

How many reasons does Idaho need to raise the tobacco tax?



12,400

Kids prevented from smoking

\$539

How much tobacco costs each Idaho household annually

2 out of 3

Idaho voters who support raising the tobacco tax

When we increase the tobacco tax, Idaho's kids and families win. Why? The more cigarettes cost, the less people smoke — especially kids. And when smoking goes down, we all save money by reducing health care and other costs related to tobacco. By increasing the tobacco tax \$1.25, Idaho can keep 12,400 kids from smoking and save Idaho families money. To learn more, go to saveidahokids.org.

Increasing tobacco taxes – a win-win-win for Idaho.



Saint Alphonsus Health System
Idaho Academy of Family Physicians
The Idaho Oral Health Alliance
Tobacco-Free Idaho Alliance
Idaho Primary Care Association

National Multiple Sclerosis Society Utah-
Southern Idaho Chapter
Delta Dental of Idaho
Idaho Public Health Association
Idaho Academy of Physician Assistants

March of Dimes
Comprehensive Cancer Alliance for Idaho
American Dental Hygienists' Association
American Academy of Pediatrics
Idaho Society of Respiratory Care

Oncology Nurses of Southern Idaho
Central District Health Department
Idaho Voices for Children
Idaho Perinatal Project