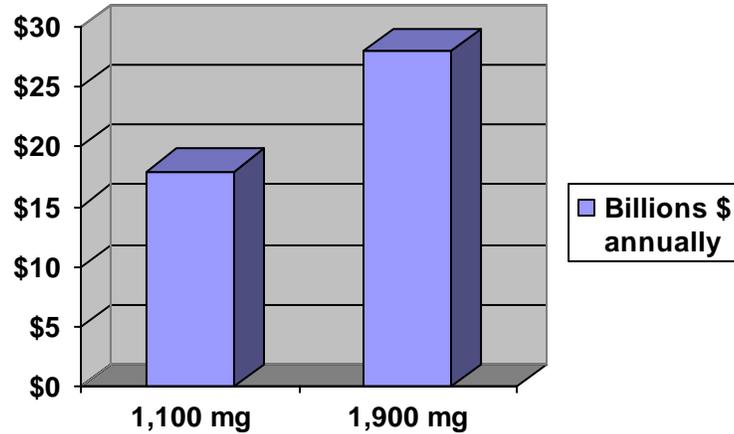




High-Leverage Health Promotion

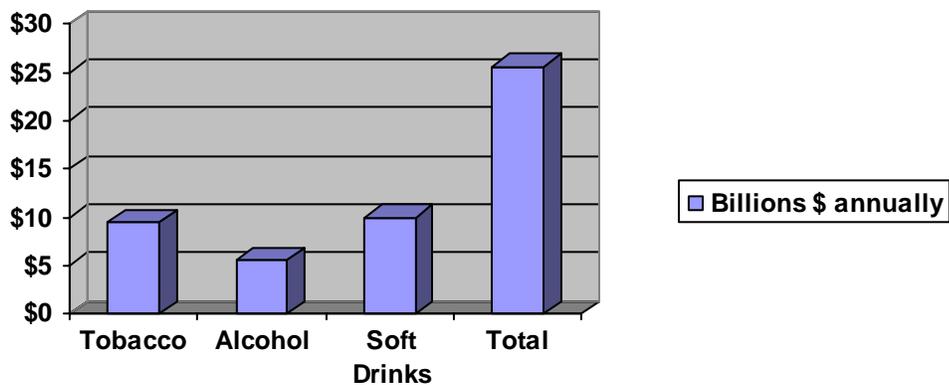
Sodium Reductions Would Cut Medical Costs (Billions \$)



Sodium reduction below average intake of 3,400 mg per day.

(Based on RAND Corp. study.)

Taxes on Disease-promoting Products Would Generate Revenues to Support Health Programs (Billions \$)



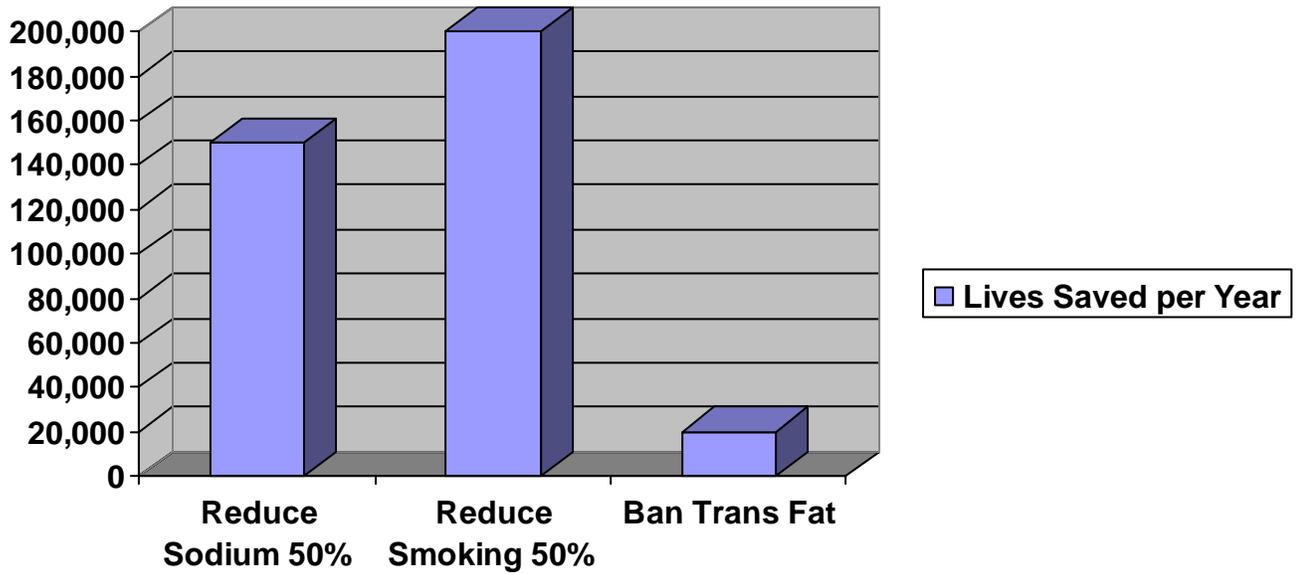
tobacco: 61 cents per pack: \$9.44 billion

alcohol: CBO: raising liquor tax to \$16 per proof gallon and equalizing the tax rates on beer and wine: raise \$28 billion over 5 years (\$5.6 billion/year)

soft drinks: 7 cents per 12 ounces: \$10 billion



Regulatory Actions Would Save Lives

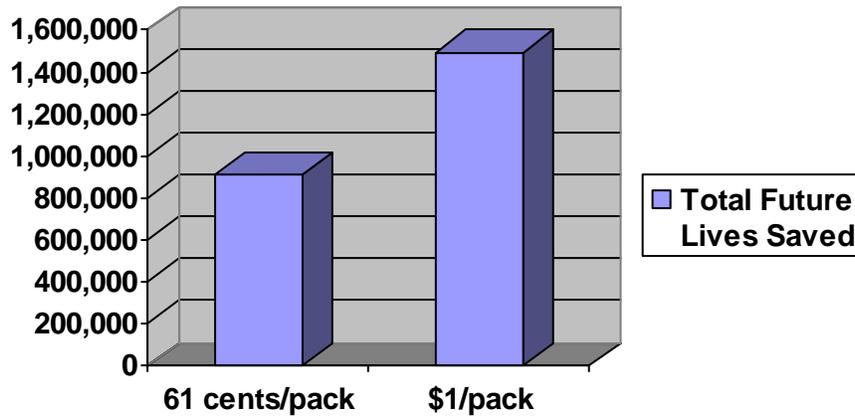


Sodium: Based on Havas, Lenfant, Roccella (AJPH, 2004)

Smoking: Assumes 400,000 deaths/year from tobacco

Trans fat: Assumes that 3/5 of trans has been eliminated; Willett estimated about 50,000 deaths per year

Tobacco Tax Increase Would Save Lives



Source: Campaign for Tobacco-Free Kids (2007 data)