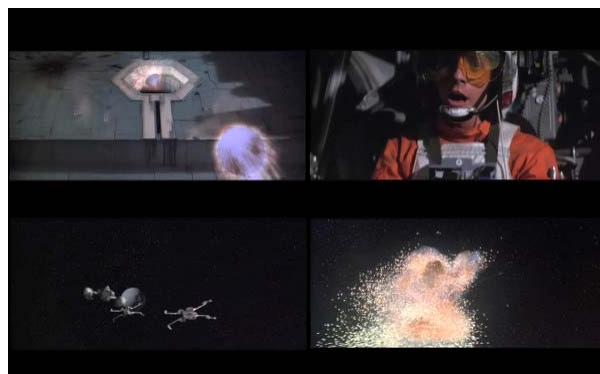




**CALIFORNIA
TOBACCO
WARS**



A NEW
HOPE





- Deaths from lung cancer, heart disease, and other tobacco-related diseases have declined more in California than in other states, saving over one million lives and incalculable human suffering.
- Cumulative savings in health care costs over the first 15 years of the program totaled \$138 billion, representing a 50-fold return on a \$1.8 billion investment.
- In 2010, the state's adult smoking prevalence dropped to a record low of 11.9 percent, making California one of only two states in the United States to reach the federal Healthy People 2020 target of 12 percent.



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Tobacco Company Political and Lobbying Spending in
California
2001-2016

Total	\$216,916,922
Campaign Contributions and Lobbying	\$21,986,228
Initiatives	\$194,930,694



Starting in the late 90s, progress in tobacco control policy at the California state capitol had become almost frozen in place.



Assembly Governmental Organization Committee

“the Governmental Organization committee, where good tobacco legislation goes to die.” Stan Glantz

Tobacco Industry Spending on Direct Campaign Contributions to Members of the Assembly Governmental Organization Committee

2013-16 \$357,750



Big Tobacco’s “Successes”

Over 25 attempts to raise the tobacco tax were stopped between 1998 and 2016

47 other states raised the tobacco tax in the same time period

Sample of bills Big Tobacco killed

- Closure of smoke-free workplace loopholes
- Local tobacco taxes
- Tobacco-free schools
- Smoke-free Multi-Unit Housing
- Smoke-free parks and beaches



It was clearly time for some new tactics



ACS CAN is a 501 (c) (4) Organization

- Strictly Non-Partisan
- Voter Education
- Holding Legislators Accountable



Snuff Tobacco Money out of California Politics

Challenge Accepted

Challenge Rejected

Media

FAQs

Tobacco Industry Political Activities

Current Legislators

#NoTobaccoMoney

We asked candidates to refuse contributions from tobacco companies. Find out who **ACCEPTED** the challenge and who **REJECTED** the challenge.




Help the American Cancer Society Cancer Action Network (ACS CAN) fight cancer and the corrosive influence tobacco companies have on California politics. ACS CAN is challenging all candidates for seats in the state legislature and current state legislative office holders to reject tobacco money and publicly renounce the harm the tobacco lobby causes our state.

The tobacco industry is willing to spend huge amounts of money to



Will you reject the deception, pain and suffering that fund campaign contributions from tobacco companies and help us "Snuff Tobacco Money Out of California Politics" by rejecting any campaign contribution from the tobacco industry?



Immediate Impact



2014—Bad e-cigarette bills defeated



SFGATE <http://www.sfgate.com/politics/article/California-Senate-approves-bills-to-crack-smoking-6302319.php>
California Senate approves bills to crack down on tobacco use
 By Melody Gullerues Updated 6:10 pm, Tuesday, June 2, 2015
4/24/2015 10:02 AM



IMAGE 1 OF 3

UC Berkeley student Pietro Montagni from Italy says he doesn't understand why America has been so aggressive in banning smoking, as he smokes on Telegraph Avenue in Berkeley in 2013.

SACRAMENTO — The Democratic-controlled state Senate approved two proposals Tuesday to crack down on tobacco use among young people by increasing the minimum smoking age from 18 to 21 and restricting where electronic cigarettes can be used.

The measures, if passed by the Assembly and signed by the governor, would add to California's landmark antismoking laws. Hawaii passed a similar proposal to raise the minimum smoking age to 21, with that measure currently on the desk of the state's governor. Some local jurisdictions across the country have raised the minimum smoking age to 21.



Big Tobacco doesn't go down without a fight

- E-cigarette bill defeated
- Tobacco to 21 bill pulled

Awash in Big Tobacco cash, California...

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News > California News

Awash in Big Tobacco cash, California legislators side with tobacco industry



2 of 4

Jeff Hess, left, co-owner of Nor Cal Vape, in Redding, Calif., and his employee Joshua Jansen, take a selfie as they celebrate after a bill to regulate E-Cigarettes stalled in an Assembly Committee, at the Capitol Wednesday, July 8, 2015, in Sacramento, Calif. (AP Photo/Rich Pedroncelli)

JESSICA CALEFATI |
PUBLISHED: July 17, 2015 at 8:48 am | UPDATED: August 12, 2016 at 1:28 am

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EDITORIALS JULY 10, 2015 7:50 AM

Assembly mugs tobacco control legislation

BOOKMARK FOR LATER MY BOOKMARKS

HIGHLIGHTS

Assemblymen Adam Gray and Henry Perea led the assault on bill to regulate e-cigarettes

Tobacco companies gave \$186,800 to Assembly Governmental Organization Committee members

In the end, no member could summon the courage to cast a recorded vote on the bill.




LEADIN
TREATME
IN C

VIDEOS





Governmental Organization Committee theatrics was too much for legislative leadership

Bills introduced into special session that bypassed GO

- E-cigarette regulation
- Tobacco to 21
- Closure of most smoke-free workplace loopholes
- Tobacco-free schools
- Stopping the diversion of funds away from tobacco tax funded programs to state's tax authority
- Giving counties ability to tax tobacco products

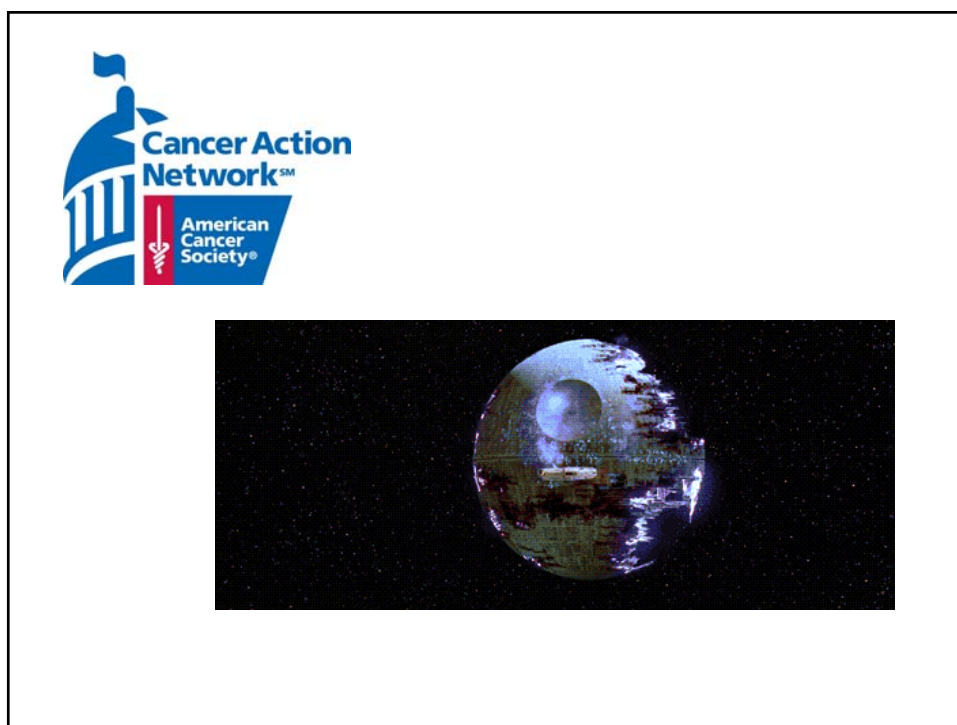


Scorched Earth

"They (tobacco lobbyist) made it perfectly clear that they would seek retribution," Corcoran (California Medical Association, CEO) said. "The quote to me when they talked to me was 'we're going to go scorched earth and we'll burn everything down.'"

"When we hit the street with a referendum paying \$10 per signature, Prop 30 is dead as well as \$2 a pack tax," the email reads. "We will have every signature gatherer on an exclusive. Just letting you know so you can't say you were not warned."—Altria Lobbyist

Source: <http://www.sacbee.com/news/politics-government/capitol-alert/article65589212.html>





Impact of the Snuff Tobacco Money out of California Politics Campaign

"In 2009, Altria and R.J. Reynolds gave \$43,000 to Democrats, 14.7% of the money they put into the campaign accounts of California politicians. Last year, they contributed \$196,100 to Democrats..." Rosenthal, L (2014, August 3) Dems Cash in with Big Tobacco. *The Sacramento Bee*. Retrieved from www.sacbee.com

"American Cancer Society lobbyist Tim Gibbs called the panel a 'backstop the tobacco industry has installed for themselves.' Tobacco companies directly donated \$145,000 to committee members last election cycle, according to a Bee analysis, with Gray receiving the most." White, J (2015, July 8). California e-cigarette bill abandoned after hostile amendment. *The Sacramento Bee*. Retrieved from www.sacbee.com

"Since 2013, tobacco companies contributed \$173,100 to members of the Assembly's 21-member Governmental Organization committee, which recently gutted legislation that sought to limit the marketing and use of electronic cigarettes by defining them as tobacco products." Calefati, J (2015, July 17) Awash in Big Tobacco cash, California legislators side with tobacco industry. *The San Jose Mercury News*. Retrieved from www.mercurynews.com

"The Legislature showed some guts last week in standing up to the tobacco lobby and its political money." Skelton, G. (2016, March 7) Lawmakers show surprising courage against Big Tobacco. *The Los Angeles Times*. Retrieved from www.latimes.com

