



◀ FINAL REPORT ▶

— // — JULY • 2014

Surveillance & Evaluation services for the
MS Comprehensive Tobacco Control Program

2014 • mississippi tobacco data

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SURVEILLANCE AND EVALUATION SERVICES FOR THE MISSISSIPPI COMPREHENSIVE TOBACCO CONTROL PROGRAM ARE FUNDED BY A GRANT OF THE MISSISSIPPI STATE DEPARTMENT OF HEALTH. THE OPINIONS EXPRESSED OR IMPLIED IN THIS REPORT ARE THOSE OF THE AUTHORS AND DO NOT NECESSARILY REFLECT THOSE OF THE MISSISSIPPI DEPARTMENT OF HEALTH.

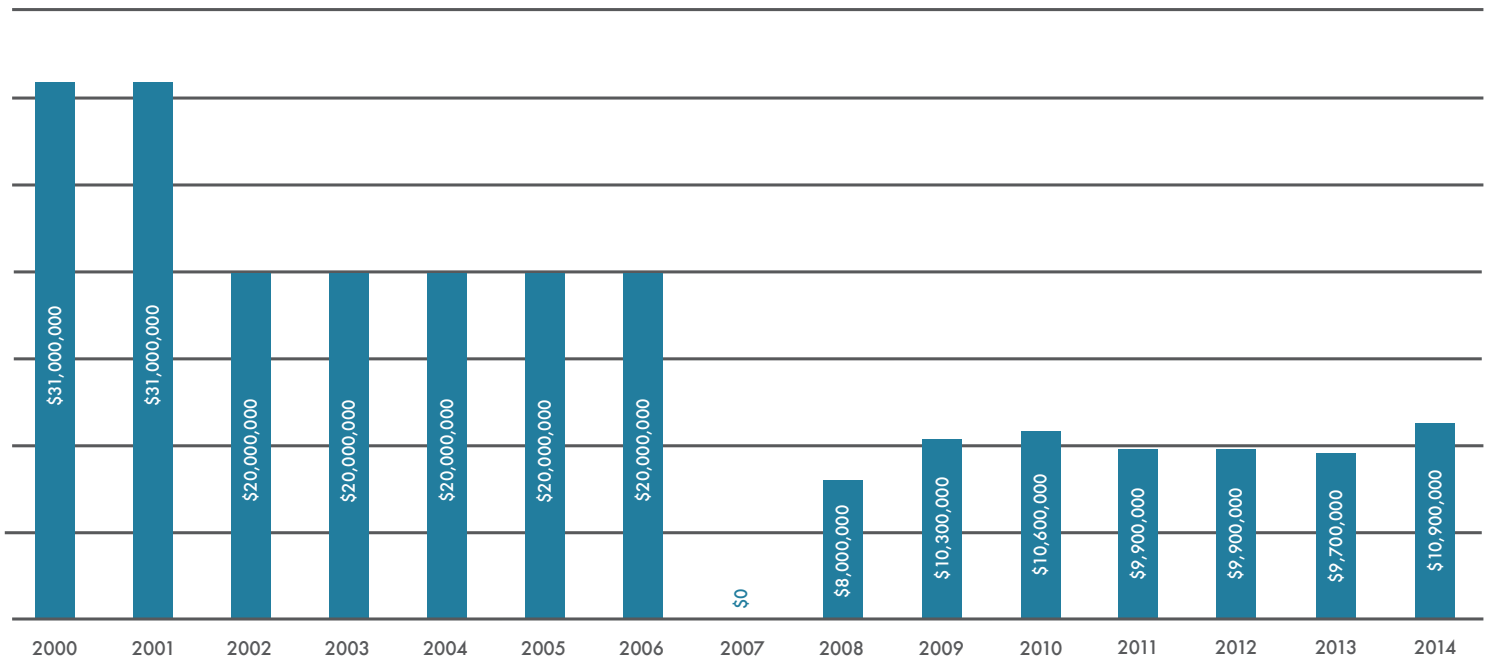
INTRODUCTION

BACKGROUND | 1994-2014

In 1994, Mississippi filed litigation against the tobacco industry that resulted in a \$4 billion dollar settlement for the state. Inherent to the tobacco settlement agreement for Mississippi was a promise to fund prevention and cessation programs designed to reverse the trend of tobacco use in Mississippi. In 1997, Jackson County Chancery Judge William Myers approved an order placing \$62 million in escrow for the state to develop a tobacco prevention pilot program. As directed by the court, Attorney General Mike Moore began assembling public and private organizations to discuss the best features for such a program.

These organizations devised a plan that was presented to the court and approved in 1998. This plan resulted in the formation of The Partnership for a Healthy Mississippi. At the conclusion of the pilot program, approximately \$20 million annually was court-ordered to go directly to The Partnership from the state's tobacco settlement. In addition to these funds, The Mississippi Department of Health received funds from the Centers for Disease Control and Prevention through a cooperative agreement to implement and enhance tobacco prevention and cessation efforts.

ANNUAL STATE SPENDING FOR TOBACCO PREVENTION FOR MS | 2000-2014



SOURCE: CAMPAIGN FOR TOBACCO FREE KIDS

INTRODUCTION

BACKGROUND | 2006-2014

Governor Haley Barbour, the state Division of Medicaid, and the Health Care Trust Fund filed motions to vacate the December 2000 order and direct the \$20 million away from tobacco prevention and into the Trust Fund. In May 2006, citing the lack of agreement between the legislative and executive branches regarding funding for tobacco prevention, the Jackson County Chancery Court granted the Governor and Treasurer's motion, denying the tobacco prevention programs access to further funding. In June 2007, the Mississippi Supreme Court upheld the December 2006 order from the Jackson County Chancery Court that determined only the Mississippi Legislature could appropriate funds to tobacco prevention programs.

As of June 1, 2006, counter-marketing campaigns were no longer airing, and the college program for the 18 to 24-year-old market was ended. As of November 30, 2006, the Partnership ceased funding of cessation programs, including a statewide quitline and regional tobacco cessation treatment clinics, law enforcement programs, and numerous statewide and after-school programs.

BACKGROUND | 2007-2010

In 2007, SENATE BILL NO. 2764 called for the development, implementation, and funding of a comprehensive and statewide tobacco education, prevention, and cessation program that is consistent with the Best Practices for Tobacco Control Programs of the federal Centers for Disease Control and

Prevention. The FY2010 allocated \$10.6 million in state funds for tobacco prevention and cessation programs.

CURRENT PROJECT

In March 2008, the MSDH Office of Tobacco Control requested proposals to provide surveillance and evaluation services for the comprehensive tobacco control program. The scope of work was to develop and implement a system of surveillance and evaluation for programs and services administered by the Office of Tobacco Control. This system of surveillance and evaluation was intended to monitor and provide short-term, intermediate, and long-term intervention outcomes to influence program and policy direction, ensure accountability, and demonstrate effectiveness.

The project was awarded to the Social Science Research Center at Mississippi State University on March 30, 2008. This Final Report summarizes our activity toward the development and implementation of this system of surveillance and evaluation during the period between July 1, 2013 and June 30, 2014. This report provides data summaries on key indicators from the surveillance program (more detailed reports from individual data series are included as appendices) and summarizes our progress on this year's Scope of Work. Final Reports from the Evaluation Subcontract and the Media Tracking Subcontract will be provided by the subcontractors.

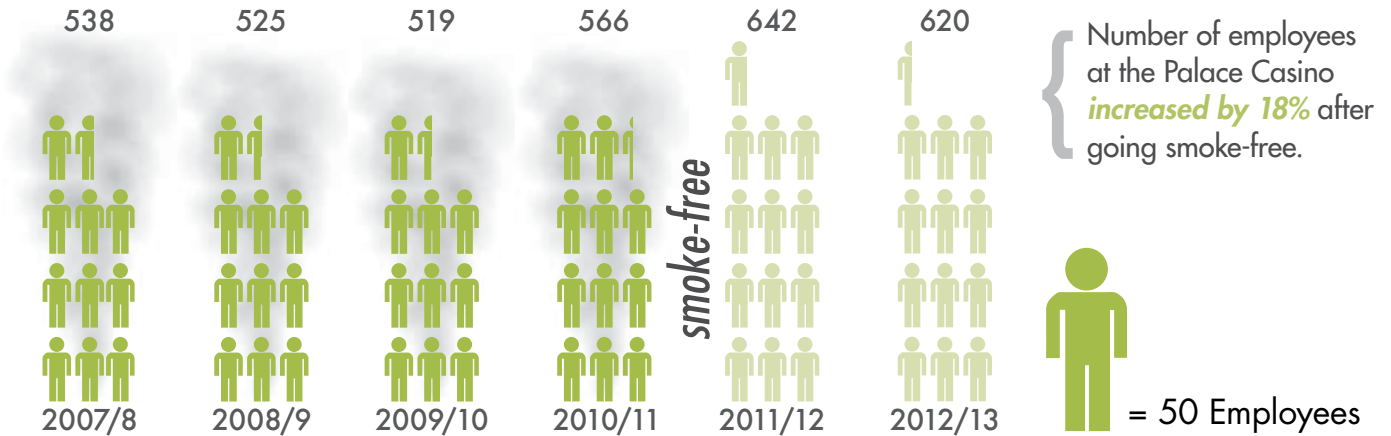
SURVEILLANCE

HIGHLIGHTS

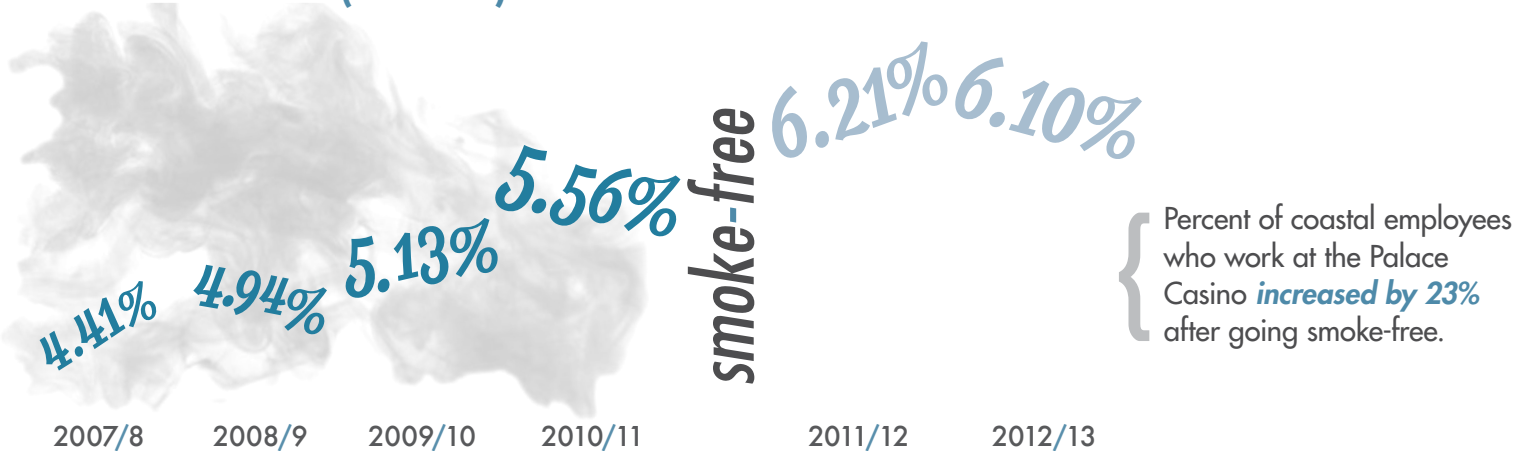
The Palace Casino

GROWTH TWO YEARS AFTER IMPLEMENTING A SMOKE-FREE POLICY

NUMBER OF EMPLOYEES AT THE PALACE CASINO



PERCENT OF TOTAL (COASTAL) EMPLOYEES AT THE PALACE CASINO



The Palace Casino in Biloxi implemented a smoke-free policy when it reopened on June 14, 2011. The casino voluntarily prohibited smoking inside all of the casino facility, with the exception of a smoking lounge located off of the casino floor. The purpose of this brief is to summarize the available data about the potential economic impact of this new policy.

TO VIEW THE FULL REPORT, PLEASE VISIT THE FOLLOWING LINK:

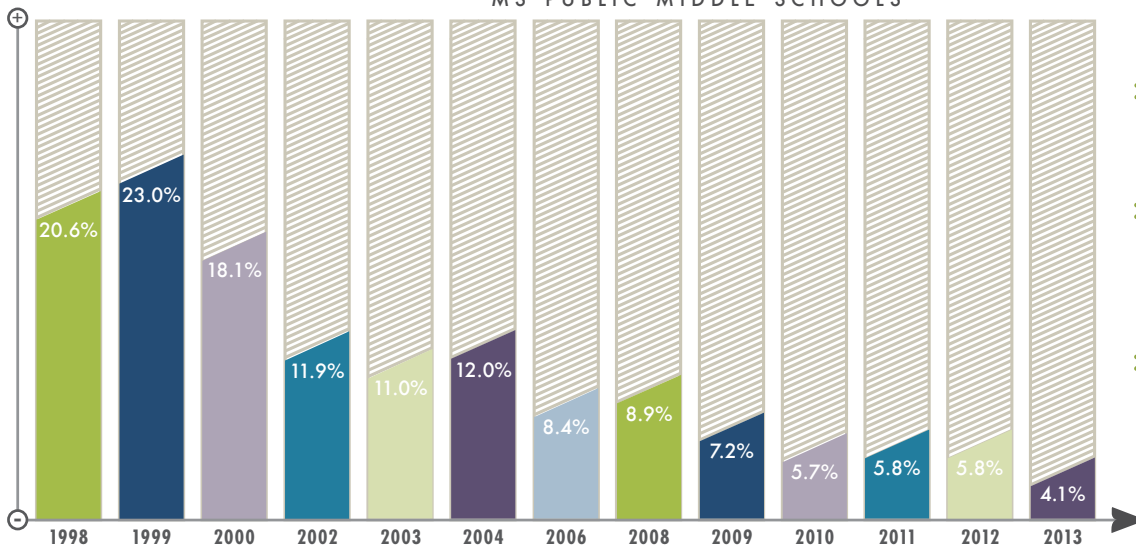
The Palace Casino | Growth Two Years After Implementing a Smoke-Free Policy

SURVEILLANCE

HIGHLIGHTS

Current Cigarette Smoking

MS PUBLIC MIDDLE SCHOOLS



- * In 2013, 4,595 Mississippi public middle school students were current smokers.
- * The prevalence of current smoking has decreased by 80% since 1998, leading to 18,492 fewer young smokers.
- * In the past year, the prevalence of current smoking has not changed significantly.

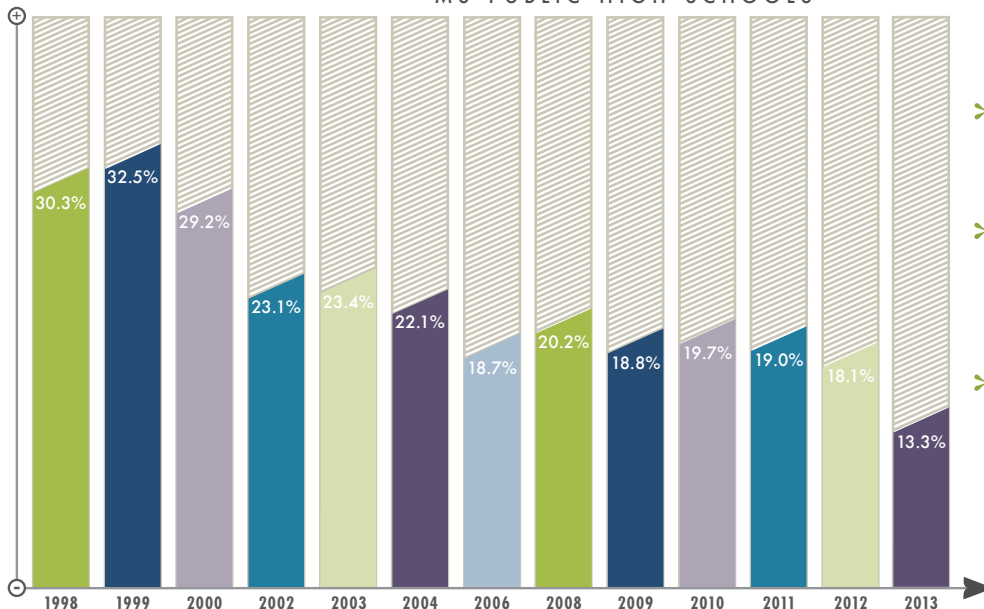
The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

Current Cigarette Smoking

MS PUBLIC HIGH SCHOOLS



- * In 2013, 18,147 Mississippi public high school students were current smokers.
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CURRENT YOUTH SMOKING

The Mississippi Youth Tobacco Survey demonstrates an approximate 80% reduction in the prevalence of current cigarette smoking among public middle school students from 1998 to 2013 and a 56% reduction among public high school students from 1998 to 2013.

SOURCE: MISSISSIPPI YOUTH TOBACCO SURVEY

SURVEILLANCE

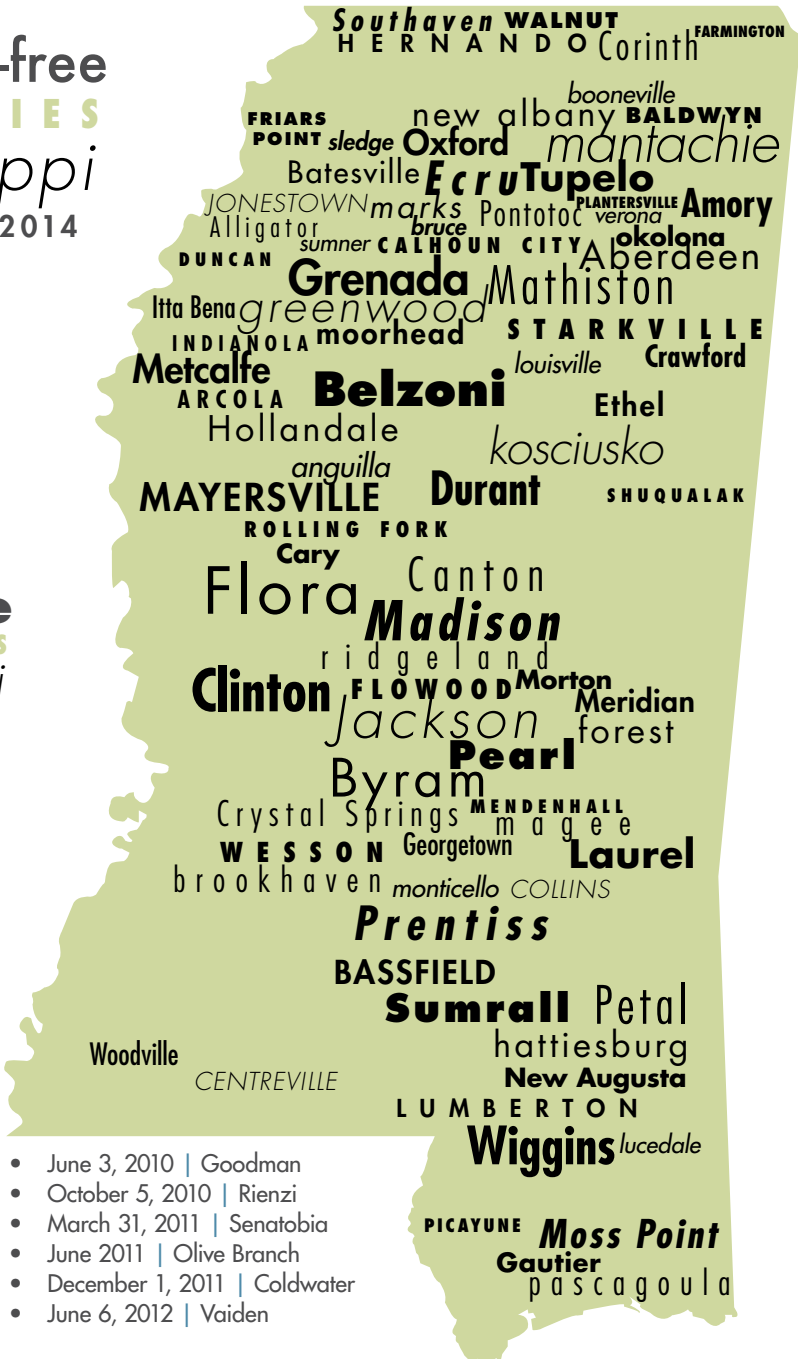
HIGHLIGHTS

100% Smoke-free
COMMUNITIES
in Mississippi
 UPDATED | JULY 2014

There are **85**
smoke-free
COMMUNITIES
in Mississippi

Partial Smoke-free
COMMUNITIES
in Mississippi

- October 2007 | Greenville
- November 15, 2007 | McComb
- January 10, 2008 | Summit
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- May 5, 2010 | Brandon



- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- March 31, 2011 | Senatobia
- June 2011 | Olive Branch
- December 1, 2011 | Coldwater
- June 6, 2012 | Vaiden

PROTECTION FROM TOBACCO SMOKE POLLUTION

In 1998, no communities in Mississippi had local smoke-free ordinances for restaurants and/or workplaces. To date, 85 Mississippi communities have enacted comprehensive smoke-free ordinances including Hattiesburg, Oxford, Starkville, and Tupelo. Based on the U.S. Census estimates, 29.4% of Mississippians live in a community with a strong or comprehensive smoke-free law.

SURVEILLANCE

KEY INDICATORS

The key indicators are divided into three sections: 1) Smoke-free places and support for smoke-free places, 2) Youth smoking, and 3) Adult smoking. The first section presents summaries of smoke-free policies, smoke-free homes and workplaces, exposure to secondhand smoke, and public support for smoke-free policies in Mississippi. The second section summarizes prevalence data for current smoking, smoking initiation, and frequent smoking among Mississippi youth. The third section presents data on current smoking, cigarette consumption, and cessation of smoking among Mississippi adults.

Secondhand smoke contains more than 7,000 chemical compounds. Sixty-nine of these toxic chemicals cause cancer.

Smoking cigarettes accounts for one out of every five mortalities, making it the leading preventable cause of death in the United States (CDC, 1994.) However, the effects of secondhand smoke, while substantial, are not as commonly recognized. Diseases acquired through exposure to secondhand smoke account for over 53,000 deaths of nonsmokers each year (Glantz, & Parmley, 1991.) Risks of secondhand smoke include, but are not limited to, increased risk among nonsmokers for lung cancer, heart disease, and respiratory

there is no safe level of exposure to secondhand smoke

“The health effects of secondhand smoke exposure are more pervasive than we previously thought. The scientific evidence is now indisputable: secondhand smoke is not a mere annoyance. It is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults.

We know that secondhand smoke harms people’s health, but many people assume that exposure to secondhand smoke in small doses does not do any significant damage to one’s health. However, science has proven that there is NO risk-free level of exposure to secondhand smoke. Let me say that again: there is no safe level of exposure to secondhand smoke. *Surgeon General Carmona, June 27, 2006*

SMOKE-FREE PLACES AND SUPPORT FOR SMOKE-FREE POLICIES

One of the four primary goals of the Mississippi Comprehensive Tobacco Control Program is to eliminate exposure to secondhand smoke. This section details progress towards this goal.

The California EPA Air Resources Board recently declared secondhand smoke to be a toxic air contaminant, putting this by-product of cigarette smoking in the same category as diesel exhaust and arsenic.

illness (California Environmental Protection Agency, 1997; United States Department of Health and Human Services, 1986.) While smoking cigarettes is a choice left up to the individual, secondhand smoke is often not presented as a choice for those being exposed, leaving individuals—from babies to seniors—vulnerable not only to the immediate effects of secondhand smoke, but also to the health complications it can cause.

SURVEILLANCE

SMOKE-FREE PLACES & SUPPORT FOR SMOKE-FREE POLICIES

100% Smoke-free COMMUNITIES in Mississippi

TIMELINE DATA

key	YEAR 2002	LOCAL ORDINANCES METCALFE	DATE IMPLEMENTED SEPTEMBER 3RD	% OF MS POP. PROTECTED 0.04%
2002	METCALFE	SEPTEMBER 3RD	0.04%	
2005	MAYERSVILLE	SEPTEMBER 16TH	0.06%	
2006	STARKVILLE	MAY 20TH	0.90%	
2006	TUPELO	OCTOBER 5TH	2.11%	
2006	MANTACHIE	NOVEMBER 4TH	2.15%	
2006	OXFORD	NOVEMBER 16TH	2.82%	
2007	HATTIESBURG	JANUARY 1ST	4.43%	
2007	HERNANDO	MARCH 8TH	4.93%	
2007	ABERDEEN	MARCH 22ND	5.13%	
2007	MATHISTON	APRIL 15TH	5.15%	
2007	RIDGELAND	JULY 19TH	6.00%	
2007	GREENWOOD	AUGUST 16TH	6.53%	
2007	KOSCIUSKO	NOVEMBER 1ST	6.79%	
2007	AMORY	NOVEMBER 1ST	7.05%	
2007	CORINTH	NOVEMBER 6TH	7.56%	
2007	FLORA	DECEMBER 13TH	7.63%	
2007	PETAL	DECEMBER 20TH	7.99%	
2008	ECRU	MARCH 12TH	8.02%	
2008	PONTOTOC	MAY 1ST	8.22%	
2008	COLLINS	JUNE 6TH	8.31%	
2008	CLINTON	AUGUST 14TH	9.20%	
2008	LAUREL	DECEMBER 4TH	9.85%	
2009	GRENADA	APRIL 8TH	10.31%	
2009	HOLLANDALE	DECEMBER 3RD	10.41%	
2010	MERIDIAN	FEBRUARY 18TH	11.85%	
2010	BATESVILLE	MARCH 4TH	12.10%	
2010	BASSFIELD	MARCH 10TH	12.11%	
2010	PRENTISS	APRIL 17TH	12.16%	
2010	MADISON	JUNE 3RD	12.67%	
2010	CRYSTAL SPRINGS	JUNE 15TH	12.88%	
2010	JACKSON	JULY 1ST	19.09%	
2010	WESSON	JULY 1ST	19.15%	
2010	BELZONI	JULY 1ST	19.24%	
2010	LUMBERTON	JULY 3RD	19.32%	
2010	SUMRALL	JULY 3RD	19.35%	
2010	PEARL	SEPTEMBER 1ST	20.13%	
2010	JONESTOWN	OCTOBER 13TH	20.19%	
2011	OKOLONA	APRIL 15TH	20.28%	
2011	CENTREVILLE	APRIL 17TH	20.34%	
2011	FLOWOOD	MAY 4TH	20.51%	
2011	MARKS	JULY 14TH	20.57%	
2011	CALHOUN CITY	SEPTEMBER 1ST	20.63%	
2011	BROOKHAVEN	NOVEMBER 17TH	21.07%	
2011	NEW ALBANY	DECEMBER 1ST	21.35%	
2011	BYRAM	DECEMBER 10TH	21.76%	
2011	ROLLING FORK	DECEMBER 15TH	21.83%	
2012	MONTICELLO	JANUARY 18TH	21.89%	
2012	CANTON	JANUARY 19TH	22.35%	
2012	GEORGETOWN	MARCH 12TH	22.38%	
2012	DUNCAN	APRIL 5TH	22.39%	
2012	ANGUILLA	APRIL 27TH	22.42%	
2012	DURANT	MAY 3RD	22.51%	
2012	VERONA	MAY 3RD	22.62%	
2012	ARCOLA	MAY 10TH	22.63%	
2012	SHUQUALAK	MAY 31ST	22.65%	
2012	BOONEVILLE	JUNE 1ST	23.27%	
2012	NEW AUGUSTA	JUNE 12TH	23.29%	
2012	MOSS POINT	JUNE 14TH	23.77%	
2012	SUMNER	JULY 5TH	23.78%	
2012	ALLIGATOR	JULY 5TH	23.79%	
2012	FOREST	SEPTEMBER 6TH	23.99%	
2012	ETHEL	NOVEMBER 1ST	24.01%	
2012	INDIANOLA	NOVEMBER 7TH	24.38%	
2012	CARY	DECEMBER 8TH	24.39%	
2013	MOORHEAD	JANUARY 11TH	24.47%	
2013	WIGGINS	JANUARY 17TH	24.63%	
2013	LUCEDALE	FEBRUARY 1ST	24.73%	
2013	BALDWIN	JULY 5TH	24.85%	
2013	PLANTERSVILLE	JULY 6TH	24.89%	
2013	PASCAGOULA	JULY 18TH	25.68%	
2013	MORTON	OCTOBER 31ST	25.76%	
2013	MAGEE	NOVEMBER 19TH	25.95%	
2013	WALNUT	DECEMBER 5TH	25.98%	
2013	WOODVILLE	DECEMBER 30TH	26.02%	
2014	BRUCE	JANUARY 1ST	26.09%	
2014	FRIARS POINT	JANUARY 8TH	26.13%	
2014	FARMINGTON	FEBRUARY 20TH	26.28%	
2014	LOUISVILLE	APRIL 3RD	26.51%	
2014	MENDENHALL	APRIL 4TH	26.60%	
2014	SLEDGE	JUNE 4TH	26.62%	
2014	GAUTIER	JULY 3RD	27.27%	
2014	PICAYUNE	JULY 17TH	27.65%	
2014	SOUTHAVEN	AUGUST 4TH	29.38%	
TBD	CRAWFORD	TBD	29.40%	

SMOKE-FREE LAWS & ORDINANCES

Many states have passed comprehensive smoke-free laws. These laws prohibit smoking in 100% of all indoor public places. Specifically, these laws contain no provisions for exemptions for certain types of businesses or certain business hours. As of July 2014, 38 states and commonwealths have enacted comprehensive smoke-free laws for restaurants and 32 states and commonwealths have enacted comprehensive smoke-free laws for bars. Tennessee, Georgia, and Arkansas have also passed state-wide laws, but their smoke-free laws are not comprehensive. Restaurants that do not serve or employ minors are exempt in these three states. In addition to the states with comprehensive smoke-free laws, 646 communities have a comprehensive smoke-free ordinance that prohibits smoking in workplaces, restaurants, and bars. Currently, almost half (49.2%) of the U.S. population lives in a state or a community that has a comprehensive smoke-free law for worksites, restaurants, and bars.

Although much of the southeastern U.S. has passed strong smoke-free laws over the past several years,

Mississippi has not passed any state-wide legislation that would apply to indoor work areas, restaurants, or bars. Presently, state legislation on smoking is limited to two laws:

- 1) smoking is not allowed on school grounds and
- 2) smoking is not allowed in government-owned buildings. Eighty-five Mississippi communities have enacted comprehensive smoke-free ordinances for all indoor public places, including restaurants and bars. These local ordinances protect 29.4% of the Mississippi population.

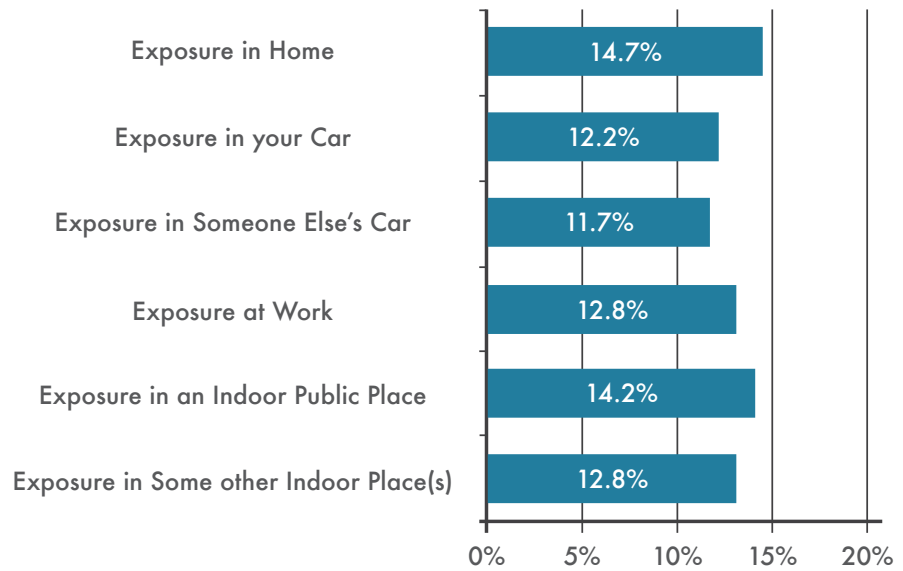
In addition, Brandon, Columbus, Goodman, Greenville, Gulfport, McComb, Olive Branch, Senatobia, Summit, Walls, and Vaiden have passed smoke-free ordinances that include significant exemptions.

SURVEILLANCE

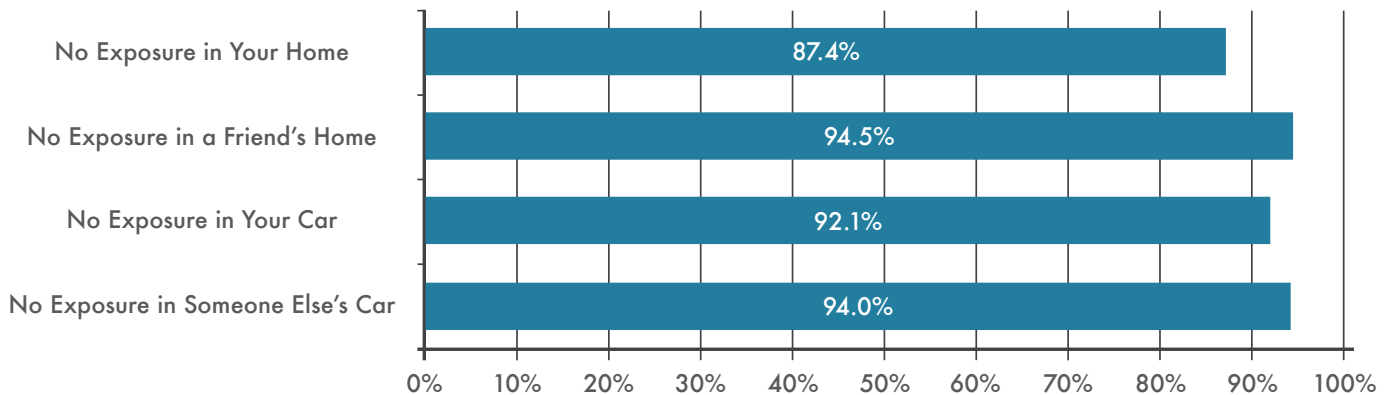
EXPOSURE TO SECONDHAND SMOKE

PERCENT OF MS ADULTS WHO WERE EXPOSED TO SECONDHAND SMOKE IN THE PAST SEVEN DAYS

ADULTS
Many Mississippi adults continue to report being exposed to secondhand smoke in the past seven days.



PERCENT OF MS PARENTS WHO REPORT THAT THEIR CHILDREN WERE NOT EXPOSED TO SECONDHAND SMOKE IN THE PAST SEVEN DAYS



YOUTH

Based on parental reports, the majority of Mississippi youth have not been exposed to secondhand smoke in the past seven days. However, up to 12.6% of Mississippi children were exposed in their home.

SOURCE: 2013 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

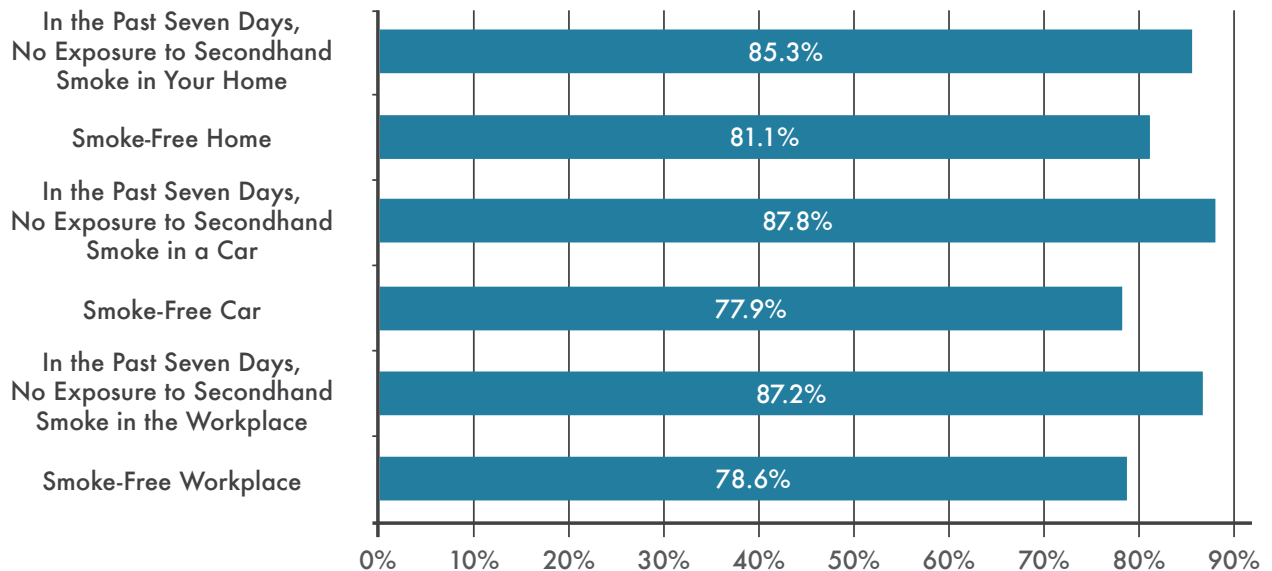
SURVEILLANCE

SMOKE-FREE HOMES & WORKSITES | SUPPORT FOR SMOKE-FREE POLICIES

Information about smoking bans and levels of support for smoking bans was collected from the Social Climate Survey of Tobacco Control, which was administered by the Social Science Research Center at Mississippi State University.

The 2013 Mississippi Social Climate Survey of Tobacco Control reduces noncoverage bias due to wireless substitution by including two sampling frames, an RDD frame of households with a landline telephone and an address-based frame that includes all households that receive deliveries from the U.S. Postal Service. Both sample frames represent the civilian, non-institutionalized adult population over age 18. The overall sample was weighted by race, gender, and age based on the most current U.S. Census estimates.

SMOKE-FREE HOMES AND WORKSITES



SMOKE-FREE HOMES & WORKSITES

The majority of Mississippians live and work in places that do not allow indoor smoking. Results from the 2013 Mississippi Social Climate Survey of Tobacco Control indicate that more than three-quarters of Mississippi adults (78.6%) work in places that do not allow smoking in indoor places, and more than three-quarters (81.1%/ 77.9%) do not allow smoking inside of their homes or their cars.

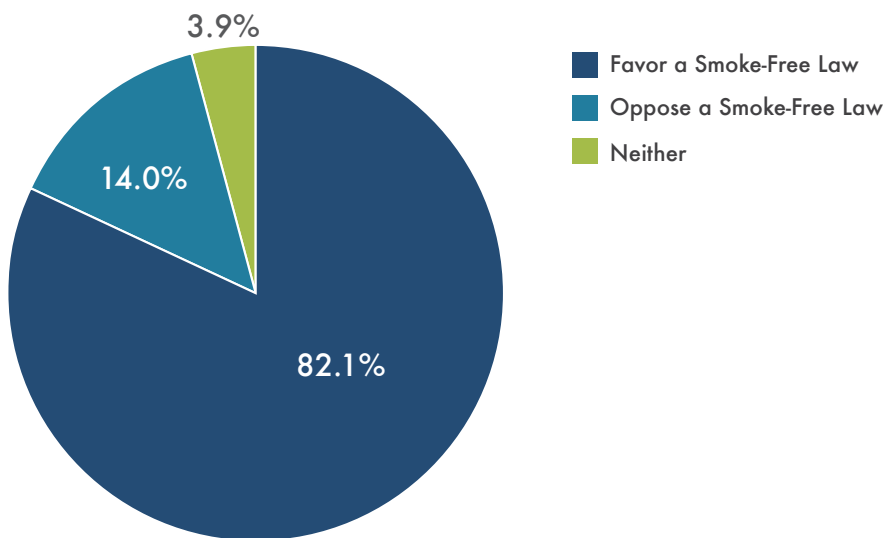
SOURCE: 2013 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

SURVEILLANCE

SMOKE-FREE HOMES & WORKSITES | SUPPORT FOR SMOKE-FREE POLICIES

SUPPORT FOR SMOKE-FREE LAWS

Would you favor or oppose a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars?



PUBLIC SUPPORT FOR SMOKE-FREE POLICIES IN MISSISSIPPI

Over 3/4 of Mississippi adults favor a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars. Results from the Social Climate Survey of Tobacco Control also revealed that smoke-free public places are an issue with substantial bipartisan support among Mississippi adults. The majority of Republicans and Democrats stated that these public places should be smoke-free.

SUMMARY

Currently, 49.2% of the U.S. population lives in a state or a community that has a comprehensive smoke-free law, and most of the southeastern states have enacted statewide smoke-free laws. Yet, only 29.4% of Mississippians are protected by law from secondhand smoke. Mississippi has not passed any state-wide legislation that would apply to indoor work areas, restaurants, or bars. However, most Mississippians live in homes and are employed in worksites that prohibit smoking; and the majority of Republicans and Democrats believe that smoking should not be allowed inside of restaurants.

SOURCE: 2013 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

SURVEILLANCE

YOUTH SMOKING

The Youth Tobacco Survey (YTS) and the Youth Risk Behavior Surveillance Systems (YRBSS) are the primary data sources for monitoring tobacco control issues related to youth. These data series share many characteristics: 1) the Centers for Disease Control and Prevention developed and support these data series, 2) these are school-based surveys, 3) schools and classrooms are randomly selected using the same sampling protocols, and 4) both surveys measure smoking status using the same questions. There are also some differences: 1) the YTS assesses students' knowledge, attitudes, and behaviors related to tobacco use and exposure to secondhand smoke; whereas the YRBSS only assesses students' behaviors related to tobacco use, 2) the YTS is typically administered to 6th-12th grade students; whereas the YRBSS is typically administered to 9th-12th grade students, 3) the YRBSS is administered in the spring semester of odd years, and 4) the YRBSS is not typically administered in private schools; whereas the YTS is administered in private schools (in some years.) This report presents data from the YTS, given that this data set is specific to tobacco. However, more detailed reports from both the YTS and the YRBSS are attached and listed in the Appendix.

Mississippi has experienced a substantial decrease in the prevalence of current cigarette smoking in the years following the implementation of a statewide comprehensive tobacco control program. From 1998 to 2013, the prevalence of current smokers decreased by 56% among public high school students and decreased by 80% among public middle school students.

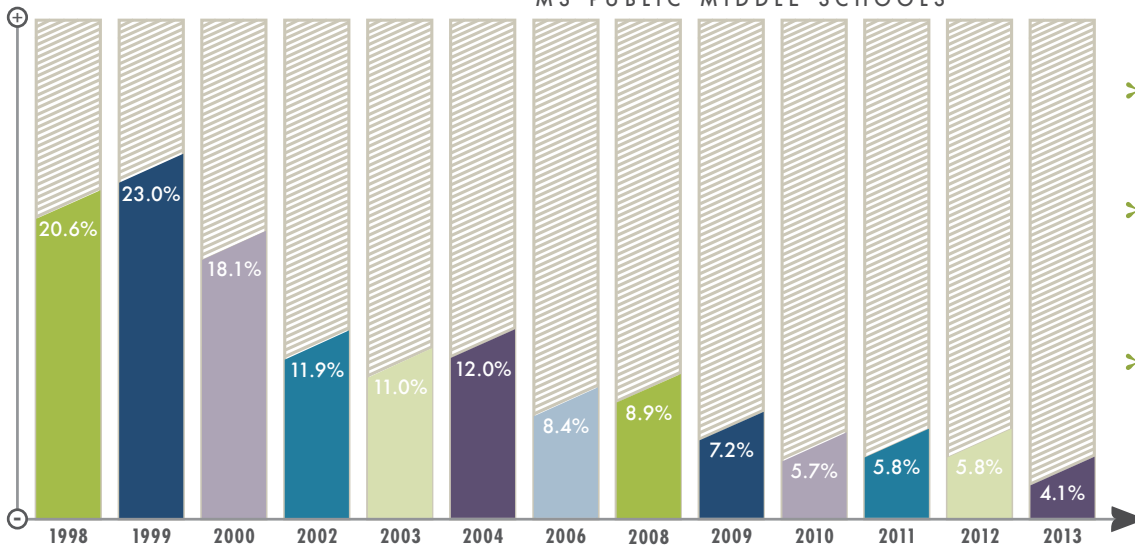
SOURCE: MISSISSIPPI YOUTH TOBACCO SURVEY

SURVEILLANCE

Current Cigarette Smoking

YOUTH SMOKING

MS PUBLIC MIDDLE SCHOOLS



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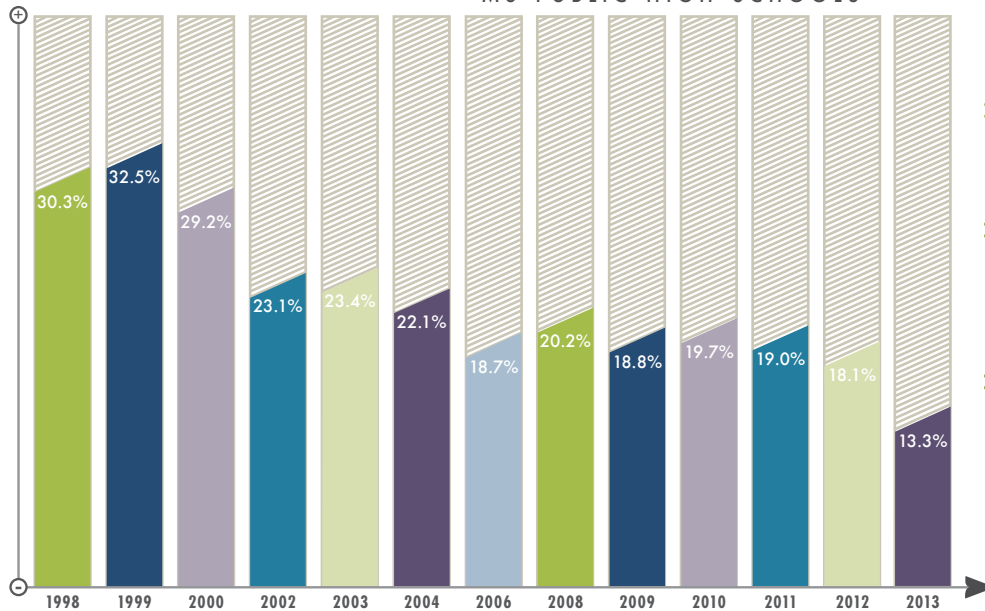
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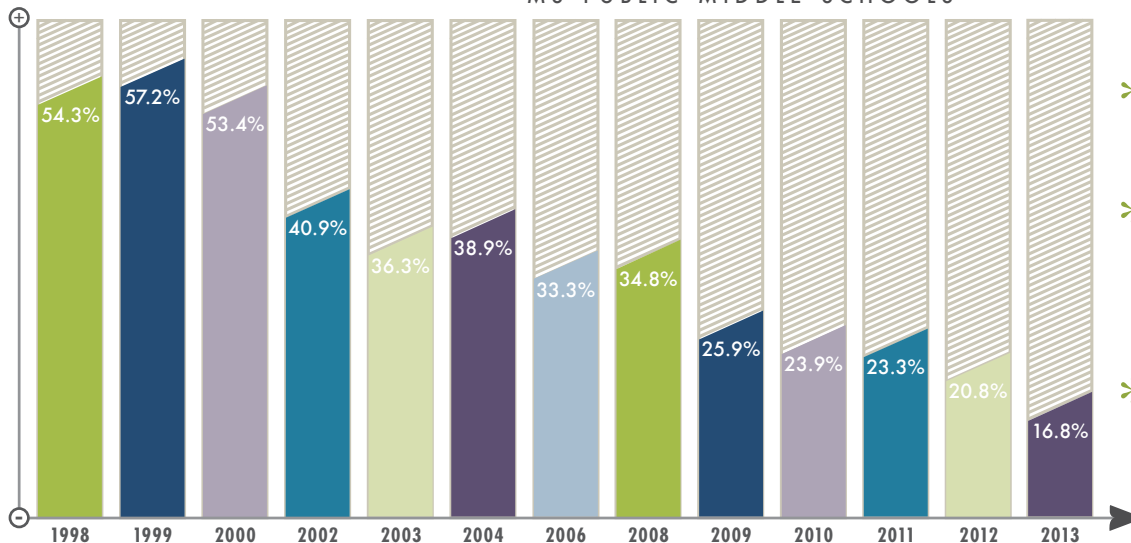
SOURCE: MISSISSIPPI YOUTH TOBACCO SURVEY

SURVEILLANCE

YOUTH SMOKING

Ever Tried a Cigarette

MS PUBLIC MIDDLE SCHOOLS



- * In 2013, 18,828 Mississippi public middle school students had tried at least one cigarette.
- * The prevalence of having ever tried a cigarette has *decreased by 69%* since 1998, leading to 42,027 fewer middle school students who have tried smoking.
- * In the past year, the prevalence of having ever tried smoking *has not changed significantly*.

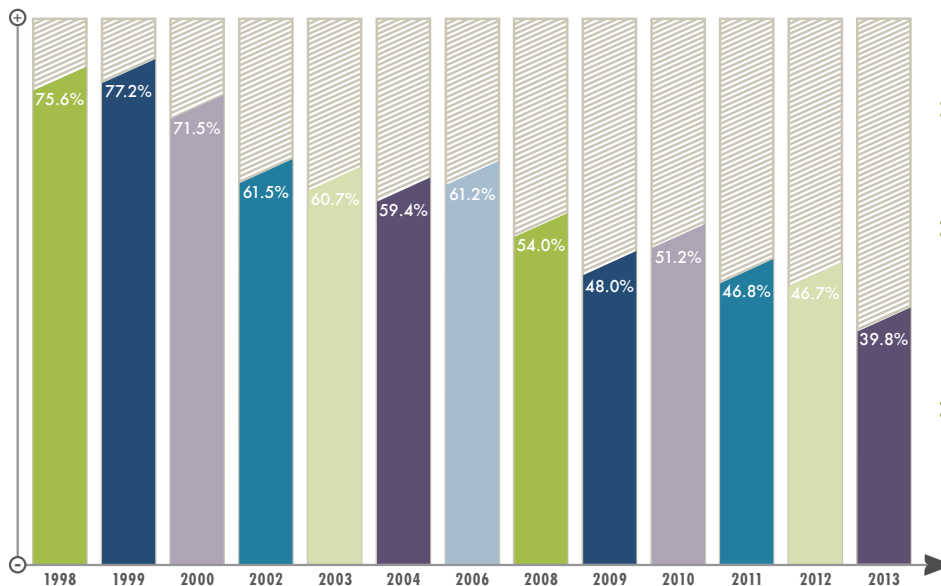
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Ever Tried a Cigarette

MS PUBLIC HIGH SCHOOLS



- * In 2013, 54,303 Mississippi public high school students had tried at least one cigarette.
- * The prevalence of having ever tried a cigarette has *decreased by 47%* since 1998, leading to 48,846 fewer high school students who have tried smoking.
- * In the past year, the prevalence of having ever tried smoking *has not changed significantly*.

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SMOKING INITIATION

Preventing initiation of tobacco use among youth is one of the primary goals of a comprehensive tobacco control program. Efforts toward preventing initiation among middle school students have been followed by a 69% reduction in the number of students who have tried smoking. The number of high school students who have tried smoking has decreased by 47%.

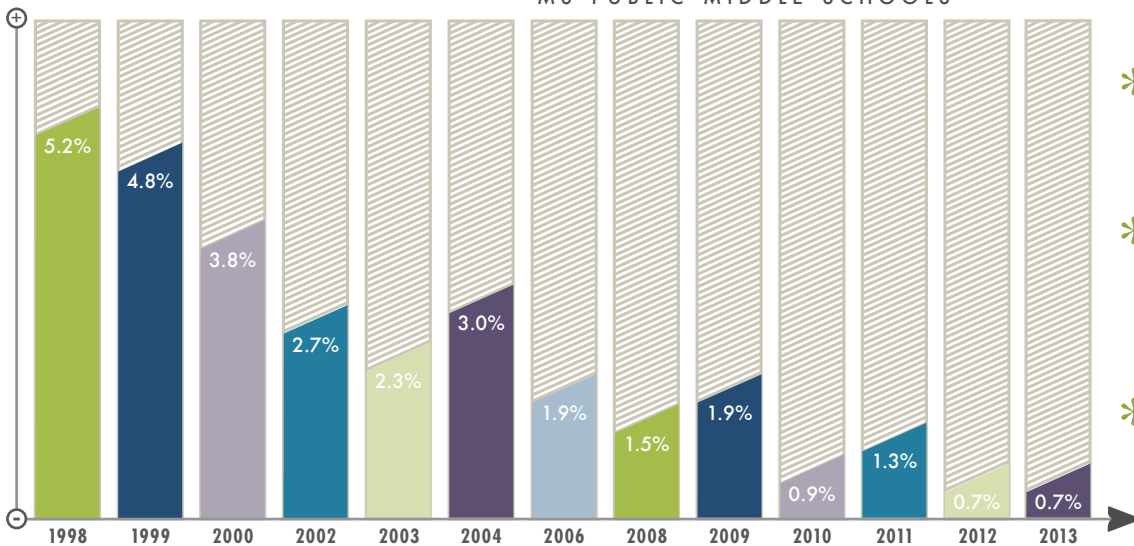
SOURCE: MISSISSIPPI YOUTH TOBACCO SURVEY

SURVEILLANCE

YOUTH SMOKING

Frequent Cigarette Smoking

MS PUBLIC MIDDLE SCHOOLS



- * In 2013, 784 Mississippi public middle school students had smoked cigarettes on at least 20 of the past 30 days.
- * The prevalence of frequent smoking has *decreased by 87%* since 1998, leading to 5,043 fewer middle school students who are frequent smokers.
- * In the past year, the prevalence of frequent smoking *has not changed significantly*.

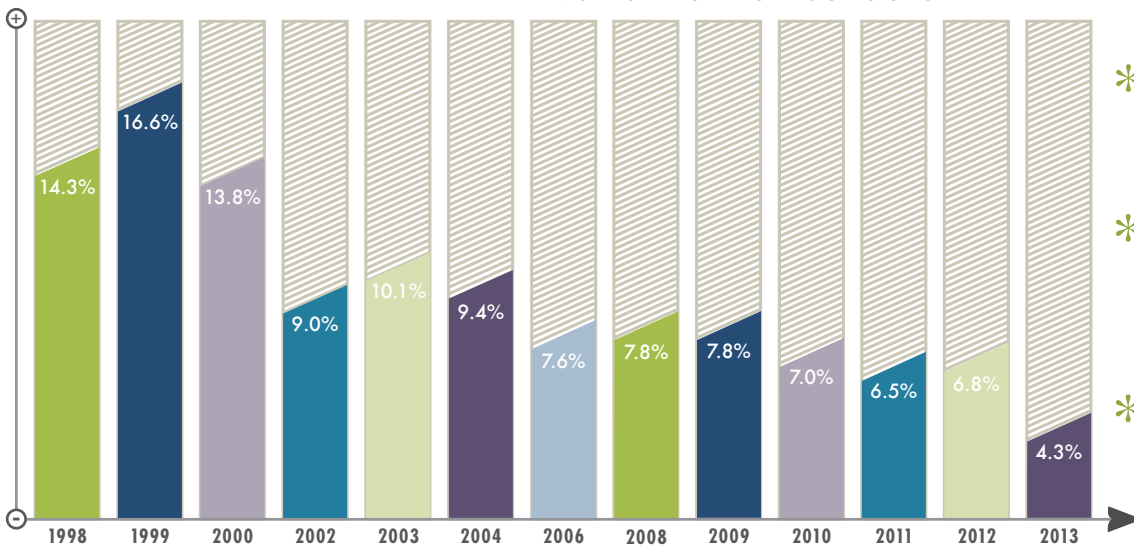
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Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

Frequent Cigarette Smoking

MS PUBLIC HIGH SCHOOLS



- * In 2013, 5,867 Mississippi public high school students had smoked cigarettes on at least 20 of the past 30 days.
- * The prevalence of frequent smoking has *decreased by 70%* since 1998, leading to 13,644 fewer high school students who are frequent smokers.
- * In the past year, the prevalence of frequent smoking *has not changed significantly*.

The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

FREQUENT SMOKING

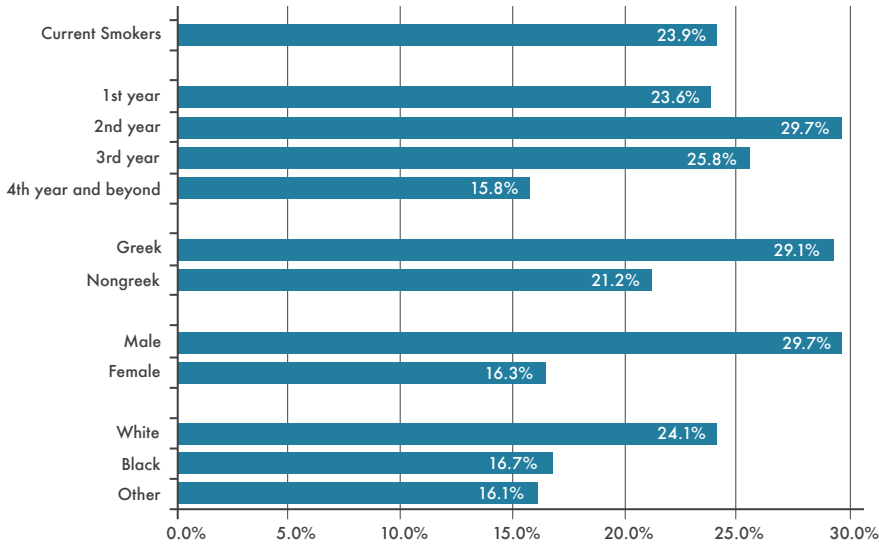
In 1998, more than 14% of high school students reported having smoked cigarettes on at least 20 of the past 30 days. The prevalence of frequent smoking decreased by 70% from 1998 to 2013. Frequent smoking among middle school students decreased by 87%.

SOURCE: MISSISSIPPI YOUTH TOBACCO SURVEY

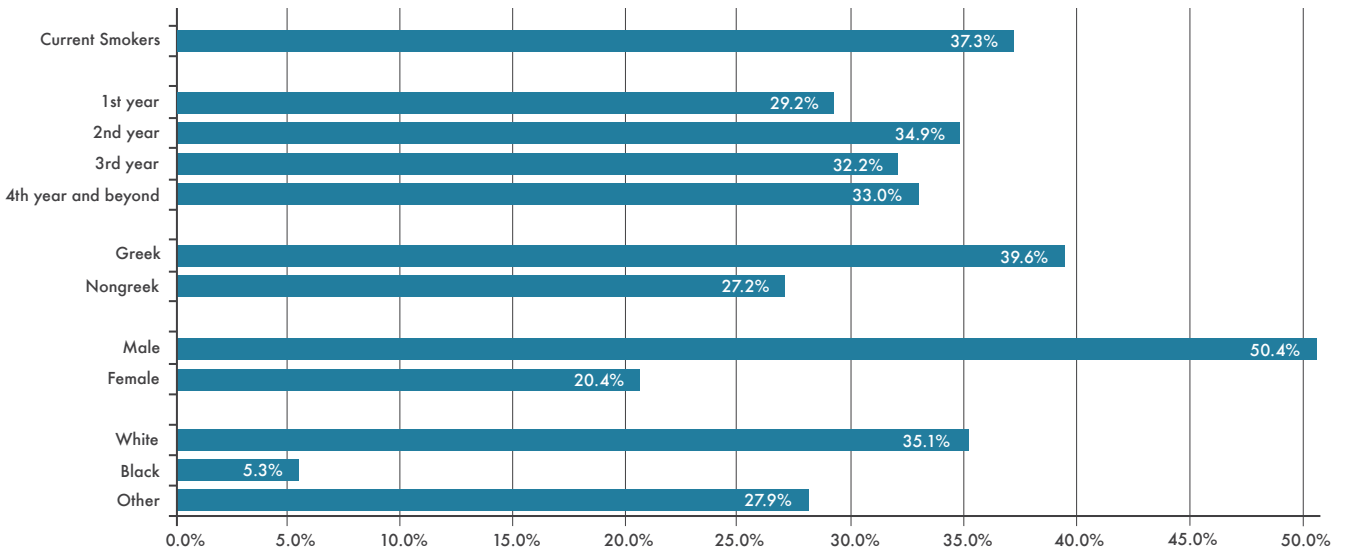
SURVEILLANCE

UNIVERSITY STUDENT SMOKING

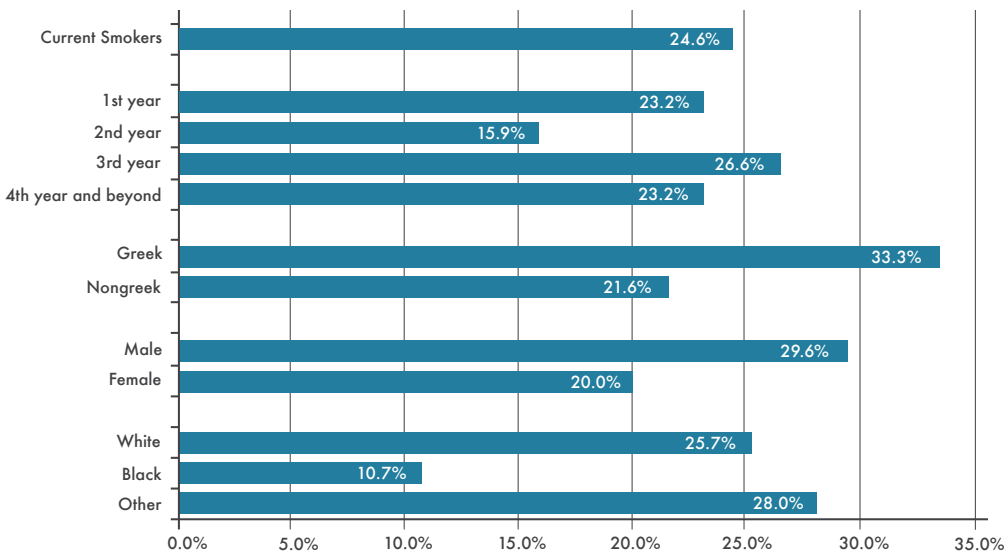
Mississippi State University, 2014



University of Mississippi, 2014



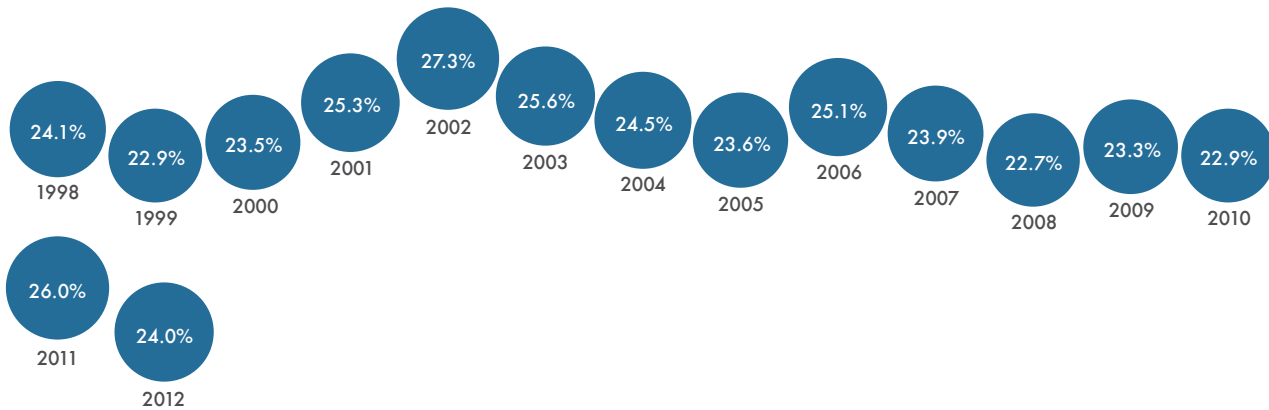
University of Southern Mississippi, 2014



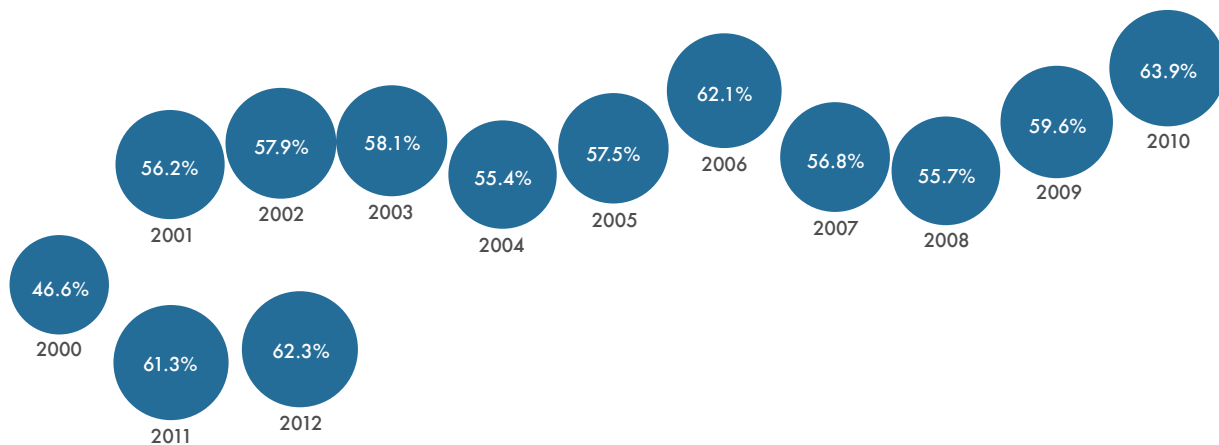
SURVEILLANCE

ADULT SMOKING

CURRENT SMOKING AMONG MS ADULTS



SMOKING CESSATION AMONG MS ADULTS



The Behavioral Risk Factor Surveillance System (BRFSS) is an annual state-based system of health surveys that were developed and conducted in order to monitor state-level prevalence of the major behavioral risks among adults associated with premature morbidity and mortality, and includes measures for current cigarette smoking and smoking cessation. The Social Climate Survey of Tobacco Control (SCS-TC) and the Tobacco Use Supplement to the Current Population Survey (TUS-CPS) provide more detailed data on attitudes and practices, however the BRFSS is the standard for estimating the prevalence of smoking in each of the states. More detailed reports from both the SCS-TC and the TUS-CPS are attached and listed in the Appendix.

CURRENT SMOKING

The prevalence of current smoking among Mississippi adults has centered around 25% for the past ten years, while decreasing steadily among U.S. adults from 2002 to 2010. The CDC revised the sample design for the BRFSS to include households without landline telephones in 2011. Thus, estimates for 2011 and 2012 are not comparable to previous years.

CESSATION

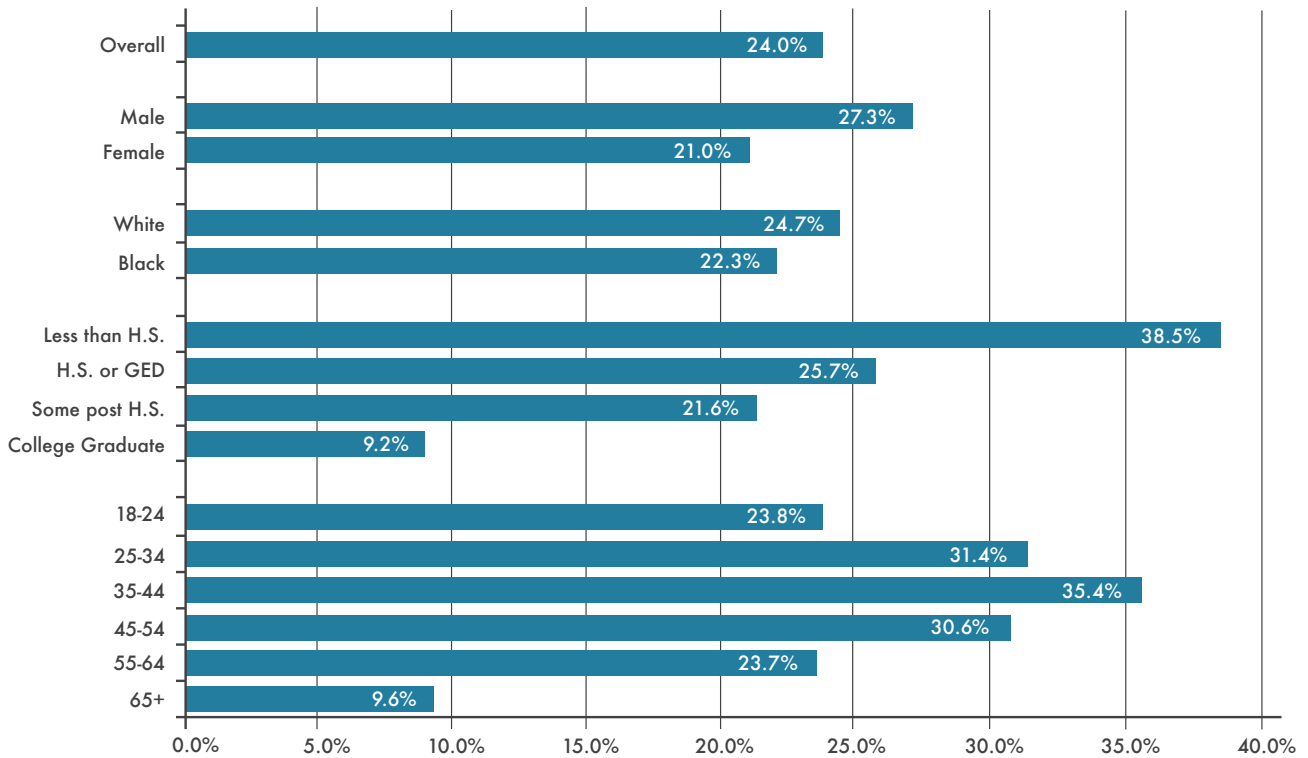
The promotion of tobacco cessation is one of the four primary goals of the Mississippi Comprehensive Tobacco Control Program. Initial analyses from the BRFSS indicate that 22% of Mississippi adults are former smokers, and this estimate has been relatively stable from 1998 to 2010. The percent of current smokers who have made at least one quit attempt (for at least 24 hours) increased from 2004 to 2006, but decreased slightly in 2007. Note that there was no funding allocation for statewide comprehensive tobacco control programs in 2007.

SOURCE: BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM

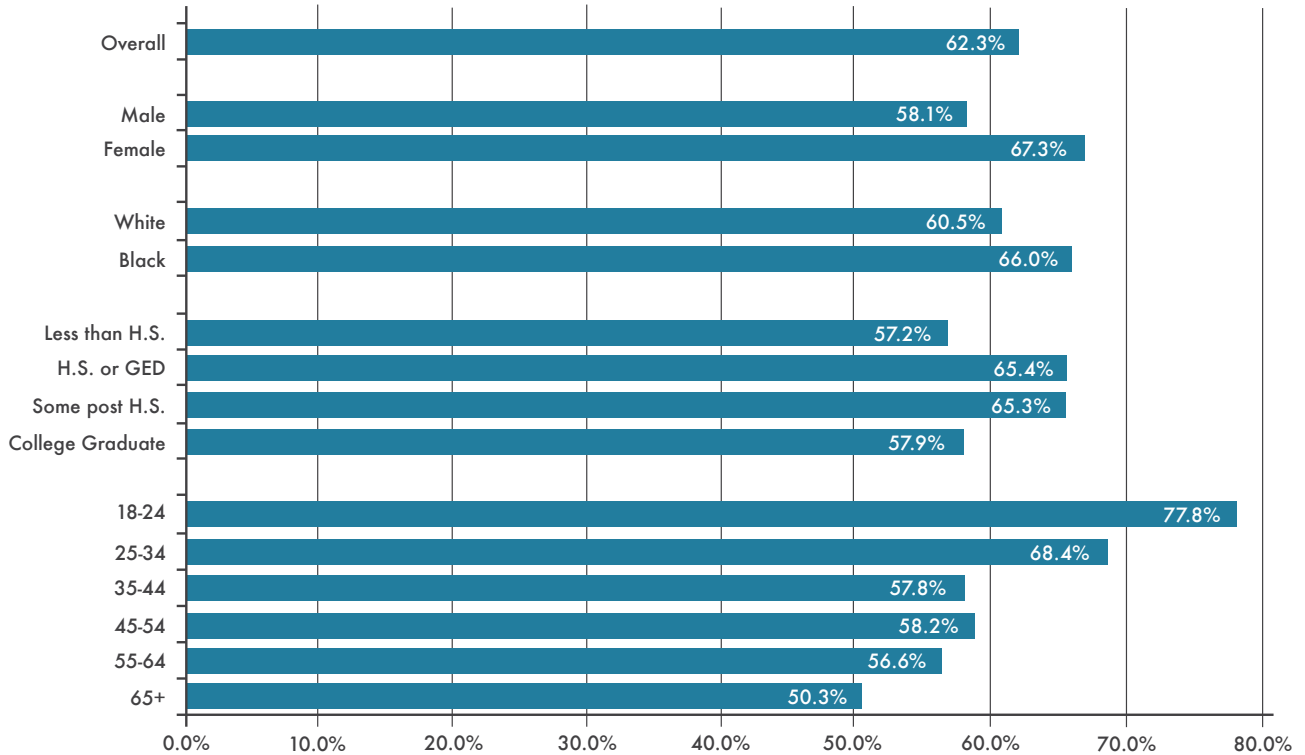
SURVEILLANCE

ADULT SMOKING

Current Smoking Among Mississippi Adults (2012)



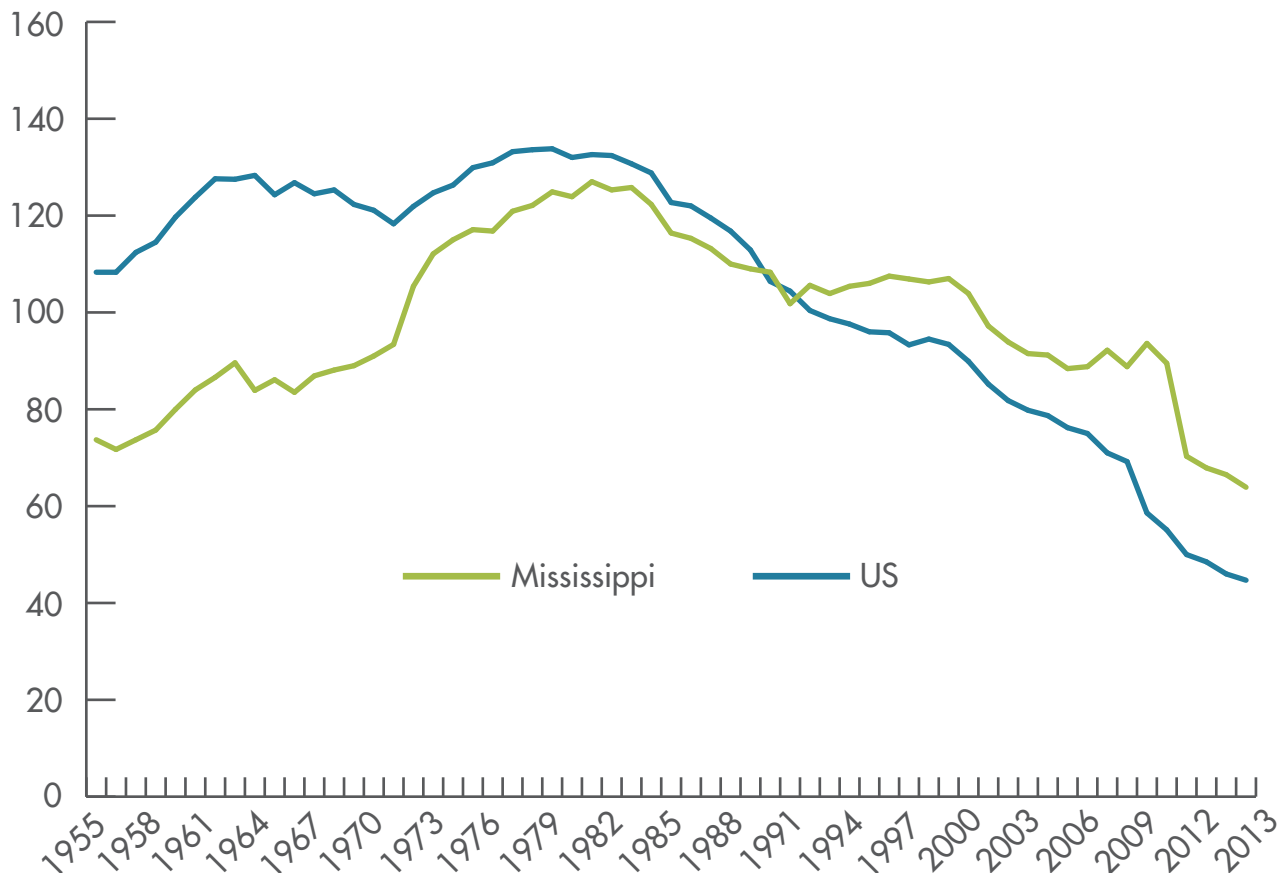
Smoking Cessation Among Mississippi Adults (2012)



SOURCE: BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM

SURVEILLANCE

ADULT SMOKING



PER CAPITA CONSUMPTION

The Tax Burden on Tobacco is published yearly and details tobacco revenue and industry statistics. Per capita consumption rates are available for each state from 1955-2013. In 1955, per capita consumption was substantially lower in Mississippi than in the U.S. However, consumption increased until the early 1980s and began to approximate that of the U.S. as a whole. By the mid 1980s, per capita consumption was decreasing for both Mississippi and the U.S., but the rate of decrease was greater in the U.S. In 2013, per capita consumption (63.9 packs per adult) in Mississippi was substantially higher than in the U.S. (44.7 packs per adult.)

SOURCE: THE TAX BURDEN ON TOBACCO

SURVEILLANCE

DATA SOURCES | YOUTH

THE YOUTH TOBACCO SURVEY & THE YOUTH RISK BEHAVIOR SURVEILLANCE SYSTEMS

The Youth Tobacco Survey (YTS) and the Youth Risk Behavior Surveillance Systems (YRBSS) are the primary data sources for monitoring tobacco control issues related to youth.

THESE DATA SERIES SHARE MANY CHARACTERISTICS:

- The Centers for Disease Control and Prevention developed and support these data series.
- These are school-based surveys.
- Schools and classrooms are randomly selected using the same sampling protocols.
- Both surveys measure smoking status using the same questions.

THERE ARE ALSO SOME DIFFERENCES:

- The YTS assesses students' knowledge, attitudes, and behaviors related to tobacco use and exposure to secondhand smoke; whereas the YRBSS only assesses students' behaviors related to tobacco use.
- The YTS is typically administered to 6th-12th grade students; whereas the YRBSS is typically administered to 9th-12th grade students.
- The YRBSS is administered in the spring semester of odd years.

THE YOUTH TOBACCO SURVEY

The Youth Tobacco Survey (YTS) was developed by the Centers for Disease Control and Prevention to provide states with the data needed to design, implement, and evaluate comprehensive tobacco control programs that work to prevent young people from beginning

tobacco use and help those who have already started using tobacco to quit. The YTS collects data from young people in grades 6 through 12. Both public and private schools are eligible for inclusion (although private schools have not been included in recent YTS administrations.) Schools are randomly selected with probability proportional to enrollment size, and classrooms are chosen at random within the selected schools. All students in these selected classes are eligible to participate. Only one class period is required to administer the survey. The self-administered questionnaire is anonymous. States administer a core survey and have the option of adding questions to the survey. These data provide information on many key tobacco-related intermediate and long-term indicators, allowing states to measure progress toward state and national goals and objectives. For example, YTS data increase our understanding of the influence of pro-tobacco marketing, advertising, and products on young people and conversely, of the effects of anti-tobacco campaigns working to counter them. Further, due to its methodology, a state can directly compare its YTS data to those collected in another state as well as to national data. The Youth Tobacco Survey was conducted in Mississippi in Spring 1998, Spring 1999, Spring 2000, Fall 2002, Fall 2003, Fall 2004, Fall 2006, Spring 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2012, and Fall 2013. The National YTS was administered in 1999, 2000, 2002, 2004, 2006, 2009, 2011, and 2012.

SURVEILLANCE

DATA SOURCES | YOUTH & ADULTS

THE YOUTH RISK BEHAVIOR SURVEILLANCE SYSTEM

The Youth Risk Behavior Surveillance System (YRBSS) was designed in 1990 to determine the prevalence of health risk behaviors such as tobacco use, unhealthy dietary behaviors, inadequate physical activity, alcohol and drug use, sexual behaviors contributing to unintended pregnancy and sexually transmitted diseases, and behaviors contributing to unintended injuries and violence. The YRBSS is intended to assess whether health risk behaviors increase, decrease, or stay the same over time, as well as examining the co-occurrence of health risk behaviors. The YRBSS provides comparable national and state data among subpopulations of youth. The YRBSS includes national and state school-based surveys of representative samples of 9th through 12th grade students. These surveys are conducted every two years, usually during the spring semester. The national survey, conducted by the Centers for Disease Control and Prevention (CDC), provides data representative of high school students in public and private schools in the United States. The state surveys, conducted by departments of health and education, provide data representative of the state. The YRBSS data are provided for 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, and 2013 (the 2005 survey was not administered in Mississippi due to Hurricane Katrina).

SOCIAL CLIMATE SURVEY

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives such as smoke-free worksites, tobacco control planning and evaluation has been hampered by the lack of timely, comprehensive data about the attitudes and practices of U.S. adults. The Social Climate Survey of Tobacco Control (SCS-TC) was developed as a methodology to objectively measure the fundamental position of tobacco control in society and thereby provide a data collection system to monitor program impacts. The survey includes items to measure progress toward intermediate objectives such as policy changes, changes in social norms, reductions in exposure of individuals to secondhand smoke, and rejection of pro-tobacco influences.

The Social Climate Survey of Tobacco Control was administered to representative samples of Mississippi adults and U.S. adults who were interviewed by telephone in 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, and 2013 (the SCS-TC was not administered to a Mississippi sample in 2006). Samples from all years represent the civilian, non-institutionalized adult population over age 18.

SURVEILLANCE

DATA SOURCES | ADULTS

BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM

The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based system of health surveys that were developed and conducted in order to monitor state-level prevalence of the major behavioral risks among adults associated with premature morbidity and mortality. The basic philosophy was to collect data on actual behaviors, rather than attitudes or knowledge, that would be particularly useful for planning, initiating, supporting, and evaluating health promotion and disease prevention programs.

The BRFSS is a cross-sectional telephone survey conducted by state health departments with technical and methodological assistance provided by the CDC. Every year, states conduct monthly telephone surveillance using a standardized questionnaire to determine the distribution of risk behaviors and health practices among non-institutionalized adults. Adults 18 and over are asked to take part in the survey. Only one adult is interviewed per household. Data from Mississippi adults are available on the BRFSS website from 1995-2012.

THE TOBACCO USE SUPPLEMENT TO THE CURRENT POPULATION SURVEY

The Tobacco Use Supplement to the Current Population Survey (TUS-CPS) is an NCI-sponsored survey of tobacco use that has been administered as part of the U.S. Census Bureau's Current Population Survey in 1992-1993, 1995-1996, 1998-1999, 2000, 2003, 2006-2007, and 2010-2011. The TUS-CPS is a key source of national and state level data on smoking and other tobacco use in the U.S. household population because it uses a large, nationally representative sample that contains information on about 240,000 individuals within a given survey period. These data can be used by researchers to monitor progress in the control of tobacco use, conduct tobacco-related research, and evaluate tobacco

control programs. Although the TUS-CPS has changed slightly between 1992 and the present, it has generally contained 40 items covering cigarette smoking prevalence, smoking history, current and past cigarette consumption, cigarette smoking quit attempts and intentions to quit, medical and dental advice to quit smoking, cigar, pipe, chewing tobacco, and snuff use, workplace smoking policies, smoking rules in the home, attitudes toward smoking in public places, opinions about the degree of youth access to tobacco in the community, and attitudes toward advertising and promotion of tobacco. The same files can also be used to assess trends in tobacco control efforts, including both formal workplace and home restrictions on smoking, and doctor/dentist advice to stop smoking. In 2003, a Special Topics questionnaire oriented toward tobacco cessation was fielded. Items focused on respondents' personal history of quit attempts over the preceding 12 months, level of nicotine addiction, and the nature of the quitting methods, products, and treatment information that respondents have used in order to attempt to quit, quitting history and methods used for both cigarette smoking and other forms of tobacco (cigars, pipes, chewing tobacco, and snuff), information concerning the type of cigarette product used, and information related to harm reduction. Currently available data files (1992-1993, 1995-1996, 1998-1999, 2000, 2001-2002, 2003, 2006-2007, and 2010-2011) can be used to track trends in tobacco use over time. Because of the large sample size for most survey items, analyses can be done at either the national or state levels, and in some cases, for areas smaller than the state level.

SURVEILLANCE | FEATURED

DATA SOURCES | ADULTS

PER CAPITA CONSUMPTION - TAX BURDEN REPORT

The Tax Burden on Tobacco is published yearly and details tobacco revenue and industry statistics. Per capita consumption rates are available for each state from 1955-2013.

UNIVERSITY STUDENTS

From 2004-2006, 2008, 2010, 2011, 2012, 2013, and 2014, the Social Science Research Center at Mississippi State University administered an annual cross-sectional web-based survey to a representative sample of students at Mississippi State University, the University of Mississippi, and the University of Southern Mississippi. All respondents were 18 years of age or older and currently enrolled as students during the spring term. These surveys assessed students' knowledge, attitudes, and behaviors related to tobacco use and exposure to secondhand smoke.

FEATURED links

→ interactive charts

→ map and ordinances

→ local ordinances compared

→ blog

APPENDIX

→ *(please visit the following bulleted links)*

a) **Youth Risk Behavior System (YRBS)**

- State Rankings of Current Cigarette Smoking, July 2014

b) **Youth Tobacco Survey (YTS)**

- The 2013 MS Youth Tobacco Survey Publication, Youth Smoking (1998-2013)
- Mississippi Middle School Students Current Smoking Status (1998-2013)
- Mississippi High School Students Current Smoking Status (1998-2013)

c) **Behavior Risk Surveillance System (BRFSS)**

- State Rankings of Current Cigarette Smoking, July 2014

d) **Per Capita Consumption**

- State Rankings of Current Cigarette Smoking, July 2014
- Cigarette Consumption and Tax Revenue Fact Sheet for Mississippi (with detail of graph)

e) **Miscellaneous Reports & Briefs**

- Calls to State Quitlines
- The Palace Casino: Growth Two Years After Implementing a Smoke-Free Policy
- Air Quality and Workforce at the Smoke-Free Palace Casino
- The Vicksburg and Natchez Air Quality Study Report
- The Mississippi Air Quality Study Report
- The Mississippi Air Quality Study Brief
- Mississippi Restaurant Survey
- Youth Access to Tobacco
- Support for Smoke-Free Air - 2013 MS Social Climate Survey of Tobacco Control
- Current Prevalence of Tobacco Products, 2013 MS Social Climate Survey of Tobacco Control
- Secondhand Smoke, 2013 MS Social Climate Survey of Tobacco Control
- Support for Smoke-Free Multi-Unit Housing, 2013 MS Social Climate Survey of Tobacco Control
- 100% Smoke-Free Communities in Mississippi
- The Mississippi Tax Experience
- The Starkville & Hattiesburg Heart Attack Studies
- The Starkville & Hattiesburg Heart Attack Studies Fact Sheet
- The University Survey of Tobacco Control: Mississippi State University, 2013
- The University Survey of Tobacco Control: University of Mississippi, 2013
- The University Survey of Tobacco Control: Hinds Community College, 2013
- Universities with Smoke-Free Air Policies, How Does Mississippi Compare?
- Mississippi County Rankings
- Medicaid Costs & Secondhand Smoke

f) **Other Accomplishments**

- Power of Municipalities & Community Leaders to Protect the Health of Mississippians Conference
- Wilson K., Torok M., Klein JD, Levy DE, Winickoff JP, McMillen R. (2014). Tobacco smoke incursions reported by residents of multi-unit housing. Poster presented at the Pediatric Academic Societies' Annual Conference, Vancouver, Canada. (PDF, 914 KB)
- Torok M., Wilson K., McMillen R., Winickoff J. (2014). Knowledge about smoke exposure between multi-unit housing residents with and without young children living at home. Poster accepted to the Pediatric Academic Societies' Annual Conference, Vancouver, Canada. (PDF, 915 KB)
- McMillen R., Shaefer R., Wilson K. (2014). Use Of Electronic Cigarettes Among Parents. Poster accepted to the Pediatric Academic Societies' Annual Conference, Vancouver, Canada. (PDF, 357 KB)
- Shaefer R., Wilson K., McMillen R., Klein JD. (2014). Electronic Cigarette Use among Young Adults. Poster accepted to the Pediatric Academic Societies' Annual Conference, Vancouver, Canada. (PDF, 226 KB)
- Valentine, N. (2014). Tobacco Data Update. Presentation given at the Tobacco Control and Prevention Strategic Plan Meeting in Madison, MS on May 1, 2014 at The Mississippi Center for Nursing. (PDF, 1.4 MB)
- McMillen R., McClelland E. (2014). 20 March Presentation to Mississippi Tobacco-Free Coalitions (MTFCs). Canton, MS. (PDF, 6.8 MB)
- McMillen R., Mohanty S., Edwards J., Klein JD (2014). Applying the Social Media Tracking and Analysis System to Social Science Research. Presentation accepted to the World Association of Public Opinion Researchers, Nice, France.
- McMillen R., Winickoff J., Wilson K., Shaefer R., Klein L. (2014). Electronic Cigarette Use and Willingness to Use Approved Nicotine Replacement for Cessation. Podium Presentation presented to the 2014 Society for Research on Nicotine and Tobacco Annual Meeting, Seattle, WA. (PDF, 2 MB)
- Carroll, R., McClelland, E., Valentine, N., McMillen, R. (2013). Get a Job and Increase Your Risk of Smoking? Current Cigarette Smoking Status & Employment Among High School Students. Poster presented at The Society of Southeastern Social Psychologists (SSSP) 35th Annual Conference in Augusta, GA, November 8-9, 2013. (PDF, 1.5 MB)

APPENDIX

- Valentine, N., Colvin, L., McClelland, E., Zhang, L., McMillen, R. (2013). Correlates of Ever and Current Use of Emerging Tobacco Products Among Mississippi Youth. Poster presented at the 2013 American Public Health Association Annual Meeting & Exhibition in Boston, MA, November 2-6, 2013. (PDF, 1.9 MB)
- McMillen, R., Gottlieb, M., Shaefer, R., Winickoff, J., Klein, J. (2013). Three Year Trends in the Use of Emerging Tobacco Products. Poster presented at the 2013 American Public Health Association Annual Meeting & Exhibition in Boston, MA, November 2-6, 2013. (PDF, 340 KB)
- McMillen, R., Klein, J., Tanski, S., Winickoff, J., Wilson, K. (2013). Three Year Trends in the Use of Emerging Tobacco Products Among Parents. Poster presented at the 2013 American Academy of Pediatrics (AAP) National Conference & Exhibition in Orlando, FL, October 25, 2013. (PDF, 389 KB)
- McMillen, R., Mahan, G. (2013). Predictors of Tobacco Counseling Among Mississippi Pediatricians. Poster presented at the 2013 American Academy of Pediatrics (AAP) National Conference & Exhibition in Orlando, FL, October 25, 2013. (PDF, 407 KB)
- Carroll, R., McClelland, E., Dempewolf, M., Loden, K., Valentine, N., McMillen, R. (2013). Smoker Susceptibility and Smoking Status Among Employed and Unemployed High School Students. Poster presented at the Mississippi Public Health Association Conference in Jackson, MS, September 5, 2013. (PDF, 823 KB)
- Wilson KM., Torok M., McMillen R., Tanski S., Klein JD., Winickoff JP. (in press). Tobacco smoke incursions in multi-unit housing. *American Journal of Public Health*.
- Cheng, KW., Okechukwu, CA., McMillen, RC., Glantz, SA. (2013). Association between clean indoor air laws and voluntary smokefree rules in homes and cars. *Tobacco Control*. doi:10.1136/tobaccocontrol-2013-051121.
- Patwardhan, P., McMillen, R., Winickoff, J. (2013). Consumer perceptions of the sale of tobacco products in pharmacies and grocery stores among U.S. adults. *BMC Research Notes*, 6, 26, doi:10.1186/1756-0500-6-261.
<http://www.biomedcentral.com/1756-0500/6/261>
- McMillen R, Winickoff J, Wilson K, Tanski S, Klein J (2013). A dual-frame methodology to address landline replacement in tobacco control research. *Tobacco Control*. Online First: doi:10.1136/tobaccocontrol-2012-05072.

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