



THE TOLL OF TOBACCO IN MISSOURI

Tobacco Use in Missouri

- High school students who smoke: 21.3% [Girls: 20.5% Boys: 22.0%]
- High school males who use smokeless tobacco: 11.5%
- Kids (under 18) who try cigarettes for the first time each year: 31,000
- Additional Kids (under 18) who become new regular, daily smokers each year: 8,900
- Packs of cigarettes bought or smoked by kids in Missouri each year: 14.4 million
- Kids exposed to second hand smoke at home: 352,000
- Adults in Missouri who smoke: 23.4% [Men: 24.9% Women: 22.1% Pregnant Females: 18.2%]

Nationwide, youth smoking has declined significantly since the mid-1990s, but that decline appears to have slowed or even reversed. The 2005 Youth Risk Behavior Survey found that the percentage of high school students reporting that they have smoked cigarettes in the past month increased to 23 percent in 2005 from 21.9 percent in 2003. Adult smoking has been decreasing gradually over the last several decades, and 20.9 percent of U.S. adults (about 45 million) currently smoke.

Deaths in Missouri From Smoking

- Adults who die each year in Missouri from their own smoking: 9,800
- Annual deaths in state from others' smoking (secondhand smoke & pregnancy smoking): 830 to 1,470
- Missouri kids who have lost at least one parent to a smoking-caused death: 7,200
- Kids alive in state today who will ultimately die from smoking: 140,000 (given current smoking levels)

Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Missouri who dies from smoking approximately 20 more state residents are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems.

Tobacco-Related Monetary Costs in Missouri

- Annual health care expenditures in the State directly caused by tobacco use: \$2.13 billion
- Annual health care expenditures in Missouri from secondhand smoke exposure: \$109.2 million
 - State Medicaid program's total health expenditures caused by tobacco use: \$532.0 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: \$1.3 billion (\$604/household)
- Smoking-caused productivity losses in Missouri: \$2.41 billion
- Smoking-caused health costs and productivity losses per pack sold in Missouri: \$7.61

The productivity loss amount, above, is from smoking-death-shortened work lives, alone. Additional work productivity losses totaling in the tens of billions nationwide come from smoking-caused work absences, on-the-job performance declines, and disability during otherwise productive work lives. Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires (about \$400 million nationwide); and the costs of extra cleaning and maintenance made necessary by tobacco smoke and tobacco-related litter (about \$4+ billion per year for commercial establishments alone).

Tobacco Industry Advertising and Other Product Promotion

- Annual tobacco industry marketing expenditures nationwide: \$15.4 billion (\$42+ million per day)
- Estimated portion spent in Missouri each year: \$460.8 million

Published research studies have found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, and that one-third of underage experimentation with smoking is attributable to tobacco company marketing.

Missouri Government Policies Affecting The Toll of Tobacco in Missouri

- Annual State tobacco prevention spending from tobacco settlement and tax revenues: \$0.0 million [National rank: 51 (with 1 the best), based on percent of CDC recommended minimum]
- State cigarette tax per pack: \$0.17 [National rank: 50th (average state tax is \$1.00 per pack)]

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Sources

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Adult deaths. CDC's STATE System (avg annual deaths from 1997-2001), <http://apps.nccd.cdc.gov/StateSystem/systemIndex.aspx>. See also, CDC, *Sustaining State Programs for Tobacco Control, Data Highlights, 2006*; CDC, "Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs -- United States 1995-1999," *MMWR*, April 11, 2002, <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5114a2.htm>. See, also, U.S. General Accounting Office (GAO), "CDC's April 2002 Report on Smoking: Estimates of Selected Health Consequences of Cigarette Smoking Were Reasonable," letter to U.S. Rep. Richard Burr, July 16, 2003, <http://www.gao.gov/new.items/d03942r.pdf>. **Lost Parents.** Leistikow, B., et al., "Estimates of Smoking-Attributable Deaths at Ages 15-54, Motherless or Fatherless Youths, and Resulting Social Security Costs in the United States in 1994," *Preventive Medicine* 30(5): 353-360, May 2000, and state-specific data from author. **Projected youth smoking deaths.** CDC, *State Highlights 2006*; CDC, "Projected Smoking-Related Deaths Among Youth -- United States," *MMWR* 45(44): 971-974, November 11, 1996, www.cdc.gov/mmwr/mmwr_wk.html. **Secondhand smoke deaths.** CDC, *MMWR*, April 11, 2002. Nat'l Cancer Inst, *Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency, Smoking & Tob. Control Monograph no. 10, 1999*, <http://cancercontrol.cancer.gov/tcrb/monographs/10> [CA report at http://www.oehha.org/air/environmental_tobacco]. See, also, California EPA, *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*, June 24, 2005, <http://www.arb.ca.gov/toxics/ets/finalreport/finalreport.htm>.

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Related Campaign for Tobacco-Free Kids Fact Sheets, available at:
<http://www.tobaccofreekids.org> or <http://tobaccofreekids.org/research/factsheets>.