

Increase Funding for Missouri's Tobacco Prevention & Cessation Program to Save Lives



The American Cancer Society Cancer Action Network (ACS CAN), the nonprofit, non-partisan advocacy affiliate of the American Cancer Society, advocates for public policies that reduce death and suffering from cancer including policies targeted at improving the health of our state by reducing tobacco use. As you debate the FY 23 budget, we ask you to support the Governor's recommendation and increase funding for Missouri's Tobacco Prevention and Cessation Program by \$2.5 million annually.

Health Impact of Tobacco Use in Missouri

Tobacco is an addictive and deadly product. Smoking harms nearly every organ in the bodyⁱ and remains the number one cause of preventable death. In Missouri:

- An estimated 11,000 deaths are caused by smoking each year.ⁱⁱ
- 17.8% of adults smoke cigarettes.ⁱⁱⁱ
- 24.8% of high school students use tobacco products including 6.5% who smoke cigarettes, 20.7% who use e-cigarettes, 5.5% who use smokeless tobacco, and 5.4% who smoke cigars.^{iv}
- 22% of cancer cases and 31.3% of cancer deaths are attributable to smoking.^v

Protect Kids

If nothing is done to reduce smoking rates, 128,000 Missouri kids currently under 18 will ultimately die prematurely from smoking. Missouri can and must do better.

Due to sharp increases in youth tobacco use in recent years, largely due to skyrocketing rates of e-cigarette use, the decades of progress that has been made in reducing tobacco use rates in youth is now in jeopardy. Investing in tobacco control programs is needed to reverse these trends. With the introduction of e-cigarettes and other new tobacco products unfortunately many young people who use tobacco do not identify the type they use as a tobacco product or do not identify the tobacco product as harmful.^{vi} The good news is we know what works to prevent kids from starting to use tobacco and help people already addicted to quit. As Big Tobacco has been working hard to addict future generations with e-cigarettes and other tobacco products, the need for funding for tobacco prevention programs has never been greater.

Investments in Tobacco Control are Vital to the Health of Missouri

Smoking is estimated to cost Missouri \$3.03 billion in direct health care costs, including \$644.3 million in Medicaid costs annually.^{vii} It is vital that fact-based programs are in place to reduce tobacco use and reduce taxpayer-funded healthcare costs. Research shows that the more states spend on comprehensive tobacco control programs, the greater the reductions in smoking. The longer states invest in such programs, the greater and quicker the impact.

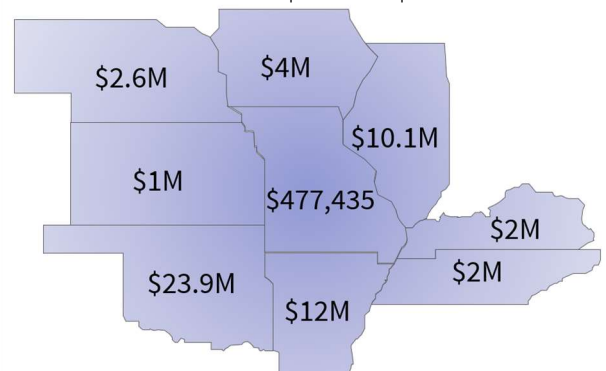
Tackling Tobacco Use by Funding Tobacco Prevention and Cessation Programs

A well-funded fact-based tobacco control program is needed to counteract the \$331.2 million per year that tobacco companies are spending to market cigarettes and smokeless tobacco alone in Missouri not including their other deadly and addictive products.^{viii} Increased funding is needed to negate the influence Big Tobacco's marketing has on youth.

Due to historical and ongoing patterns of tobacco industry marketing to targeted populations, tobacco use and tobacco-related disease tend to disproportionately impact some groups more than others. These differences are in large part due to the tobacco industry's targeted marketing through advertising, price discounting and other strategies.^{ix} Well-funded, inclusive, fact-based tobacco control programs can counter the tobacco industry's targeting while providing resources to support those

Missouri is Falling Behind

Missouri invested far less than all neighboring states in programs to prevent kids from starting to use tobacco and help adults quit in FY 22.^x



trying to quit and other health programs that directly benefit populations with higher tobacco use and deaths due to tobacco.

Increasing funding to the Missouri Tobacco Prevention and Cessation Program would allow the program to create cleaner, safer, healthier communities by:

- Growing the statewide program to prevent kids from starting to use any form of tobacco, including e-cigarettes. It's imperative that programs are funded to protect the next generation from a lifetime of addiction.
- Expanding access to tobacco cessation services for Missouri residents who need it. More than two-thirds (68%) of people who currently smoke indicate they would still like to quit.^{xi} Expanding funding for cessation services would allow those who need it most access to tobacco cessation services.

Everyone Benefits from Fact-Based Tobacco Control Programs

Increasing funding for Missouri's Tobacco Prevention and Cessation Program by \$2.5 million annually is crucial to prevent kids from starting to use tobacco and help people already addicted to tobacco quit. According to projections from the Campaign for Tobacco-Free Kids, this increase would:^{xii}

- Prevent 1,000 kids from growing up to be adults who smoke.
- 300 fewer kids growing up to die prematurely from smoking.
- Save the state \$21 million in future healthcare expenditures.

ACS CAN urges the Missouri Legislature to support the Governor's recommendation and increase funding for this vital program by \$2.5 million annually to reduce tobacco use, protect health, and save lives.

ⁱ Centers for Disease Control and Prevention (CDC). Health Effects of Cigarette Smoking. Updated April 28, 2020.

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/

ⁱⁱ Campaign for Tobacco-Free Kids. The Toll of Tobacco in Missouri. Updated December 10, 2021. https://www.tobaccofreekids.org/facts_issues/toll_us/missouri

ⁱⁱⁱ Centers for Disease Control and Prevention. 2020 Behavioral Risk Factor Surveillance System (BRFSS) available online:

<https://www.cdc.gov/brfss/brfssprevalence/index.html>

^{iv} Centers for Disease Control and Prevention. 2019 Youth Risk Behavior Survey available online: <https://www.cdc.gov/healthyyouth/data/yrbs/results.htm>

^v American Cancer Society Cancer Action Network. State-Specific Smoking-Related Cancer Cases and Deaths, 2017. Updated 12.3.20. Available online:

[https://www.fightcancer.org/sites/default/files/State-Specific%20Smoking-](https://www.fightcancer.org/sites/default/files/State-Specific%20Smoking-Attributable%20Cancer%20Cases%20and%20Deaths%20Factsheet%20FINAL%202012.11.20.pdf)

[Attributable%20Cancer%20Cases%20and%20Deaths%20Factsheet%20FINAL%202012.11.20.pdf](https://www.fightcancer.org/sites/default/files/State-Specific%20Smoking-Attributable%20Cancer%20Cases%20and%20Deaths%20Factsheet%20FINAL%202012.11.20.pdf)

^{vi} Agaku I, Odani S, Vardavas C, Neff L. Self-Identified Tobacco Use and Harm Perceptions Among US Youth. *Pediatrics*. 2018 Apr, 141 (4).

^{vii} Campaign for Tobacco-Free Kids. The Toll of Tobacco in Missouri. Updated December 10, 2021. https://www.tobaccofreekids.org/facts_issues/toll_us/missouri

^{viii} Campaign for Tobacco-Free Kids. The Toll of Tobacco in Missouri. Updated December 10, 2021. https://www.tobaccofreekids.org/facts_issues/toll_us/missouri

^{ix} The Truth Initiative, Campaign for Tobacco-Free Kids, American Heart Association and American Stroke Association, American Cancer Society Cancer Action Network, American Lung Association, Americans for Nonsmokers' Rights, and Robert Wood Johnson Foundation. A report entitled *Broken Promises to Our Children: A State-By-State Look at the 1998 State Tobacco Settlement 21 Years Later*. December, 2019. Available on-line at: <https://www.tobaccofreekids.org/what-we-do/us/statereport>.

^x The Truth Initiative, Campaign for Tobacco-Free Kids, American Heart Association and American Stroke Association, American Cancer Society Cancer Action Network, American Lung Association, Americans for Nonsmokers' Rights, and Robert Wood Johnson Foundation. A report entitled *Broken Promises to Our Children: A State-By-State Look at the 1998 State Tobacco Settlement 23 Years Later*. January 2022. Available on-line at: <https://www.tobaccofreekids.org/what-we-do/us/statereport>.

^{xi} U.S. Centers for Disease Control and Prevention. Quitting smoking among adults – United States 2000-2015. *Morbidity and Mortality Weekly Report*, January 6, 2017: 65(52); 1457–1464.

^{xii} Campaign for Tobacco-Free Kids. Impact on Youth Smoking, Deaths & Related Health Costs from Changes to Missouri Tobacco Prevention Funding. February 18, 2022.