

# Kentucky Must Restore Funding for Tobacco Prevention and Cessation Program

**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 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](http://www.smokefreetomorrow.org)



Tobacco use is the leading cause of preventable disease, disability, and death in Kentucky. The Commonwealth has the second highest adult smoking rate, and 1-in-4 high schoolers and 1-in-5 middle schoolers report using tobacco, including e-cigarettes. Kentucky spends \$1.92 billion annually in health care costs due to smoking.<sup>i</sup>

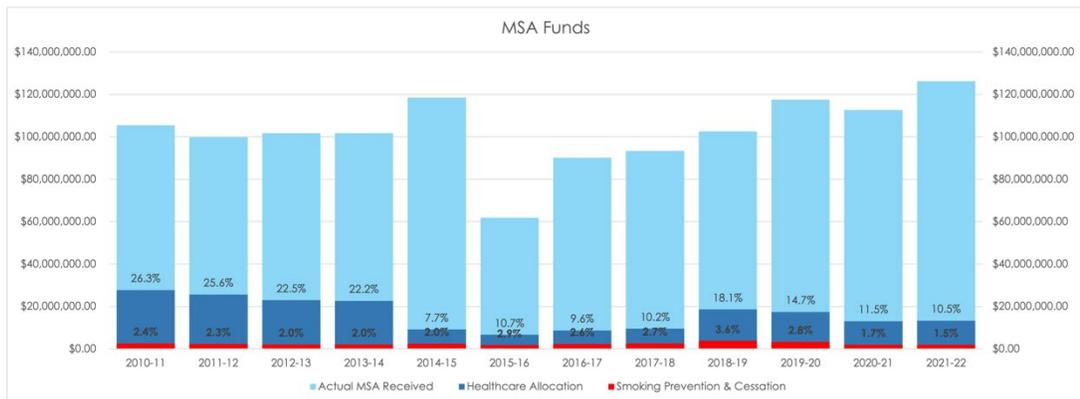
The CDC reports that for every \$1 spent on a comprehensive tobacco prevention and cessation program, states save \$55, mostly by averting the health care costs of treating smoking-related illnesses.<sup>ii, iii</sup>

**Despite this, Kentucky continues cutting Tobacco Prevention and Cessation Program funding.**

These comprehensive, coordinated statewide efforts work to establish smoke-free policies and social norms, help tobacco users quit, and prevent tobacco-use initiation among youth, pregnant women, and the general public.

In FY21 and FY22, funding for the Tobacco Prevention and Cessation Program dropped to a 14-year low of \$2 million.<sup>iv</sup> That meant fewer than one-third of local health departments received funding compared to the previous year (61 funded in FY21; 18 funded in FY22).<sup>v</sup>

**The Coalition for a Smoke-Free Tomorrow supports restoring funding for evidence-based tobacco control programs to \$3.3 million.**



Source: KY Dept. for Public Health Tobacco Prevention & Cessation Program

This requested funding level is less than one percent of Kentucky's FY21 tobacco-related revenues (\$503M), and a mere six percent of what the Centers for Disease Control and Prevention (CDC) recommends the Commonwealth spend on prevention and cessation.<sup>vi</sup> Even so, it would restore the ability of Health Educators and Tobacco Coordinators at more health departments to provide education in schools, hold cessation classes, provide technical assistance, and conduct communitywide education and media campaigns.

The tobacco industry spent more than \$234 million in 2020 to market its products to Kentuckians. If spending rates stayed the same in FY21, tobacco companies will have outspent Kentucky's prevention and cessation efforts by \$117 to \$1.

**The Commonwealth must show the health of its people is a priority.**

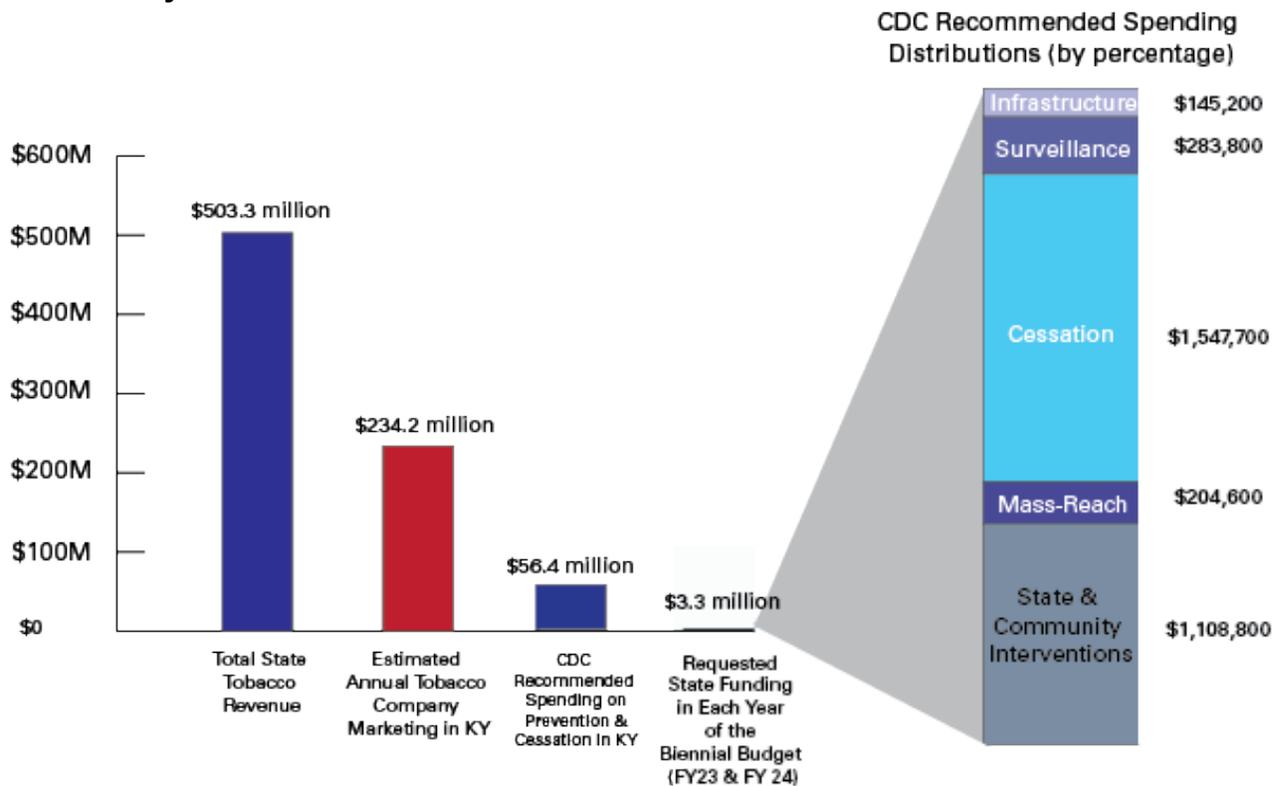
CDC best practices show tobacco control programs get more efficient over time if funding is sustained. Alternatively, sudden dips in funding negatively affect programming.<sup>vii</sup>

**Kentucky's Tobacco Prevention and Cessation Program receives no state general-fund dollars.**

Located within the state’s Department for Public Health, the program is funded through allocations from Kentucky’s Master Settlement Agreement (MSA)<sup>viii</sup> with cigarette manufacturers, as well as federal funding from CDC grants. In previous years, the vast majority of dedicated tobacco control funding from MSA funds went to local and district health departments to fund programming.

Such programs require sufficient capacity – in funding and staff – to enable strategic efforts, provide strong leadership, and foster collaboration among the state and local tobacco prevention and cessation communities.<sup>ix</sup>

### Tobacco by the Numbers<sup>i</sup>



Prevention and cessation programs are effective and highly cost efficient.<sup>x</sup>

The CDC recommends Kentucky spend \$56.4 million per year on tobacco prevention and cessation.

Smoking-Caused Monetary Costs in Kentucky	
Annual health care costs in Kentucky directly caused by smoking	\$1.92 billion
Medicaid costs caused by smoking in Kentucky	\$589.8 million
Residents' state and federal tax burden from smoking-caused government expenditures	\$ 839 per household
Smoking-caused productivity losses in Kentucky	\$2.79 billion
Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, smokeless tobacco use, or cigar and pipe smoking. Tobacco use also imposes additional costs such as workplace productivity losses and damage to property. Source: Campaign for Tobacco-Free Kids	

# TO CREATE A HEALTHIER KENTUCKY, WE MUST PROVIDE SUFFICIENT FUNDING FOR PROGRAMS THAT WORK TO REDUCE TOBACCO USE.

The Coalition for a Smoke-Free Tomorrow endorses the following policies:

1

Restore the funding level for the Kentucky Tobacco Prevention and Cessation Program for comprehensive tobacco prevention and cessation efforts across the state to \$3.3 million in FY23 and FY24.

2

Prioritize an increase in the proportion of Master Settlement Agreement funds dedicated to tobacco prevention and cessation, as well as General Funds, to ensure stability of the program over the next two years.

3

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.

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<sup>i</sup> Campaign for Tobacco-Free Kids, [The Toll of Tobacco in Kentucky](#), May 2021

<sup>ii</sup> CDC, [Extinguishing the Tobacco Epidemic in Kentucky](#), March 2021

<sup>iii</sup> Campaign for Tobacco Free Kids, [State Tobacco Prevention and Cessation Programs Save Money](#), 2021

<sup>iv</sup> The Campaign for Tobacco-Free Kids, [Broken Promises to Our Children](#), 2020.

<sup>v</sup> KY Department for Public Health Tobacco Prevention & Cessation Program, 2021

<sup>vi</sup> The Campaign for Tobacco-Free Kids, [Broken Promises to Our Children](#), 2020.

<sup>vii</sup> CDC, [Best Practices for Comprehensive Tobacco Control Programs](#), 2014

<sup>viii</sup> The Public Health Law Center, [Master Settlement Agreement](#), 2021.

<sup>ix</sup> CDC, [Best Practices for Comprehensive Tobacco Prevention & Cessation Programs](#), 2014,

<sup>x</sup> CDC, [Tobacco Control Interventions: Interventions Changing the Context](#), 2017