



## TOLL OF TOBACCO IN MISSOURI 2020

### TOBACCO USAGE RATES:

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- Adult Smoking Rate: 19.4% (MO) 16.1% (US) [BRFSS 2018]
- High School Smoking Rate: 6.5% [YRBS 2019]
  
- Current Smoking Among Medicaid Adult Enrollees: 40.2% [BRFSS 2018]
- Smoking During Pregnancy: 13.7% [Missouri Vital Records 2018]
- Current Smoking Among Uninsured Adults: 35.9% [BRFSS 2018]
  
- Adults Who Currently Use E-cigarettes: 4.6% (MO) 2.6% (US) [BRFSS 2018]
- High School Students who currently use E-cigarettes: 20.7% [YRBS 2019]
  
- Kids (Under 18) Who Became New Daily Smokers Each Year in Missouri: 2,200 [Campaign for Tobacco Free Kids]
- Annual Deaths attributable to Tobacco Related Disease: 11,419 (Including deaths attributed to secondhand smoke (1,500) [Missouri Vital Records, Annual Average 2007-2017: 9,919]

### ECONOMIC IMPACT:

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- **Economic Costs Due to Smoking Annually:** [Campaign for Tobacco Free Kids]
  - **\$3.03 billion** health care costs due to smoking
  - **\$3.04 billion** in smoking caused loss of productivity
  - **\$644 million** in state Medicaid expenditures
  - **\$869** paid by every household in Missouri in state and federal tax burden from smoking-caused government expenditures.
- **Tobacco Tax**
  - At \$0.17 Missouri has the lowest tax in the nation [Missouri Department of Revenue]; The national average tax is \$1.82 [Campaign for Tobacco Free Kids]

### CESSATION:

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55.3% of Missouri adult smokers stopped smoking because they were trying to quit smoking.

The 30 day quit-rate for those utilizing the Quitline is 26.5%. (Missouri Tobacco Quitline Evaluation 2016-2018)

The Missouri Quitline served over 86,894 callers from FY 2005- FY 2020 saving \$ 20,045 per quitter in lifetime savings in tobacco-related expenditures. [Based on total cost estimate for 2012-2016 and respondent quit rate of 27%] Missouri Tobacco Quitline Stakeholder Report 2019

Return on investment for every \$1 spent on the Quitline and tobacco cessation media is **\$3.77** in annual health care and productivity savings combined. (Missouri Tobacco Quitline Evaluation 2016-2018)



#### SMOKEFREE POLICIES:

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- 34** # of Comprehensive smokefree policies in Missouri
- 31%** Missourians residing in areas with strong smokefree policies protecting from secondhand smoke in employees and patrons in workplaces, restaurants and bars
- 25** # of Missouri college campuses with smokefree or tobacco free policies
- 59%** Percentage of the US population covered by smokefree policies in workplaces, restaurants and bars.
- 800+** # of state-regulated smokefree gaming facilities in the U.S. – **0 located in Missouri**

#### Sources:

- *Behavior Risk Factor Surveillance System, Centers for Disease Control and Prevention, 2018*
- *Campaign for Tobacco Free Kids (27 July 2020). <https://www.tobaccofreekids.org/problem/toll-us/missouri>*
- *DHSS - MOPHIMS - Birth MICA*