



Missouri Foundation
for Health
a catalyst for change

TOBACCO PREVENTION AND CESSATION INITIATIVE

In 2004, Missouri Foundation for Health committed \$40 million over nine years to establish the Tobacco Prevention and Cessation Initiative (TPCI).

The goal—to reduce the negative health effects and economic burden of tobacco use in Missouri by supporting comprehensive tobacco control programs. Over the course of the initiative, MFH funded 123 grants, the first beginning in December 2004 and the last concluding in June 2014.

Why Tobacco Control?

Tobacco control in Missouri has proven to be a difficult issue, and given the incredibly negative impact that tobacco has on health—raised rates of a variety of cancers, emphysema, increased rates of cardiac death, diabetes, and more—it is a great target with a large potential for impact.

Additionally, with MFH's emphasis on underserved and uninsured individuals, tobacco is even more appropriate, given how it in recent years has become increasingly associated with lower-income communities. The state was also lagging in tobacco control progress, with one of the lowest state tobacco taxes in the country, adult smoking prevalence well above the national average, only two counties with smoke-free policies, and literally no money allocated to the state tobacco prevention program. For these myriad reasons the Foundation and its Board decided that tobacco control would be its first long-term funding initiative.

The Initiative

The TPCI funding structure evolved over the course of its lifetime. From 2004 to 2006, TPCI utilized a two-tiered funding and implementation approach consisting of regional and community grants. During this time, grants were awarded to implement smoke-free workplace

programs, promote school-based prevention programs, and to provide education about the importance of increasing the tax on tobacco products.

Starting in 2007, MFH shifted away from funding regional grantees to focus more on community-based prevention and cessation efforts, as well as communitywide policy advocacy. During this phase, grantees were funded to implement community-based cessation programs, promote youth engagement, support local tobacco control policy change, and eliminate tobacco-related disparities.

Results

As a result of the Foundation's long-term commitment, Missouri made marked progress in addressing tobacco use and secondhand smoke exposure. Its smoking prevalence decreased significantly and at a faster rate than the overall national decline. In 2010, Missouri had 124,121 fewer adult cigarette smokers compared to 2004. The total combined benefit of TPCI during its time period resulted in real savings: 16,983 quality of life years gained and lifetime medical care savings of \$108 million. The initiative also realized a positive return on investment (ROI), returning \$4.68 in long-term medical savings for every \$1 invested. The greatest gains were made in policy change, which had an ROI of \$17.13 per \$1 invested.

Although many tobacco control partners contributed to these successes, TPCI's influential role and positive impact on Missouri's tobacco control environment is undeniable. Through TPCI the Foundation provided important leadership, infrastructure, and capacity building for tobacco control professionals in the state. Additionally, communitywide policy changes advocated by TPCI grantees had a substantial impact on smoking rates and corresponding health care costs.