



## THE TOLL OF TOBACCO IN KANSAS

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### Tobacco Use in Kansas

- High school students who smoke: 21% [Girls: 20.1% Boys: 21.7%]
- High school males who use smokeless tobacco: 17.4%
- Kids (under 18) who try cigarettes for the first time each year: 12,100
- Additional Kids (under 18) who become new regular, daily smokers each year: 3,400
- Packs of cigarettes bought or smoked by kids in Kansas each year: 6.9 million
- Kids exposed to second hand smoke at home: 161,000
- Adults in Kansas who smoke: 17.8% [Men: 18.9% Women: 16.8% Pregnant Females: 12.7%]

Nationwide, youth smoking has declined significantly since the mid-1990s, but that decline appears to have slowed or even reversed. The 2005 Youth Risk Behavior Survey found that the percentage of high school students reporting that they have smoked cigarettes in the past month increased to 23 percent in 2005 from 21.9 percent in 2003. Adult smoking has been decreasing gradually over the last several decades, and 20.9 percent of U.S. adults (about 45 million) currently smoke.

### Deaths in Kansas From Smoking

- Adults who die each year in Kansas from their own smoking: 3,900
- Annual deaths in state from others' smoking (secondhand smoke & pregnancy smoking): 290 to 520
- Kansas kids who have lost at least one parent to a smoking-caused death: 2,300
- Kids alive in state today who will ultimately die from smoking: 54,000 (given current smoking levels)

Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Kansas who dies from smoking approximately 20 more state residents are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems.

### Tobacco-Related Monetary Costs in Kansas

- Annual health care expenditures in the State directly caused by tobacco use: \$927 million
- Annual health care expenditures in Kansas from secondhand smoke exposure: \$38.9 million
  - State Medicaid program's total health expenditures caused by tobacco use: \$196.0 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: \$624.2 million (\$582/household)
- Smoking-caused productivity losses in Kansas: \$863 million
- Smoking-caused health costs and productivity losses per pack sold in Kansas: \$11.66

The productivity loss amount, above, is from smoking-death-shortened work lives, alone. Additional work productivity losses totaling in the tens of billions nationwide come from smoking-caused work absences, on-the-job performance declines, and disability during otherwise productive work lives. Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires (about \$400 million nationwide); and the costs of extra cleaning and maintenance made necessary by tobacco smoke and tobacco-related litter (about \$4+ billion per year for commercial establishments alone).

### Tobacco Industry Advertising and Other Product Promotion

- Annual tobacco industry marketing expenditures nationwide: \$15.4 billion (\$42+ million per day)
- Estimated portion spent in Kansas each year: \$125.9 million

Published research studies have found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, and that one-third of underage experimentation with smoking is attributable to tobacco company marketing.

### Kansas Government Policies Affecting The Toll of Tobacco in Kansas

- Annual State tobacco prevention spending from tobacco settlement and tax revenues: \$1.0 million [National rank: 43 (with 1 the best), based on percent of CDC recommended minimum]
- State cigarette tax per pack: \$0.79 [National rank: 29th (average state tax is \$1.00 per pack)]

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## Sources

**Youth smoking.** 2005 Youth Risk Behavior Surveillance (YRBS). The 2002 Youth Tobacco Survey (YTS) found that 21.1% of high school students smoked. Current smoking = smoked in past month. The 2003 National Youth Risk Behavior Survey, using a different methodology than the YTS, found that 21.9% of U.S. high school kids smoke and 11% of high school males use spit tobacco. **Male Youth smokeless.** 2005 YRBS. Female smokeless use is much lower. **New youth smokers.** Estimate based on U.S. Dept of Health & Human Services (HHS), "Summary Findings from the 2005 Nat'l Survey on Drug Use and Health", <http://www.oas.samhsa.gov/2k5nsduh/tabs/2k5stabs.pdf>, with the state share of the national number allocated through the formula in U.S. Centers for Disease Control & Prevention (CDC), "Projected Smoking-Related Deaths Among Youth -- United States," *Morbidity & Mortality Weekly Report (MMWR)* 45(44): 971-74 (November 8, 1996) [based on state young adult smoking rates, as updated in CDC, *Sustaining State Programs for Tobacco Control, Data Highlights, 2006*]. **Smokefree workplaces.** Shopland, D., et al., "State-Specific Trends in Smoke-Free Workplace Policy Coverage: The Current Population Survey Tobacco Use Supplement, 1993 to 1999," *Jnl of Occupational & Environmental Medicine* 43(8): 680-86 (August 2001). **Kids exposed to secondhand smoke.** CDC, "State-Specific Prevalence of Cigarette Smoking Among Adults & Children's and Adolescents' Exposure to Environmental Tobacco Smoke -- United States, 1996," *MMWR* 46(44): 1038-43 (November 7, 1997). **Packs consumed by kids.** Estimated from Kansas's youth population & smoking rates; and see DiFranza, J. & J. Librett, "State and Federal Revenues from Tobacco Consumed by Minors," *Am. Jnl of Public Health* 89(7): 1106-08 (July 1999) & Cummings, et al., "The Illegal Sale of Cigarettes to US Minors: Estimates by State," *AJPH* 84(2): 300-302 (February 1994). **Adult smoking.** State: 2005 BRFSS, <http://apps.nccd.cdc.gov/brfss/list.asp?cat=TU&yr=2005&qkey=4396&state=UB>, *Behavioral Risk Factor Surveillance System*. National: 2005 Nat'l Health Interview Survey (NHIS), <http://www.cdc.gov/mmwr/PDF/wk/mm5542.pdf> **Pregnant Females.** CDC, "Smoking During Pregnancy -- United States, 1990-2002," *MMWR* 53(39): 911-15 (October 8, 2004) <http://www.cdc.gov/mmwr/PDF/wk/mm5339.pdf>.

**Adult deaths.** CDC's STATE System (avg annual deaths from 1997-2001), <http://apps.nccd.cdc.gov/StateSystem/systemIndex.aspx>. See also, CDC, *Sustaining State Programs for Tobacco Control, Data Highlights, 2006*; CDC, "Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs -- United States 1995-1999," *MMWR*, April 11, 2002, <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5114a2.htm>. See, also, U.S. General Accounting Office (GAO), "CDC's April 2002 Report on Smoking: Estimates of Selected Health Consequences of Cigarette Smoking Were Reasonable," letter to U.S. Rep. Richard Burr, July 16, 2003, <http://www.gao.gov/new.items/d03942r.pdf>. **Lost Parents.** Leistikow, B., et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5): 353-360, May 2000, and state-specific data from author. **Projected youth smoking deaths.** CDC, *State Highlights 2006*; CDC, "Projected Smoking-Related Deaths Among Youth -- United States," *MMWR* 45(44): 971-974, November 11, 1996, [www.cdc.gov/mmwr/mmwr\\_wk.html](http://www.cdc.gov/mmwr/mmwr_wk.html). **Secondhand smoke deaths.** CDC, *MMWR*, April 11, 2002. Nat'l Cancer Inst, *Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency, Smoking & Tob. Control Monograph no. 10, 1999*, <http://cancercontrol.cancer.gov/tcrb/monographs/10> [CA report at [http://www.oehha.org/air/environmental\\_tobacco](http://www.oehha.org/air/environmental_tobacco)]. See, also, California EPA, *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*, June 24, 2005, <http://www.arb.ca.gov/toxics/ets/finalreport/finalreport.htm>.

**Health and productivity costs caused by tobacco use.** CDC, *Data Highlights 2006* [and underlying CDC data/estimates]. CDC's STATE System average annual smoking attributable productivity losses from 1997-2001 (1999 estimates updated to 2004 dollars); GAO, <http://www.gao.gov/new.items/d03942r.pdf>, July 16, 2003. State Medicaid program expenditures are before any federal reimbursement. **SHS Costs.** Behan, DF et al., *Economic Effects of Environmental Tobacco Smoke*, Society of Actuaries, March 31, 2005, [http://www.soa.org/ccm/cms-service/stream/asset/?asset\\_id=10943111&g11n](http://www.soa.org/ccm/cms-service/stream/asset/?asset_id=10943111&g11n) [nationwide costs allocated to state based on its share of all U.S. smokers]. **State-federal tobacco tax burden.** Equals Kansas residents' federal & state tax payments necessary to cover all state government tobacco-caused costs plus the residents' pro-rata share, based on state populations, of all federal tobacco-caused costs. See above and Zhang, X et al., "Cost of Smoking to the Medicare Program, 1993," *Health Care Financing Review* 20(4): 1-19, Summer 1999; Office of Management & Budget, *Budget for the United States Government - Fiscal Year 2000*, Table S-8, 1999; Leistikow, B., et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5): 353-360, May 2000 -- with other state government tobacco costs taken to be 3% of all state smoking-caused health costs, as in CDC, "Medical Care Expenditures Attributable to Smoking - United States, 1993," *MMWR* 43(26): 1-4, July 8, 1994. CDC's *Data Highlights 2006* provides cost estimates that have been adjusted for inflation and put in 2004 dollars. To make the other cost data similarly current and more comparable, they have also been adjusted for inflation and put in 2004 dollars, using the same CDC methodology. **Other tobacco-related costs.** U.S. Treasury Dept., *Economic Costs of Smoking in the U.S. & the Benefits of Comprehensive Tobacco Legislation*, 1998; Chaloupka, F.J. & K.E. Warner, "The Economics of Smoking," in Culyer, A. & J. Newhouse (eds), *Handbook of Health Economics*, 2000; CDC, *MMWR* 46(44), November 7, 1997; CDC, *Making Your Workplace Smokefree: A Decision Maker's Guide*, 1996; Mudarri, D., U.S. Environmental Protection Agency, *Costs & Benefits of Smoking Restrictions: An Assessment of the Smoke-Free Environment Act of 1993 (H.R. 3434)*, submitted to Subcommittee on Health & the Environment, Committee on Energy & Commerce, U.S. House of Rep., April 1994; Brigham, P. & A. McGuire, "Progress Toward a Fire-Safe Cigarette," *Jnl of Public Health Policy* 16(4): 433-439, 1995; Hall, J.R. Jr., Nat'l Fire Protection Assoc., *The Smoking-Material Fire Problem*, November 2004. U.S. Fire Admin./Nat'l Fire Data Center, Federal Emergency Management Agency (FEMA), *Residential Smoking Fires & Casualties*, Topical Fire Research Series 5(5), June 2005, <http://www.usfa.fema.gov/downloads/pdf/tfrs/v5i5.pdf>.

**Tobacco industry marketing.** U.S. Federal Trade Commission (FTC), *Cigarette Report for 2003, 2005* [data for top 6 manufacturers only], <http://www.ftc.gov/reports/cigarette05/050809cigrpt.pdf>; FTC, *Federal Trade Commission Smokeless Tobacco Report for the Years 2000 & 2001, August 2003* <http://www.ftc.gov/os/2003/08/2k2k1smokeless.pdf>. [top 5 manufacturers]. State total a prorated estimate based on cigarette pack sales in the state. See, also Campaign fact sheet, *Increased Cigarette Company Marketing Since the Multistate Settlement Agreement Went into Effect*, <http://tobaccofreekids.org/research/factsheets>. **Tobacco marketing influence on youth.** Pollay, R., et al., "The Last Straw? Cigarette Advertising & Realized Market Shares Among Youths & Adults," *Jnl of Marketing* 60(2):1-16 (April 1996); Evans, N., et al., "Influence of Tobacco Marketing & Exposure to Smokers on Adolescent Susceptibility to Smoking," *Jnl of the Nat'l Cancer Inst* 87(20): 1538-45 (October 1995). See also, Pierce, J.P., et al., "Tobacco Industry Promotion of Cigarettes & Adolescent Smoking," *Jnl of the American Medical Association (JAMA)* 279(7): 511-505 (February 1998) [with erratum in *JAMA* 280(5): 422 (August 1998)]. See, also, Campaign fact sheet, *Tobacco Marketing to Kids* (2001).

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**Related Campaign for Tobacco-Free Kids Fact Sheets, available at:**  
<http://www.tobaccofreekids.org> or <http://tobaccofreekids.org/research/factsheets>.