



#HealthierMO

Transforming the Future of Public Health in Missouri

Public Health Funding Proves Valuable Investment

Wouldn't it be nice if you could take a dollar and stretch its value to \$5.60 or \$10.00 or even \$34.00? With investments in public health, we can!

- The [Trust for America's Health](#) reports "an investment of \$10 per person in proven, evidence-based community prevention programs to increase physical activity, improve nutrition and reduce tobacco use could save the country more than \$16 billion annually – a \$5.60:1 return."¹
- A 2009 study published in [Pediatrics](#) showed every \$1 spent on immunizations saved at least \$10 in direct and indirect costs.²
- Effective school-based substance abuse prevention strategies have shown that investing \$1 in substance abuse prevention can realize as much as \$34 in return.¹

Despite evidence to show the value of investing in public health prevention, federal and state funding for public health continues to be cut.

- The 2017 report "[A Funding Crisis for Public Health and Safety](#)" states that "core funding for disease prevention and health promotion programs has declined by around \$580 million federally and has remained flat in states since 2010 (adjusting for inflation)."¹
- Every year since it was established following 9-11, the Public Health Emergency Preparedness core funding for states and local health departments has been cut by more than a third.¹
- [Tobacco-Free Kids](#) reports that in Fiscal Year 2018 Missouri received \$260.6 million in total state tobacco revenue (tobacco settlement and taxes), but spent only \$48,500 on tobacco cessation and prevention – less than half of what it spent in the last fiscal year, and much less than the 1% (\$72.9 million) the CDC recommended it spend on tobacco prevention.³

Cuts to public health funding may not show an immediate negative result, but they will adversely impact health in Missouri, eventually leading to higher health care costs and poorer health outcomes. The [#HealthierMO initiative](#) seeks to transform Missouri's public health system, developing strategies for appropriate, sustainable funding that will ensure foundational public health programs and services and offer every resident the opportunity for a healthier life.

¹The Trust for America's Health. [A Funding Crisis for Public Health and Safety: State-by-State Public Health Funding and Key Health Facts](#), 2017

²Pediatrics, [Economic Evaluation of the Routine Childhood Immunization Program in the United States](#), 2014

³Tobacco-Free Kids, [Broken Promises to Our Children: A State-by-State Look at 1998 Tobacco Settlement 19 Years Later](#), 2017

The Missouri Public Health Association is leading the #HealthierMO initiative in partnership with Support KC. Funding for the first phase of this multi-year initiative was provided by the Missouri Foundation for Health and the Health Care Foundation of Greater Kansas City. To learn more, visit www.HealthierMO.org.