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May 7, 2003

To the Members of the Assembly Judiciary Committee:

Re: Senate Bill 50

Nevada has the highest rate of incidence and death due to lung cancer and that statistic includes cancers due to second hand smoke exposure. Every day our citizens and our children are exposed to deadly second hand smoke. Preemption ties our hands and prevents us from creating smoke free schools, and other smoke free public places.

Tobacco is a deadly product, and its toll on Nevada is devastating. According to the National Center for Tobacco-Free Kids, the state loses \$762 million each year due to smoking caused productivity loss. Annual health care costs in Nevada directly caused by smoking total \$440 million and the state Medicaid program covers \$96 million of that cost. But to underscore tobacco's influence on our state, the estimated portion tobacco spends in Nevada for marketing each year is \$71 million. Please see attached document.

Isn't it time we break tobacco's stronghold on our citizens and children? You have the opportunity to do just that. I personally cannot find a cure for cancer, but you can. Please don't sacrifice the health of Nevada's citizens and children to the tobacco industry. The American Cancer Society urges you to support Senate Bill 50.

Sincerely,

Buffy Gail Martin

Buffy Gail Martin
Government Relations Director- Nevada

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ASSEMBLY JUDICIARY

DATE: 5/07/03 ROOM 3138 EXHIBIT 0

SUBMITTED BY: Buffy Gail Martin

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0-1072

The Toll of Tobacco in Nevada

Tobacco Use in Nevada

High school students who smoke	25.2% (24,000)
Male high school students who use smokeless or spit tobacco	11.1% (females use much lower)
Kids (under 18) who become new daily smokers each year	6,600
Kids exposed to secondhand smoke at home	84,000
Packs of cigarettes bought or smoked by kids each year	5.2 million
Adults in Nevada who smoke	29.0% (382,000)

National youth smoking rates have declined somewhat since 1997, but remain at historically high levels. According to the National Youth Tobacco Survey, 28.4% of all U.S. high school kids smoke and 11.6% of high school males use spit tobacco. Adult smoking rates have decreased gradually since the 1980s, and 23.3% of U.S. adults now smoke.

Deaths in Nevada From Smoking

Adults who die each year from their own smoking	3,300
Kids now under 18 and alive in Nevada who will ultimately die prematurely from smoking	56,000
Adults, children, & babies who die each year from others' smoking (secondhand smoke & pregnancy smoking)	300 to 540

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use. No good estimates are currently available, however, for the number of Nevada citizens who die from these other tobacco-related causes, or for the much larger numbers who suffer from tobacco-related health problems each year without actually dying.

Smoking-Caused Monetary Costs in Nevada

Annual health care costs in Nevada directly caused by smoking	\$440 million
- Portion covered by the state Medicaid program	\$96 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$521 per household
Smoking-caused productivity losses in Nevada	\$762 million

Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, spit tobacco use, or cigar and pipe smoking. Other non-health costs from tobacco use include residential and commercial property losses from smoking-caused fires (more than \$500 million per year nationwide); extra cleaning and maintenance costs made necessary by tobacco smoke and litter (about \$4+ billion nationwide for commercial establishments alone); and additional productivity losses from smoking-caused work absences, smoking breaks, and on-the-job performance declines and early termination of employment caused by smoking-caused disability or illness (dollar amount listed above is just from productive work lives shortened by smoking-caused death).

Tobacco Industry Influence in Nevada

Annual tobacco industry marketing expenditures nationwide	\$9.7 billion
Estimated portion spent for Nevada marketing each year	\$71.0 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 advertising.

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