

# MO Tobacco Prevention and Control Strategic Plan 2022–2026



## Vision:

A tobacco-free Missouri

## Mission:

To improve health by promoting and supporting tobacco free environments and lifestyles

## Priority Populations:

- People of low socioeconomic status
- People living in rural areas
- African Americans
- People who identify as LGBTQIA+
- People with behavioral health conditions
- Youth and young adults

\*Priority Populations Based on Tobacco Use and Exposure Prevalence Data

GOALS Focus On	Prevent initiation of tobacco use among youth and young adults	Promote cessation among adults and youth
OBJECTIVES Measure	<ul style="list-style-type: none"> <li>• Decrease prevalence of youth grades 9-12 who have used e-cigarettes in the past 30 days from 20.7% to 16.5%</li> <li>• Decrease the prevalence of youth grades 9-12 who currently use tobacco products from 11.4% to 10.0%</li> <li>• Decrease the prevalence of young adults age 18-24 who currently use e-cigarettes from 16.1% to 14.5%</li> <li>• Decrease the prevalence of young adults age 18-24 who currently smoke from 9.9% to 9.0%</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease prevalence of cigarette smoking among adults from 17.8% to 16.0%.</li> <li>• Increase the percentage of adults who have made a quit attempt in the past year from 52.4% to 57.5%</li> <li>• Increase the percentage of youth grades 9-12 who made a quit attempt in the past year from 49.3% to 54.2%</li> <li>• Decrease the prevalence of cigarette smoking among adults who fall at or near the federal poverty level (FPL 138%) from 39.2% to 35.0%</li> <li>• Decrease the prevalence of smoking among those with self-reported poor mental health (&gt;14 days per month) from 31.7% to 28.5%</li> </ul>
STRATEGIES Work On	<ul style="list-style-type: none"> <li>A. Engage youth in tobacco prevention efforts</li> <li>B. Support policies to raise minimum legal sales age of tobacco products to at least 21</li> <li>C. Support strategies that increase the price of tobacco products</li> <li>D. Support policies that prohibit the sale of flavored tobacco products, including menthol</li> <li>E. Support implementation and strengthening of licensing requirements to sell tobacco products</li> <li>F. Monitor legislative activity for tobacco control policies</li> </ul>	<ul style="list-style-type: none"> <li>G. Educate the public and decision-makers on strategies to increase tobacco cessation</li> <li>H. Promote health systems changes that support screening for and treatment of tobacco use and dependence</li> <li>I. Expand availability of free and low-cost treatment for tobacco use and dependence</li> <li>J. Increase equitable access to treatment for tobacco use and dependence</li> </ul>

<b>GOALS</b> Focus On	<b>Eliminate exposure to secondhand smoke and e-cigarette aerosol</b>	<b>Identify disparities and advance health equity in all tobacco control interventions</b>
<b>OBJECTIVES</b> Measure	<ul style="list-style-type: none"> <li>• Increase the number of communities with comprehensive smoke- and vape-free policies from 42 to 50</li> <li>• Increase the percentage of Missourians protected from secondhand smoke by a comprehensive community or state smoke-free law from 28.7% to 35.0%</li> <li>• Increase percentage of adults who support a statewide comprehensive smoke-free law from 83.4% to 91.8%</li> <li>• Increase the percentage of adults who support local comprehensive smoke-free laws from 82.7% to 91.0%</li> <li>• Increase the number of comprehensive tobacco-free campus policies at K-12 schools from 90.4% to 95.0%</li> <li>• Increase the number of comprehensive tobacco-free campus policies at higher education institutions from 87.7% to 100%</li> </ul>	<ul style="list-style-type: none"> <li>• Establish baseline usage and trend data among members of the LGBTQIA+ population (BRFSS 2021)</li> <li>• Gain further insight into usage rates among those with specific mental health conditions (BRFSS 2021)</li> <li>• Determine usage rates among individuals receiving Medicaid (BRFSS 2021)</li> <li>• Incorporate questions regarding menthol cigarette use with the intention of identifying disparities within African American communities</li> <li>• Decrease the prevalence of cigarette smoking among people living in rural areas from 26.5% to 24.0%</li> </ul>
<b>STRATEGIES</b> Work On	<ol style="list-style-type: none"> <li>A. Strengthen the Missouri State Clean Indoor Air Law</li> <li>B. Support implementation of comprehensive tobacco-free policies in public places at the local level</li> <li>C. Support implementation of smoke-free multi-unit housing policies</li> <li>D. Adopt comprehensive tobacco-free policies at all types of educational campuses</li> <li>E. Adopt comprehensive tobacco-free policies at healthcare and behavioral health facilities</li> </ol>	<ol style="list-style-type: none"> <li>F. Build partnerships with organizations serving priority populations to better meet populations where they are</li> <li>G. Use culturally competent research and surveillance to assess, identify, and prioritize addressing disparities</li> <li>H. Implement tailored, culturally appropriate mass-reach health communications that reach populations experiencing tobacco-related disparities</li> <li>I. Integrate tobacco control efforts into other social and support services</li> </ol>