Looking beyond MSA: A comprehensive assessment of state tobacco control funding

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Background

In states where resources for tobacco control programs have been limited it is important to know what funding is available and how it is being spent in order to strategically plan for future efforts.

The most readily available information from national organizations such as the Campaign for Tobacco Free Kids and the American Lung Association, focuses on CDC, state spending, and two revenue streams:

1. Master Settlement Agreement funds
2. Tobacco excise tax revenues

Unfortunately, this information misses funding revenues from key sources such as foundations, hospitals, and local coalitions. In addition, it is even more challenging to trace where allocations are being spent and what activities are conducted. Currently there is no resource available that reports *all* of the tobacco control efforts within a state.

To provide a comprehensive survey of Missouri's tobacco control landscape, we conducted an analysis of funding dedicated to preventing and reducing tobacco use in the state for the past three fiscal years (*i.e.,* 2006, 2007, and 2008).

The purpose of this analysis was to identify:

- Tobacco control-related funding agencies and recipients;
- Funded activities; and
- Regional and programmatic gaps in funding (*i.e.,* opportunities for development).

Methods

Participant Identification

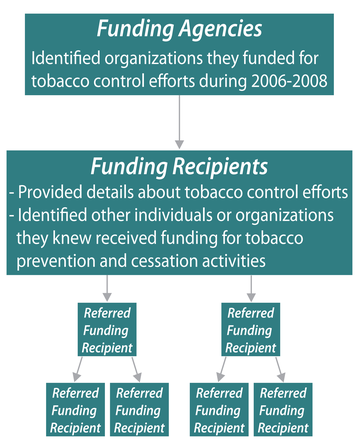
- Used multiple phase process to identify and survey participants.
- Snowball sampling method ensured identification of the majority of tobacco control efforts in the state.
- Recruitment continued until no new referrals.

Funding Recipient Survey Components

- Funding recipient survey consisted of four sections:
  1) Project demographics
  2) Target populations
  3) Geographic coverage
  4) Activities funded by the project

Data Coverage & Quality

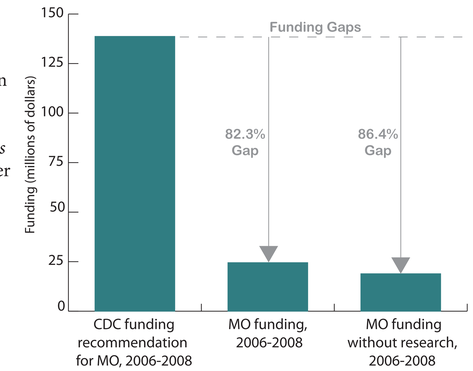
- Two approaches used to ensure data coverage and quality:
  1) Top-down: began with major funding sources for tobacco control, which captured bulk of tobacco control efforts in the state.
  2) Bottom-up: used a snowball sampling method with funding recipients to identify other recipients that were not captured with the first approach.
- Lack of new referrals indicated captured vast majority of tobacco control efforts in Missouri.



Results

Missouri does not spend enough on tobacco prevention & cessation activities

- From 2006 through 2008, $24,536,132 was dedicated to the implementation of 117 tobacco control efforts in Missouri.
- CDC's *Best Practices* recommends that Missouri spend $73.2 million per year on a comprehensive tobacco control program.
- When funding for activities not included in the CDC's *Best Practices* is removed (*i.e.,* clinical research), the amount spent in Missouri over the three year period decreases to $18,959,326 for 97 activities.
  - This is 13.6% of the minimum amount recommended by CDC for the same three year period.



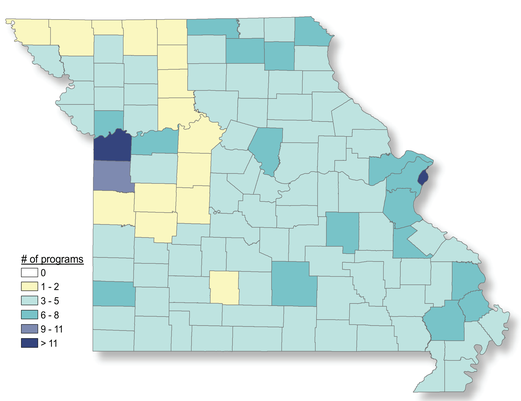
National organizations do not capture the entire picture of tobacco control funding in a state

19%

In most cases, national organizations only report tobacco control funding from state government, Master Settlement Agreement funds, tobacco excise tax revenues, and/or the CDC. For example, the American Lung Association reported a total of $4,763,406 spent on tobacco control activities during 2006 through 2008 in Missouri. This is only 19% of the $24,536,132 that was actually spent on tobacco control activities throughout the state from all sources during the three years.

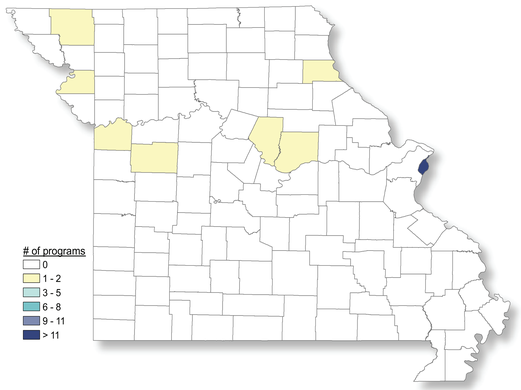
Most of the funding for tobacco control efforts was provided by MO's foundations and private organizations

- 19 organizations provided funding for the 117 tobacco control efforts in Missouri.
- The Missouri Foundation for Health (MFH) and The Healthcare Foundation of Greater Kansas City (HCF) funded the majority of tobacco control efforts (54%) and provided more money for efforts than any other type of funding agency ($13,714,084, or 56%).
- The map to the right shows a concentration of tobacco control activity around St. Louis and Kansas City and throughout most of the MFH coverage area.
  - With a few exceptions, there are clear gaps between areas funded by MFH & HCF and areas not funded by either foundation.



National & federal organizations (excluding CDC) were underutilized as funding sources

One national foundation, the Robert Wood Johnson Foundation, funded one tobacco control effort in Missouri during 2006 through 2008. Several efforts in St. Louis City were funded by federal health organizations (*e.g.,* National Cancer Institute), however they were all clinical research activities. Compared to the other funding agencies, national & federal organizations were highly underutilized as funding sources. It is important to note, though, that many national & federal organizations have recently reduced funding opportunities for tobacco control activities.



Discussion

Reports from organizations such as the Campaign for Tobacco Free Kids and the American Lung Association are helpful to obtain a quick glimpse of tobacco control funding in a state and to compare funding across states. However, in order to fully understand the landscape of tobacco control funding and activities in a state and strategically plan for future activities, tobacco control stakeholders should not solely rely on these information sources.

In most cases, national organizations only report tobacco control funding from the state government, Master Settlement Agreement funds, tobacco excise tax revenues, and/or the CDC. In a state such as Missouri, where the tobacco control funding is foundation-driven rather than government-driven, national organizations only capture a small snapshot of Missouri's funding.

States should perform a comprehensive analysis every several years as part of strategic planning to obtain a full picture of all tobacco control funding sources and activities in order to identify gaps and opportunities for the future.

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