

2016 BUDGET PROPOSAL

REDUCING YOUTH SMOKING BY TAKING ON BIG TOBACCO'S NEWEST PRODUCTS

Throughout his career in public service Mayor Emanuel has fought to reduce youth smoking by challenging the tobacco industry. Youth smoking in Chicago is at an all-time low but the industry is seeking to hook a new generation of nicotine users through flavored electronic cigarettes. Multiple studies show that use of e-cigarettes by teenagers is skyrocketing. To stay ahead of the industry's efforts to target youth and increase revenue that can be invested in children's health programs, the Emanuel Administration is proposing a new tax on e-cigarettes.

Make Chicago the First Big City to Tax E-Cigarettes. The City will lead the nation by establishing a new tax on e-cigarettes that will discourage youth from vaping. Unlike cigarettes, which are smoked and discarded, many kinds of e-cigarettes can be refilled and reused. The tax will have two parts: (i) \$0.25/ml of e-liquid and (ii) \$1.25/container of e-liquid. A container includes single-use e-cigarettes, replacement cartridges, or bottles of e-liquid. The tax will generate \$1 million in revenue in 2016.

Invest New E-Cigarette Tax Revenue in Youth Health. Mayor Emanuel will invest a portion of the revenue generated by the e-cigarette tax into expanding services provided for youth health and adding more School-based Health Centers (SBHCs) citywide.

BACKGROUND: THE EMANUEL RECORD ON COMBATTING YOUTH TOBACCO USE

Under Mayor Emanuel, Chicago has become a national leader in tobacco cessation by launching an innovative array of programs and laws. By working with partners in the public health community, the City has helped reduce youth smoking to an all-time low. The City's efforts have included:

- Raising the cigarette tax by 50 cents, making the cost of a pack of cigarettes more expensive in Chicago than anywhere in the nation. Higher prices result in lower use, especially among youth..
- Banning flavored tobacco products, including menthol, from being sold within 500 feet of schools.
- Including e-cigarettes in Chicago's local Clean Indoor Air Act, by restricting their use anywhere traditional cigarettes are not allowed.
- Requiring e-cigarette vendors to obtain tobacco retailer licenses.
- Implementing a smoke-free policy for all City parks and harbors.
- Launching a series of public education campaigns focused on the products Big Tobacco companies uses to hook young people including menthol, flavored tobacco products and e-cigarettes.

Following years of tobacco reduction efforts, the CDC found in 2013 that only 10.7% of Chicago high school students were smokers—down from 13.6% in 2011, when Mayor Emanuel took office.