

# CALIFORNIA CANCER RESEARCH ACT



## What is the California Cancer Research Act (CCRA)?

The CCRA is a ballot initiative that will be decided by California voters on June 5, 2012. Through a \$1 per-pack tax on cigarettes – *the first time California's tobacco tax has been adjusted in 14 years* – the CCRA will deliver over \$855 million per year to pursue potential cures for cancers, heart disease, and other tobacco-related illnesses, drive down smoking rates, and assist law enforcement.

## Why do we need the CCRA?

**To Protect Our Kids** by keeping California's anti-smoking programs strong. Experts project that the CCRA will lead to a 13.7% decrease in youth smoking and prevent more than 228,000 Californian kids from becoming addicted.

**To Save Lives** by helping medical researchers find cures for cancers and other tobacco-related diseases, and by reducing smoking. Independent studies project that the additional \$1 cost of smoking alone will save over 104,000 Californians from an early smoking-attributed death.

**To Save Tax Dollars.** Every Californian taxpayer pays \$618 per household in taxes for smoking-caused healthcare costs. Experts project that the CCRA will save \$5.1 billion in long-term health costs from resulting declines in smoking.

## How will CCRA money be spent?

- 60% on **Research into cancers and tobacco-related diseases** (approximately \$468 million annually) to support research into prevention, detection, treatment, and cures.
- 15% on **facilities and equipment** (approximately \$117 million annually) to support research.
- 20% on **tobacco education and cessation** (approximately \$156 million annually) to help smokers quit and protect our kids from smoking.
- 3% on helping police **stop tobacco smuggling & enforce** tobacco laws (approximately \$23 million annually), which includes preventing illegal sales of tobacco to minors.
- **Protect existing tobacco tax revenue streams** (approximately \$75 million annually) to ensure that programs funded by existing tobacco taxes are not negatively impacted by the projected decline in tobacco-use resulting from the CCRA.
- No more than 2% on administration, including the costs of collecting and distributing CCRA revenue.

## Who are the CCRA decision makers?

CCRA puts decisions in the hands of medical doctors, researchers, and health advocates. A nine-member Citizens' Oversight Committee will award all funds, and are subject to tough accountability measures including annual audits and criminal penalties for misuse of funds:

- Three **University of California Chancellors** whose campuses have medical research expertise.
- Three **Directors from California's National Cancer Institute** Cancer Centers.
- One **practicing California physician** with expertise in cardiovascular diseases.
- Two representatives from **Health & Patient Advocacy Organizations**.

Help pass this life-saving ballot initiative at  
[www.CaliforniansForACure.org](http://www.CaliforniansForACure.org)