



Mission:

To improve Kentucky’s health by protecting Kentuckians from secondhand smoke and other tobacco emissions, and by reducing the high rate of smoking and tobacco use in the Commonwealth.

Steering Committee:

American Cancer Society
 Cancer Action Network

American Heart Association
 American Stroke Association

American Lung Association

Baptist Health

Campaign for Tobacco-Free Kids

Foundation for a Healthy Kentucky

Humana

Kentucky Cancer Foundation

Kentucky Center for Smoke-free Policy

Kentucky Chamber of Commerce

Kentucky Council of Churches

Kentucky Equal Justice Center

Kentucky Health Collaborative

Kentucky Health Departments Association

Kentucky Hospital Association

Kentucky Medical Association

Kentucky Nurses Association

Kentucky School Boards Association

Kentucky Voices for Health

Kentucky Youth Advocates

Learn More:

www.smokefreetomorrow.org



Sufficient Funding for Tobacco Prevention and Cessation Programs

Comprehensive state tobacco prevention and cessation programs that reduce youth and adult tobacco use are highly cost effective.ⁱ Such programs require sufficient capacity - including both funding and staff – to enable programs to plan their strategic efforts, provide strong leadership, and foster collaboration among the state and local tobacco prevention and cessation communities.ⁱⁱ The Coalition supports raising the level of funding for these programs to \$10 million per year.

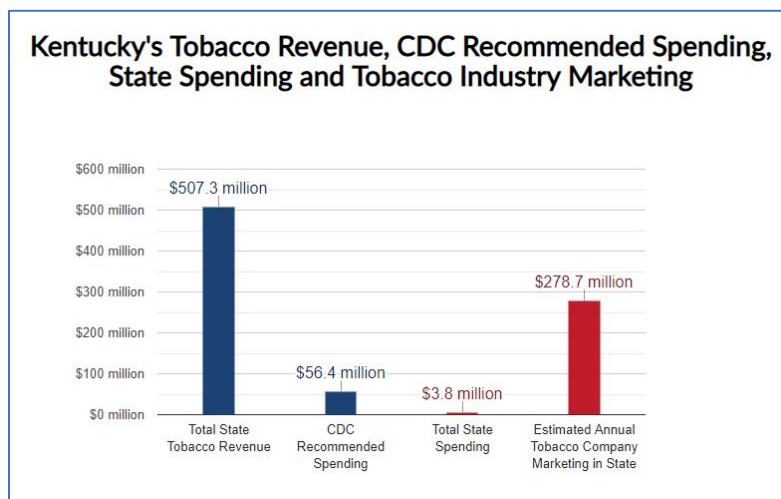
Youth Smoking Impacts From Recommended Increaseⁱⁱⁱ

- Reduction in youth smoking rate: 2.2%
- Fewer Kentucky kids growing up to become addicted adult smokers: 2,600
- Fewer Kentucky kids growing up to die prematurely from smoking: 800
- Related reduction in future healthcare expenditures in state: \$54.6 million

Current Policies in Kentucky

Kentucky took in \$507.3 million in tobacco-related revenues in 2018, yet budgeted only \$3.8 million in FY19 for prevention and cessation programs.^{iv} This represents just 6.7 percent of the CDC recommended spending level. Meanwhile, the tobacco industry spends nearly \$280 million a year marketing its products in Kentucky.^v That means tobacco companies outspend our prevention and cessation efforts by 73.3 to 1.

The state Tobacco Prevention and Cessation Program is located within the Kentucky Department for Public Health. The program receives no state general dollars. Funding is provided through allocations from the state’s Master Settlement Agreement (MSA)^{vi} with cigarette makers and federal funding from CDC grants. The vast majority of MSA funds



Graph: Broken Promises to Our Children: A State-By-State Look at the 1998 Tobacco Settlement 20 Years Later

dedicated to tobacco prevention and cessation, 85 percent, go to local and district health departments across the state. Health educators and tobacco coordinators at each health department use these funds to provide education in schools, hold cessation classes, provide technical assistance, and conduct community-wide education and media campaigns.

The Evidence

Tobacco use continues to be the leading cause of preventable disease, disability and death in the Commonwealth. Comprehensive tobacco prevention and cessation programs consist of statewide, coordinated efforts to establish smoke-free policies and social norms, help tobacco users quit, and prevent tobacco use initiation among the general public and special populations.

One study found that every dollar spent on a comprehensive tobacco prevention and cessation program saved \$5 in reduced hospitalizations for heart disease, stroke, respiratory disease, and cancer caused by tobacco use.^{vii} Other studies have found even greater return on investment.^{viii}

Policy Recommendation:

The CDC recommends that Kentucky spend \$56.4 million per year on tobacco prevention and cessation. Following is a breakdown of that recommendation:

Component of a Comprehensive Tobacco Prevention and cessation Program	Rationale	Recommended Funding
State and Community Interventions	Multiple social resources working together will have the greatest long-term population impact	\$19.0 million
Mass-Reach Health Communication Interventions	Media interventions prevent tobacco initiation, promote cessation, and shape social norms	\$3.5 million
Cessation Interventions	Tobacco use treatment is effective and highly cost-effective	\$26.5 million
Surveillance and Evaluation	Publicly funded programs should be accountable and demonstrate effectiveness	\$4.9 million
Infrastructure, Administration, and Management	Complex, integrated programs require experienced staff to provide fiscal management, accountability, and coordination	\$2.5 million

If we are to create a healthier Kentucky, we must provide sufficient funding for programs that work to reduce tobacco use. Toward that goal, the Coalition for a Smoke-Free Tomorrow endorses the following policies:

- 1. Increase the funding level for the Kentucky Tobacco Prevention and Cessation Program for comprehensive tobacco prevention and cessation efforts across the state to \$10 million. Funding should include an increase in the portion of Master Settlement Agreement funds dedicated to tobacco prevention and cessation, as well as General Funds, to ensure stability of the program.**

2. Assure sufficient funding to local and district health departments for Tobacco Coordinators to provide school and community educational programs, cessation services, and smoke-free technical assistance, and to conduct media campaigns.

ⁱ <https://www.cdc.gov/policy/hst/hi5/tobaccointerventions/index.html>

ⁱⁱ Best Practices for Comprehensive Tobacco Prevention and cessation Programs, 2014, https://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2014/comprehensive.pdf

ⁱⁱⁱ Projections from the Campaign for Tobacco-Free Kids, May 13, 2019

^{iv} “Broken Promises to Our Children: A State-by-State Look at the 1998 Tobacco Settlement 20 Years Later,” Campaign for Tobacco Free Kids, <https://www.tobaccofreekids.org/what-we-do/us/statereport>

^v “Broken Promises,” <https://www.tobaccofreekids.org/what-we-do/us/statereport/kentucky>

^{vi} <https://publichealthlawcenter.org/topics/tobacco-control/tobacco-control-litigation/master-settlement-agreement>

^{vii} Dilley, JA, et al., “Program, Policy and Price Interventions for Tobacco Prevention and cessation: Quantifying the Return on Investment of a State Tobacco Prevention and cessation Program,” American Journal of Public Health, December 2011.

^{viii} Campaign for Tobacco Free Kids, “State Tobacco Prevention and Cessation Programs Save Money, 2015, <https://www.tobaccofreekids.org/assets/factsheets/0370.pdf>.

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