

**Missouri
Comprehensive Tobacco Control**

**2016–2021
Sustainability Plan**



Coordinated by:

**Missouri Department of Health and Senior Services
Division of Community and Public Health
Section of Community Health Services and Initiatives
Bureau of Community Health and Wellness
Comprehensive Tobacco Control Program**

Missouri Comprehensive Tobacco Control Sustainability Plan

Goals:

1. To ensure funding is sustained and increased for comprehensive tobacco control in the state.
2. To maintain a state-based tobacco control program with all best-practices components.
3. To increase the capacity of the state to provide comprehensive tobacco control: to assure interventions and programs and their benefits are maintained and grown over time.

To accomplish the goals:

1. The collaborative partnership that developed the strategic plan, the evaluation plan, and the health communications plan, led by the Comprehensive Tobacco Control Program (CTCP) in the Missouri Department of Health and Senior Services (DHSS) and Tobacco Free Missouri will coordinate action planning.
2. The partnership will identify which organization will be the lead for each strategy and action.
 - a. The lead partner will develop an action plan which will be updated on an annual basis.
 - b. The lead partner will track and report progress in accomplishing the actions twice a year.
3. The partnership will identify which strategy and action each organization can implement or contribute to implementation.
4. To ensure accountability in achieving the strategies and actions outlined in the plans, each partner organization will provide a letter of commitment to leadership and/or participation in the strategies and activities.
5. The DHSS will coordinate a surveillance and evaluation process to track all progress in meeting strategies and objectives.
6. Communication among partners will be facilitated through:
 - a. Regular meetings/webinars–twice a year.
 - b. Conference calls–on quarters when meetings will not be held.
7. Meetings, webinars, and conference calls will:
 - a. Discuss program coordination successes, barriers, needs, etc.
 - b. Share progress in implementation and evaluation.
 - c. Discuss and resolve problems that may be encountered in implementation, evaluation, or communication.

Priorities

1. *Environmental Support:* Provide compelling evidence to policymakers to support requests to use tobacco tax and Tobacco Master Settlement Agreement (MSA) dollars to fund a best-practices, evidence-based comprehensive tobacco control program in Missouri with the goal of increasing funding.
 - a. Let decision makers and the public know that the current program is funded significantly lower than recommended by Centers for Disease Control and Prevention 2014 Best Practices in Tobacco Control recommendations.
 - b. Create support by providing evidence/data, studies, stories, etc. to develop understanding that funding a best practices tobacco control program will produce an even greater reduction in use and is therefore a wise investment.

2. *Organizational Capacity:* Actively communicate program activities, outcomes, and successes to relevant constituencies (e.g., media, policymakers, health departments, and the public).
 - a. Implement organizational systems to support various program and communication needs.
 - b. Provide research, data, return on investment, success stories, etc. so that leadership may articulate the vision of the program to external partners and effectively manage staff and resources for best outcomes in comprehensive tobacco control.
 - c. Maintain adequate program staff in DHSS and lead partners to complete the goals in the strategic plan.

3. *Partnerships:* Develop new partnerships statewide and locally with multiple organizations and individual stakeholders that should have an interest in and/or are focusing on one or more of the components of comprehensive tobacco control.
 - a. Systematically identify potential partners.
 - b. Make a concerted effort to seek representation from disparate groups.
 - c. Develop fact sheets, sound bites, etc. to answer the question “What’s in it for me?”
 - d. Contact potential partners to discuss the importance of their participation as partners in tobacco control.
 - e. Establish regular communication with stakeholders and partners.

4. *Funding Stability:*
 - a. Identify diversity of sources for sustainable program funding.
 - b. Utilize partner organization networks and communication infrastructure to emphasize the return on investment from funding comprehensive tobacco control.
 - c. Increase awareness among the public and policy makers about the evidence that increasing the price of tobacco products:
 - i. Decreases initiation and use among youth which improves the health of the state.
 - ii. Is not a regressive tax on lower income individuals but decreases their use.
 - d. Increase the cost of cigarettes in Missouri from an average of \$4.41 per pack to at least the national average of \$6.24 per pack. Private and voluntary organizations will:
 - i. Explore options for increasing the price of all tobacco products.
 - ii. Advocate for using a portion of the increased prices on tobacco products to fund comprehensive tobacco control.
 - e. After successfully increasing the state’s tobacco taxes:
 - i. Continue educational efforts to produce ongoing accountability and support by the public and policymakers.
 - ii. Maintain the advocacy network to monitor implementation of the proposed constitutional amendment/statute covering the tax.