

Tobacco Prevention







Every child deserves to live in a safe, healthy community where they can grow up to lead productive lives free of nicotine addiction.

Youth tobacco use is on the rise.

1 in 4 Missouri high school students used some kind of tobacco product in the past month, while **1 in 5** used e-cigarettes.¹

9 in 10 people who use tobacco products daily started before **age 18**.²

Why do youth use tobacco?

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ACCESS	<p>23 tobacco stores for every 1 McDonald's in Missouri³</p>	<p>1 in 4 Missouri youth who used e-cigarettes said they bought them from a store⁴</p>	<p> Missouri does not require licensing that would hold tobacco stores accountable^{5, 6, 7}</p>	<p>Nearly 2 in 3 public schools are within a 5-minute walk of a tobacco retailer⁸</p>
	<p> Flavored and packaged like candy⁹</p>	<p>E-cigarette Industry sold 88% more flavored disposable products youth like¹⁰</p>	<p>Missouri has the lowest tobacco tax in the U.S. at 17¢ per cigarette pack, and no tax for e-cigarettes¹¹</p>	<p> Cheap prices and promotions^{12, 13}</p>
MARKETING	<p>Tobacco Industry spends nearly \$1M every day on marketing in Missouri. 100x more than what tobacco prevention and control is funded¹⁴</p>	<p> One e-cigarette may have the same amount of nicotine as 590 cigarettes^{15, 16}</p>	<p>E-cigarette Industry uses tactics that target and hook a new generation to nicotine for a lifetime of profits¹⁷⁻²²</p>	<p>3 in 4 middle and high school youth saw tobacco ads or promotions²³</p>

Urgent action is required.

If we do nothing more, **128,000** Missouri children currently under 18 will die early from smoking.²⁴

Tobacco use costs Missourians.

2x

more people die from smoking



than car crashes, illegal drugs, alcohol, accidental poisonings, guns, murders and suicides combined.²⁵

Government spending on smoking costs every Missouri family **\$1,203** in taxes.¹⁴



Prevention saves lives and money.

For every **\$1** spent on strong tobacco prevention and control programs, states see a **\$55 return on investment**, mostly by preventing smoking-related illnesses and health care costs.²⁶

Tobacco Prevention Policies that prevent and reduce youth tobacco use and help them quit:

Prevent tobacco use among youth and young adults:

- + Increase the price of all tobacco products through a tax and other non-tax policies and make sure a portion goes to tobacco prevention.
- + Require a license to sell all tobacco products to identify who is selling tobacco, help stores comply with all tobacco laws and hold those who break the law responsible, and require a fee high enough to fund enforcement.
- + Modify law(s) to reflect the federal minimum age of sale of 21 for tobacco products and properly fund enforcement through tobacco retail licensing.
- + Remove all flavors, including menthol, from all tobacco products.

Ensure everyone benefits from all tobacco prevention efforts:

- + Ensure local jurisdictions continue to have the ability to pass tobacco prevention policies that meet local needs.^{2,8,27-32}

Promote cessation among youth and young adults:

- + Set up systems to screen and treat or refer young people to nicotine addiction treatment resources.

Eliminate exposure to secondhand smoke and e-cigarette aerosol:

- + Make all indoor public places and workplaces smokefree.
- + Tobacco-free K-12 school and college policies that encourage tobacco-free places and lifestyles and provide cessation support.

Scan the QR code to view sources and more information.

