



Support a Tobacco & Vape Tax for Healthy, Bright Kids

In November, Colorado voters have the chance to improve our children's health, provide desperately needed funding for public schools and ensure universal, free preschool for all Colorado kids. By increasing taxes on big tobacco and closing the tax loophole for vape products, we can create a brighter, healthier future for Colorado's kids.

WHAT'S THE PROBLEM?

Our teen vaping rate is the highest in the country, yet Colorado does not tax vaping products. Even our tax on cigarettes is among the lowest in the country. At the same time, our public education system is facing drastic budget cuts due to the global pandemic. And thousands of Colorado families are struggling to pay for food, rent and health care, putting essential preschool education for their children well beyond their reach.



WHAT'S THE SOLUTION?

We know that raising taxes on tobacco and vape products help people—particularly our teens—quit using and discourage them from ever starting. We have the chance to protect our teens, help our public schools and provide universal, free preschool for all Colorado 4 year olds. By increasing taxes on tobacco products and closing the tax loophole on vape products, we can **boost our public health** and **support each child's education**.

HOW IT WORKS:

- Cigarette taxes slowly increase from **84¢** in 2020 to **\$2.64** in 2027
- **Close the vaping tax loophole**, slowly increasing taxes in line with other tobacco products (62%) by 2027
- \$375 million for **schools** by 2023
- \$2 billion for **universal pre-k** over ten years
- \$35 million for **affordable housing** and **eviction assistance** by 2023
- \$110 million in new money for **tobacco-vape cessation** and **public health programs**

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Why should education advocates support this measure?

This initiative prioritizes public education by creating new streams of revenue to help mitigate the worst impacts of the global pandemic on Colorado's budget and creates a pathway to universal preschool.



While this measure is not a “silver bullet” solution to staving off cuts from COVID-19, it is our **best opportunity to provide new resources** for public schools while we recover from the pandemic.

\$375 million for public schools over the next 2.5 years

- Colorado's already woefully underfunded public schools are at risk of an additional \$500 million budget cut due to the pandemic. This measure would mitigate that cut and provide timely relief to public schools facing immediate budget challenges from the pandemic.
- Revenue generated will help to close the projected \$4.3 billion state budget shortfall over the next two years, taking pressure off other areas of the budget and reducing the need to balance the budget with further dramatic cuts to public education.

\$90 million for rural schools over the next 2.5 years

- The measure gives special consideration to our state's rural school districts, which are typically the hardest hit by state budget cuts due to their smaller local property tax base and therefore larger need for state dollars to backfill.
- Specifically, the measure focuses assistance to those districts with fewer than 6,500 students as well as those with fewer than 1,000 students. Funding would be distributed on a per pupil basis.

\$242 million per year to support universal preschool

- While research shows high-quality preschool improves educational, economic, and health outcomes throughout a child's life, including higher wages, higher graduation rates and less contact with the criminal justice system, Colorado's early childhood education system is one of the lowest funded in the country.
- This funding will initially start in 2023 and will grow as the taxes on tobacco and vaping products phase in. When the taxes are fully phased in by 2027, it will provide an estimated \$242 million per year for preschool education in Colorado.
- The revenue collected from this tax will fund ten hours per week of universal, free, preschool for all children in Colorado in their year prior to kindergarten. Remaining funding will be prioritized to support working families by providing additional preschool programming for children from families experiencing poverty and children at risk of entering kindergarten without being school ready.

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