Headline: Declaration of Independence: Free from Nicotine Addiction

Body Copy:

Dear Commissioners,

You accepted this assignment with the best of intentions.

Undoubtedly you respect the position and what it stands for, and you are working hard to leave a positive mark on our state.

**Prop 94 won’t do that.**

Supporting this proposition could tarnish the legacy of the Constitution Revision Commission, and the revered and honorable position you occupy.

By removing the budget guidance, you’re opening the door for annual raid on these funds. Here’s why:

* The tobacco lobby will immediately work to reallocate the countermarketing media dollars to something else – anything else.
* The cessation and prevention campaigns will go dark, and within a year you’ll see a negative impact: Fewer smokers will quit. More youth will start smoking.
* Those youth who start smoking? Only one out of three will ever quit. Out of the two remaining, one will die prematurely from a smoking-related disease.

This isn’t a wild prediction. How do we know this? It already happened in Florida in the early 2000s, which is why voters overwhelmingly approved the Comprehensive Statewide Tobacco Education And Prevention Program in 2006 to begin with.

Defunding has also happened in dozens of states where money was granted following the Master Settlement Agreement against tobacco companies in 1998.

In fact, there is NOT ONE instance in which defunding a campaign has led to better results.

By voting for Prop 94, you’re putting control of this money back into tobacco companies’ hands – and we all know how powerful they are.

We’re sure you don’t want this as your legacy. **Vote NO on Prop 94.**