

## **PROPOSITION 56**

*"The California Healthcare, Research & Prevention Tobacco Tax Act of 2016"*

**To help reduce tobacco use (including e-cigarettes) and generate billions of dollars in funding for prevention and healthcare programs, our board supports Proposition 56.**

### *Key Points on Proposition 56:*

- Tobacco use remains a major health concern for California's youth.
- The tobacco problem has compounded in recent years with the rise in popularity of electronic cigarettes, commonly known as "e-cigarettes" or "vaping."
- 2015 research from the Center for Disease Control shows that, nationally, the use of e-cigarettes tripled among high school students between 2013 and 2014.
- Many young people are aware of the dangers of traditional cigarettes and tobacco products, but it is critical that they *also* understand the dangers associated with e-cigarettes and vaping.
- Adequate funding for education and prevention programs is essential to curbing tobacco use among young adults.
- Proposition 56 would impose a \$2 per-pack tax on cigarettes, levying a total per-pack tax of \$2.87, with a tax on e-cigarettes equivalent to \$3.37 per-pack
- This measure could raise as much as \$1.5 billion in tax revenue, with as much as another \$1 billion in federal matching funds.
- Of this revenue, the California Department of Education could receive as much as \$45 million for tobacco education and prevention programs.
- Medi-Cal services and the Department of Public Health would also benefit from this tax increase.
- Proper prevention and education on the dangers of tobacco can save lives, improve the health of our youth and can save the state billions of dollars in health care costs down the road.
- This measure is supported by the **California School Boards Association**.