

Tobacco State

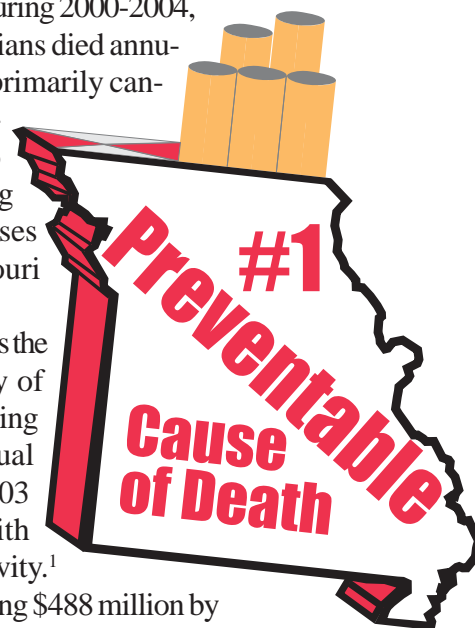
*Missouri's
bottom line
for tobacco use*

A special publication from the Missouri Department of Health and Senior Services, Bureau of Health Promotion, Tobacco Prevention and Cessation Program, 1-866-726-9926.

Tobacco costs Missouri lives and dollars

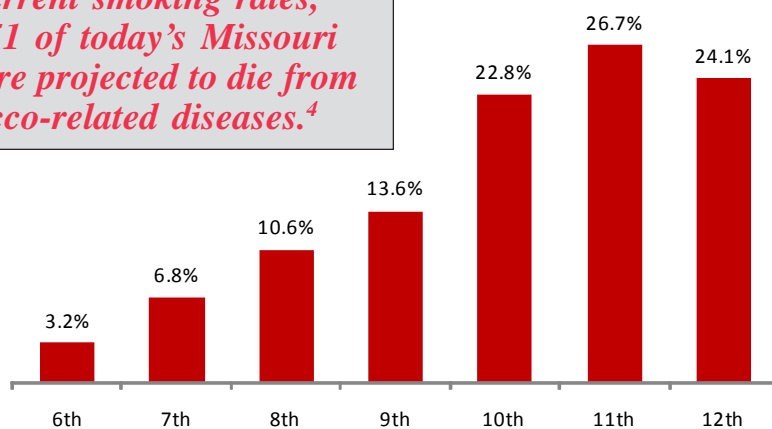
The raw figures are staggering. During 2000-2004, almost ten thousand (9,607) Missourians died annually from tobacco-related diseases, primarily cancer, cardiovascular and respiratory diseases.¹ This includes 29 infants who died due to maternal smoking during pregnancy.¹ Secondhand smoke causes an average of 1,150 deaths in Missouri annually.²

Although human life and suffering is the worst effect of smoking, the reality of tobacco's toll goes much further. During 2000-2004, Missouri's average annual toll from tobacco use included 132,103 years of potential life lost,¹ along with another \$2.42 billion in lost productivity.¹ Missouri spends \$2.13 billion² including \$488 million by state Medicaid¹ (2004 dollars), annually to treat smoking-related illnesses, and \$10.1 million (1997) for care of newborns due to smoking during pregnancy.³



Missouri youth are in danger of dying from tobacco use

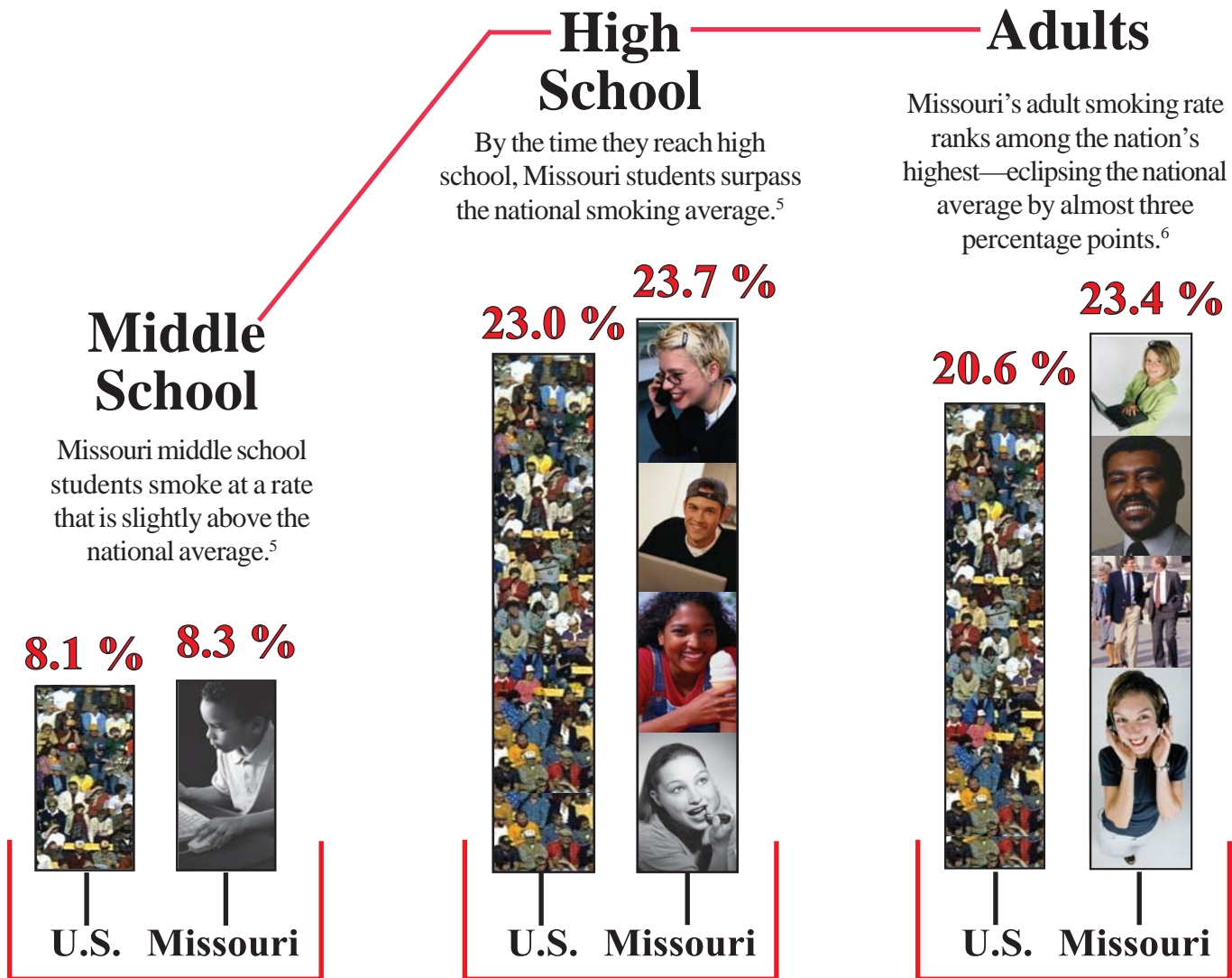
At current smoking rates, 147,751 of today's Missouri youth are projected to die from tobacco-related diseases.⁴



2007 Missouri Youth Smoking Rates, Grades 6-12

The percentage of Missouri public school students who reported smoking cigarettes on one, or more, of the 30 days prior to the survey.⁵

Smoking by Missouri Youth is . . . **A Dangerous Trend**



Show-Me Smoking by the Numbers

Estimated numbers of Missourians who smoke based on current smoking values:

Adults 1,004,755
 High School 68,656
 Middle School 19,294

Two out of three (61.6%) Missouri adult smokers said they wanted to quit in the next six months. Still, only 14.3% reported trying nicotine replacement therapy or medication and even fewer (2.8%) used counseling the last time they tried to quit.⁷

Percent of Missouri smokers trying to quit in the past year:^{7,5,5}

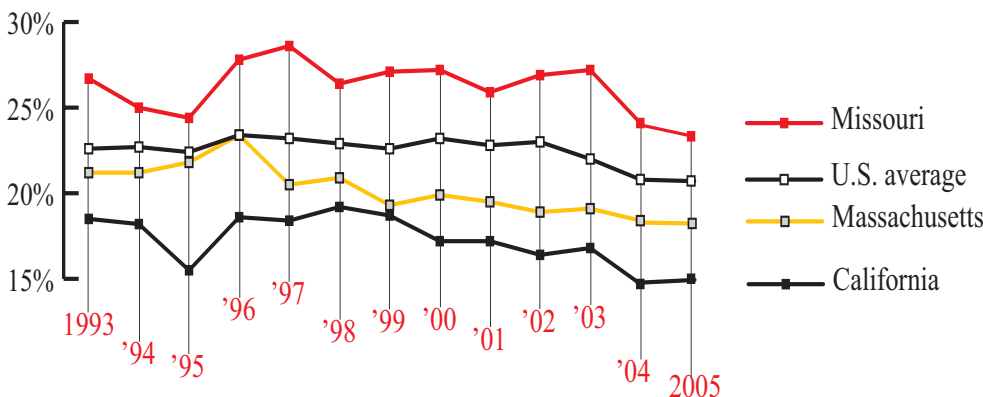
Adults 49.5%
 High School 60.3%
 Middle School 70.3%

The U.S. Centers for Disease Control and Prevention (CDC) recommends that Missouri spend between \$43.02 & \$120.07 million (in 2005 dollars) annually to implement a comprehensive tobacco prevention and cessation program that include these components:⁸

- **Community** programs that support local efforts to prevent youth from starting to smoke and increasing smokefree public places. *(DHSS supports community programs in 22 counties and four municipalities with funding from CDC.)*
- **School** programs to educate youth about the health hazards of tobacco use and exposure to secondhand smoke. *(Federal and private funds implement youth advocacy programs in approximately 115 Missouri schools.)*
- **Statewide** programs to provide training and technical support for organizations implementing programs to reduce tobacco use by youth and increase quitting. *(In Missouri, federal maternal and child health funds support health care provider training.)*
- **Counter marketing** program to educate about health risks of tobacco use and to encourage those who smoke to quit. *(In 2005, \$82,000 in federal funds were used for media campaigns to educate about secondhand smoke.)*
- **Chronic disease** programs for early detection and prevention of chronic diseases related to tobacco use.
- **Cessation** programs that include physician screening and counseling, telephone cessation counseling, and increasing access to nicotine replacement therapies and medications through reduced costs. *(Missouri launched limited telephone counseling services on June 1, 2005, with CDC funding.)*
- **Enforcement** programs to enforce Missouri laws prohibiting the selling of tobacco products to under-age youth. *(In Missouri, the Department of Mental Health and the Department of Public Safety receive approximately \$480,000 from tobacco settlement funds for retailer education and enforcement activities.)*
- **Surveillance and evaluation** systems established to track program implementation and effectiveness (10% of total program funding). *(In 2002, state funds from the tobacco settlement were used to collect information on tobacco use, beliefs and knowledge among 15,000 Missouri adults.)*
- **Administration & Management** to ensure accountability of program expenditures (5% of total program funding). *(DHSS has six professional staff supported by CDC funds who work with community coalitions statewide.)*

Trend in Adult Smoking Prevalence (1993-2005)

Smoking among adults has declined significantly in states where comprehensive tobacco prevention programs were put in place during the early 1990's, while Missouri rates remained relatively constant and above the national average.⁶



✓ For every \$1.00 spent on prevention programs (1990-1998), California saved \$3.62 in direct medical costs.¹³

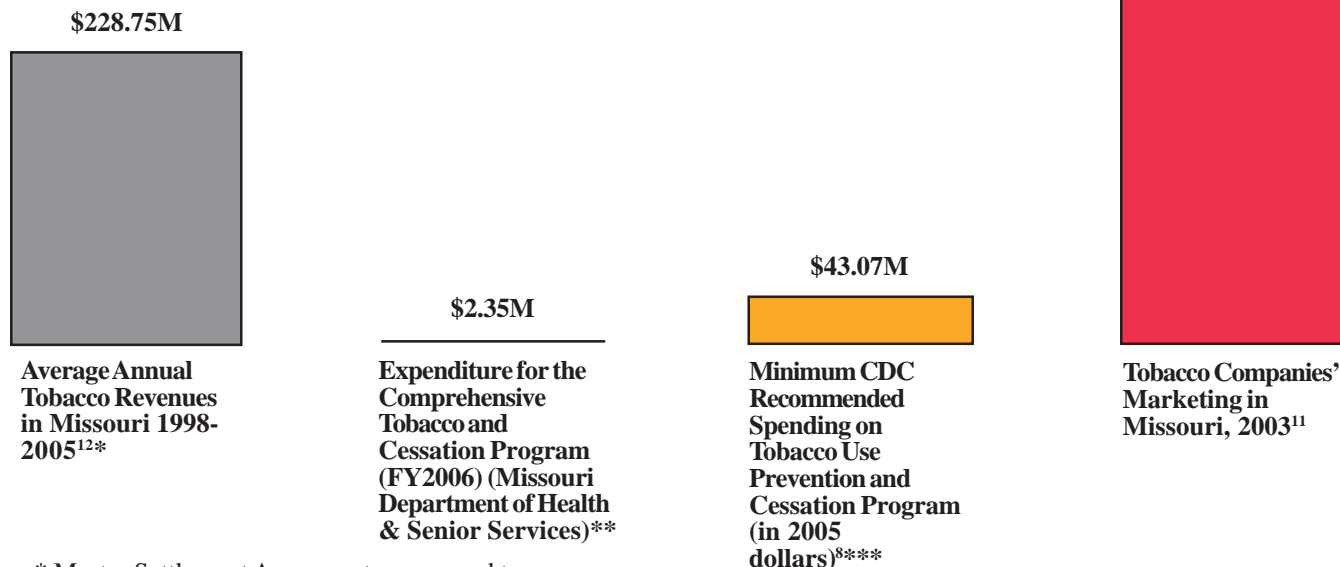
✓ Oregon saved more than \$1 million in 2001 caring for low birth weight babies because of a 28 percent decline in smoking during pregnancy.¹⁰

✓ In Massachusetts, the rate of smoking during pregnancy fell from 25 percent in 1990 to 13 percent in 1996.⁹

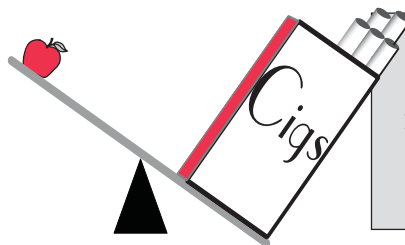
✓ Oregon reduced their number of smokers by 75,000 adults and 25,000 youths between 1996 and 2003.¹⁰

Annual Tobacco-related Revenues, Actual and CDC Recommended Expenditure and, The Tobacco Companies' Marketing in Missouri (in Million Dollars)

\$460.90M



* Master Settlement Agreement money and tax revenues
 ** \$1.8 million from federal government (FY2006)
 *** CDC recommends that Missouri spend between \$43.07 million and \$120.07 million annually on a Tobacco Prevention and Cessation Program (in 2005 dollars)



Nationally, tobacco companies spend \$28 to market products for every \$1 states spend on tobacco prevention.

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⁴CDC. (2004). Sustaining State Programs for Tobacco Control: Data Highlights.

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⁹CDC. (2003). Preventing Chronic Disease: Investing Wisely in Health. <http://www.cdc.gov/nccdphp/publications/factsheets/Prevention/pdf/tobacco.pdf>

¹⁰Oregon Department of Health and Human Services. (2003). Making Oregon Healthier: Saving Lives and Saving Dollars. <http://www.oregon.gov/DHS/ph/tobacco/arpt2001.pdf>

¹¹Campaign for Tobacco-Free Kids. (2005). State Specific Tobacco Company Marketing Expenditures 1998-2003. www.tobaccofreekids.org

¹²Campaign for Tobacco-Free Kids. (2005). Actual payments received by the States from Tobacco Settlements. www.tobaccofreekids.org and Missouri Department of Revenue (2005).

¹³Tobacco Control Section, California Department of Health Services, California Tobacco Control Update, August 2000. <http://www.dhs.ca.gov/tobacco> or <http://www.dhs.ca.gov/tobacco/documents/CTCUpdate.pdf>

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