

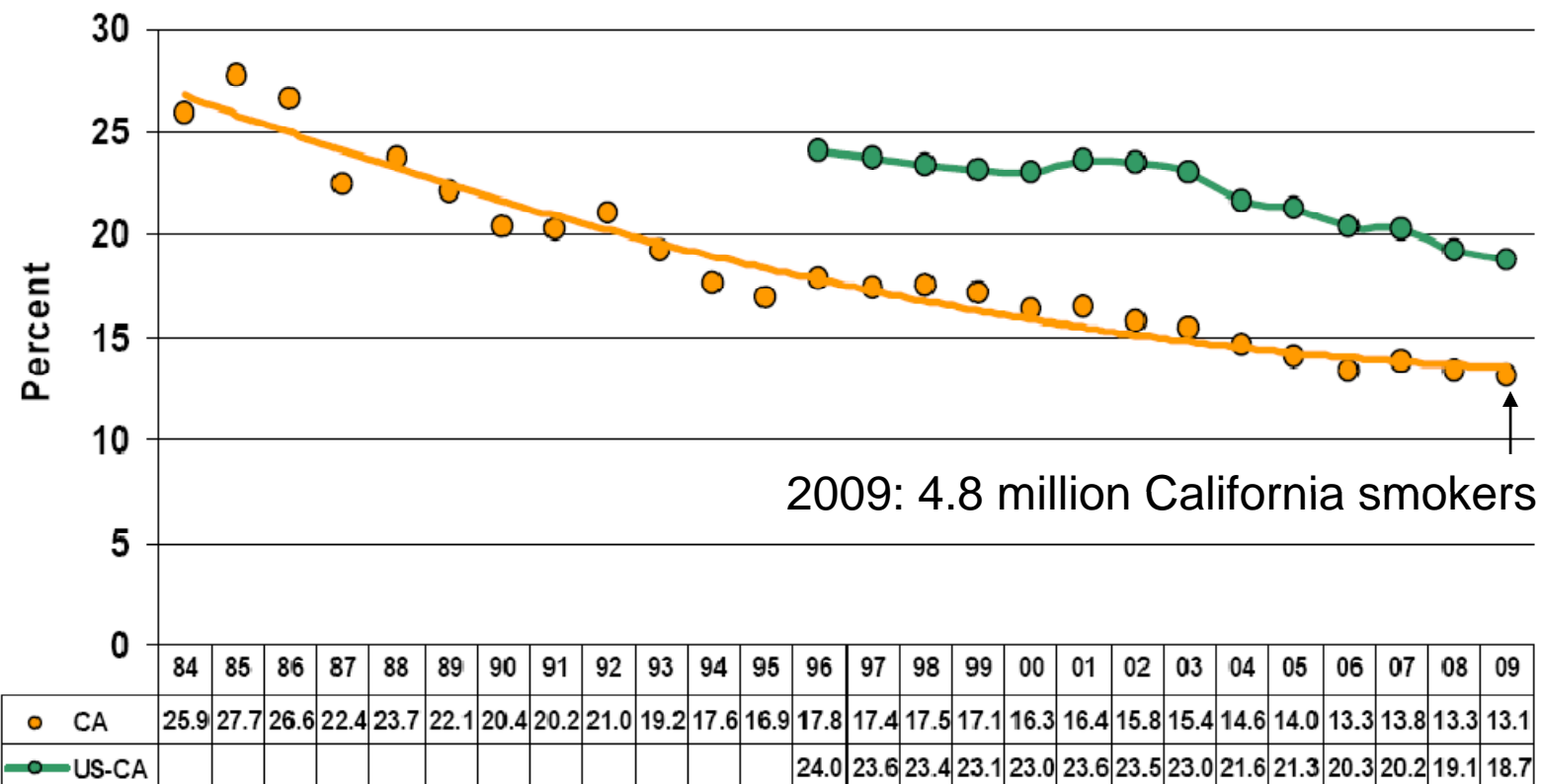
THE QUARTER THAT CHANGED THE WORLD

Celebrating 20 Years of Proposition 99





Smoking prevalence among California and US-CA adults, 1984-2009



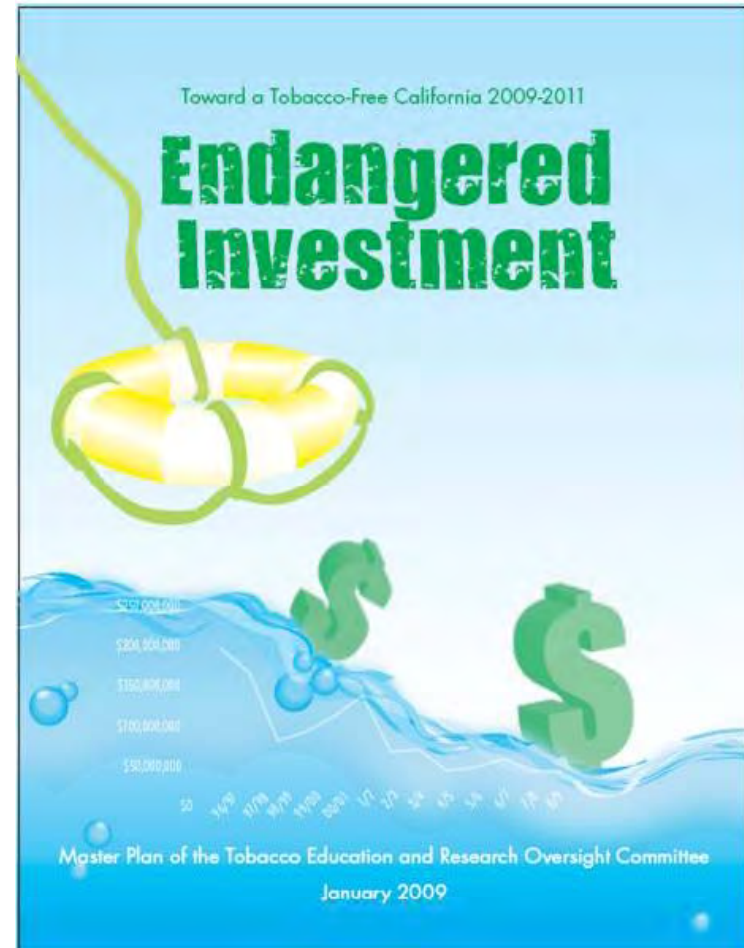
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for 1993-2008. The data is weighted to the 2000 California population. State BRFSS data is weighted to 2000 national population based on each states population.

Note an adjustment was made to address the change of smoking definition in 1996 that included more occasional smokers.

Prepared by: California Department of Public Health, California Tobacco Control Program, March 2010.

Endangered Investment

- Proposition 99 spending
 - CDPH/CDE expenditures
 - 1988-1989: \$220.2 million in 2010 dollars
 - 2009-2010: \$71.5 million in 2010 dollars
 - 2011-2012 budget: \$69.6 million
- TRDRP expenditures show similar declines



What Next?

- TRDRP: three studies examine the effect of the California Tobacco Control Program
 - Effects on health
 - Effects on health care cost savings
 - Estimates effect of continued erosion, but also reinvigoration
- Reinvigoration?
 - Quickest way would be to increase excise taxes on cigarettes
 - LAO estimated last year the fiscal effects of dedicating 20% of a \$1 cigarette excise tax increase for tobacco control
 - Would bring 2011-2012 funding levels back to original 1989-1990 level