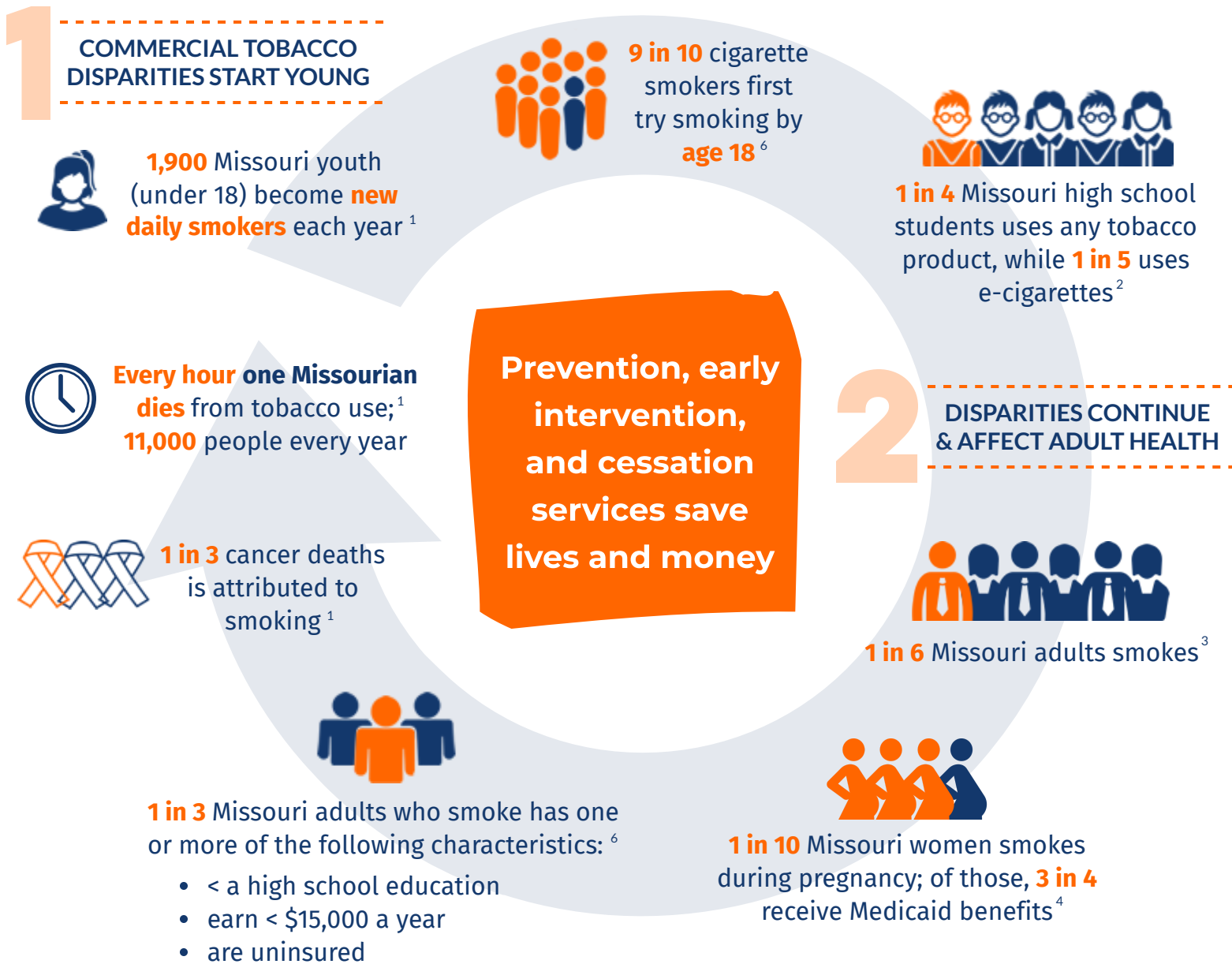


The Health and Economic Toll of Commercial Tobacco in Missouri

Tobacco products cost much more than what they sell for at the store - healthcare expenses, illness, lost productivity, and death. Tobacco use remains the leading cause of preventable disease and premature death in Missouri. It affects every Missouri household financially and costs the state billions of dollars every year.

Tobacco use is addictive and deadly, and takes a significant toll on Missourians.



3

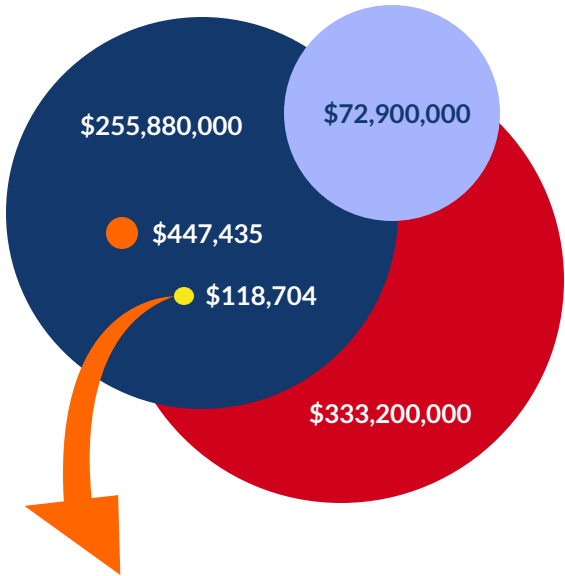
TOBACCO USE IMPACTS HEALTH & THE ECONOMY



Missouri spends over **\$3 billion** every year on healthcare costs for tobacco-related illness and another **\$3 billion** in lost productivity due to smoking¹



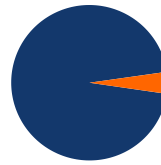
Government expenditures due to smoking create a **\$1,144 tax burden** for every Missouri household annually¹



Tobacco revenue remains high, but Missouri spending for tobacco prevention and cessation services is nearly the lowest in the nation (49th of 50)

- Tobacco Company Marketing in Missouri (estimated annual expenditures)
- Total State Tobacco Revenue (tobacco settlement and 17 cent sales tax)
- Total State Spending on Tobacco Control Interventions (allocated to the Departments of Mental Health and Health & Senior Services)
- Total State Allocation to Tobacco Prevention and Cessation Program
- Centers for Disease Control and Prevention (CDC) Recommended Funding

CDC recommends states spend **\$10.53** per person annually on state tobacco prevention and control



Missouri spends **50¢ per person** !

Investing in state comprehensive tobacco control programs saves lives and money

The **more** states spend on these programs, the **greater the reduction in smoking**, and the **longer** states invest, the **greater and faster the impact**.^{6,7} This translates to:

- **Hundreds** of Missouri youth prevented from growing up to be adults who smoke
- **Thousands** of premature tobacco-related deaths prevented
- **Millions** of dollars in healthcare and productivity costs saved

References

1. Campaign for Tobacco Free Kids, <https://www.tobaccofreekids.org/problem/toll-us/missouri>.
2. 2019 Missouri Youth Risk Behavior Survey
3. 2020 Missouri Behavioral Health Risk Factor Surveillance System
4. 2020 Missouri Pregnancy Risk Assessment Monitoring System (PRAMS)
5. 2022 Smoking Rates by State. <https://worldpopulationreview.com/state-rankings/smoking-rates-by-state>
6. U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012 [accessed 2022, April 11].
7. Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs—2014*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.