



TOBACCO PREVENTION AND CESSATION INITIATIVE

Goal:

Reduce the negative health effects and economic burden of tobacco use in Missouri by supporting comprehensive tobacco control programs.

\$40M

INVESTED

9

YEARS

123

GRANTS

THE TOBACCO CLIMATE IN MISSOURI IN 2004:

27.2%

Adult smoking prevalence – well above the national average (22.1% in 2003)

2

Counties with smoke-free policies

\$0

Allocated to the state tobacco prevention program

17¢

Per pack – one of the lowest state tobacco taxes in the country



RESULTS



MISSOURI'S SMOKING PREVALENCE DECREASED SIGNIFICANTLY AND AT A FASTER RATE THAN THE OVERALL NATIONAL DECLINE

124,121

FEWER ADULT CIGARETTE SMOKERS IN 2010 COMPARED TO 2004

THE TOTAL COMBINED BENEFIT OF TPCI DURING ITS TIME PERIOD RESULTED IN REAL SAVINGS:

16,983

Quality of life years gained

\$108M

In lifetime medical care savings

\$4.68

Return on investment in long-term medical savings for every \$1 spent on TPCI

\$17.13

Return on investment for every \$1 spent on TPCI-led policy change

41

Smoke-free policies in 2014 (compared to 2 in 2004)

42%

Of Missourians protected by at least one smoke-free policy (2014)