

Michigan House Appropriations Subcommittee on Public Health

June 3, 2025

A little about me

- Internist & Pediatrician
- Assistant Faculty at the Pediatric Public Health Initiative at MSU
- E-Cigarette Champion for the Michigan Chapter of the American Academy of Pediatrics
- Keep MI Kids Tobacco Free Alliance Co-Chair
- Genesee County Prevention Coalition Marijuana/Nicotine/Vaping Workgroup Member
- Previous tobacco user (cigarettes & e-cigarettes)

The Problem



- Tobacco is the leading cause of **preventable** death and disease in Michigan.
- Tobacco products kill more than 490,000 Americans each year, including **16,200** Michigan adults.
- For every person who dies from smoking, at least 30 people are living with a serious smoking-related illness.
- Tobacco use is a primary driver of **chronic disease**, including cancer, heart disease, stroke, COPD, and diabetes.
- **Nearly 1/3 (31.9%) of cancer deaths in Michigan are attributable to smoking.**

Tobacco Nation

- MI is one of 12 states that make up “Tobacco Nation” where the smoking prevalence is over 25% higher in Michigan (13.6%) compared to the rest of the country (10.8%).
- **Tobacco Nation residents live shorter lives and face a higher risk of dying than other Americans.**



Year After Year, Michigan Receives Failing Grades

Tobacco Prevention and Cessation Funding	Smokefree Air	Tobacco Taxes	Access to Cessation Services	Flavored Tobacco Products
F	C	D	D*	F

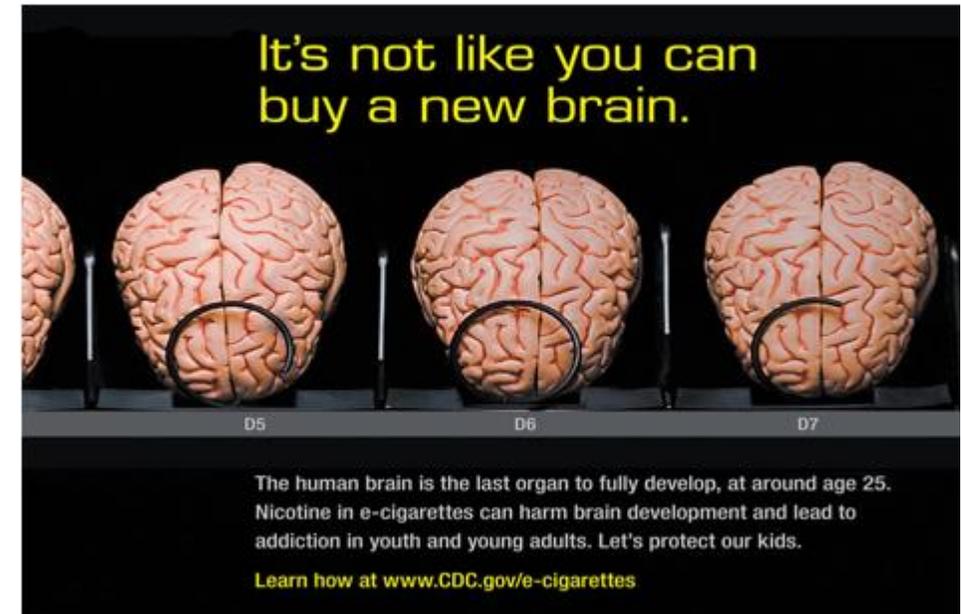
Pregnancy and Smoking in Michigan

- A higher percentage of Michiganders smoke while pregnant (6.6%) compared to the rest of the country (3.0%).
- In 2023, more than 6,000 children were born to Michigan women who smoked during pregnancy.



Youth Tobacco Use is Still A Serious Concern

- Tobacco use begins during adolescence
- Many e-cigarettes can contain massive doses of nicotine
- Nicotine is highly addictive
- An increasing proportion of youth users are using e-cigarettes frequently



Youth Tobacco Use is Still A Serious Concern

- 16.5% of MI high schoolers currently use tobacco
 - 14% of whom use e-cigarettes
- 18,700 MI youth try cigarettes for the first time each year
- 26% of Michigan tobacco retailers failed federal compliance checks and sold to youth
- 95% of youth who attempted to buy e-cigarettes were not turned away because of age



Michigan Schools & E-cigarettes

- More than 65% of Michigan school district leaders say e-cigarette use is a serious problem in their school
- Yet, only:
 - 38% use a prevention curriculum
 - ~33% refer students caught vaping to cessation resources
- Schools are asking for help — but resources are limited or nonexistent in Michigan



Tobacco Use: An Economic Drain in Michigan

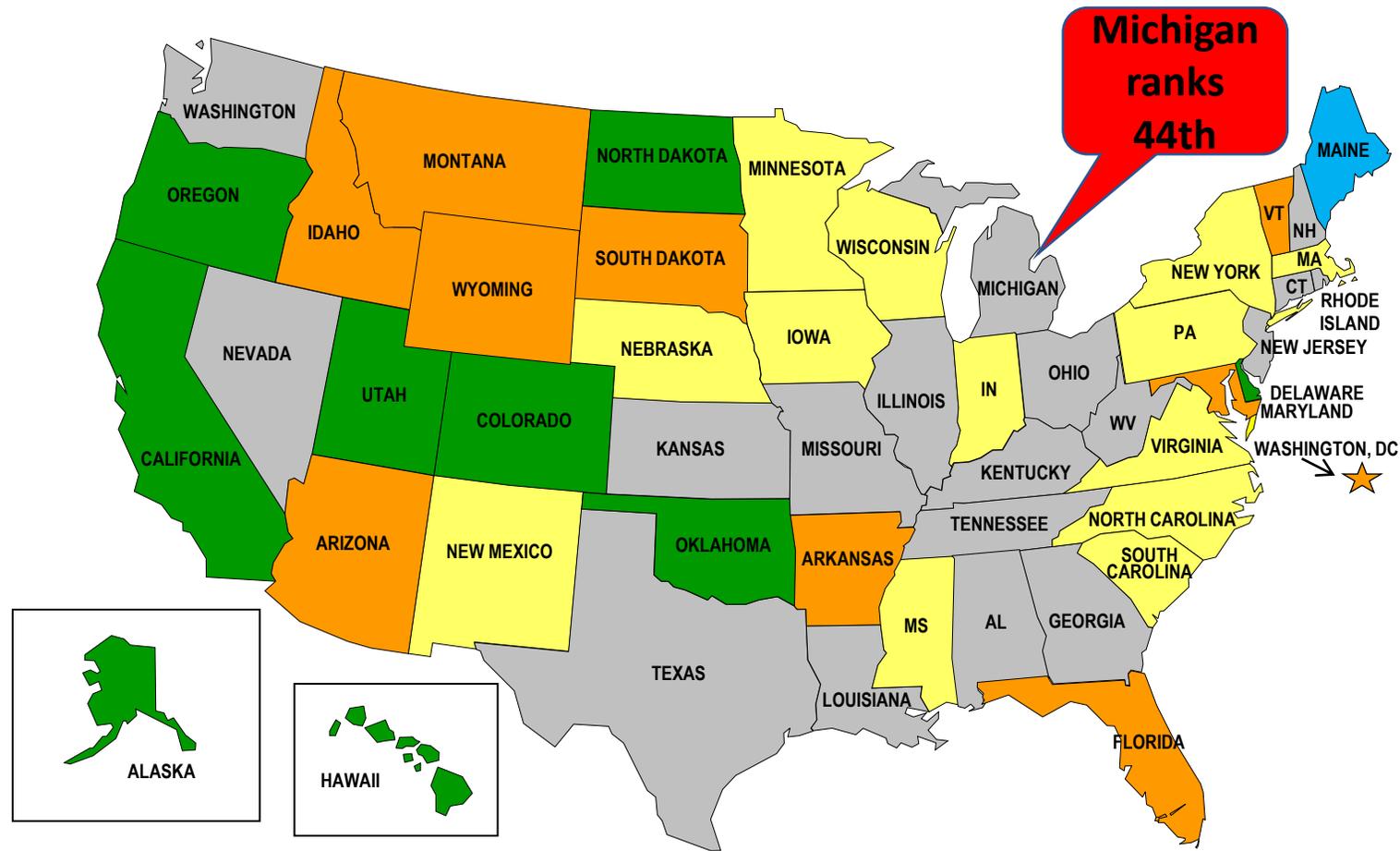
- *\$5.33 billion* in healthcare costs
 - Including \$1.46 billion in Medicaid
- *\$11.5 billion* in smoking-caused productivity losses
- Michigan taxpayers pay *\$1,165* per household to treat tobacco-related disease



Michigan's Low Investment in Tobacco Prevention and Cessation



FY2025 State Tobacco Prevention Spending as a Percent of CDC Recommendations



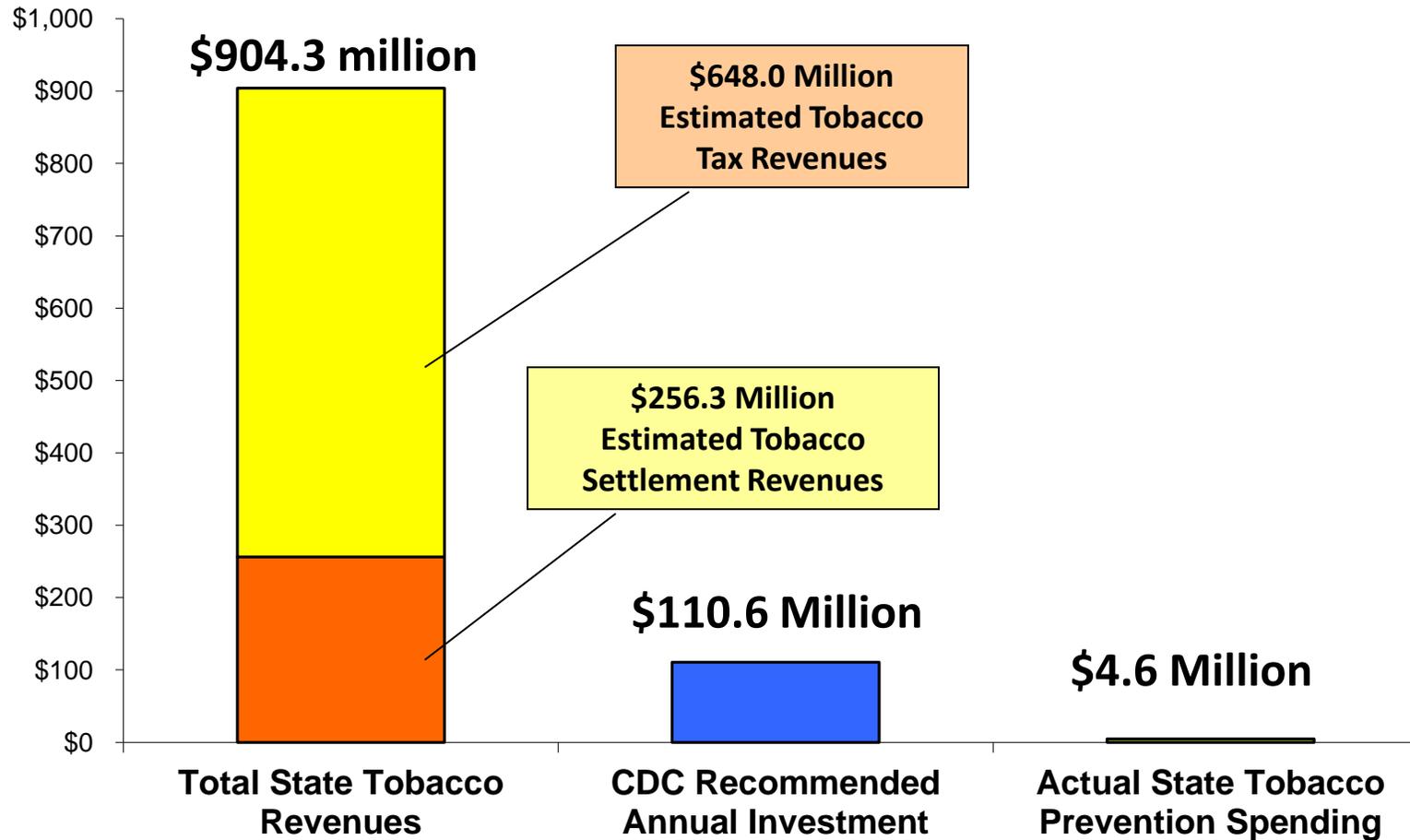
- States that are meeting CDC recommendation on tobacco prevention programs.

■ States that are spending 50% or more of CDC recommendation on tobacco prevention programs.
- States that are spending 25% - 49.9% of CDC recommendation on tobacco prevention programs.

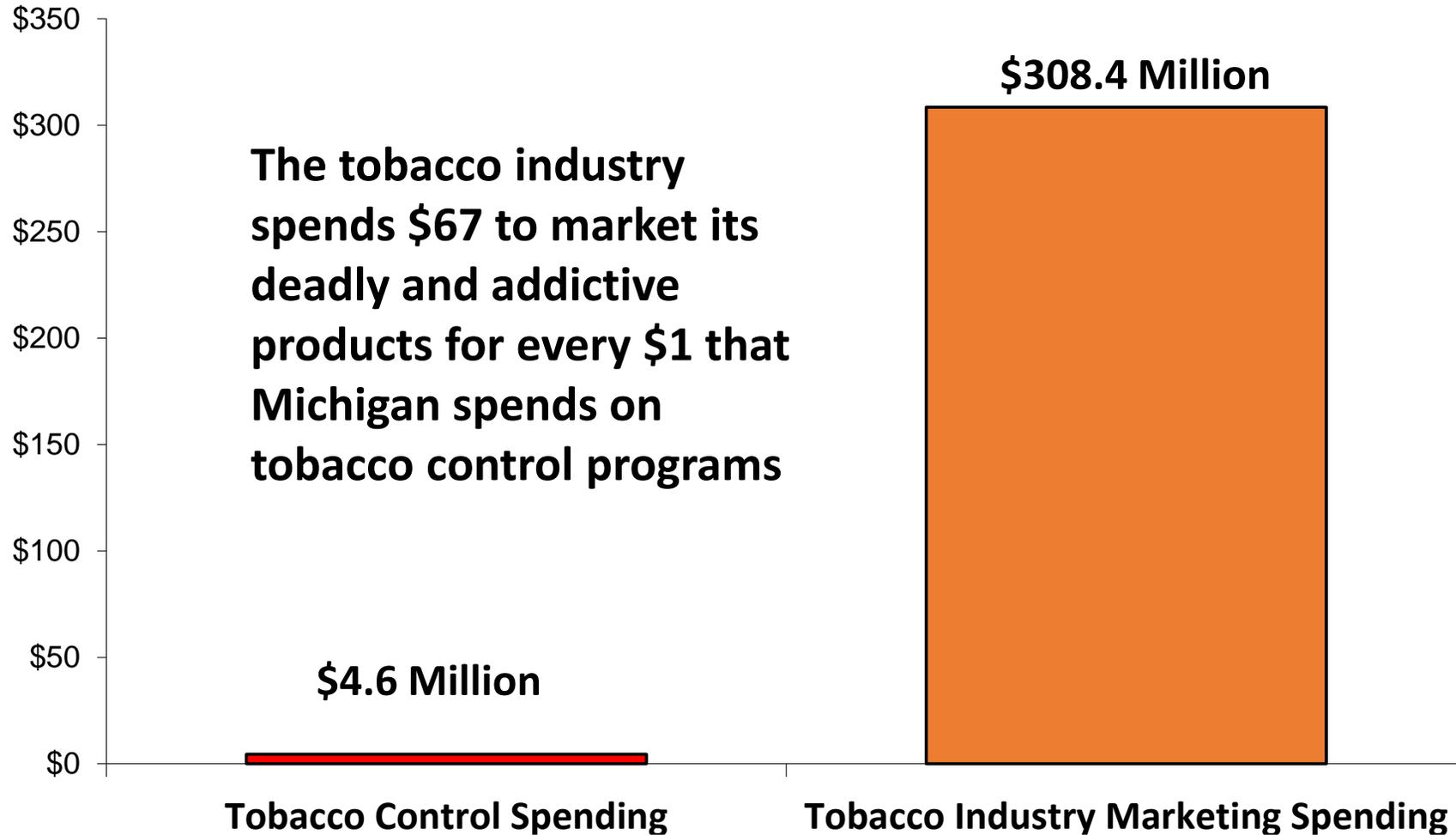
■ States that are spending 10% - 24.9% of CDC recommendation on tobacco prevention programs.
- States that are spending less than 10% of CDC recommendation on tobacco prevention programs.

■ States that have allocated no state funds for tobacco prevention programs.

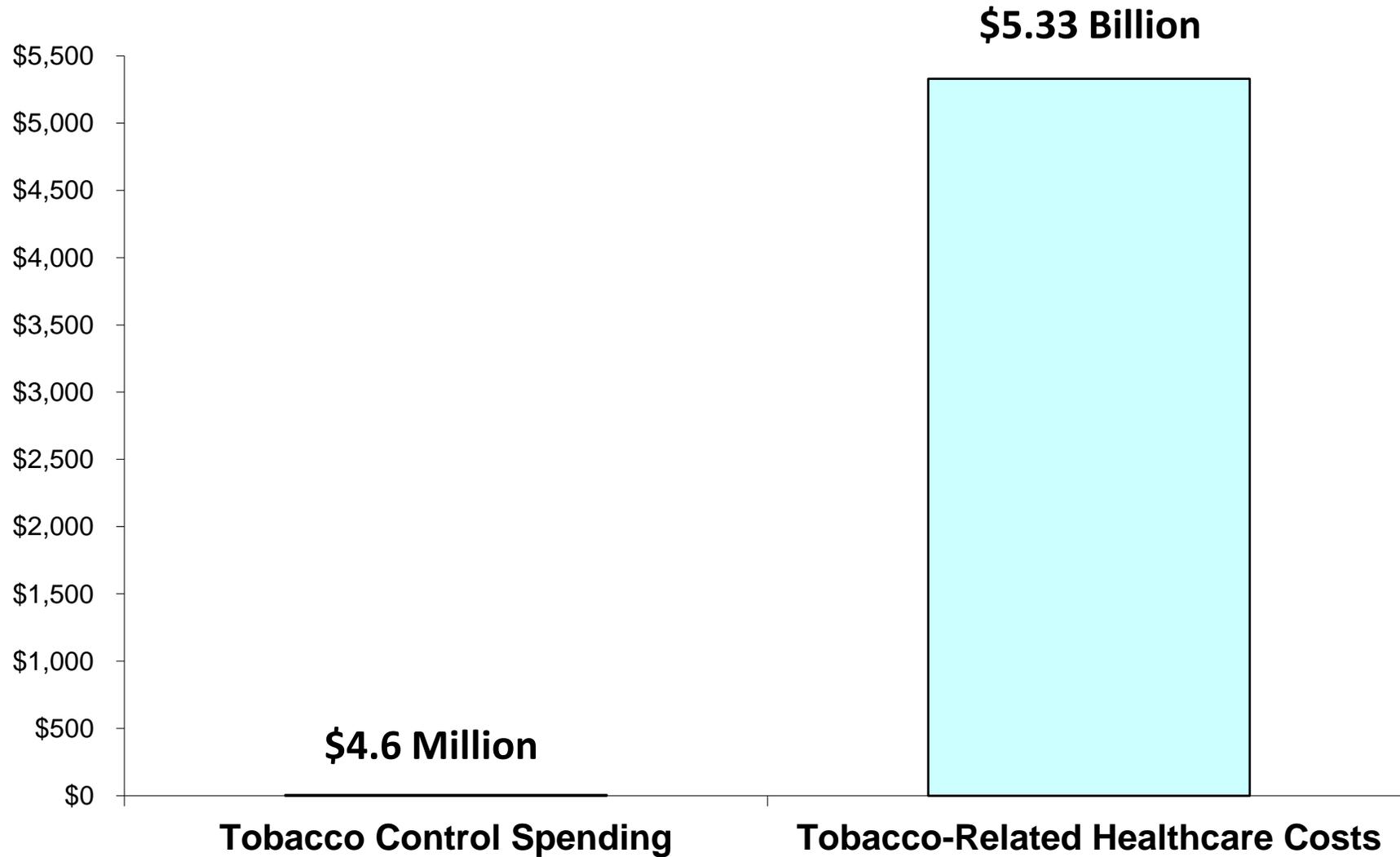
Michigan: Tobacco Money for Tobacco Prevention, FY2025



Michigan's Tobacco Control Spending vs. Tobacco Industry's Marketing Spending



Michigan's Tobacco Control Spending vs. Annual Tobacco-Related Healthcare Costs



Michigan Leaves Tobacco Prevention Money on the Table

- Over *\$7 billion* received from the Tobacco Master Settlement since 1999
 - *0% of MSA funds* go to Michigan's Tobacco Control Program
- \$676.6 million in tobacco tax revenue Michigan received in FY 2024
 - *Only 0.24%* of FY2024 tobacco tax revenue went to prevention
- Michigan is *one of only three states* without Juul settlement funds
 - Alaska currently pursuing a settlement

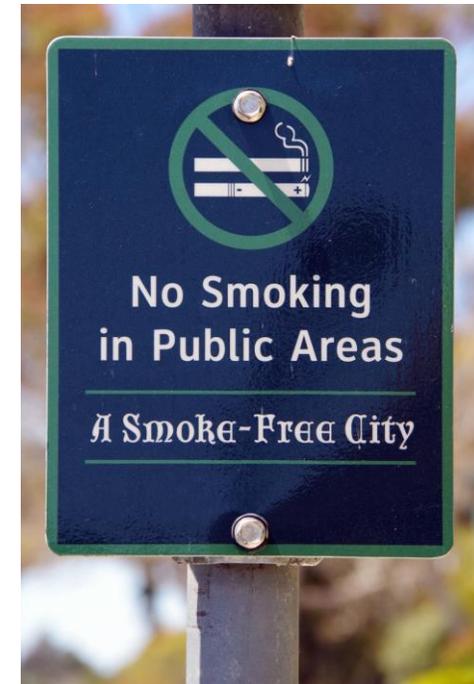


The Downstream Costs of Inaction

- *No investment = Rising costs*
 - Michigan spends **\$5.33 billion annually** treating tobacco-related illness
 - Includes **\$1.46 billion in Medicaid costs**
 - Taxpayers spend **\$1,165 per household** on tobacco-related disease
- *Low prevention = high youth addiction*
 - Daily use among youth is rising—clear signs of addiction
 - Schools asking for support and resources
- *Without action, the cycle continues*
 - We risk another generation addicted to nicotine
 - Youth become tomorrow's patients—with chronic illness, mental health needs, and lifelong nicotine dependence

The Solution

- Comprehensive tobacco policies, when implemented together, have a stronger effect on reducing tobacco use than individual policies alone.
 - They work **synergistically**
- Comprehensive policies include
 - Requiring tobacco retailers to obtain a license
 - Increasing tobacco taxes
 - Strengthening smoke-free protection
 - Restricting flavored tobacco sales
 - Dedicating funding for cessation and prevention.
- Today's focus is **funding**



What can more funding do?

- Expand and support school-based education & prevention curricula
- Strengthen & support the Quitlink
- Train more adult cessation counselors statewide
- Fund more youth cessation programs
- Increase outreach to high-risk communities (rural etc.)
- Support public health departments & tobacco prevention organizations



Recommendation: Invest in Health Increase Funding for Tobacco Control

- Michigan underfunds tobacco control.
- Michigan is part of Tobacco Nation -- residents live shorter lives and face a higher risk of dying than other Americans.
- Michigan brings in nearly \$1 billion in tobacco revenue annually.
- The tobacco industry spends over \$300 million per year on marketing in Michigan.
- Funding for tobacco control is more important than ever.
- **Michigan can save lives and health care costs by increasing funding for tobacco prevention and cessation; as well as invest in tobacco retail licensing and enforcement.**



Thank You

Michiganders Agree

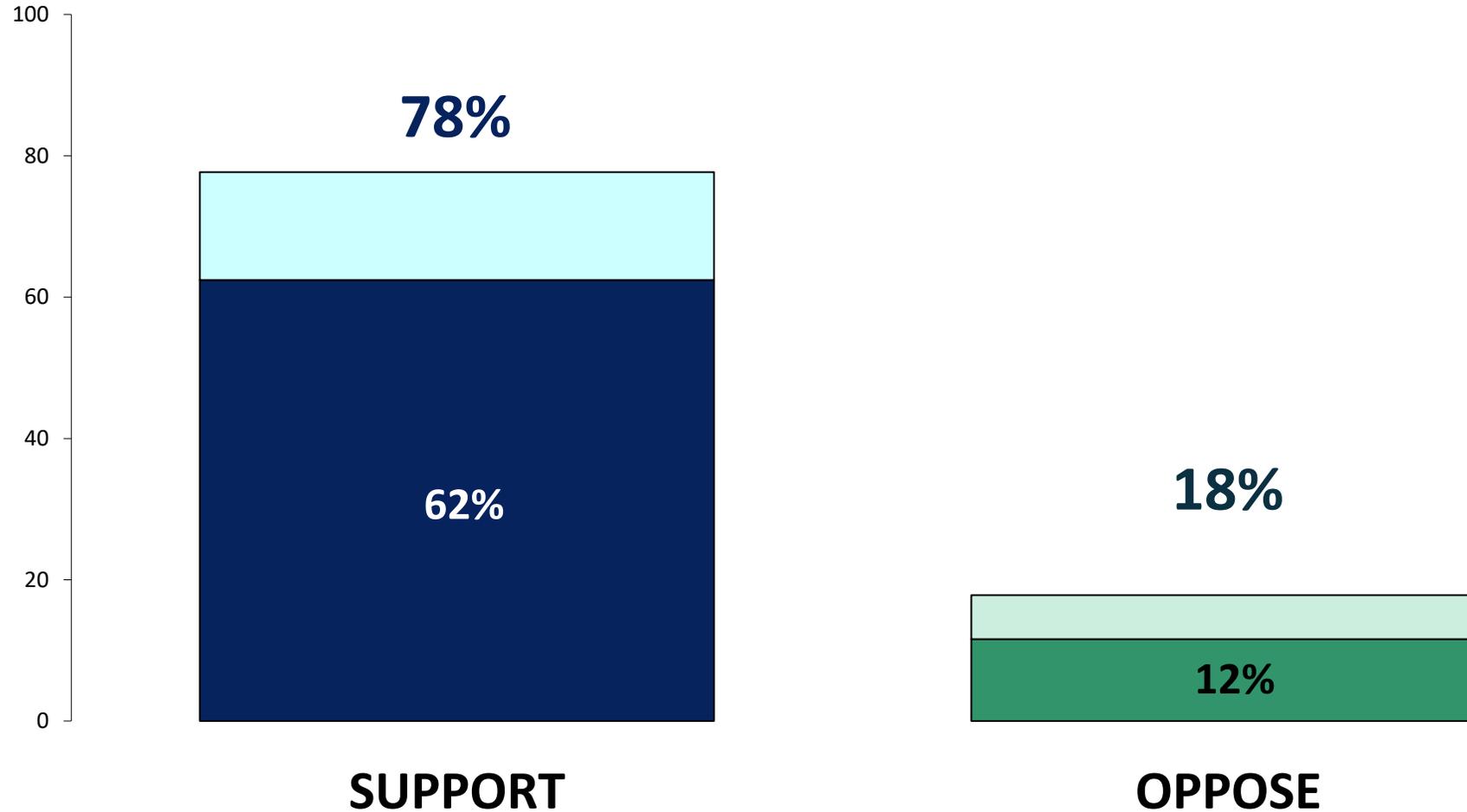
We can do more to protect young people from
vaping nicotine and tobacco addiction.

SURVEY OF MICHIGAN VOTERS



Survey conducted by the Glengariff Group – January 2025

VOTERS SUPPORT REQUIRING TOBACCO RETAILERS IN THE STATE TO BE LICENSED TO SELL TOBACCO

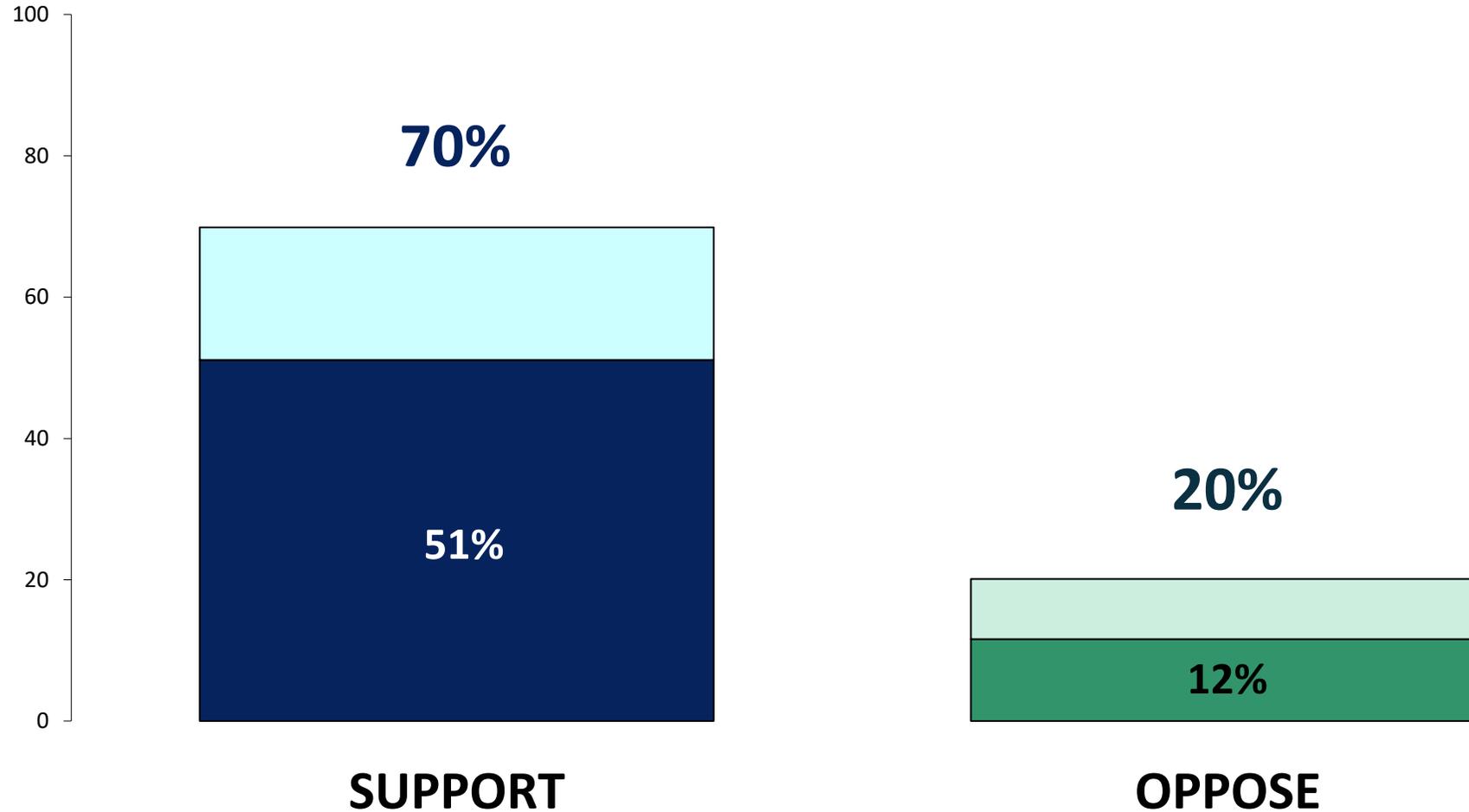


Darker shading equals stronger intensity | Total numbers are rounded

THE GLENGARIFF GROUP – SURVEY OF REGISTERED MICHIGAN VOTERS | JAN 2025

Michigan is one of only ten states that does not require retailers to be licensed to sell tobacco products making it harder to know which stores are selling tobacco products and enforce laws like prohibiting tobacco sales to kids. Do you support or oppose requiring tobacco retailers in Michigan to be licensed to sell tobacco?

VOTERS SUPPORT REMOVING CRIMINAL PENALTIES FOR THOSE UNDER 21 WHO POSSESS, PURCHASE OR USE TOBACCO

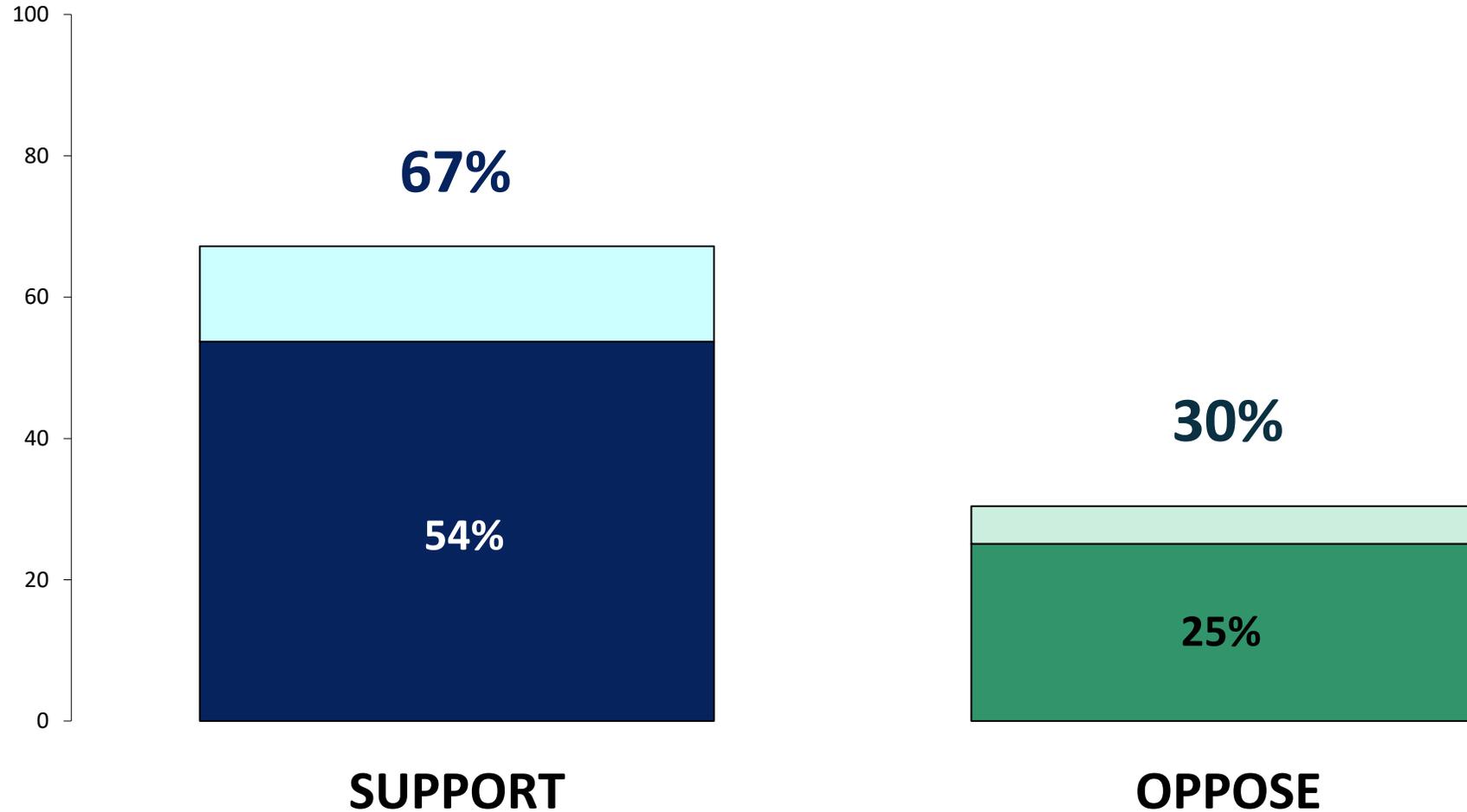


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THE GLENGARIFF GROUP – SURVEY OF REGISTERED MICHIGAN VOTERS | JAN 2025

While Michigan does not license tobacco retailers, anyone under the age of 21 years old in Michigan can be charged with a misdemeanor crime for possessing, purchasing or using tobacco. Do you support or oppose removing criminal penalties for tobacco use for those under 21 years old, and instead licensing tobacco retailers and holding them responsible for selling tobacco to anyone under 21 years old?

A MAJORITY OF MICHIGAN VOTERS SUPPORT INCREASING THE TOBACCO TAX BY \$1.50 TO FUND TOBACCO PREVENTION

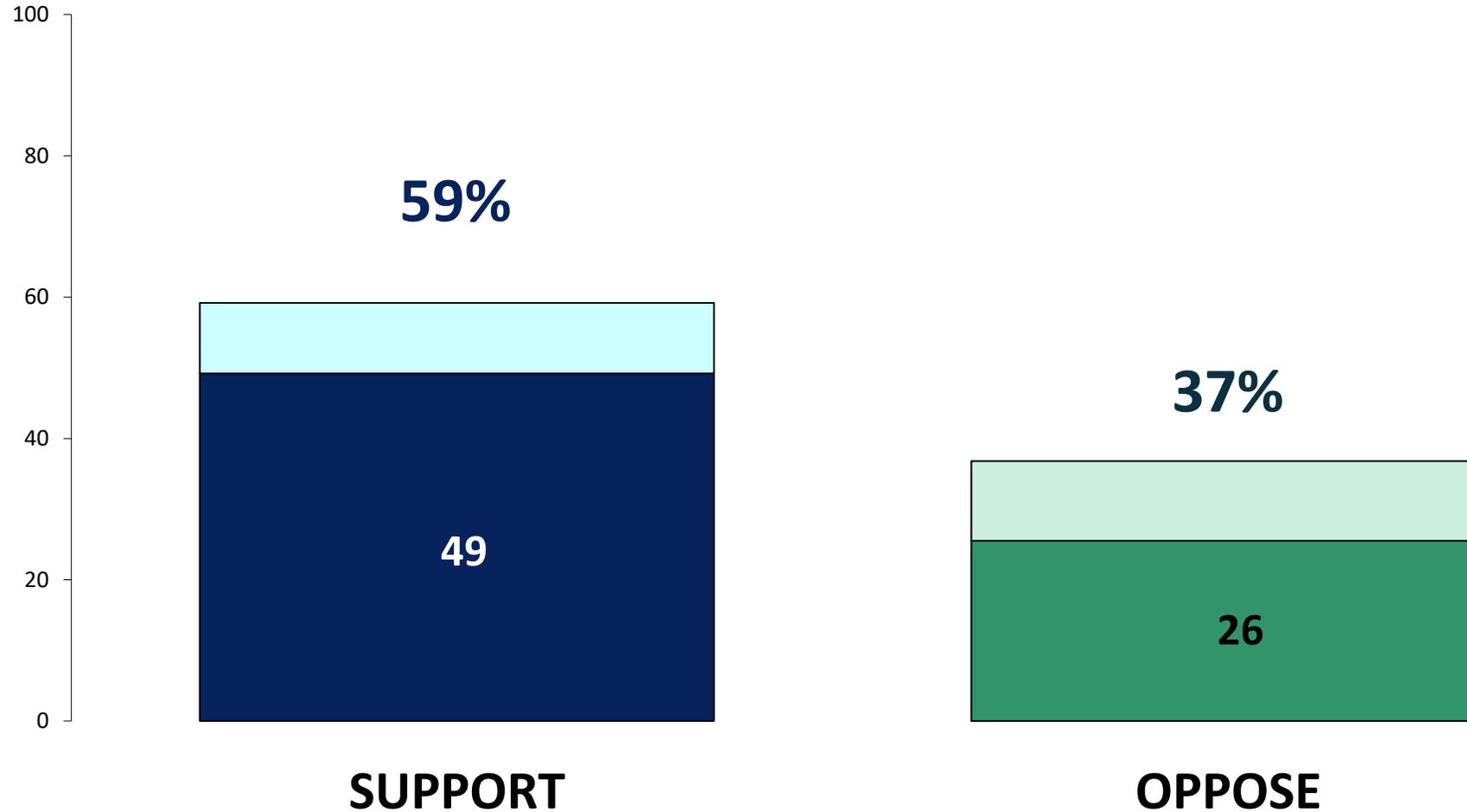


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THE GLENGARIFF GROUP – SURVEY OF REGISTERED MICHIGAN VOTERS | JAN 2025

Would you support or oppose a one dollar and fifty cent per pack increase in the state cigarette tax with an equivalent increase on other tobacco products like chewing tobacco, e-cigarettes and nicotine vapes, with most of the money being used to reduce tobacco use particularly among children in Michigan?

A MAJORITY OF MICHIGAN VOTERS SUPPORT ENDING THE SALE OF ALL FLAVORED TOBACCO PRODUCTS



Darker shading equals stronger intensity | Total numbers are rounded

THE GLENGARIFF GROUP – SURVEY OF REGISTERED LIKELY MICHIGAN VOTERS | AUG 2023

Would you support or oppose a proposal that would end the sale of all flavored tobacco products that can appeal to children including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco, and other flavored tobacco products?

Tobacco Taxes: A Win-Win-Win Solution

Health Win: Tobacco tax increases are one of the most effective ways to reduce smoking and other tobacco use, especially among kids.

- Nationally, every 10% increase in cigarette prices reduces youth smoking by about 7% and total cigarette consumption by about 4%.

Budget Win: Every state that has significantly increased its cigarette tax has enjoyed substantial increases in revenue, even while reducing smoking.

- Indiana recently increased its tax by \$2.00 per pack.

Political Win: Overwhelming public support for tobacco tax increases.

- A majority of Michigan voters support increasing the tobacco tax and dedicating a portion of the revenue to prevention.

Recommendation: Increase the Tax on Tobacco Products and Close the Loophole on Vapes

- Michigan does not tax e-cigarettes as tobacco products. Michigan-made Breeze Smoke -- the second most popular brand reported by youth who vape -- is currently untaxed.
- **Michigan can establish an excise tax on e-cigarettes that is equivalent to the tax on cigarettes and other tobacco products.**
- **Michigan can increase the tax on all tobacco products to prevent youth initiation, reduce health care costs, help current users quit and save lives.**
- **Michigan can dedicate a portion of the new revenue to tobacco prevention, cessation, tobacco retail licensing and enforcement.**



Tax E-Cigarettes & Vaping Products

