

Media advisory
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Evidence points to need for vape tax in Colorado

Recent research and surveys define the scope of the problem

(DENVER, Aug. 21, 2020) -- Many Coloradans might be surprised to know that while Colorado struggles with the one of the highest national rates of vaping among teens with 26 percent saying they vape, the state doesn't tax vaping products in the same way it does tobacco.

Public health research has long shown that tobacco taxes work to reduce smoking rates. Public health research estimates that a [10 percent increase on tobacco products can drop smoking rates by about 4 percent to 5 percent](#). While research on the direct links between vape product taxes and decreased usage is still in its infancy, [early research suggests the same impact applies, particularly for middle school and high schoolers](#).

Teen vaping and vape-related illnesses have become a major health concern over the past few years nationally, and Colorado's teen addiction is at the top of the list. According to a [Healthy Kids Colorado survey released in early August](#), [1 in 4 Colorado teens say they have vaped a tobacco product in the last 30 days](#). The trend is growing substantially within middle schools, and 11 percent of eighth graders in Colorado claim to vape regularly.

New research also suggests that Colorado youth who vape are putting themselves at up to [seven times greater risk for contracting the coronavirus](#) heightening the urgency for action.

This November, voters in Colorado will have a chance to close the vaping tax loophole, as well as raise Colorado's tax rate on cigarettes which is currently one of the lowest in the nation. Revenue generated by the measure would be invested in helping Colorado's K-12 schools mitigate nearly \$500 million in cuts caused by COVID-19 with \$375 million in revenue and to generate \$2 billion over 10 years to provide universal preschool for all Colorado 4-year-olds. Additional money generated would fund cessation programs for smoking and vaping.

The Brighter, Healthier Future for Colorado's Kids coalition is supporting the measure on the November ballot, which a bipartisan group of state lawmakers referred to the ballot in June. To learn more about this initiative visit ForCOKids.com.