

**WIN, WIN, WIN for WOMEN**  
**Raise the Tobacco Tax**  
***Increase Revenue, Decrease Smoking, Improve Public Health***

**SAY “YES” to HB 39**

- **HB 39 is a strong bipartisan bill with more than 60 sponsors.**  
More than 70% of Georgians support this measure. They strongly prefer this user fee to cuts in vital state programs.

- **HB 39 would generate an estimated \$350 million per year.**  
This would help offset the \$537 Million per year Georgia now spends for Medicaid services for people with tobacco related illnesses.

20 states increased their cigarette tax revenues last year to help address their budget shortfalls, including North Carolina, Florida, Mississippi, Arkansas, and Texas. Georgia has the fifth lowest cigarette tax in the US at 37 cents per pack (as compared to the national average of \$1.34 per pack).

- **Increasing the price of cigarettes, decreases smoking.**  
It is one of the most effective tools to deter youth from smoking.

For every 10% increase in the price of a pack of cigarettes, cigarette consumption goes down 7% in youth and 4% overall.

***WHEN SMOKING DECREASES, HEALTH BENEFITS.***

**Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes.**

**YOU CAN MAKE A DIFFERENCE:**

**Urge your Senator and Representative to VOTE “YES” on HB 39.**

**Call Lt. Governor Casey Cagle and urge him to SUPPORT HB 39.**

**(404) 656-3030 or [casey.cagle@ltgov.ga.gov](mailto:casey.cagle@ltgov.ga.gov)**

**Call House Speaker David Ralston and urge him to SUPPORT HB 39.**

**(404) 656-5020**