

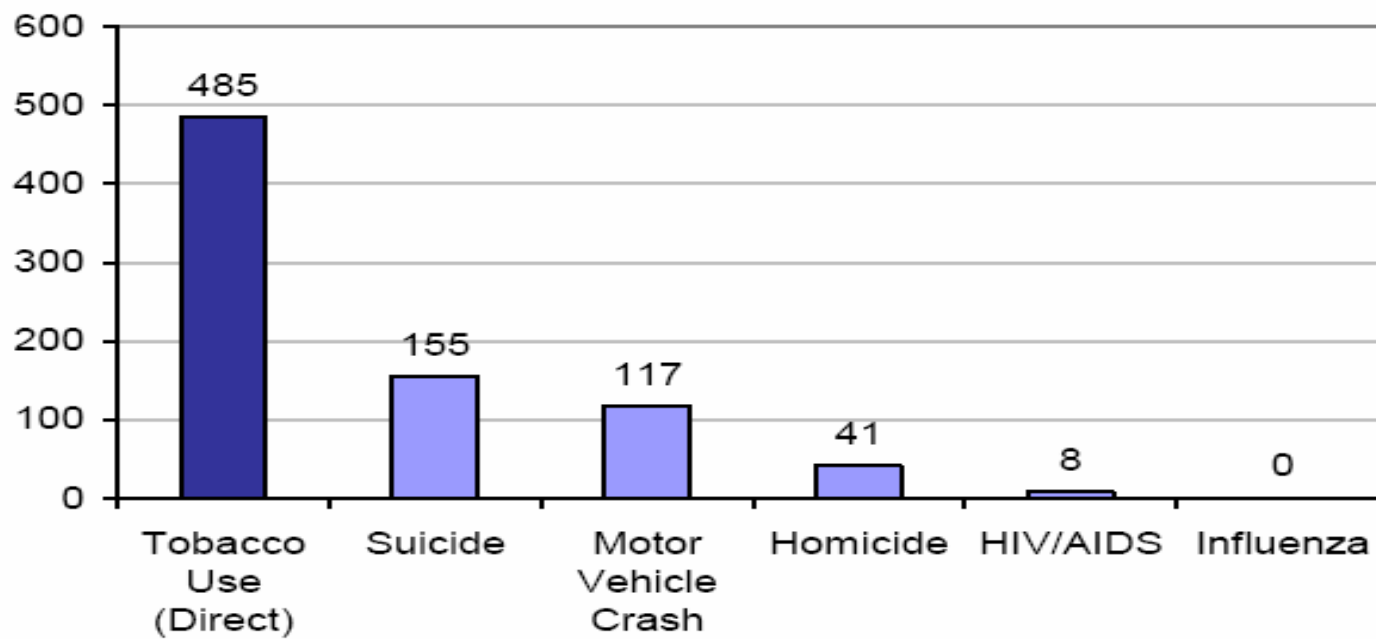


Tobacco Taxes In Alaskan Communities

Presented by
Smokefree Alaska Project at Akeela, Inc.

The Need

**Number of Deaths Due to Selected Causes,
Alaska, 2004**



Sources: Alaska Bureau of Vital Statistics (deaths); Alaska Behavioral Risk Factor Surveillance System (smoking prevalence), combined Modified and Standard BRFSS Surveys; CDC, Smoking Attributable Morbidity, Mortality, and Economic Costs.

Why establish a tobacco tax?

- **“Higher taxes induce quitting, prevent relapse, reduce consumption, and prevent starting”** (Chaloupka, 2000, pg. 4)

- Good for the community
- Prevent youth initiation
- Encourages Cessation
- Lowers adult tobacco use
- Provides revenue for your community
- Tobacco companies **HATE** tobacco taxes

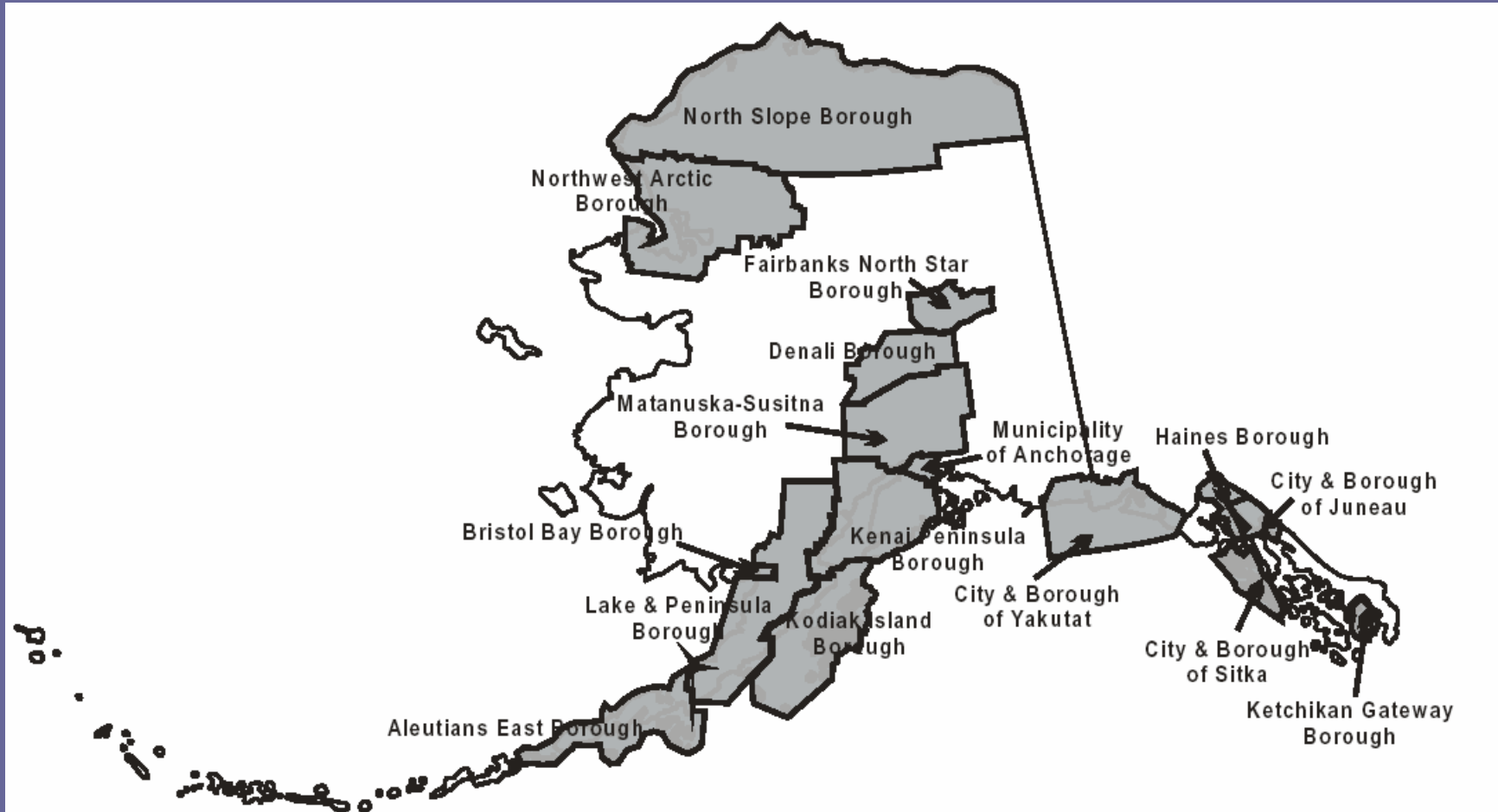


Can your community tax tobacco?

- Alaskans can levy taxes at a local level.
- What type of local government do you have?
 - Organized or unorganized borough
 - Incorporated Cities
 - Home Rule Cities



Alaska Boroughs

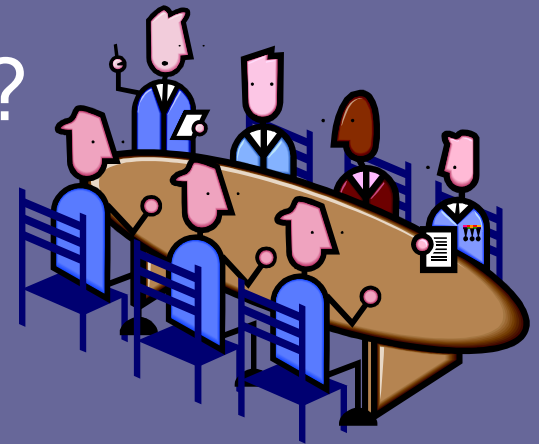




Home Rule Municipalities in Alaska

Questions for your community

- Is your community ready?
- Who will do the work?
 - Existing coalition?
 - Assembly (or other local government)
- How much should you tax tobacco?
- How should tobacco be taxed?
- How will the money be used?



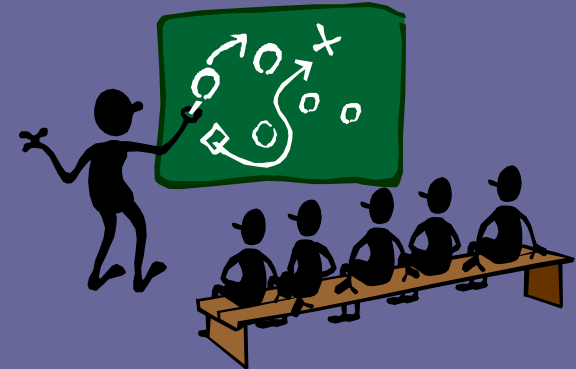
Revenue estimates and potential health benefits

Localities	New Cigarette Tax Rate	New Revenues	Fewer Packs Smoked	Youth Smoking Reduction	Adult Smoking Reduction
Bethel	\$1	\$297,000	23,000	11.4%	2.6%
Dillingham	\$1	\$100,000			
Fairbanks	\$1	\$1.2 million	91,000	8.8%	2.0%
Juneau	\$1	\$1.0 million	79,000	7.6%	1.7%
Kenai	\$1	\$337,000	26,000	11.4%	2.6%
Kenai Borough	\$1	\$2.5 million	200,000	11.4%	2.6%
Ketchikan	\$1	\$393,000	30,000	11.4%	2.6%
King Cove	\$1	\$35,000	2,000	11.4%	2.6%
Kodiak	\$1	\$303,000	23,000	11.4%	2.6%
Kotzebue	\$1	\$155,000	12,000	11.4%	2.6%
Nenana	\$1	\$27,000	2,000	11.4%	2.6%
Seward	\$1	\$130,000	10,000	11.4%	2.6%
Soldotna	\$1	\$192,000	15,000	11.4%	2.6%
Unalaska	\$1	\$214,000	16,000	11.4%	2.6%
Valdez	\$1	\$201,000	15,000	11.4%	2.6%

Courtesy of CTFK 2006

How to proceed

- **Strategic Planning**
 - **Assess support**
 - Community polling
 - **Assess resources**
 - People
 - Money
- **Lobbying regulations**



Identify the opposition

- Political opposition
- Tobacco industry



- WHY ARE THEY OPPOSED?
 - Myths



Determine the procedural course

- Drafting the proposed ordinance
- Ballot measure?
- Filing with the governing body



Building and strengthening support

- Educational projects
 - Public
 - Policy makers
- Media
 - Earned
 - Paid



Voting day activities

- Sign waving
- Get out to vote activities



After the vote

- Debriefing
- Celebrate
 - Thank supporters and champions
 - Earned media
- Respond to issues or press if necessary



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