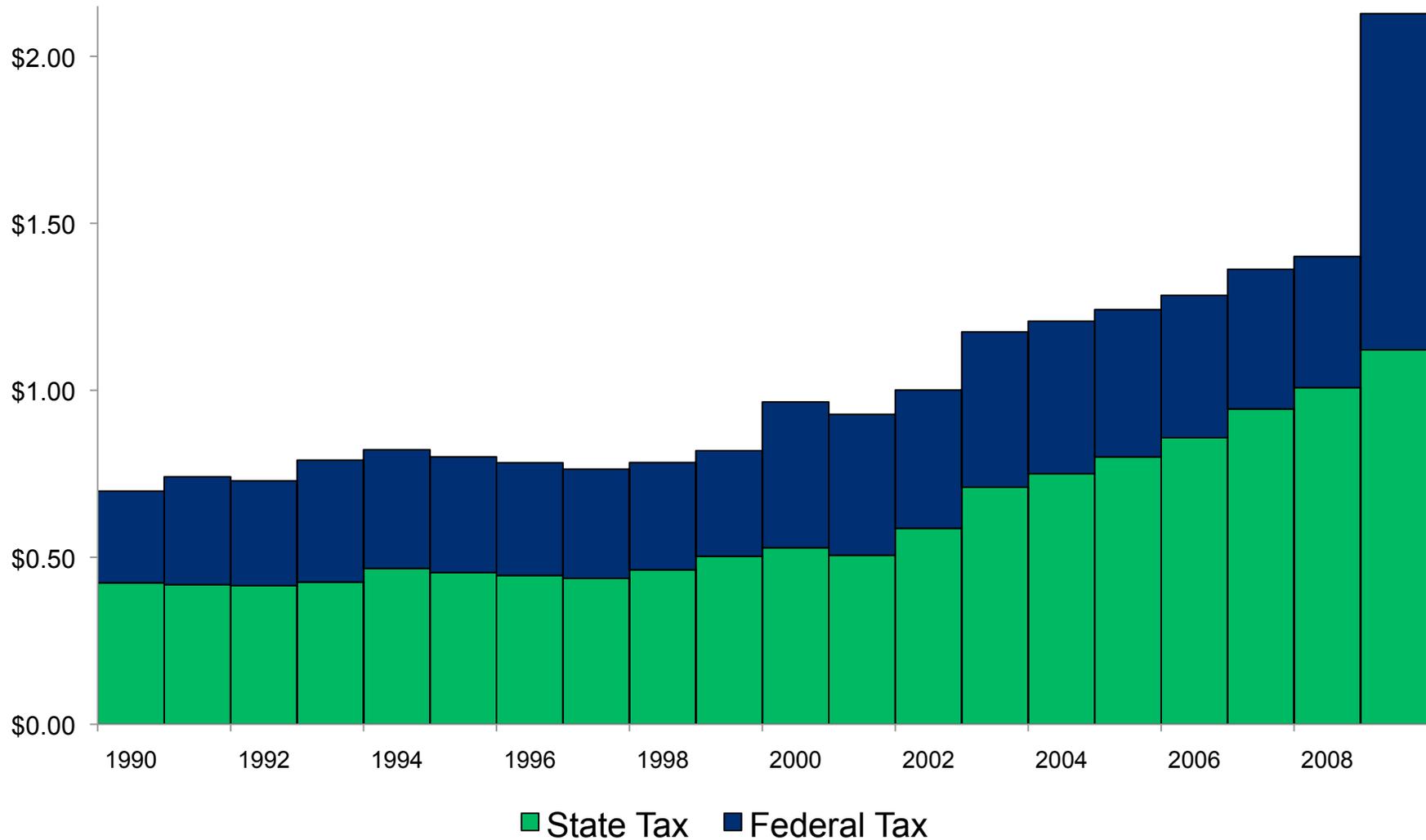
- Exclusion of local policies from the analyses
 - early years/smoke free air policies
 - some significant local taxes - most notably in NYC and Chicago/Cook County
- Exclusion of other tobacco control activities
 - state program funding
 - expanded access to cessation services
 - mass-media campaigns
- Relatively conservative assumptions about the increased risks of premature death caused by

Impact of

**EXCISE TAXES AND
MASTER SETTLEMENT
AGREEMENT PRICE INCREASE**

State and Federal Cigarette Taxes, 1990-2009

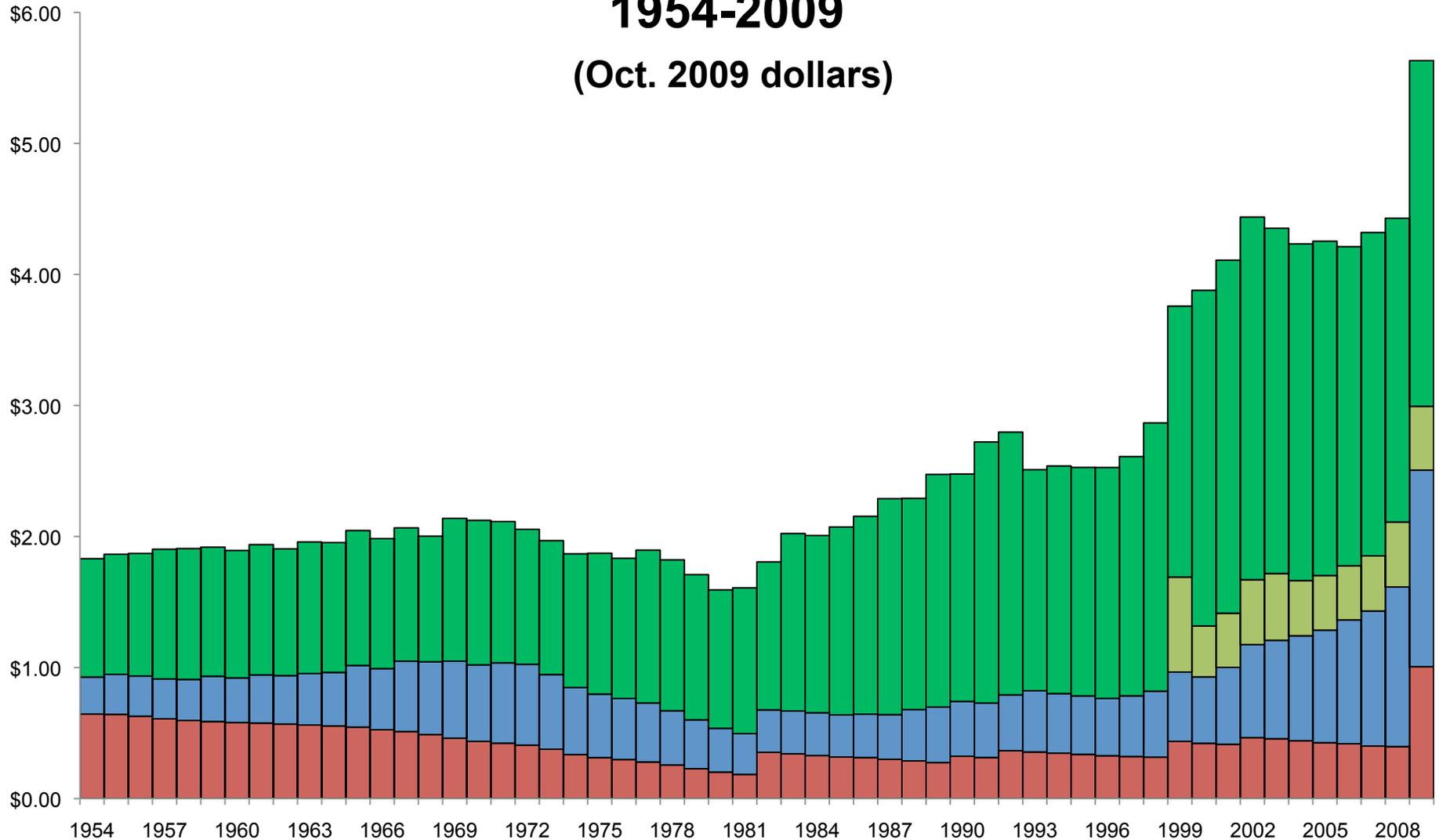
Inflation Adjusted, September 2009 Dollars



Source: *Burden on Tobacco*, 2009, and author's calculations

Cigarette Taxes & Prices, United States, 1954-2009

(Oct. 2009 dollars)

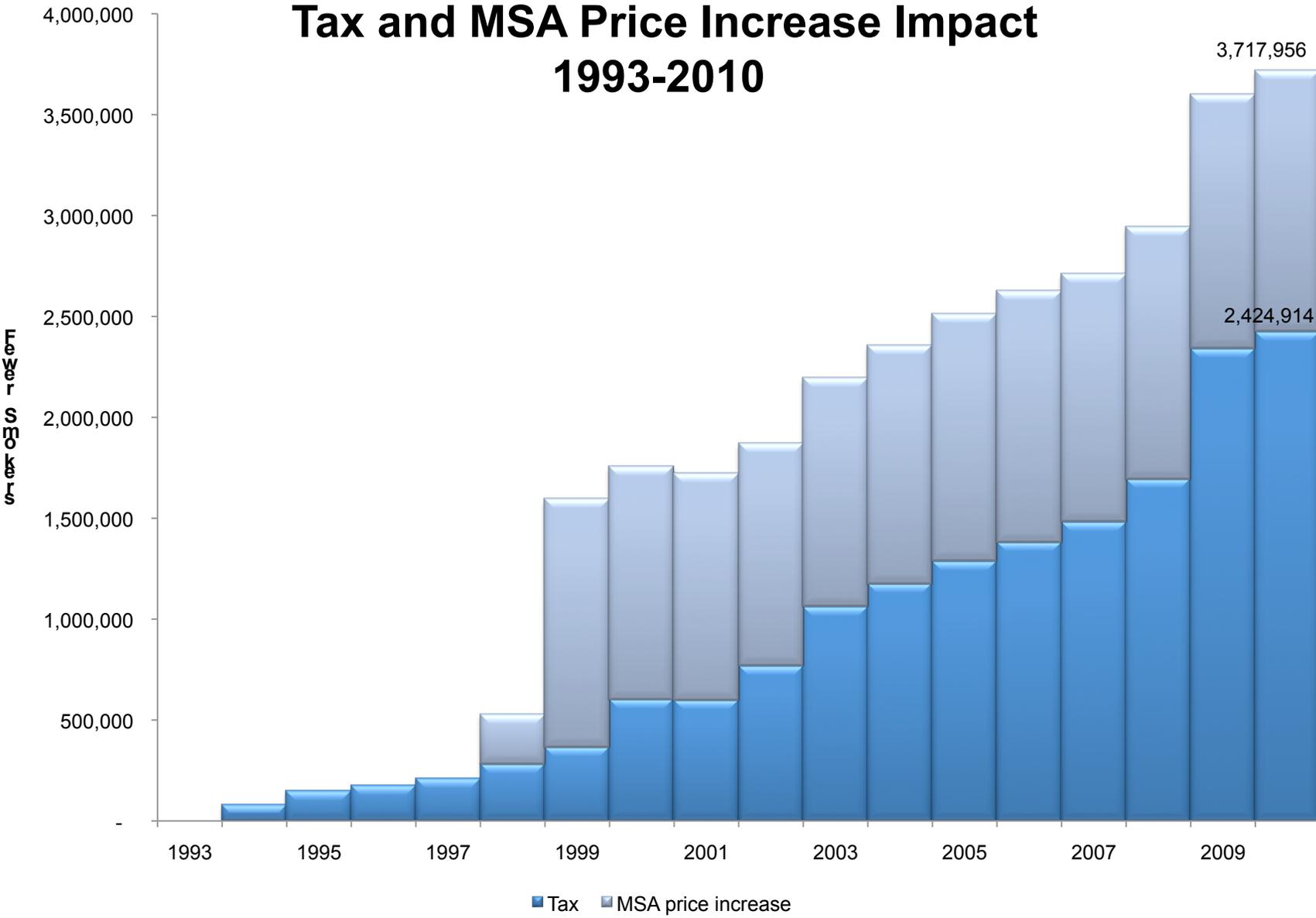


Federal Tax State Tax MSA Costs Industry Price

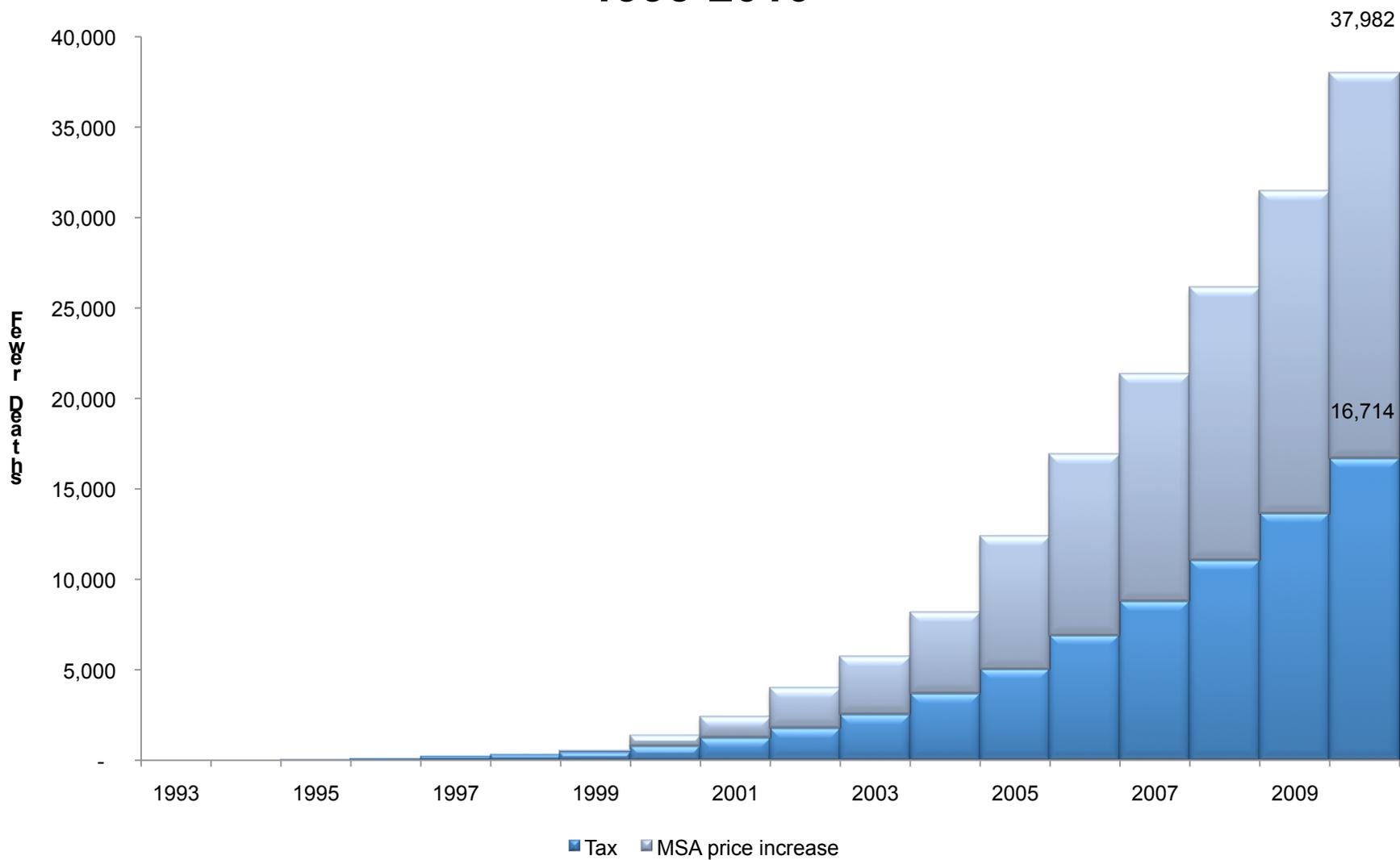


Source: *Tax Burden on Tobacco*, 2009, and author's calculations

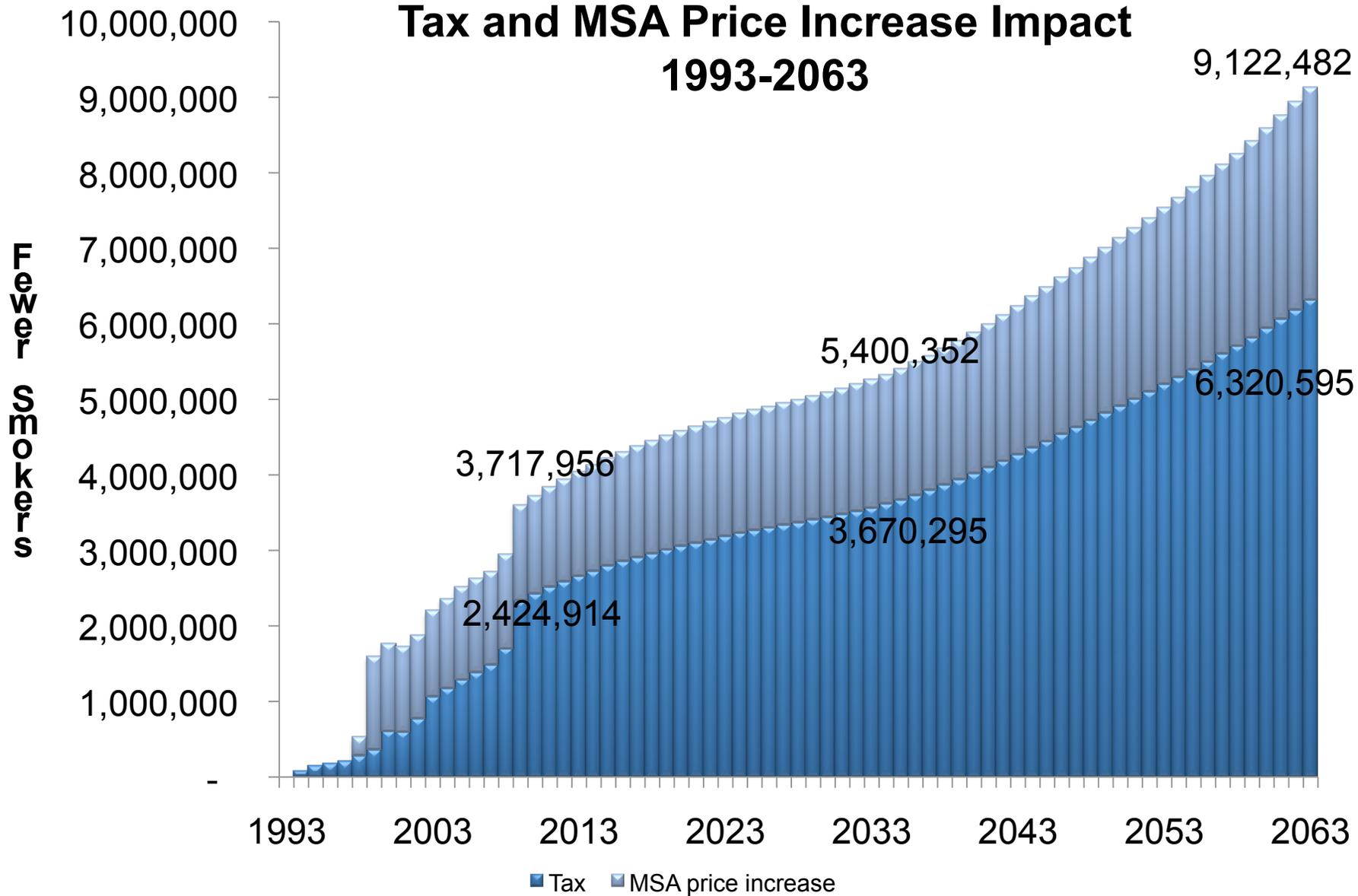
Reduction in Number of Smokers Tax and MSA Price Increase Impact 1993-2010



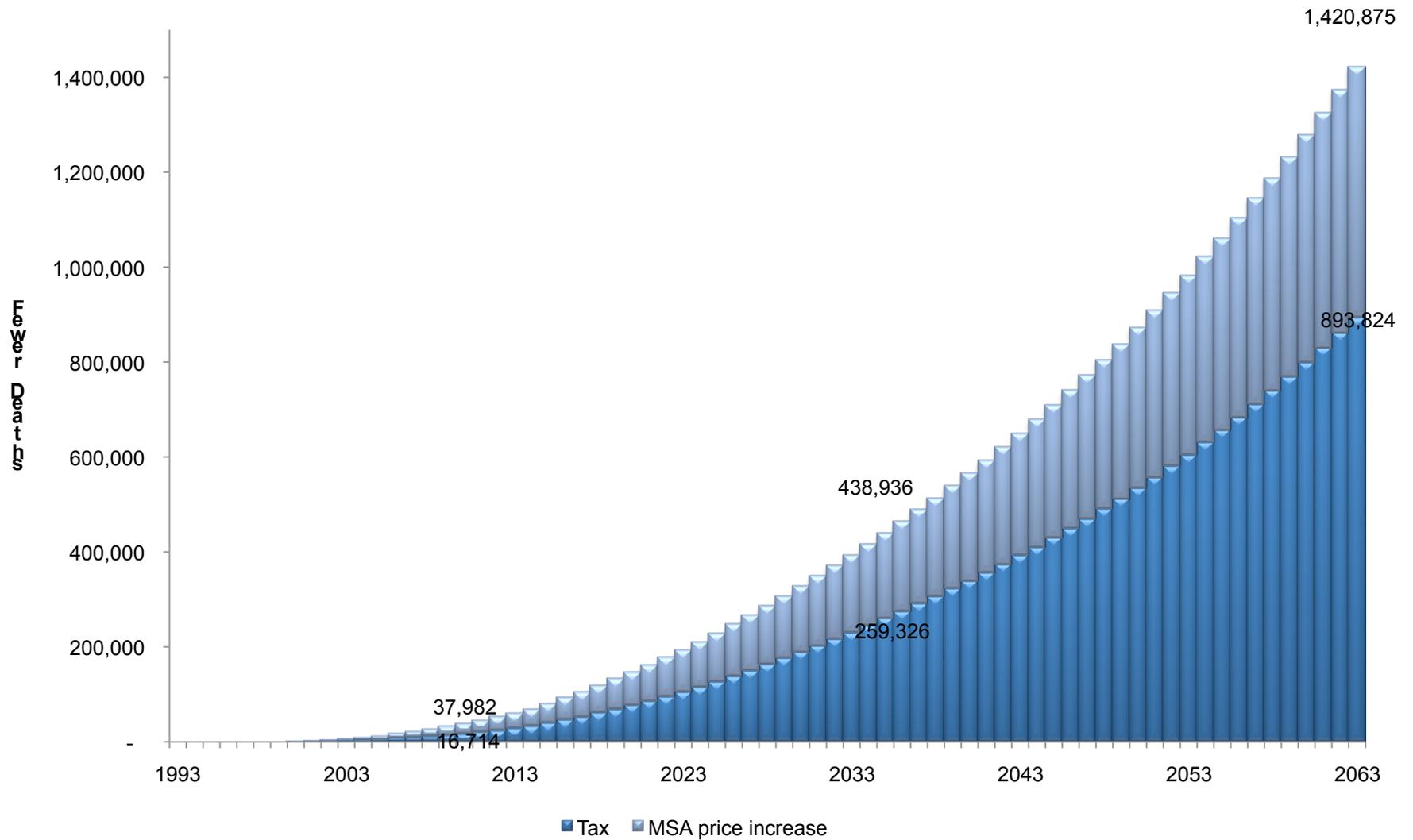
Reduction in Deaths Caused by Smoking, Tax and MSA Price Increase Impact 1993-2010



Reduction in Number of Smokers Tax and MSA Price Increase Impact 1993-2063



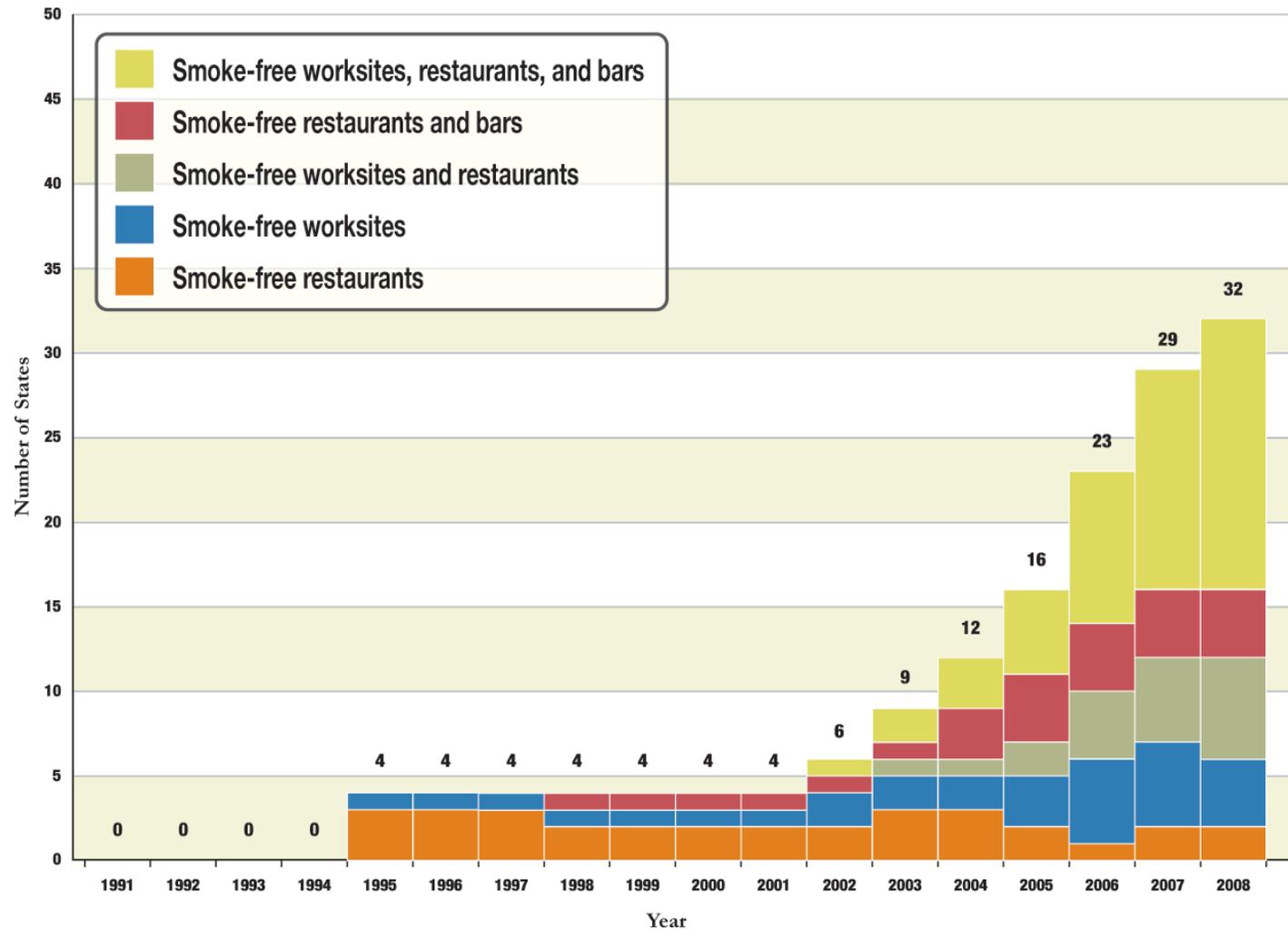
Reduction in Deaths Caused by Smoking Tax and MSA Price Increase Impact 1993-2063



Impact of

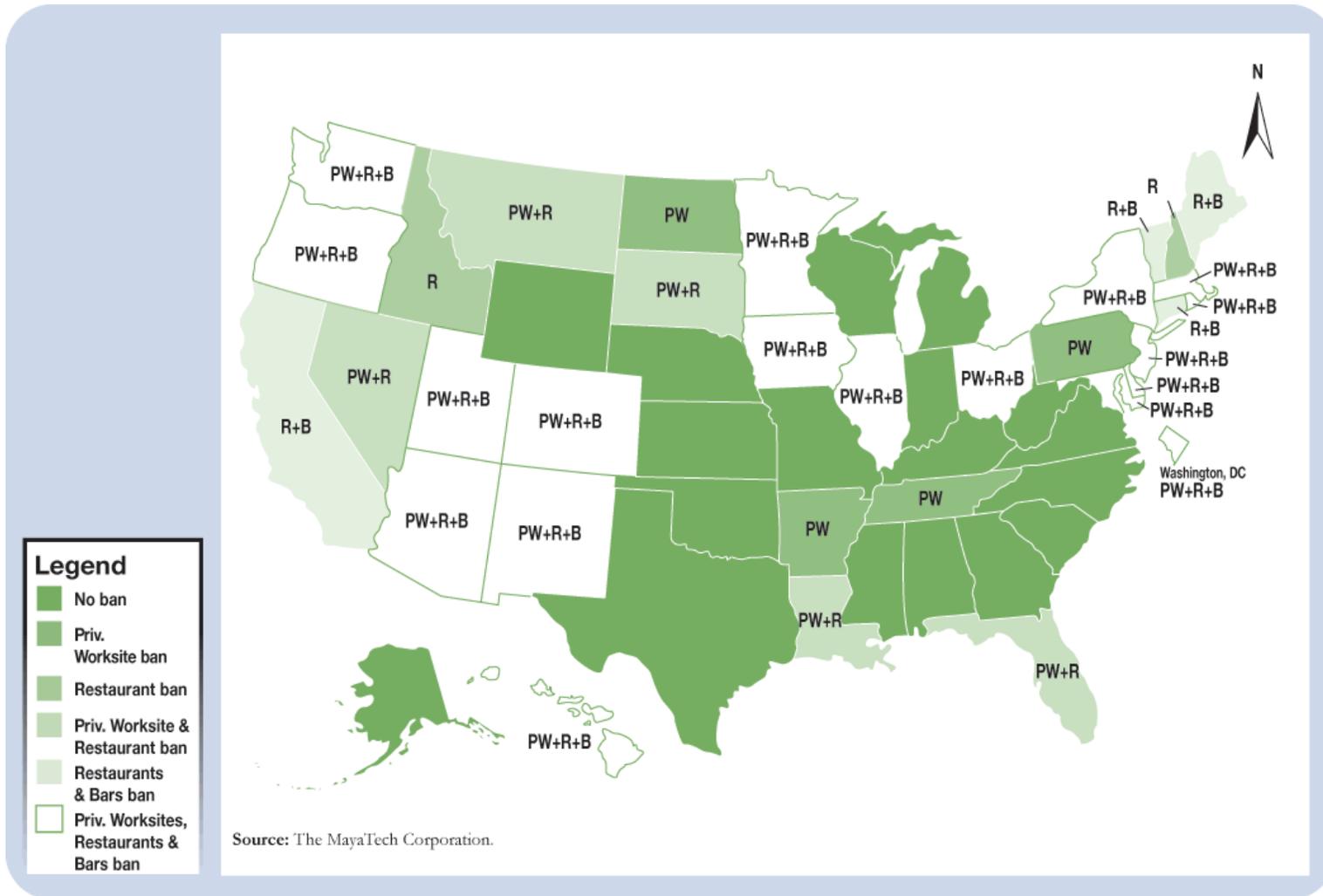
SMOKE FREE AIR

Major Smoke-free Air Legislation in the 50 States and the District of Columbia – 1991-2008

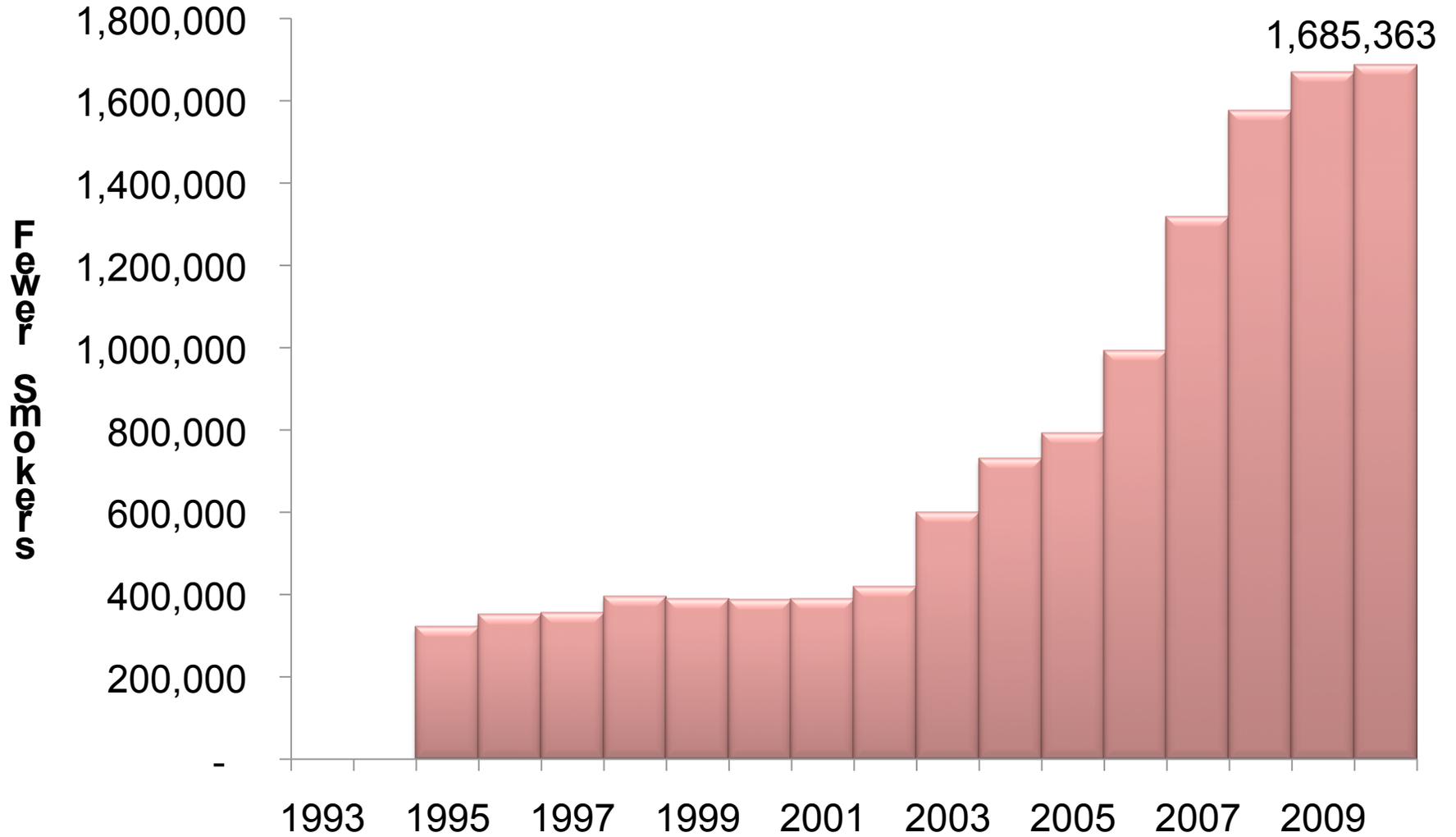


Source: The MayaTech Corporation.
Notes: data are for effective laws through 9/30/2008.

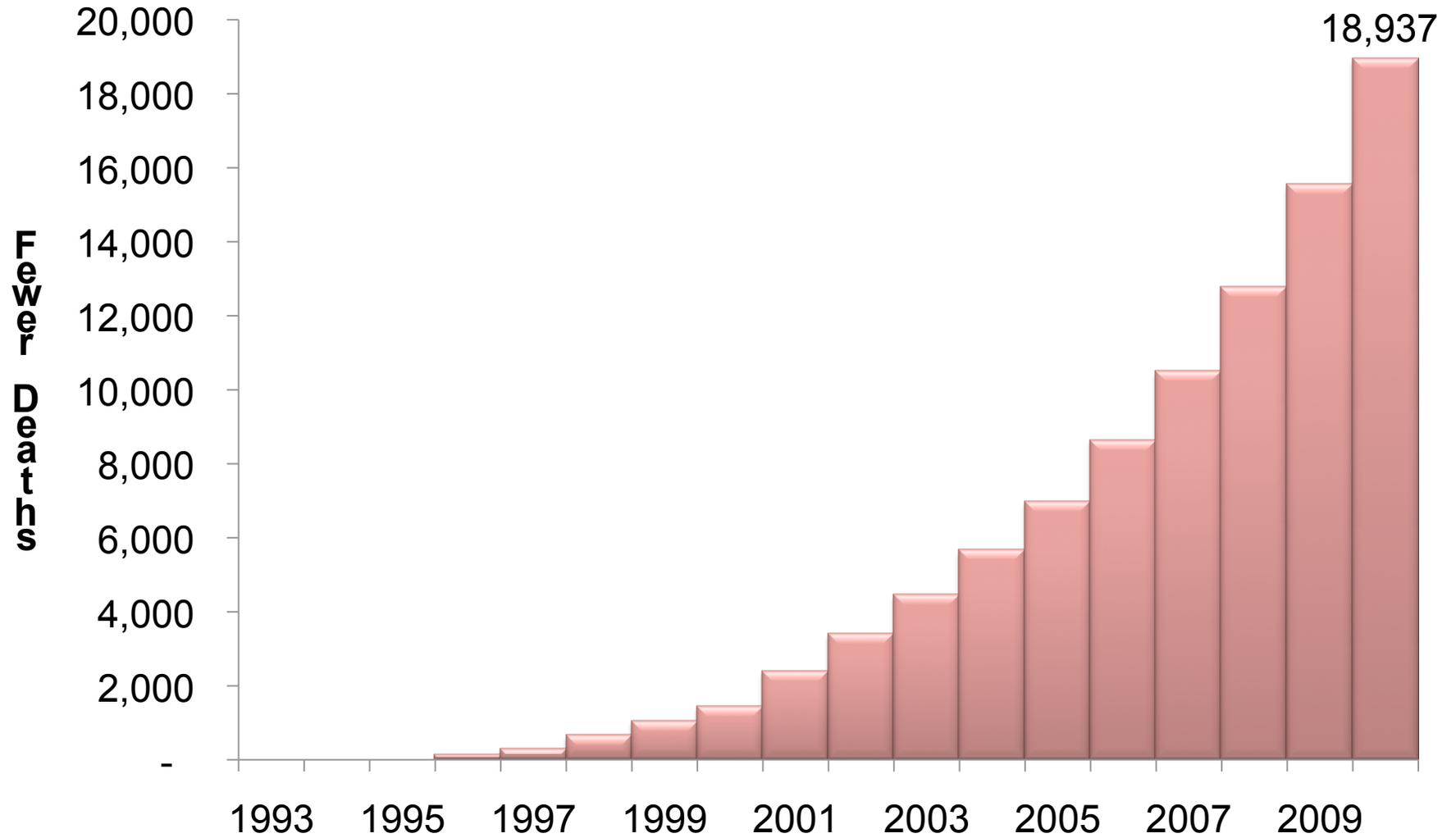
States Providing Strong Protection from Tobacco Smoke Pollution in Private Worksites, Restaurants and/or Bars – as of April 30, 2009



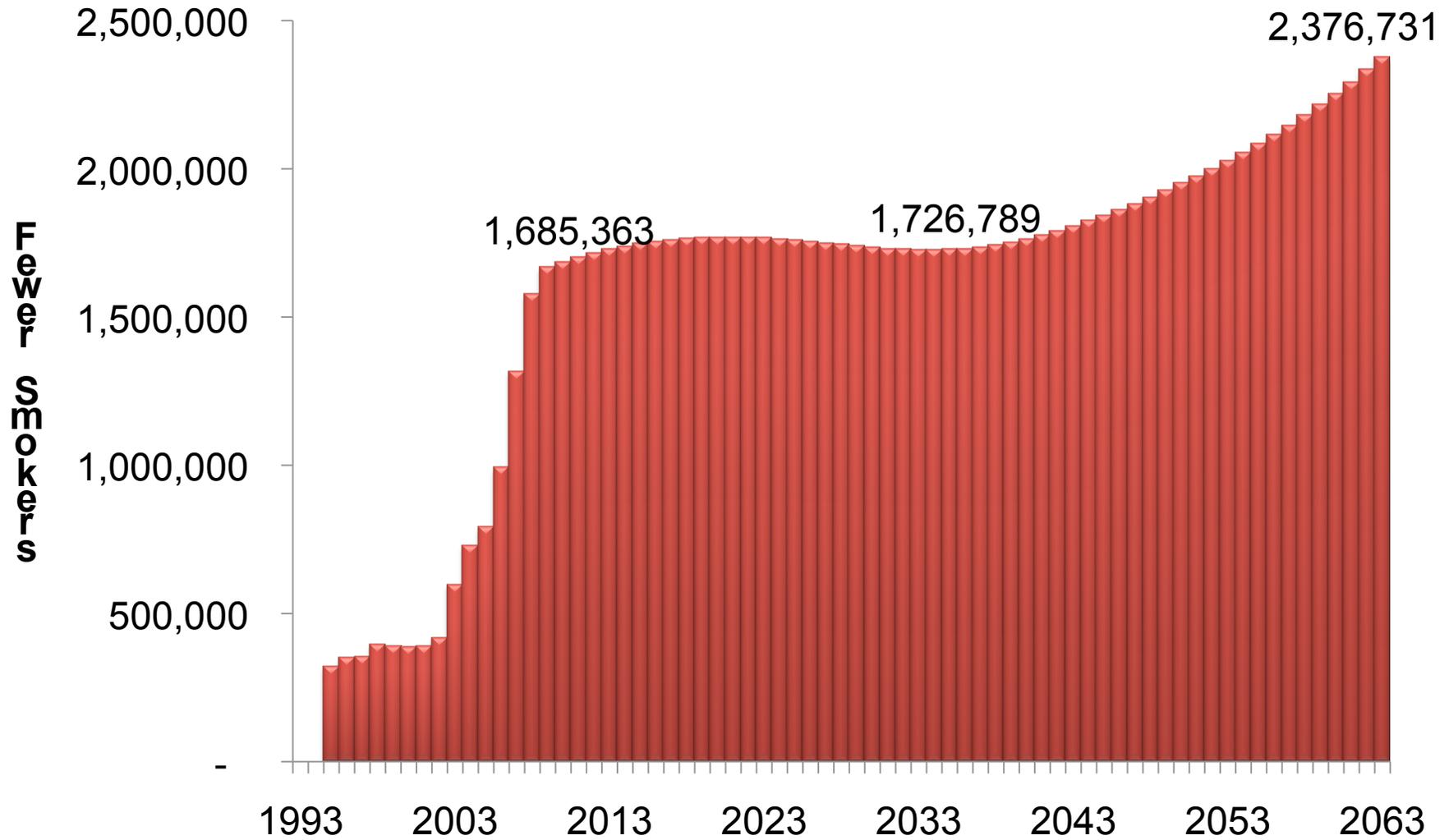
Reduction in Number of Smokers Smoke-Free Policy Impact 1993-2010



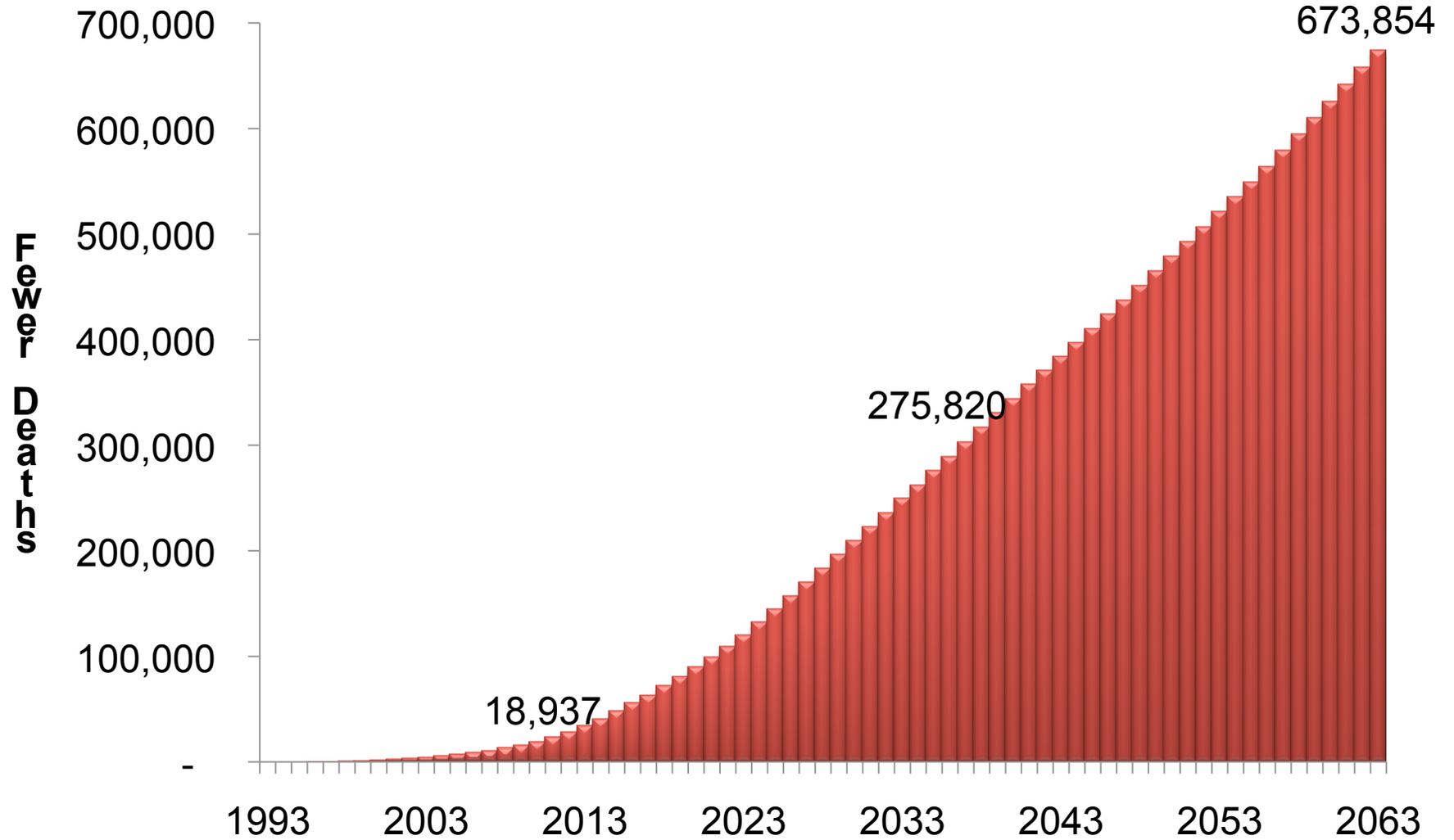
Reduction in Deaths Caused by Smoking Smoke-Free Air Policy Impact 1993-2010



Reduction in Number of Smokers Smoke-Free Policy Impact 1993-2063



Reduction in Deaths Caused by Smoking Smoke-Free Air Policy Impact 1993-2063



Combined Impact of

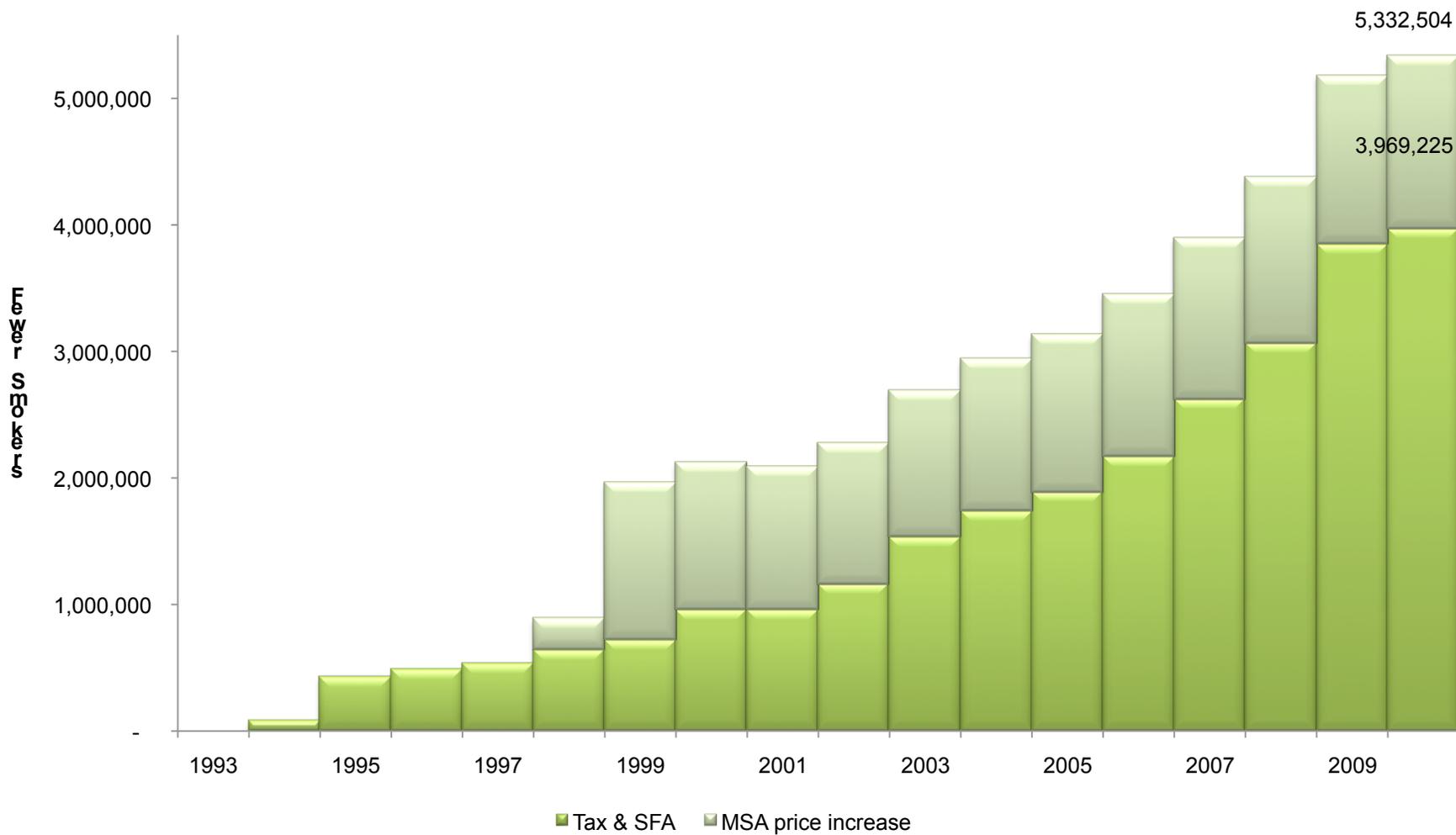
EXCISE TAXES

MASTER SETTLEMENT

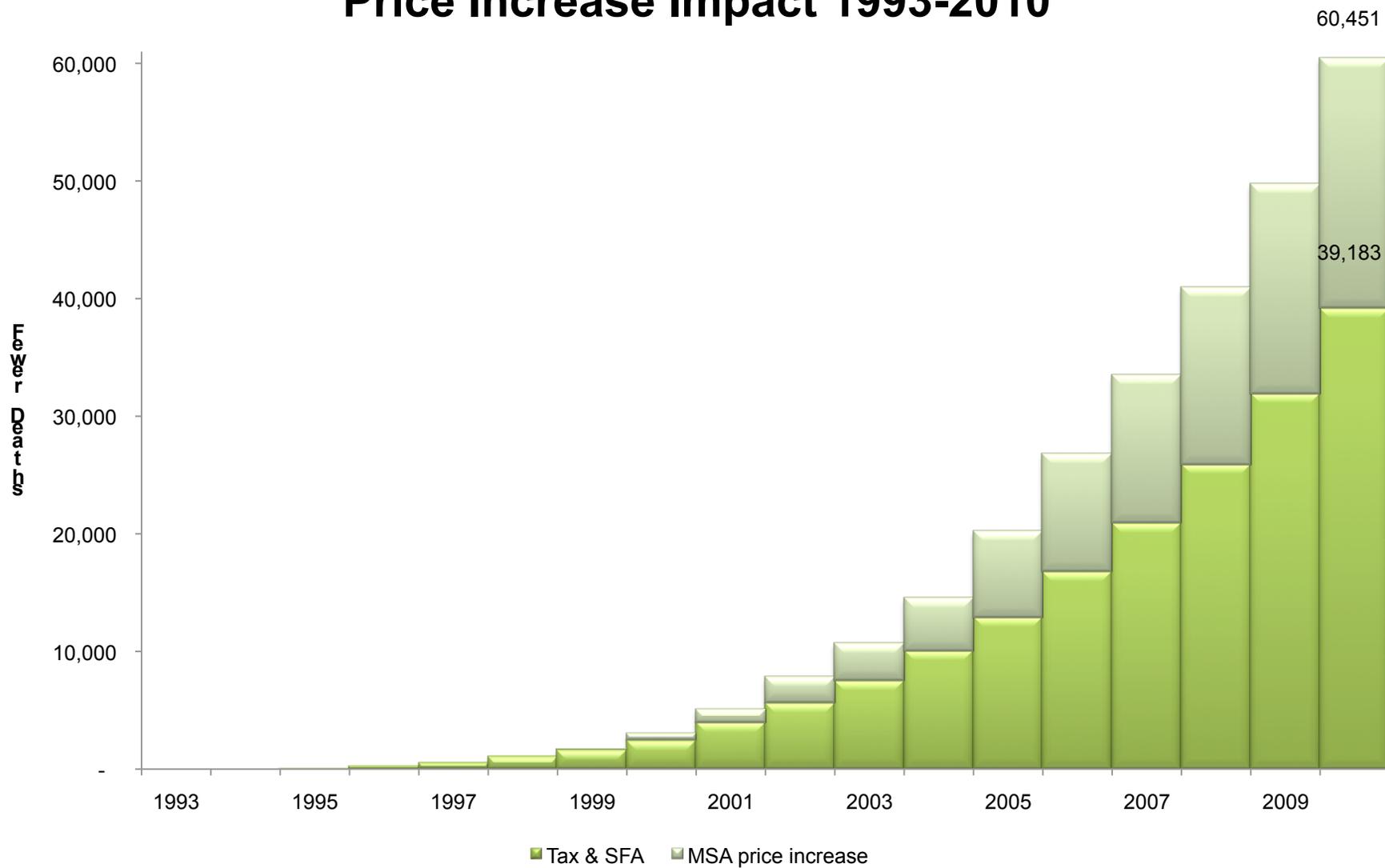
AGREEMENT

SMOKE FREE AIR

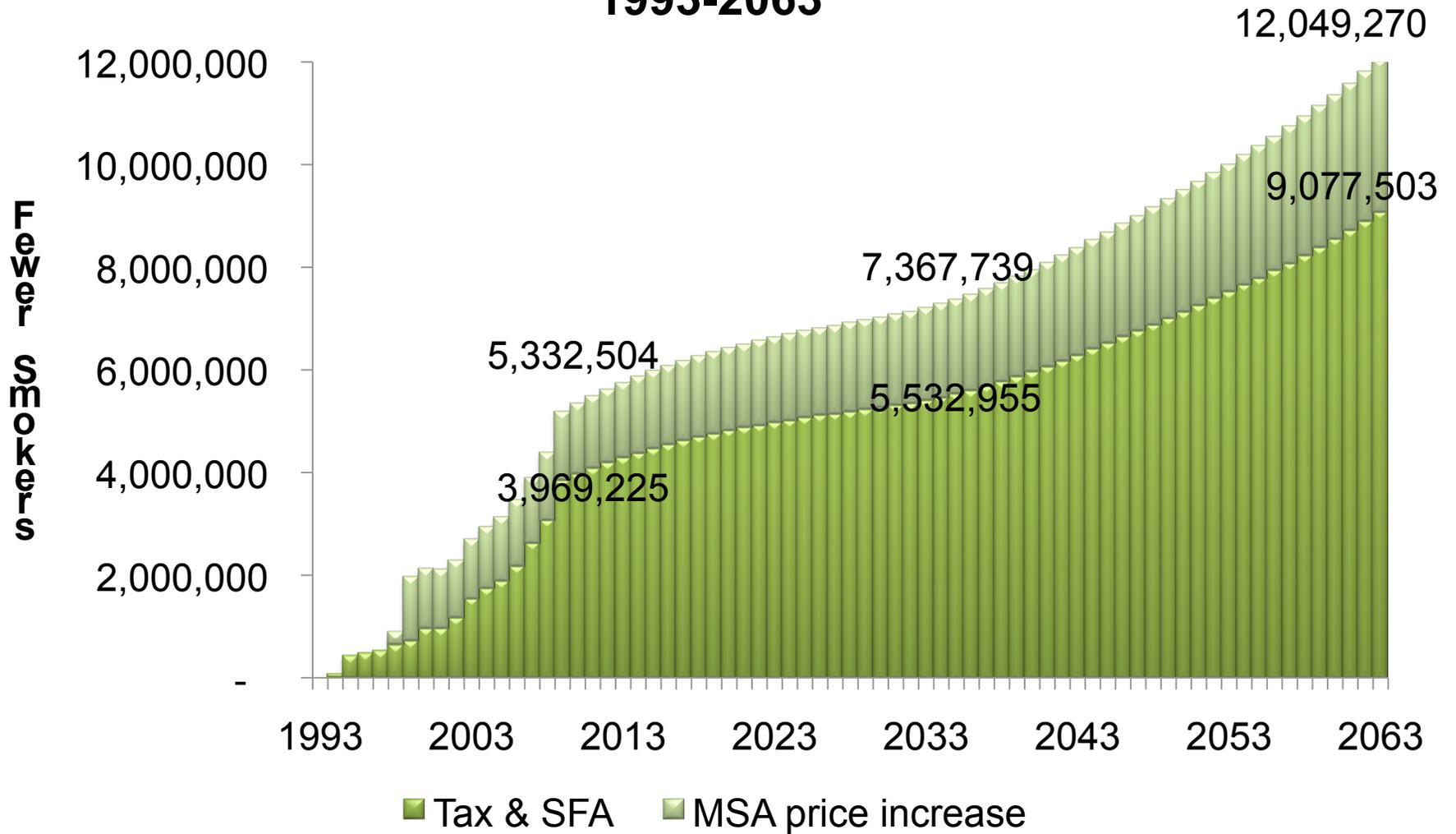
Reduction in Number of Smokers Combined Tax and Smoke-Free Policy and MSA Price Increase Impact 1993-2010



Reduction in Deaths Caused by Smoking Combined Tax and Smoke-Free Policy and MSA Price Increase Impact 1993-2010



Reduction in Number of Smokers, Combined Tax and Smoke-Free Policy and MSA Price Increase Impact 1993-2063



Reduction in Deaths Caused by Smoking Combined Tax and Smoke-Free Policy and MSA Price Increase Impact 1993-2063

