

# Engaging Tribes to Increase Tobacco Taxes

---

Vanessa Tibbitts, Program Manager  
Northern Plains Tribal Tobacco Technical Assistance Center  
Great Plains Tribal Chairmen's Health Board  
&  
Jackie Giron, Tobacco Prevention Coordinator  
Turtle Mountain Band of Chippewa  
April 23, 2013

# Objectives



Identify and apply at least one method engage tribal communities to raise tribal tobacco taxes.



Differentiate between state and tribal tobacco taxes.



Get a tribal perspective on the process of passing tobacco taxes.

# Raising Taxes on Tobacco

- Taxation is the best way to cut tobacco use.
- Higher taxes increase government revenue.
- Higher taxes help the young and the poor.
- Excise taxes are proven to be effective at reducing tobacco use.



# Tobacco Excise Tax & Pricing Policies

- Price increases reduce consumption, prevent initiation, and increase quitting.
- Tobacco companies spend over \$13 billion/year on advertising and promotion.
- Access to cheaper cigarettes on Indian Reservations is associated with higher tobacco use rates, especially among youth.
- Taxing tobacco on tribal land will allow tribes to begin to recover some of the smoking-related costs in the community.

# Tobacco Tax

- Average retail price of a pack of cigarettes in the U.S.

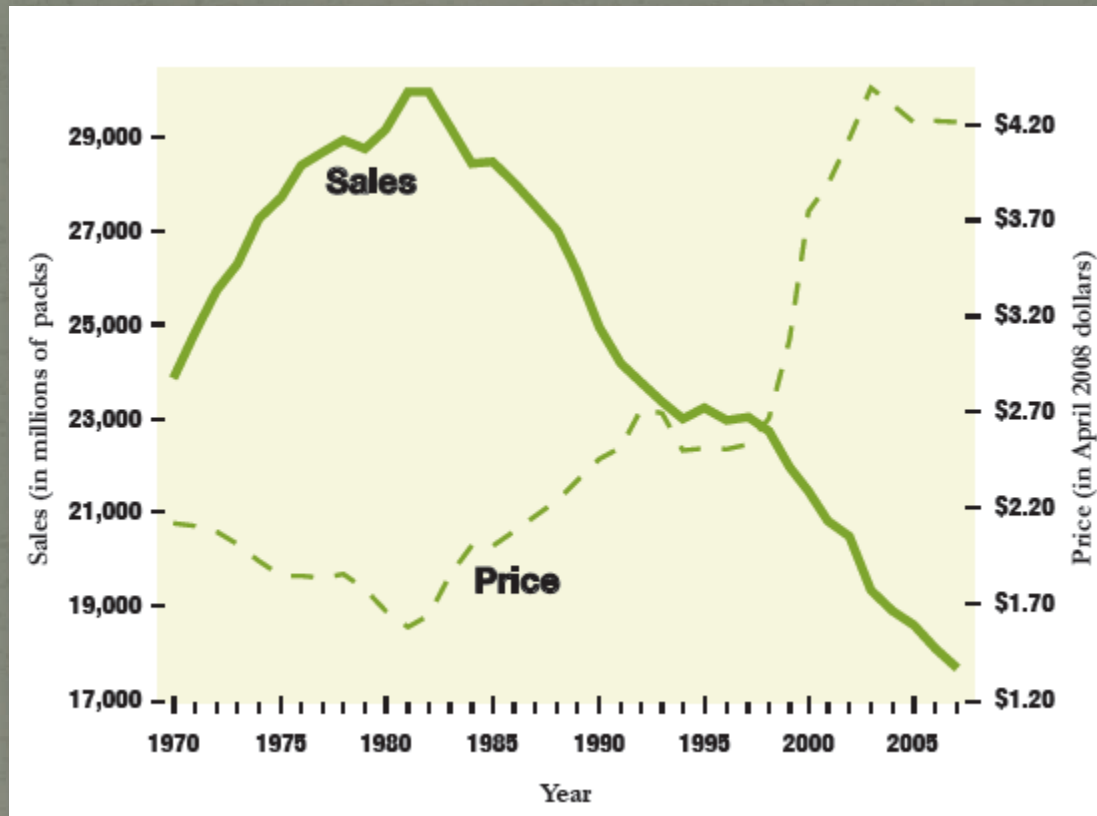
1970: \$0.38

2000: \$3.16

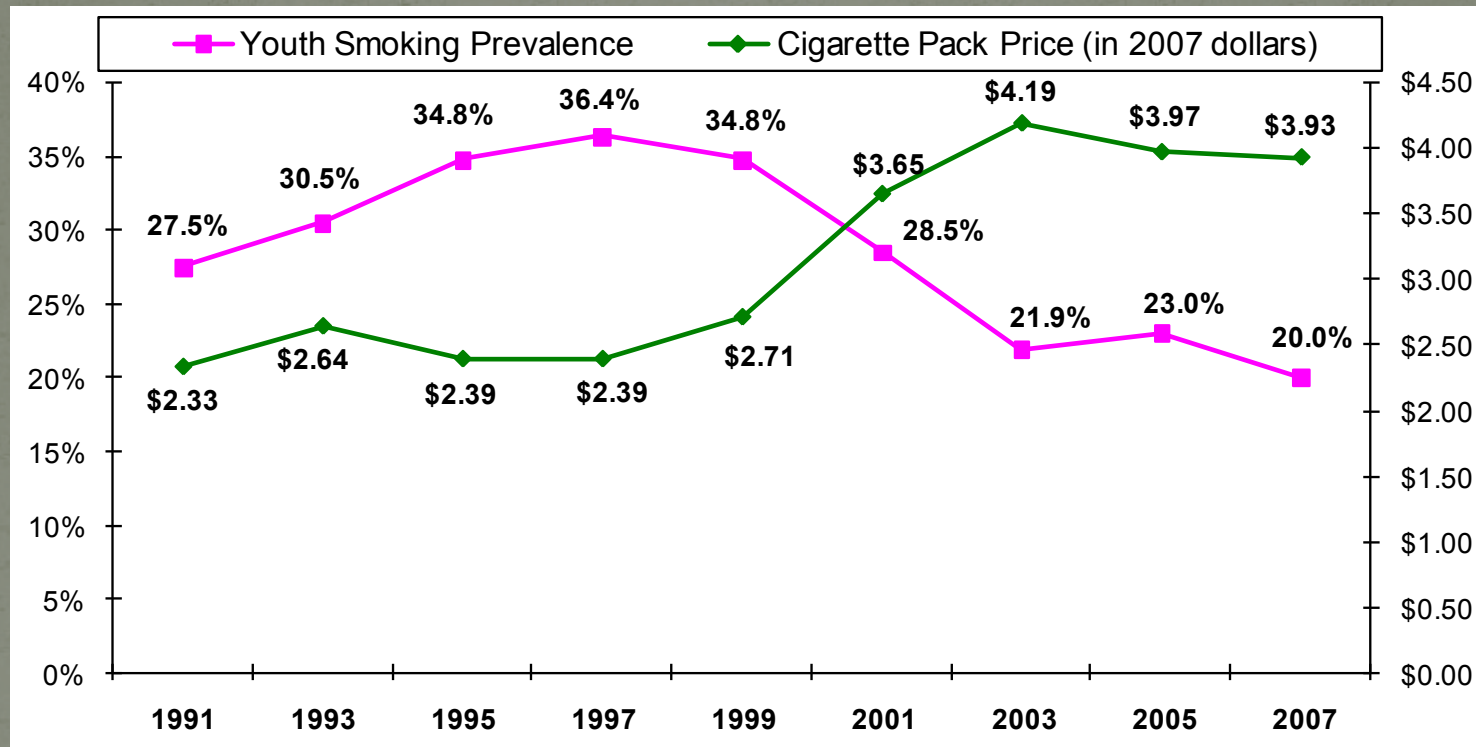
2008: \$4.35

2009: \$5.12

# Trends in Sale and Price of Cigarettes (U.S. 1970-2005)

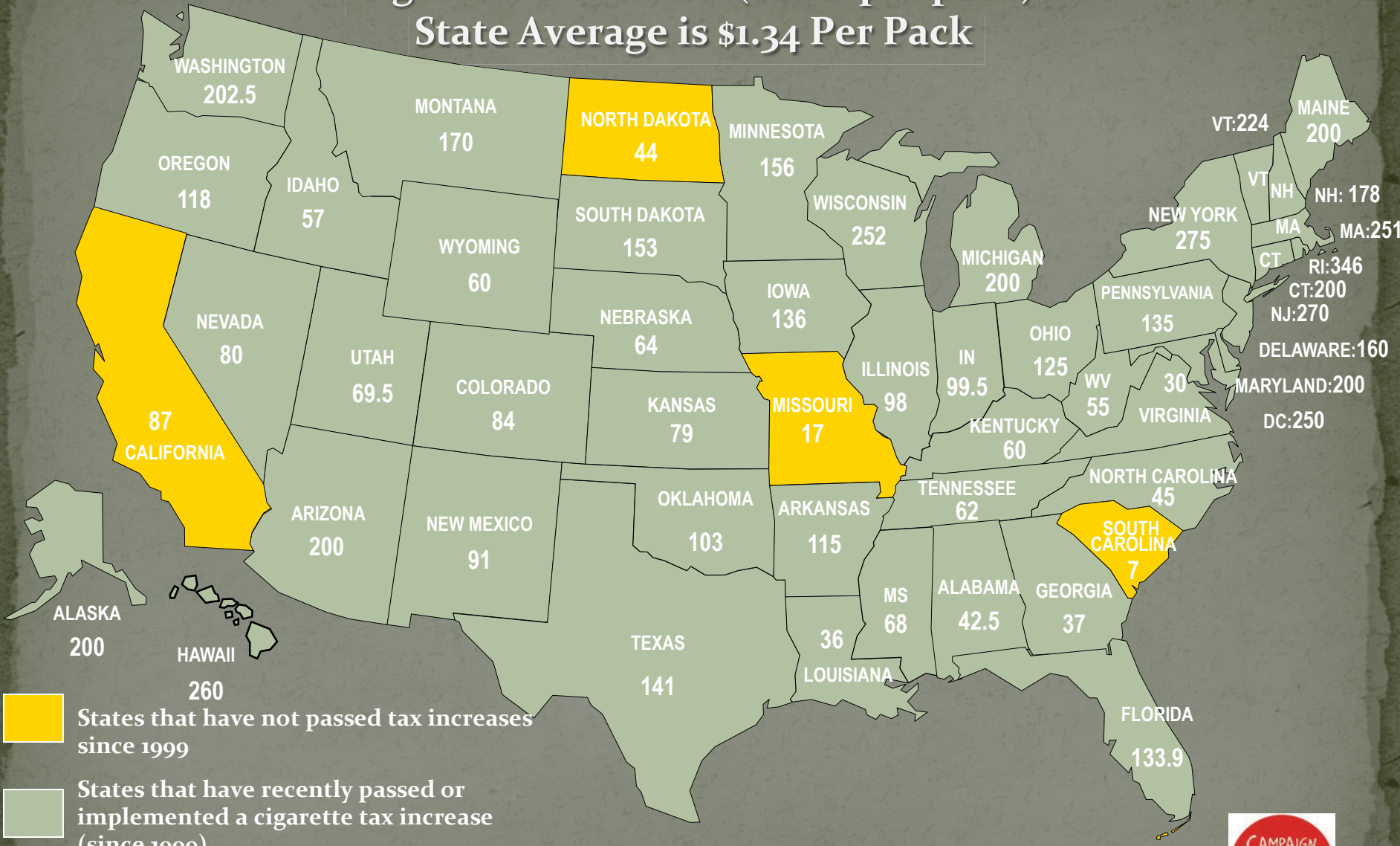



# Trends in Smoking by Young People and Price of Cigarettes (U.S. 1991-2007)




# Cigarette Tax Rates (cents per pack)

## State Average is \$1.34 Per Pack



 States that have not passed tax increases since 1999

 States that have recently passed or implemented a cigarette tax increase (since 1999)





# Impact of Tobacco Tax Increases

- A study found that the California anti-tobacco media campaign reduced sales of cigarettes by 232 million packs between 1990 to 1992.

# Potential Money Saved by Quitting

In **ONE WEEK**, you could save enough money to pay for any of the following:

- Two CDs
- Manicure and pedicure
- Full tank of gas for your car
- Cell phone bill
- Ticket to a sporting event

In **ONE YEAR**, you could save enough money for:

- A new computer
- Vacation for two
- Down payment on a car
- Entertainment system for your home or car



In **TWENTY YEARS**, you would have enough for:

- Down payment on a house
- Latest sports car

Cost of cigarettes including tax:

\$3 per pack x 5 packs a week  
= \$780 a year

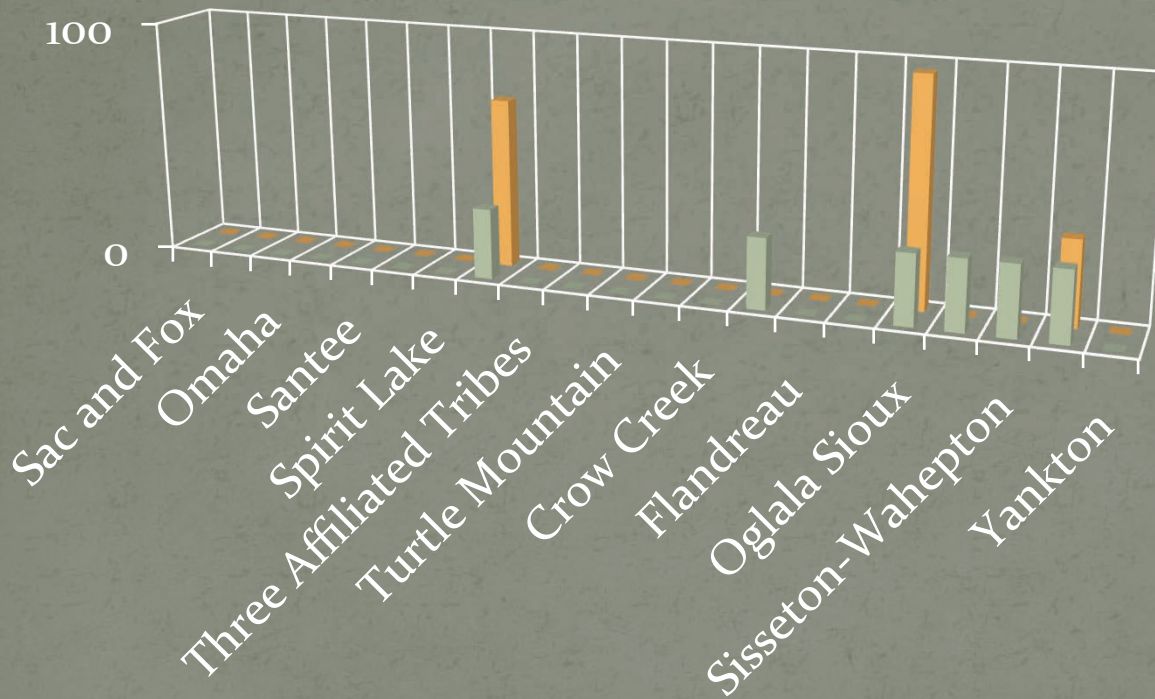
\$5 per pack x 5 packs a week  
= \$1,300 a year

\$7 per pack x 5 packs a week  
= \$1,820 a year

# Tribes Can Adopt MPOWER

- **M** Monitor tobacco use and prevention policies.
- **P** Protect people from tobacco smoke.
- **O** Offer help to quit tobacco use.
- **W** Warn about the dangers of tobacco.
- **E** Enforce bans on tobacco advertising, promotion, and sponsorship.
- **R** Raise taxes on tobacco.

# Tribal Tax Compacts with the State



■ Tax Compacts with the State  
■ Tribe Receives Percentage

# Where does the tax money go?

- Tribes can designate where the tobacco tax monies go.
  - NPTTTAC promotes tobacco tax funding to go to prevention activities.
  - Some tribes distribute the funding evenly throughout the reservation districts.

# Tobacco Tax Story – *From a Tribal Perspective*

- Jackie Giron, Tobacco Prevention Coordinator for Turtle Mountain Band of Chippewa
  - Jackie will explain the processes & barriers her tribe experienced with tobacco tax increase.



# What can Tribes do?

- How to limit/decrease smoking in tribal communities?
  - Raise taxes – in tribal communities and in reservation border towns.
  - Enforce bans on advertising, promotion and sponsorship.
  - Smoke-free public buildings (reduce SHS).
  - Expand prevention education in school curricula.
- Role Models
  - Tribal Leaders, Traditional Leaders, Professionals
- Cultural Competence
  - Eliminate commercial tobacco in our ceremonies!
  - WIC and Maternal Health program tobacco assessments

# What can Tribal Support Centers do?

- Look at how Mini Grants can benefit tribal communities.
  - The Northern Plains Tribal Tobacco Technical Assistance Center releases Mini Grants to tribal communities with a special priority of funding going to applicants who focus on tobacco tax increases.
- Provide technical assistance to tribes who working on tobacco tax increases.
  - Sample Tribal Resolutions
  - Research tobacco taxes in your region
- Promote tobacco tax increases whenever you get a chance!
  - At Community Presentations
  - When you get a Tribal Leader's ear



# Thank You! Pilamayaye! Migwech!

- Questions?
- Vanessa Tibbitts, Program Manager, Northern Plains Tribal Tobacco Technical Assistance Center
  - Email: [Vanessa.Tibbitts@gptchb.org](mailto:Vanessa.Tibbitts@gptchb.org)
- Jackie Giron, Tobacco Prevention Coordinator, Turtle Mountain Band of Chippewa
  - Email: [jgiron\\_us2002@yahoo.com](mailto:jgiron_us2002@yahoo.com)