



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 one of 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:

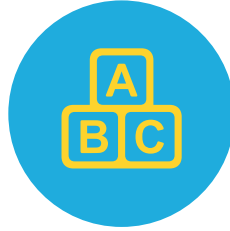
- Cigarette taxes slowly increase from **84¢** in 2020 to **\$2.64** in 2027
- **Close the vaping tax loophole**, slowly increasing taxes in line with other tobacco products (62%) by 2027
- \$375 million for **schools** by 2023
- \$2 billion for **universal pre-k** over ten years
- \$35 million for **affordable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

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Why create a pathway to universal preschool?

Quite simply, preschool works. It is a proven strategy to set kids on the path to academic and lifelong success and an essential support for working parents. Unfortunately, Colorado provides some of the lowest funding in the country for early childhood education. The Colorado



Preschool Program only has funding to serve 40% of eligible students. This new tax revenue would fund a first-in-the-nation approach to preschool that is universal and builds on our current mixed-delivery system.

\$2 billion over 10 years to support universal preschool

- Kids who have access to preschool are 26 percent less likely to have a significant reading deficiency in kindergarten, half as likely to be retained in kindergarten through 3rd grade as their fellow at-risk peers, meet or exceed expectations on state tests and are 10 percent more likely to graduate on time than their fellow at risk peers.
- For every \$1 invested in quality preschool, between \$8 and \$16 is avoided in societal cost and between \$2 and \$3 is returned in increased per capita earnings and jobs for state residents.
- 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.
- 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.
- 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.
- This new funding will also help to stabilize community-based preschools, which are often women-owned small businesses, that operate on very narrow margins, but are an essential source of employment and economic security for women. Minus this new funding, the current wave of preschool closures brought on by the pandemic will likely accelerate.

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