

# Online Tobacco Control Resources for Returns on Investment (ROIs)

Communicating the economic value and impact of specific tobacco control programs and initiatives at the state and territorial level continues to be an important endeavor, especially as states and territories face uncertainty about tobacco control funding. See below for calculators, fact sheets, state case studies, and other resources that can help state and territorial health departments conduct ROIs that demonstrate the impact of their tobacco control initiatives. Such efforts can help tobacco control programs and their partners demonstrate the vitality of funding tobacco control initiatives at the state and territorial level.

## General ROI Resources

*The following resources and calculation tools from TCN, ASTHO, and other national tobacco control partners can help states, territories, and other tobacco stakeholders make an economic case in favor of tobacco control and cessation program funding.*

**Calculating and Leveraging ROIs in Tobacco Control – TCN Podcast Series (TCN)** – This TCN podcast overviews how to conduct ROIs in tobacco control and prevention, explores available resources for state and territorial tobacco control programs, and discuss the role ROIs can have in conveying the cost effectiveness of tobacco programs and initiatives.

- [Podcast recording](#)
- [Podcast slides](#)

**ASTHO Smoke-Free Multi-Unit Housing ROI Tool (ASTHO)** – ASTHO's online ROI tool is designed to help state health departments and other stakeholders calculate the financial benefit of smoke-free multi-unit housing initiatives. The tool can also adapted for use in other tobacco control contexts. To obtain a unique log-in for this tool, please reach out to [tcn@astho.org](mailto:tcn@astho.org).

- [ROI Tool](#)
- ["How-to" Demonstration Video](#)

**Fact Sheets: State Tobacco Prevention Programs (Campaign for Tobacco-Free Kids)** – Campaign for Tobacco-Free Kids has organized a list of several fact sheets that help make the case for tobacco control. These fact sheets are organized into two sections, "Prevention Programs: Key Elements and Funding Sources" and "Tobacco Prevention Programs Save Lives and Money."

**Best Practices for Comprehensive Tobacco Control Programs – 2014 (CDC)** – This CDC evidence-based guide is designed to help states establish effective tobacco control programs. Of particular relevance in this guide is Section C, "Recommended Funding Levels, by State," which includes state specific information on state tobacco funding information and CDC recommendations.

**Tobacco Cessation (Centers for Medicare and Medicaid Services)** – This page makes the case that investing in tobacco cessation initiatives is cost-effective. An ROI case study from Massachusetts is

featured, which found an ROI of \$2.12 saved for every \$1 invested after three years.

**[Helping Smokers Quit Saves Money \(ALA\)](#)** – This brief describes how tobacco control is a cost-effective and evidence-based public health endeavor for state governments, insurers, and private employers.

**[Public-Private Partnership Initiative Resource Center \(North American Quitline Consortium\)](#)** – This quitline-specific webpage lists a number of factsheets and other resources, including ROI templates, research article, and state ROI fact sheet on tobacco control more generally.

**[Making the Business Case for Smoking Cessation \(America's Health Insurance Plans\)](#)** – This ROI calculator developed by the Center for Health Research, Kaiser Permanente Northwest, and America's Health Insurance Plans helps demonstrate the economic value of smoking cessation for health plans. The tool comes with an executive summary, a methodology description, and other resources.

## State-Specific ROI Resources

*These state-based examples provide additional tobacco ROI information, and represent case studies that states can use to create new fact sheets and resources that communicate the economic value of tobacco control initiatives using state-specific data and ROI calculations.*

**[A Closer Look at Tobacco Use and Health Value \(Health Policy Institute of Ohio\)](#)** – This brief explores the relationships between tobacco use, population health, and health spending in Ohio, and makes the case that evidence-based tobacco control measures would reduce spending and close health disparities in Ohio.

**[Return on Investment for Tobacco Cessation \(ClearWay Minnesota\)](#)** – This report provides brief economic arguments in favor of tobacco control and cessation for a variety of stakeholder groups (e.g., healthcare providers, insurers, employers, and Medicaid administrators), complete with a large number of citations.

**[Tobacco Cessation Treatment: Return on Investment \(Utah Tobacco Prevention Task Force\)](#)** – This report briefly explains what an ROI is, and describes the different reasons that tobacco cessation is an effective cost savings investment for employers.

**[Calculating the Return on Investment: Employee Tobacco Cessation Coverage Utilizing Telephone Counseling and Medication \(QuitlineNC\)](#)** – This brief report provides employers and other tobacco control stakeholders a tool that provides a quick estimate on the cost savings and ROI of a state tobacco quitline.

**[Proving Quitline Services is a Smart Investment \(Kentucky Quitline\)](#)** – This brief report presents the finding of a Kentucky Quitline ROI, which found that the quitline returns approximately \$9.70 for every \$1 invested after six months.