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**American Lung Association’s “State of Tobacco Control 2014” Report Calls on Missouri to Renew Its Commitment to Eliminate Tobacco-Caused Death and Disease**

*Fifty years after the first Surgeon General’s report, Missouri is still failing to stop tobacco use, the leading cause of preventable death in Missouri*

**MISSOURI (FOR IMMEDIATE RELEASE January 24, 2014)** – Missouri made no progress this past year in reducing tobacco caused death and disease, according to the American Lung Association’s “[State of Tobacco Control 2014](#)” report released this week. Fifty years since the first Surgeon General’s Report on Smoking and Health was issued on January 11, 1964, the report finds that Missouri and our nation must renew their commitment to eliminate tobacco-caused death and disease.

“Despite great strides in reducing smoking rates in America, tobacco use remains the leading cause of preventable death and illness in the U.S., said Jennifer Cofer, Interim Chief Executive Officer of the American Lung Association, *Plains-Gulf Region*. “We must renew our commitment to stopping tobacco from robbing another generation of Americans of their health and future. We cannot afford another 50 years of tobacco use,” Cofer urged.

The Lung Association’s “[State of Tobacco Control 2014](#),” its 12<sup>th</sup> annual report, tracks yearly progress on key tobacco control policies at the federal and state level, assigning grades based on whether laws are adequately protecting citizens from the enormous toll tobacco use takes on lives and the economy. The 2014 report highlights the 50<sup>th</sup> anniversary of the historic 1964 Surgeon General’s report that linked smoking to lung cancer and other diseases for the first time.

Missouri received the following grades for 2013.

Tobacco Prevention and Control Program Funding: F  
Smokefree Air: F  
Cigarette Tax: F  
Cessation Coverage: F

“Missouri has the unfortunate distinction of failing to make progress in the fight against tobacco use in 2013, and protect its citizens from tobacco-caused diseases like lung cancer, the leading

cancer killer of both men and women in Missouri. Meanwhile Big Tobacco continued to rob our health and wealth with clever new tactics to lure new youth smokers,” said Cofer.

Tobacco causes an estimated 9,584 deaths in Missouri annually and costs the state’s economy \$4,755,871,000 in healthcare costs and lost productivity, a tremendous burden that our state can ill afford.

For Missouri, 2013 was another missed opportunity to put in place proven policies to reduce tobacco use and save lives, including smokefree workplace laws, higher tobacco taxes and tobacco prevention and quit smoking programs.

Meanwhile, the tobacco industry continued its ruthless pursuit of addicting new users and keeping current users from quitting in 2013. This included efforts at the federal and state levels to exempt their products from meaningful public health protections.

The three largest cigarette manufacturers—Altria, Reynolds American, and Lorillard—continued their aggressive expansion into tobacco products other than cigarettes in 2013. As cigarette use continues to gradually decline, these companies continue to maintain their stranglehold on America’s youth and reap profits from smokeless tobacco, cigars and now e-cigarettes.

“I urge everyone in the Show-Me-State to join the American Lung Association in Missouri and renew their commitment to preventing another 50 years of tobacco caused death and disease,” said Cofer.

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### **About the American Lung Association in Missouri**

Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is “Fighting for Air” through research, education and advocacy. For more information about the American Lung Association or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or visit [www.lungusa.org](http://www.lungusa.org).