

MISSOURI

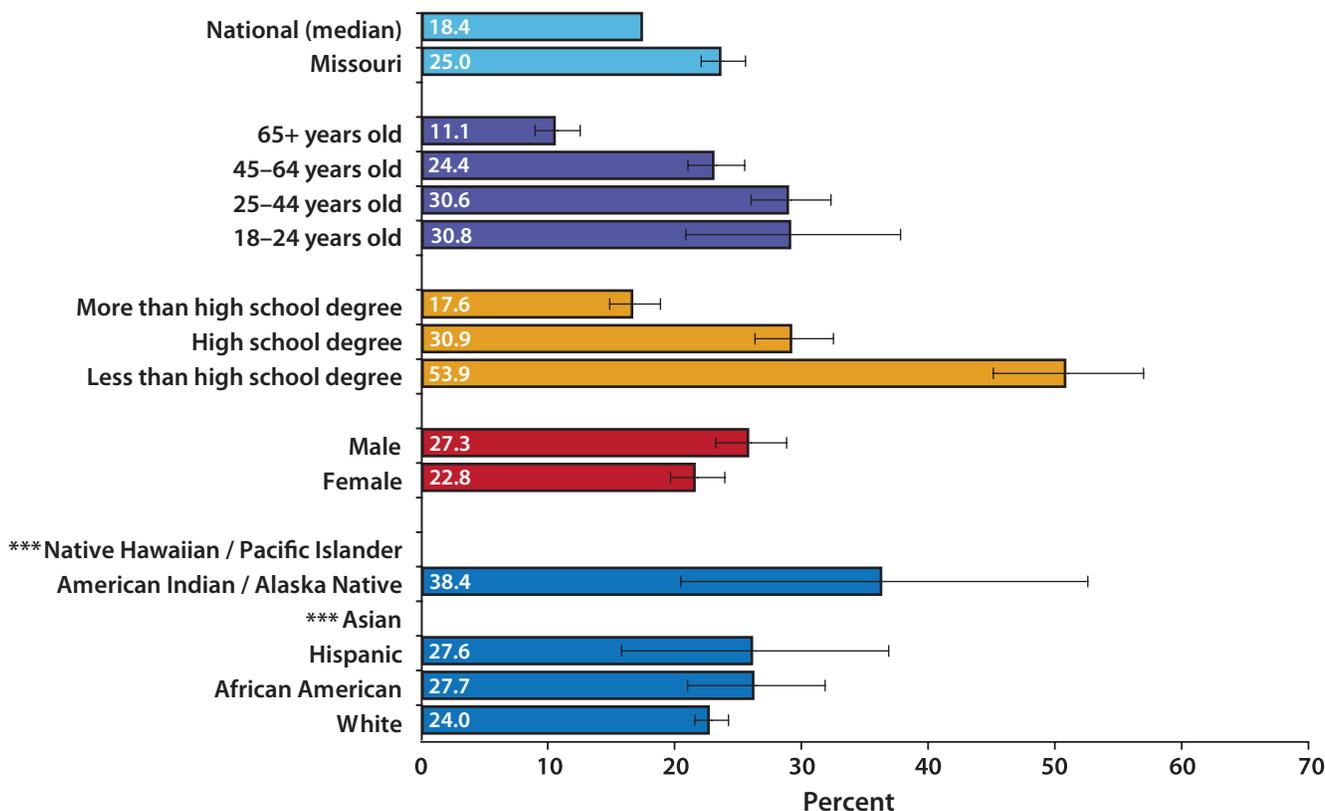
Monitor

In Missouri, 25% of the adult population (aged 18+ years)—over 1,120,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Missouri ranks 48th among the states.

Among youth aged 12–17 years, 11.8% smoke in Missouri. The range across all states is 6.5% to 15.9%. Missouri ranks 38th among the states.

Among adults aged 35+ years, over 9,600 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 307.8/100,000. Missouri's smoking-attributable mortality rate ranks 42nd among the states.

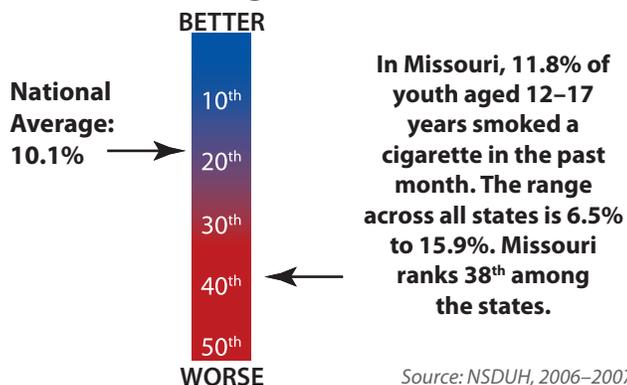
Current Smoking Among Adults by Demographic Characteristics



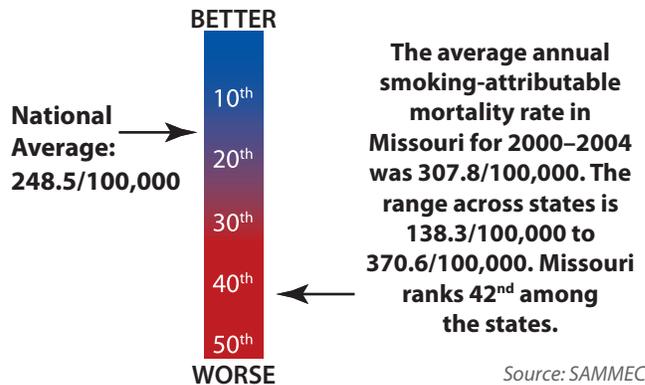
*** Data not shown because sample size is less than 50.

Source: BRFSS, 2007–2008

Past-Month Cigarette Use Among Youth Aged 12–17 Years



Smoking-Attributable Adult (35+ Years) Mortality

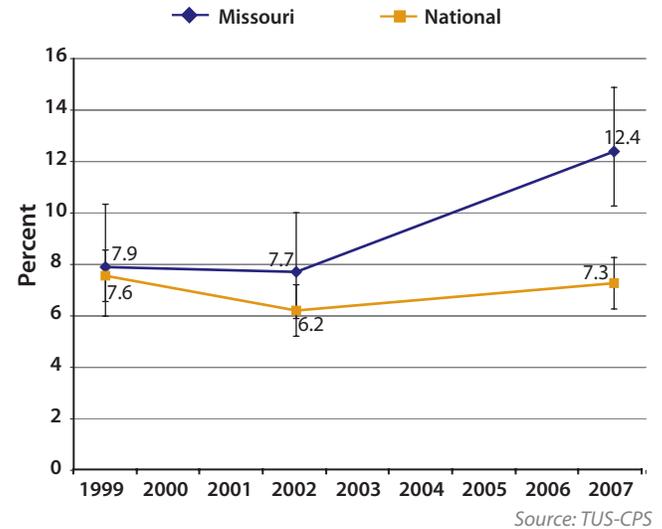


Protect

Missouri does not have a statewide smoke-free law that provides adequate protection against exposure to secondhand smoke in public places.



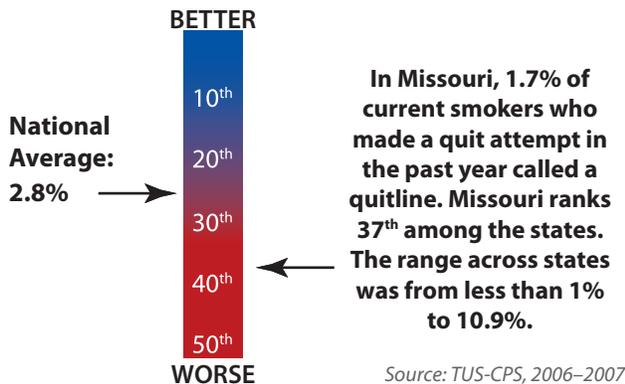
Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained higher in Missouri than in the nation overall. Currently, Missouri ranks 50th among the states for workplace exposure, at 12.4%.

Offer

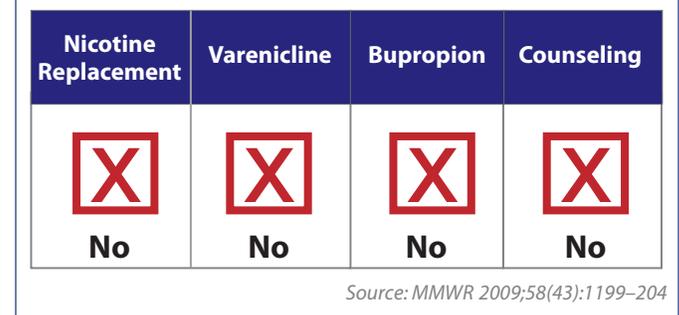
Percentage of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In Missouri, 1.7% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Missouri covered none of the tobacco dependence treatments recommended by the U.S. Public Health Service's *Clinical Practice Guideline*.

Medicaid Coverage for Counseling and Medications



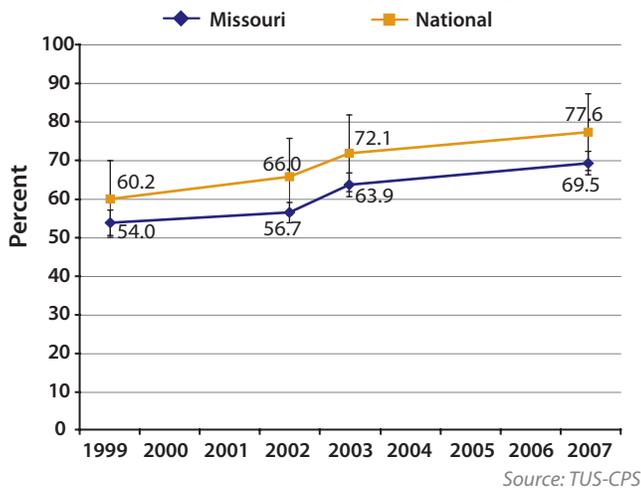
MISSOURI

Warn

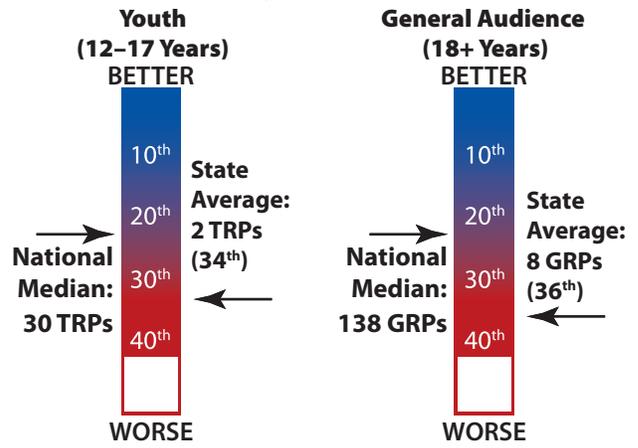
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Missouri, as in the nation, an increasing number of families have such a rule.

Currently, 69.5% of Missouri homes have this rule. Missouri ranks 45th among the states.

Households with No-Smoking Rules



Antitobacco Media Campaign Intensity, Per Quarter



Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. Missouri's major media market(s) aired an average of 2 youth TRPs and 8 general audience GRPs per quarter in 2008. Missouri ranks 34th among the states for the number of youth TRPs and 36th among the states for the number of general audience GRPs aired.

Enforce

Missouri allows local regulation tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.

State Allows Local Advertising and Promotion Laws

Display	Promotion	Sampling
Yes	Yes	Yes

Source: STATE System, 2009

Retail Environment Tobacco Licensure

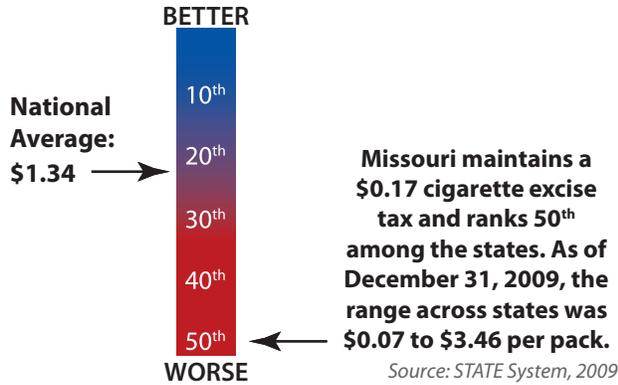
Over the Counter	Vending Machines
No	No

Source: STATE System, 2009

Missouri does not require establishments selling tobacco products over the counter or by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

Raise

Amount of Cigarette Excise Tax



Missouri maintains a \$0.17 per pack tax and ranks 50th among the states.

Missouri does not have a minimum price law.

Minimum Price Law for Cigarettes



Source: CDC/OSH

Approximately 30% of the annual revenue generated from state excise taxes and settlement payments would fund Missouri's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Missouri's funding for tobacco control was 1.7% of the recommended level. Missouri ranks 49th among the states.

State Funding for Tobacco Control

