



CEASE—Coalition Engaged in A Smoke-free Effort Information and Operating Procedures

May 10, 2012

Santa Barbara City Council Members:

On behalf of CEASE, I would like Santa Barbara City Council to consider supporting the ballot initiative Proposition 29 called the California Cancer Research Act (CCRA) to be voted on in June. The CCRA will help save lives by raising the state's tobacco tax by \$1.00. The money will fund cancer and other smoking related research, tobacco use prevention and smoking cessation, facilities and equipment to support research, enforcement of anti-tobacco laws and stop tobacco smuggling.

Our coalition composed of 16 community-based organizations strongly urges you to consider this request.

Respectfully,

Jayne Brechwald
Co-Chair

CALIFORNIA CANCER RESEARCH ACT



City Council Resolution Supporting the California Cancer Research Act

WHEREAS, the California Cancer Research Act is a state ballot measure which if passed by voters in June 2012 would save lives by preventing 104,000 premature smoking-caused deaths; and

WHEREAS, more than 332,000 California high school students are current smokers, more than 34,000 California youth start smoking every year and 3,383,000 California adults are current smokers; and

WHEREAS, the California Cancer Research Act would increase the state's tobacco tax by \$1 per pack and according to the Campaign for Tobacco-Free Kids, the \$1 tax increase alone would prevent 228,000 children from becoming smokers in adulthood and more than 118,000 adult smokers in California would quit smoking; and

WHEREAS, the tobacco industry will spend millions to stop the California Cancer Research Act because they know it will stop hundreds of thousands from smoking; and

WHEREAS, the California Cancer Research Act would provide nearly \$600 million annually to fund research and make advances in the prevention, detection, treatment, causes and cures for cancer, lung disease, heart disease and stroke, and other tobacco-related illnesses; and

WHEREAS, the California Cancer Research Act would provide more than \$156 million annually to the state's existing tobacco control programs to prevent and reduce the use of tobacco, including school based programs to reduce youth smoking; and

WHEREAS, the Legislative Analyst Office analysis of the California Cancer Research Act determined that local governments would likely experience an annual increase in sales tax revenues of approximately \$10 million; and

WHEREAS, by providing the funding we need to keep California's anti-smoking programs strong, we can keep our kids from smoking and give smokers the help they need to quit; and

WHEREAS, the California Cancer Research Act would provide \$23 million annually for law enforcement efforts to reduce illegal sales of tobacco products to minors, and other anti-tobacco law enforcement; and

WHEREAS, the California Cancer Research Act will result in \$5.1 billion in long-term health savings from reduced smoking; and

WHEREAS, cigarette smoking and other uses of tobacco remain the leading causes of cancer, heart disease and stroke, and lung disease in California; and

WHEREAS, 36,687 adults die annually from smoking in California; Now, therefore be it

RESOLVED, that the [CITY COUNCIL] does hereby support the California Cancer Research Act of 2012, which will reduce smoking, especially among children and fund critical research to prevent and treat cancer, heart disease and stroke, lung disease and other tobacco-related illnesses. A suitable copy of this resolution will be transmitted to the California Cancer Research Act Coalition: Californians for a Cure ; c/o Dewey Square Group, 921 11th Street, 10th Floor, Sacramento, CA 95814, or faxed to (916) 447-4413, or scanned and emailed to ccra.information@gmail.com.

CALIFORNIA CANCER RESEARCH ACT



California Cancer Research Act Summary

Imposes an excise tax on cigarettes of **\$1 per pack**.

Generating nearly **\$800 million** a year to be allocated as follows:

- **60%** Research of cancer and tobacco related disease (**\$468 million**)
- **15%** Facilities and capital equipment for research (**\$117 million**)
- **20%** Tobacco prevention and cessation (**\$156 million**)
- **3%** Anti-tobacco law enforcement (**\$23 million**)
- **2%** Administration (**\$16 million**)

Tobacco's Toll in California

Adults who smoke	3,550,800
High school students who smoke	332,700
Kids who become daily smokers each year	36,900
Deaths caused by smoking each year	36,600
Annual health care costs directly caused by smoking	\$9.1 billion
Annual smoking caused state Medicaid spending	\$2.9 billion

California's current tobacco tax of **\$ 0.87** ranks **32nd** in the nation. **New York** is first with a tax of **\$4.35**.

Oversight Provided by 9 member Governing Committee

- 3 University of California Chancellors (Berkeley, San Francisco and Santa Cruz)
- 3 Cancer Center Directors of California NCI designated Cancer Centers
- 1 Practicing physician with expertise in the prevention, treatment or research of cardiovascular disease
- 2 California representatives from California or National disease advocacy groups

Grant Review Process

- Committee will establish peer review process for selection of grants modeled on the process used by the National Institutes of Health.

For more information or the full text go to: www.californiansforacure.org

PROP 29 - CALIFORNIA CANCER RESEARCH ACT



LIVESTRONG



What Will Proposition 29 Do?

Save Lives, Prevent Kids from Smoking and Fund Research

This new \$1 tobacco tax – paid only by those who purchase tobacco products – will save **104,000** lives; stop **228,000** kids from smoking; and generate approximately **\$735 million** every year to support life-saving research and tobacco prevention programs. Prop 29 will also provide vital funding to make advances in prevention, detection and treatment of cancer, heart disease and other smoking-related illnesses.

Research – Fighting cancer, lung and heart disease

- 60% will fund cancer and other smoking-related research (approximately \$441 million annually)
- 20% will fund tobacco use prevention and smoking cessation (approximately \$147 million annually)
- 15% will pay for facilities and equipment to support research (approximately \$110 million annually)
- 3% will help enforce anti-tobacco laws and stop tobacco smuggling (approximately \$22 million annually)
- 2% is the maximum amount used for administering the program (approximately \$15 million annually)

Accountability – Puts decisions in the hands of researchers

A nine-member committee of California's leading cancer center directors, University of California chancellors, representatives of disease advocacy organizations and survivors will award all funds. That means the funds from this initiative cannot be used by politicians and will not be part of the general fund.

Who supports Proposition 29?

The **American Cancer Society**, the **American Cancer Society Cancer Action Network**, **American Heart Association**, **American Lung Association**, **Campaign for Tobacco Free Kids**, the **Livestrong Foundation** and **Stand Up To Cancer** support Prop 29 because they know it will save lives, keep kids from smoking and may lead to a cure.

Who opposes Proposition 29? Big Tobacco

Make no mistake. Prop 29 will result in fewer new teen smokers and more people quitting which the tobacco industry sees as a threat to company profits. Over the last decade, Big Tobacco spent 10 times as much marketing tobacco in California as the state spent on tobacco prevention. Prop 29 will triple the state's funding for smoking cessation programs that work. The increased price of tobacco products will lead to fewer teen smokers while the increased funds for tobacco control and cessation will help smokers quit. That will mean fewer smokers, and less profit for big tobacco. They will say anything and do anything to make sure Prop 29 doesn't pass. Don't get in bed with Big Tobacco's lies: Vote Yes on 29.

Find us on the web at www.californiansforcure.org or follow us at facebook.com/californiansforcure or twitter [@Prop 29](https://twitter.com/Prop29)

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