Reducing Michigan's Tobacco Related Healthcare Costs While Improving Health and Productivity in the (insert priority) Population

Agency Mission and Role:

[Insert the mission of your agency as well as what qualifies you as the subject matter expert on this priority population.]

Problem Statement:

Tobacco use is the number one cause of preventable disease and death. Heart disease, cancer, stroke, and chronic obstructive pulmonary disorder - the four leading causes of death in Michigan – are all associated with smoking and secondhand smoke exposure. [Insert priority population] suffer disproportionately from the effects of tobacco use. For instance, Michigan's adult smoking rate is 18.9% (higher than the US median rate of 17.3%); women of reproductive age (18-44 years) smoke at a rate of 24% (higher than the US rate of 22%); pregnant women smoke at a rate of 13.4%; the youth smoking rate is 18.8% and the smokeless tobacco rate among Michigan's youth is 10.6% (compared to a nationwide rate of 8.9%.) (CDC) [Insert priority population] rates are higher: [Insert rates]

Additionally, funding for tobacco prevention programs is minimal. Michigan will receive around $1.2 billion (FY12) in revenues from excise tax and sales tax on tobacco products and from payments from the Master Settlement Agreement; yet only $1.8 million of tax revenue is allocated to tobacco prevention and reduction with $0 received from the Master Settlement Agreement! The Centers for Disease Control recommends Michigan fund the Tobacco Control Program at $121.2 million (10% of current revenues) to effectively address Michigan's tobacco burden.

Health Burden on [insert priority population]

[Insert state and local data, including qualitative and anecdotal information. Possible sources: MDCH Disparity Data fact sheet, Tobacco is Killing Your Constituents fact sheet, 2009 Disparity Matrix – see your consultant for details]

Economic Burden on [insert priority population]

[Insert state and local data. For example, what is the average income of your agency's priority population and based on their smoking rate, what % of income is being spent on tobacco? Most of this will come from your agency's local data; some of the state data and be gleaned from the resources listed above.]

Health Burden to local and state health care system

- 14,500 annual adult smoking deaths, including deaths from secondhand smoke exposure

- 18,400 new youth smokers per year and 298,000 kids now alive who will die from smoking
- Greater number of low birth weight babies and neonatal mortality when pregnant women smoke
- Higher rate of Sudden Infant Death Syndrome when pregnant or postpartum women smoke

Economic Burden to local and state economy

- $3.4 billion in annual health care costs related to tobacco use
- $1.1 billion in Medicaid costs alone
- ALL Michiganders pay $602 per household to treat tobacco-related disease
- Smoking causes estimated $4B in productivity losses in MI each year
- Of the $1.2 billion estimated revenue from the Master Settlement Agreement and Tobacco Tax in FY 11 and FY 12, only $4.4 M was used to prevent tobacco use and offer tobacco use treatment

Proposed intervention/policy solution: What can be done about this?

- Support higher, sustainable funding for tobacco prevention and treatment
- Increase Michigan's tobacco tax by $1.00 and dedicate funds to tobacco prevention and treatment
- Support state wide licensing of tobacco retailers to ensure that minors are protected from the illegal sale of tobacco products
- Other possible local solutions: Encourage normative change for additional SF Air environments such as TF Parks and Beaches, 24/7 TF Schools, Local efforts to reduce youth access. [Use community intervention plan from FY 11 to advance your community's goals identified through this exercise such as partnering with veterans' organizations, pediatricians, OB/GYN offices, etc. Just ensure the activity is policy or systems-change oriented].

How the proposed intervention/policy solution will improve health and productivity as well as reduce healthcare costs in Michigan?

- Sustainable tobacco programs allow for ….
- A $1.00 increase in Michigan's tobacco tax will lead to: $192.6 million in new tobacco tax revenues; $35.4 million in 5-year savings from reducing smoking during pregnancy and reduced heart attacks and strokes; $2.0 billion in long-term healthcare savings from smokers averted; $428.6 million in long-term state Medicaid program savings from smokers averted; a decrease in the adult

smoking rate by 3% and a decrease in the youth smoking rate by 6%

- Licensing fees which direct revenue to tobacco prevention and treatment will result in fewer youth becoming addicted to, and eventually dying from, tobacco.