



*Creating a healthier Missouri by
eliminating the burden of tobacco*

Promoting a Smokefree Missouri

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MO Smokefree Map: 2004



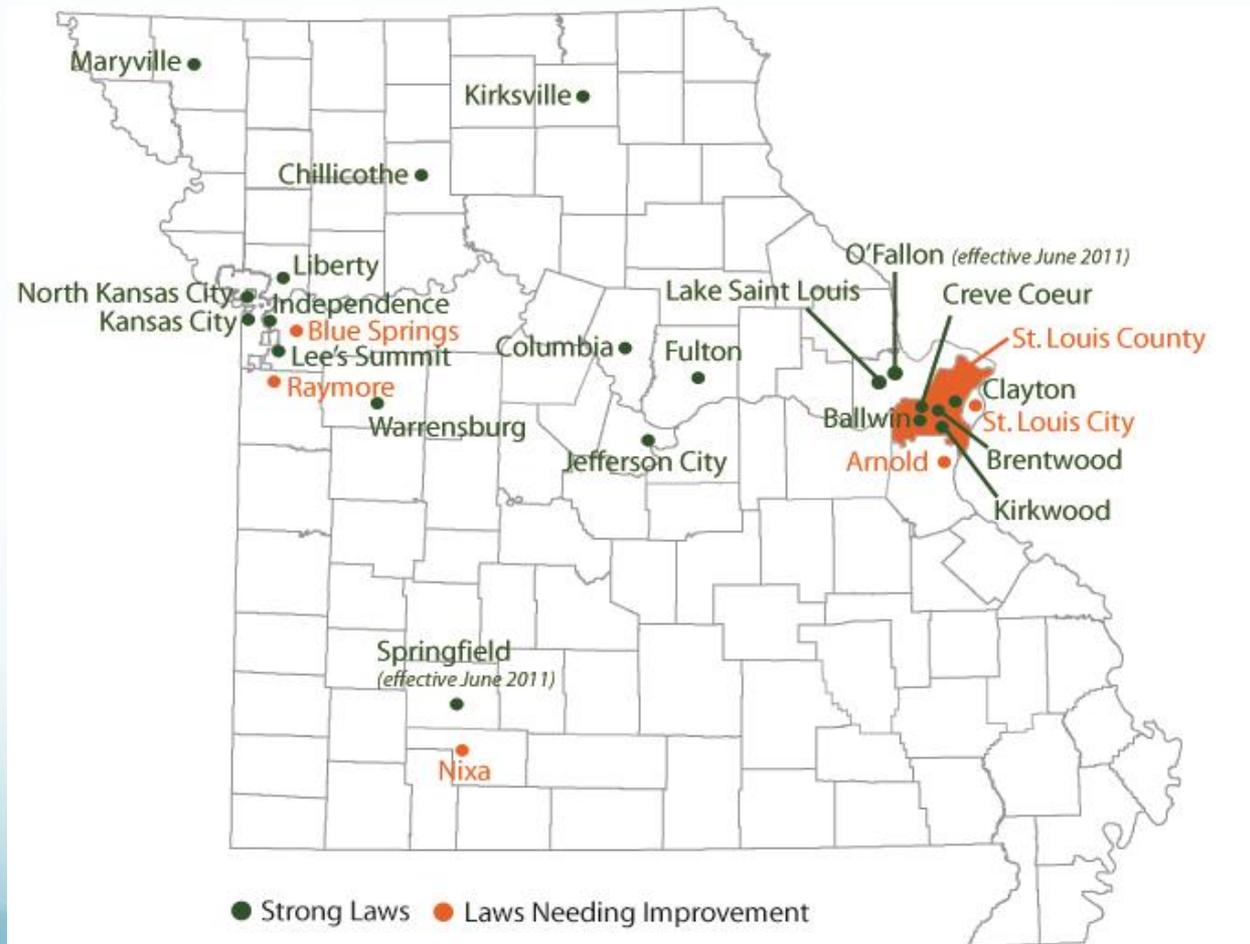
MO Smokefree Map: 2006



MO Smokefree Map: 2008



MO Smokefree Map: 2010



MO Smokefree Laws: TODAY

- **29** strong smokefree laws statewide!
- 25% of the state's population covered

Industry Tactics

- **\$328.6 million** spent by the industry in MISSOURI each year
- Legislative Tactics
 - Preemption
 - Campaign Contributions
 - History of Lobbying
- Affordable product, high market share

State of Tobacco Control

- **Legislative Challenges & Accomplishments**
 - Funding for the Quitline
 - Preemption
 - E-Cigarettes
- **“F” Report Card**
 - MO ranks last in terms of tobacco tax, funding for prevention and cessation and smokefree laws



Missouri By the Numbers

Tobacco Usage Rates

- **Adult Smoking Rate: 22.1%**
- **High School Smoking Rate: 14.9%**
- **Middle School Smoking Rate: 4.0%**
- **Youth that try smoking, each year: 24,000**
- **Annual Deaths attributable to Tobacco Related Disease: 11,000**

Missouri By the Numbers

Economic Costs Due to Smoking Annually:

- **\$3.03 billion** health care costs due to smoking
- **\$3.04 billion** in smoking caused loss of productivity
- **\$644 million** in state Medicaid expenditures
- **\$960** paid by every household in Missouri in state and federal tax burden from smoking-caused government expenditures.

Missouri By the Numbers

- 29** # of Comprehensive smokefree policies in Missouri
- 25%** Missourians residing in areas with strong smokefree policies protecting from secondhand smoke in employees and patrons in workplaces, restaurants and bars
- 24** # of Missouri college campuses with smokefree/tobacco free policies
- 49.3%** Percentage of the US population covered by smokefree policies in workplaces, restaurants and bars.
- 500+** # of state-regulated smokefree gaming facilities in the U.S.

Support for Smokefree Grows!

74.6% of Missourians would support a local law that makes all indoor workplaces smokefree in restaurants bars and casinos!

Source: 2013 Behavioral Risk Factor Surveillance System, Missouri Dept of Health & Senior Services



MISSOURI'S SMOKEFREE CITIES

- **Ballwin**
- **Branson**
- **Brentwood**
- **Chillicothe**
- **Clinton**
- **Clayton**
- **Columbia**
- **Creve Coeur**
- **Excelsior Springs**
- **Fulton**
- **Hannibal**
- **Independence**
- **Jefferson City**

- **Kansas City**
- **Kennett**
- **Kirksville**
- **Kirkwood**
- **Lake St. Louis**
- **Lee's Summit**
- **Liberty**
- **North Kansas City**
- **Maryville**
- **O'Fallon**
- **Rolla**
- **Sedalia**
- **Springfield**
- **St. Joseph**
- **Warrensburg**
- **Washington**

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