



20
10

MISSISSIPPI Tobacco Data

THE MISSISSIPPI YOUTH TOBACCO SURVEY

1998–2009

BACKGROUND

In 1998, the state of Mississippi approved a tobacco prevention pilot program that resulted in the formation of The Partnership for a Healthy Mississippi. The Partnership had implemented most of its tobacco control programs by 1999. At the conclusion of the pilot, 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 Centers for Disease Control and Prevention through a cooperative agreement to implement and enhance tobacco prevention and cessation efforts.

In 2006, 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. This motion was successful. 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 program, and numerous statewide and after-school programs.

In 2007, the Mississippi Legislature 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 FY2008 allocated \$8 million for the Office of Tobacco Control, MSDH, to create a state tobacco prevention and cessation program. Funding at this level level was sustained for FY2009.

THIS REPORT WAS PRODUCED BY SCIENTISTS AT THE SOCIAL SCIENCE RESEARCH CENTER OF MISSISSIPPI STATE UNIVERSITY. THIS PROJECT IS FUNDED BY A GRANT OF THE MISSISSIPPI STATE DEPARTMENT OF HEALTH. ANY OPINIONS IMPLIED OR EXPRESSED HERE ARE THOSE OF THE AUTHORS AND DO NOT NECESSARILY REFLECT THOSE OF THE MISSISSIPPI STATE DEPARTMENT OF HEALTH OR OF MISSISSIPPI STATE UNIVERSITY.

KEY OUTCOMES

Cigarette smoking among Mississippi youth has decreased substantially since statewide tobacco control programs were implemented in 1999.

Current smoking among public middle school students has decreased by 65% since 1998, leading to 15,018 fewer young smokers.

CURRENT SMOKING AMONG PUBLIC HIGH SCHOOL STUDENTS HAS DECREASED BY 38% SINCE 1998, LEADING TO 15,691 FEWER YOUNG SMOKERS.

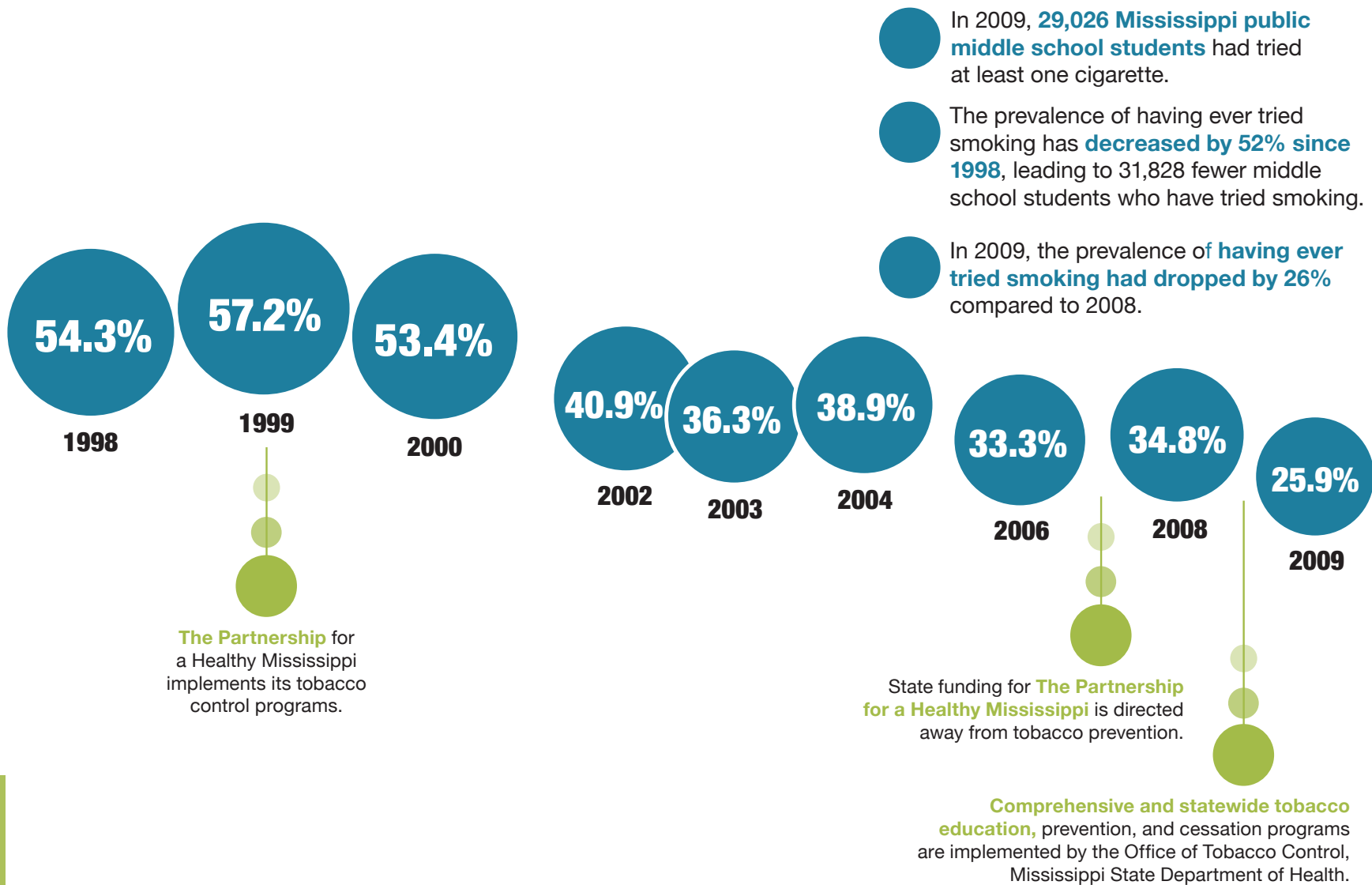
THE PREVALENCE OF HAVING EVER TRIED SMOKING HAS DECREASED BY 52% SINCE 1998, LEADING TO 31,828 FEWER MIDDLE SCHOOL STUDENTS WHO HAVE TRIED SMOKING.

The prevalence of having ever tried smoking has decreased by 37% since 1998, leading to 37,657 fewer high school students who have tried smoking.

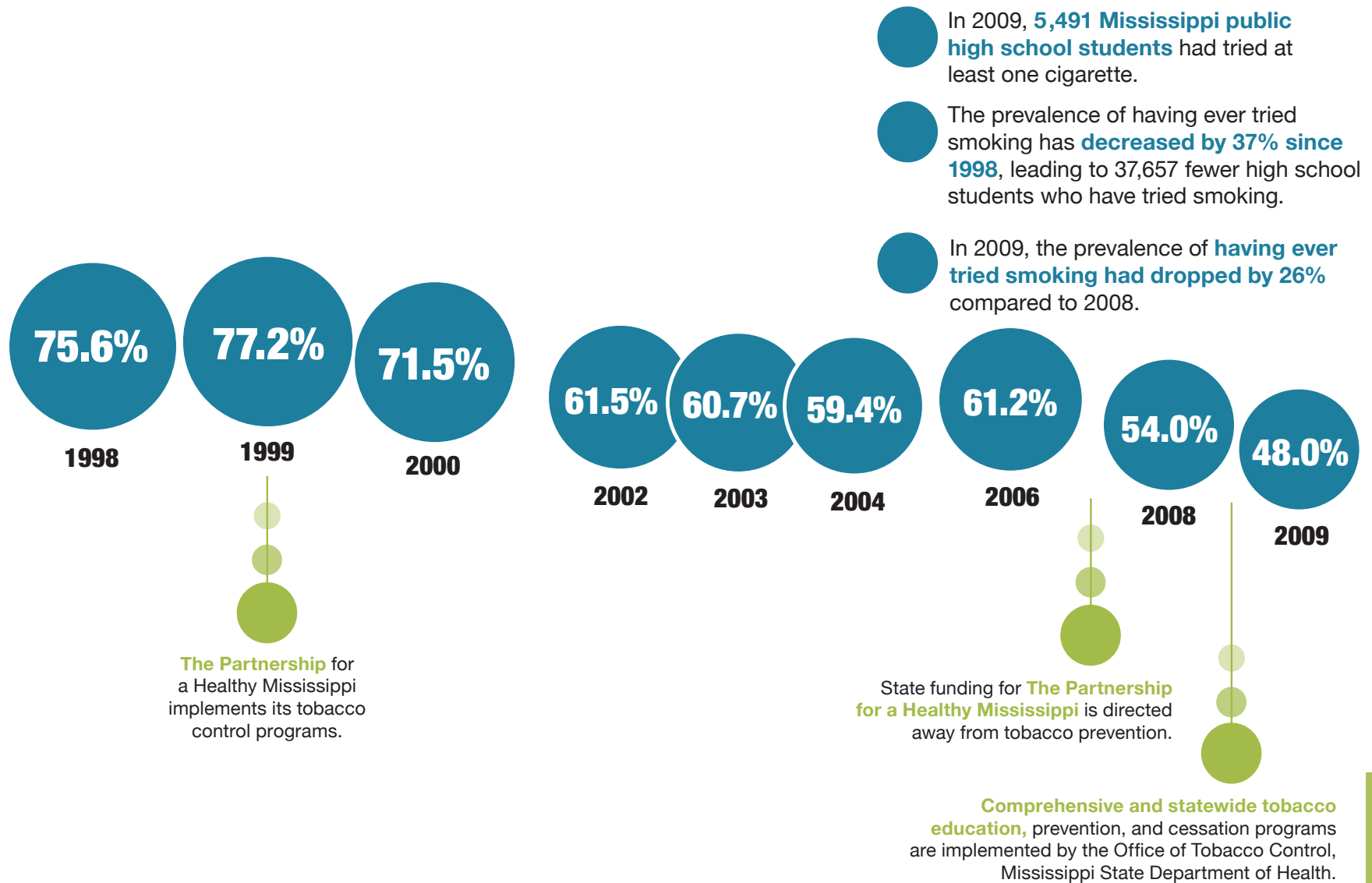
FREQUENT SMOKING HAS DECREASED BY 63% SINCE 1998, LEADING TO 4,157 FEWER MIDDLE SCHOOL STUDENTS WHO ARE FREQUENT SMOKERS.

Frequent smoking has decreased by 38% since 1998, leading to 8,869 fewer high school students who are frequent smokers.

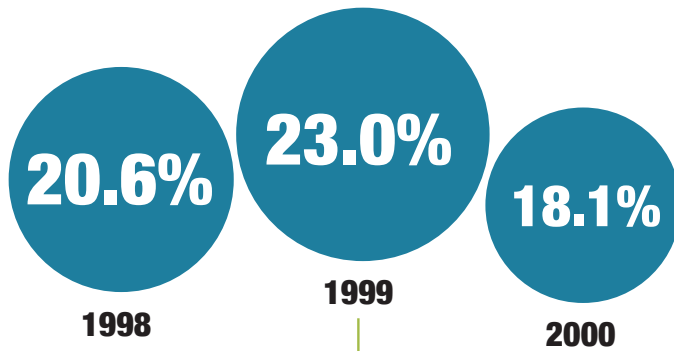
Ever Cigarette Smoking in MS Public Middle Schools



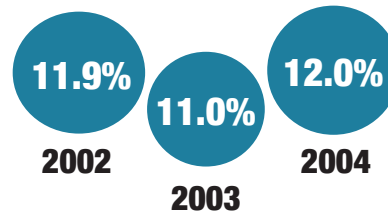
Ever Cigarette Smoking in MS Public High Schools



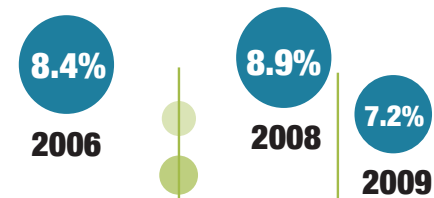
Current Smokers in MS Public Middle Schools



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



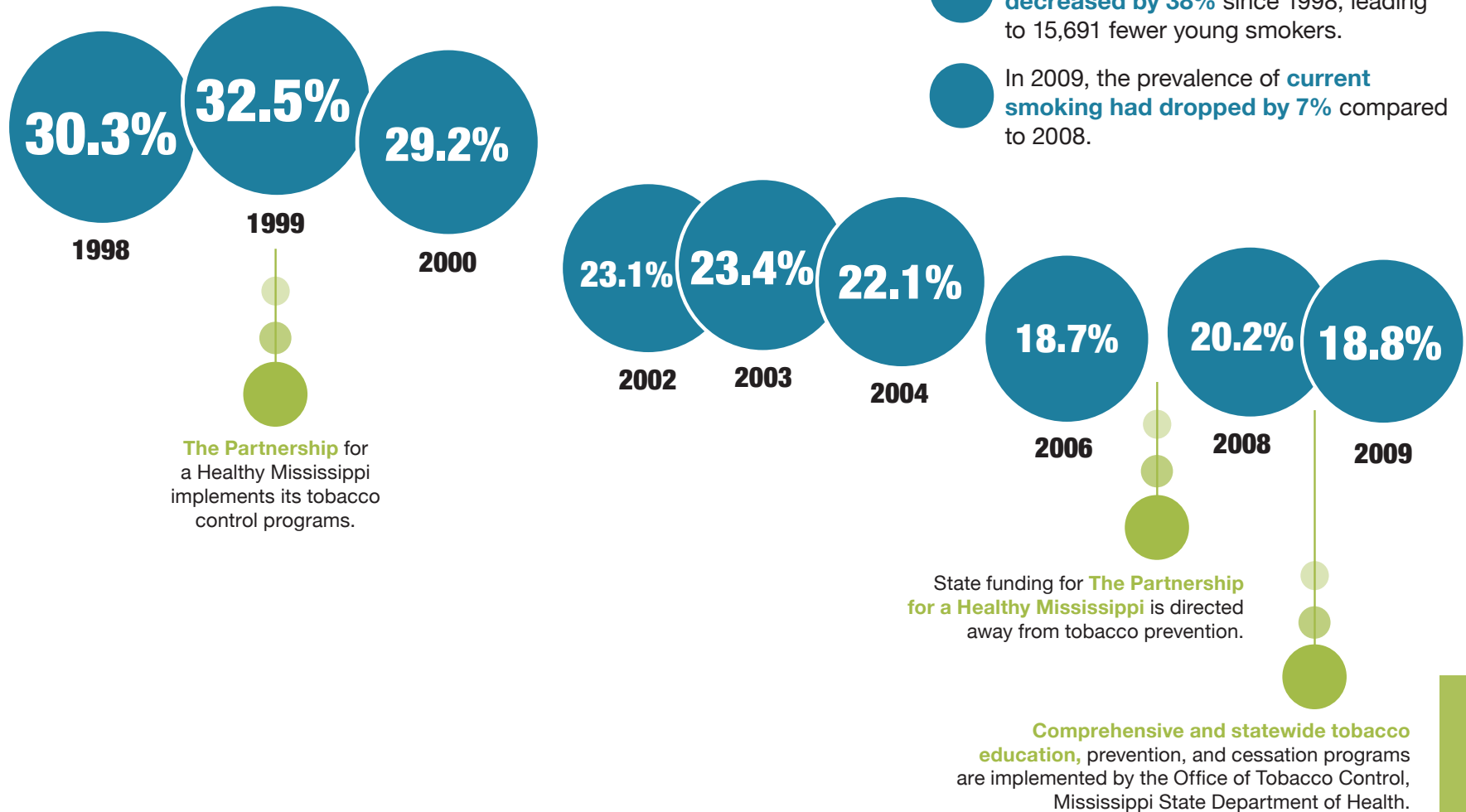
- In 2009, **8,069 Mississippi** public middle school students were current smokers.
- The prevalence of current smoking has **decreased by 65%** since 1998, leading to 15,018 fewer young smokers.
- In 2009, the prevalence of **current smoking had dropped by 19%** compared to 2008.



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

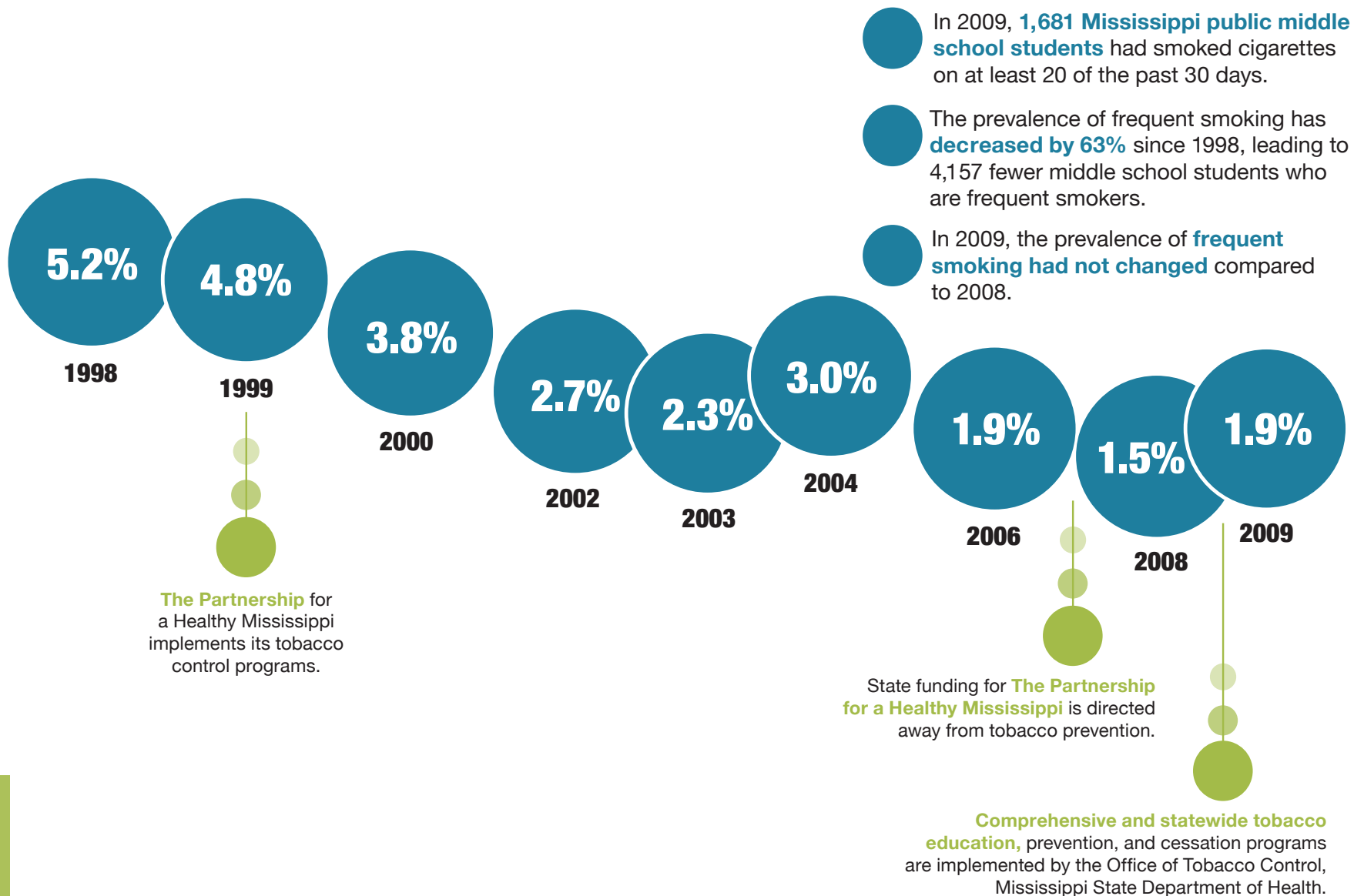
Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

Current Smokers in MS Public High Schools

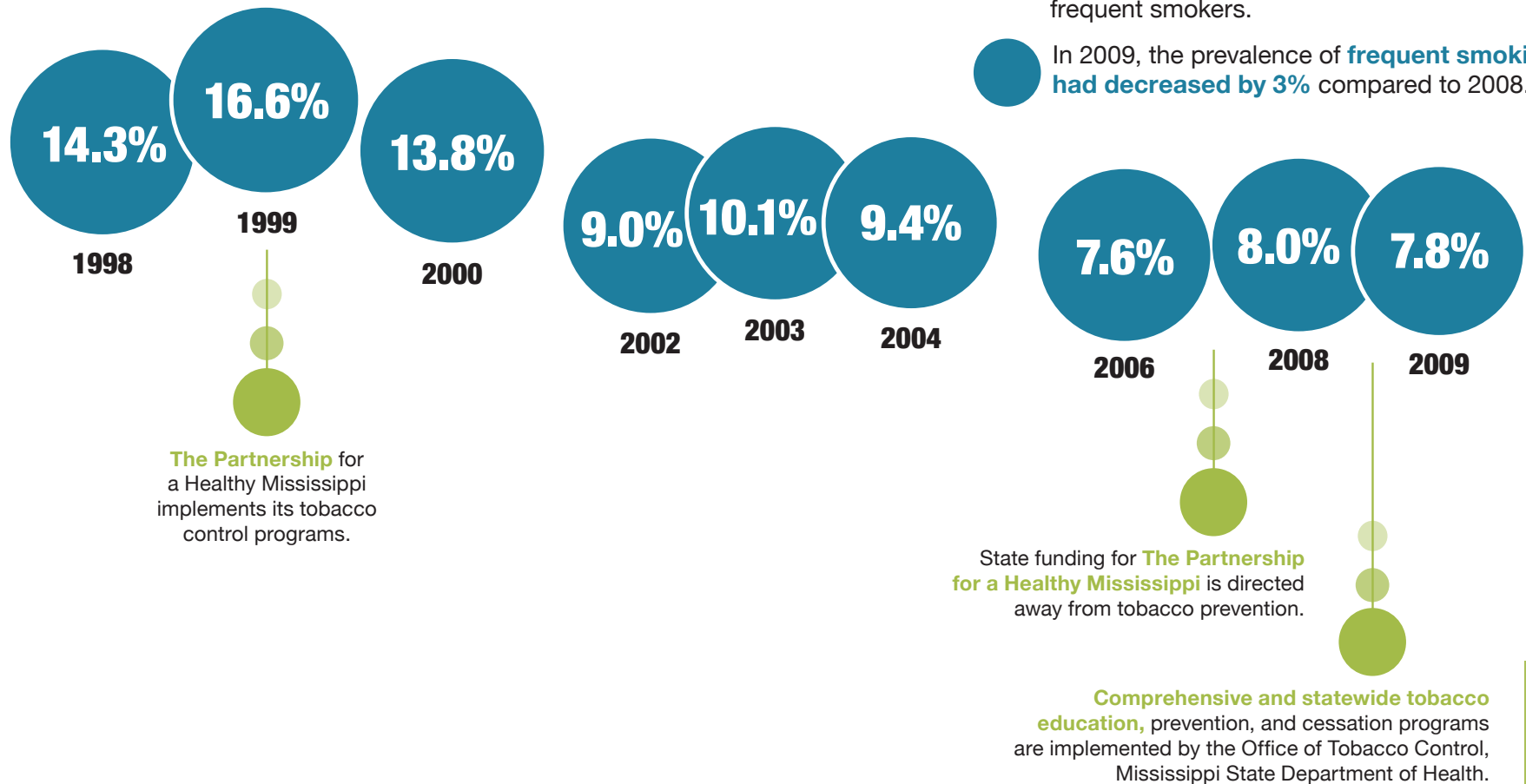


- In 2009, **25,651 Mississippi** public high school students were current smokers.
- The prevalence of current smoking has **decreased by 38%** since 1998, leading to 15,691 fewer young smokers.
- In 2009, the prevalence of **current smoking had dropped by 7%** compared to 2008.

Frequent Cigarette Smoking in MS Public Middle Schools



Frequent Cigarette Smoking in MS Public High Schools



- In 2009, **10,642 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 38%** since 1998, leading to 8,869 fewer high school students who are frequent smokers.
- In 2009, the prevalence of **frequent smoking had decreased by 3%** compared to 2008.

KEY DEMOGRAPHIC DIFFERENCES

2009

Among middle school students, there are no differences in the percent of males and females or whites and African-Americans who smoke cigarettes.

However, 8th graders are more likely to have tried cigarette smoking or to be current smokers than younger students.

SEVERAL DIFFERENCES IN THE PREVALENCE OF SMOKING EXIST AMONG HIGH SCHOOL STUDENTS.

MALES ARE MORE LIKELY TO HAVE EVER TRIED CIGARETTE SMOKING OR TO BE CURRENT SMOKERS THAN FEMALES.

Whites are more likely to have ever tried cigarette smoking, to be current smokers, or to be frequent smokers than African-Americans.

12TH GRADERS ARE MORE LIKELY TO HAVE EVER TRIED CIGARETTE SMOKING, TO BE CURRENT SMOKERS, OR TO BE FREQUENT SMOKERS THAN YOUNGER STUDENTS.

Mississippi Youth Tobacco Use 1998-2009 Ever Smokers - Public Middle School

	1998	1999	2000	2002	2003	2004	2006	2008	2009
TOTAL	54.3 (±4.1)	57.2 (±4.2)	53.4 (±3.3)	40.9 (±3.5)	36.3 (±2.5)	38.9 (±3.9)	33.3 (±5.1)	34.8 (±5.1)	25.9 (±3.5)
SEX									
FEMALE	51.2 (±5.3)	53.7 (±5.1)	48.6 (±3.4)	38.5 (±4.6)	33.6 (±2.7)	36.4 (±3.9)	32.3 (±6.2)	29.9 (±5.5)	23.8 (±4.5)
MALE	57.3 (±4.3)	60.3 (±4.9)	58.1 (±4.8)	43.5 (±3.2)	39.0 (±2.9)	41.5 (±5.0)	34.4 (±6.1)	39.4 (±4.9)	27.9 (±3.8)
RACE									
WHITE	52.0 (±6.6)	55.7 (±3.2)	50.1 (±4.6)	39.4 (±3.6)	33.3 (±3.0)	36.2 (±5.8)	30.4 (±6.5)	31.0 (±6.6)	24.4 (±5.3)
BLACK	56.3 (±7.1)	58.3 (±7.6)	56.7 (±7.9)	41.8 (±5.8)	39.3 (±2.7)	41.5 (±2.9)	36.2 (±6.2)	37.3 (±5.2)	26.7 (±4.4)
GRADE									
6	41.8 (±4.9)	45.1 (±5.2)	40.5 (±7.3)	32.8 (±4.9)	25.5 (±3.1)	29.1 (±5.5)	19.3 (±4.7)	22.5 (±6.8)	18.2 (±4.0)
7	55.0 (±7.1)	59.4 (±5.7)	57.9 (±5.8)	46.9 (±5.1)	37.0 (±3.5)	41.5 (±5.3)	36.3 (±6.9)	36.6 (±6.0)	24.9 (±6.1)
8	64.0 (±5.6)	66.3 (±6.2)	61.4 (±5.4)	50.7 (±4.5)	46.8 (±2.6)	45.9 (±5.1)	43.2 (±7.3)	45.5 (±5.2)	34.3 (±5.4)

Mississippi Youth Tobacco Use 1998-2009 Ever Smokers - Public High School

	1998	1999	2000	2002	2003	2004	2006	2008	2009
TOTAL	75.6 (±3.0)	77.2 (±2.4)	71.5 (±2.2)	61.5 (±2.5)	60.7 (±1.7)	59.4 (±2.5)	61.2 (±3.9)	54.0 (±4.5)	48.0 (±3.1)
SEX									
FEMALE	72.6 (±3.7)	73.6 (±3.9)	70.0 (±4.0)	59.3 (±2.9)	57.4 (±2.6)	54.8 (±3.5)	61.0 (±6.9)	48.2 (±4.2)	43.5 (±4.1)
MALE	78.7 (±3.3)	80.9 (±3.1)	73.1 (±2.9)	64.0 (±3.7)	64.2 (±1.8)	63.9 (±3.3)	61.2 (±4.2)	59.7 (±5.3)	53.1 (±3.6)
RACE									
WHITE	79.4 (±3.3)	81.0 (±3.2)	75.5 (±4.9)	61.4 (±3.5)	63.1 (±2.1)	64.3 (±3.6)	67.1 (±8.6)	56.2 (±6.3)	53.2 (±5.0)
BLACK	70.6 (±4.5)	72.3 (±4.4)	65.9 (±3.8)	61.1 (±3.8)	57.5 (±2.7)	54.2 (±4.2)	56.0 (±3.4)	50.9 (±7.4)	42.6 (±4.1)
GRADE									
9	73.1 (±4.3)	75.2 (±3.1)	69.3 (±3.5)	54.5 (±4.9)	57.9 (±3.1)	56.3 (±4.8)	59.8 (±6.9)	51.0 (±9.3)	42.3 (±4.8)
10	75.0 (±7.7)	77.7 (±6.8)	69.3 (±4.5)	62.4 (±3.7)	59.6 (±2.6)	58.7 (±5.4)	57.2 (±5.6)	52.1 (±6.8)	50.4 (±4.3)
11	76.9 (±5.3)	75.8 (±6.9)	72.7 (±8.3)	65.0 (±5.2)	62.3 (±2.9)	58.4 (±6.8)	65.8 (±10.5)	48.9 (±8.3)	48.0 (±7.1)
12	78.2 (±5.6)	80.8 (±4.6)	75.9 (±6.8)	66.5 (±4.1)	64.5 (±2.6)	67.1 (±4.9)	63.9 (±7.2)	66.7 (±7.1)	53.3 (±6.5)

Mississippi Youth Tobacco Use

1998-2009

Current Smokers - Public Middle School

	1998	1999	2000	2002	2003	2004	2006	2008	2009
TOTAL	20.6 (±3.1)	23.0 (±3.2)	18.1 (±2.3)	11.9 (±1.6)	11.0 (±1.2)	12.0 (±2.0)	8.4 (±1.6)	8.9 (±2.4)	7.2 (±1.7)
SEX									
FEMALE	18.2 (±4.8)	19.4 (±2.6)	16.9 (±2.6)	11.5 (±2.0)	9.8 (±1.3)	11.0 (±2.5)	7.8 (±2.4)	6.9 (±2.8)	6.2 (±1.8)
MALE	23.0 (±3.4)	26.1 (±4.8)	19.2 (±3.5)	12.1 (±1.8)	12.0 (±1.4)	12.8 (±2.8)	9.0 (±2.6)	11.0 (±2.3)	8.0 (±2.5)
RACE									
WHITE	22.8 (±4.4)	23.4 (±3.7)	20.9 (±3.6)	13.3 (±2.0)	10.7 (±1.5)	13.5 (±3.4)	9.9 (±2.6)	11.2 (±3.0)	8.8 (±3.1)
BLACK	17.6 (±4.0)	21.8 (±5.0)	15.0 (±3.5)	8.8 (±2.9)	10.8 (±1.4)	10.2 (±2.1)	7.0 (±2.3)	6.9 (±1.9)	5.6 (±2.0)
GRADE									
6	11.9 (±4.7)	17.7 (±4.5)	13.6 (±4.2)	8.8 (±2.1)	7.1 (±1.3)	6.8 (±1.9)	4.0 (±2.1)	4.4 (±2.8)	3.6 (±2.0)
7	21.8 (±7.7)	21.8 (±4.1)	22.0 (±2.7)	14.9 (±2.7)	10.8 (±1.8)	13.6 (±3.5)	7.2 (±2.2)	10.1 (±3.1)	6.7 (±2.7)
8	25.8 (±5.3)	29.0 (±5.2)	18.5 (±4.1)	14.7 (±3.7)	14.9 (±1.8)	15.1 (±4.5)	13.5 (±2.6)	12.5 (±3.8)	11.1 (±3.6)

Mississippi Youth Tobacco Use

1998-2009

Current Smokers - Public High School

	1998	1999	2000	2002	2003	2004	2006	2008	2009
TOTAL	30.3 (±3.0)	32.5 (±3.3)	29.2 (±3.6)	23.1 (±2.6)	23.4 (±1.5)	22.1 (±2.6)	18.7 (±5.1)	20.2 (±4.4)	18.8 (±2.2)
SEX									
FEMALE	27.1 (±4.6)	30.7 (±5.2)	26.2 (±5.9)	21.1 (±3.6)	20.6 (±2.0)	19.7 (±2.9)	16.9 (±5.5)	15.7 (±3.8)	15.6 (±3.0)
MALE	33.9 (±4.0)	34.4 (±4.2)	32.3 (±4.6)	25.1 (±3.1)	26.0 (±1.9)	24.3 (±3.1)	20.1 (±5.5)	24.8 (±5.8)	22.2 (±3.1)
RACE									
WHITE	43.8 (±4.2)	42.7 (±4.8)	41.7 (±5.9)	29.3 (±2.7)	31.0 (±2.3)	29.9 (±3.8)	25.9 (±4.7)	28.9 (±5.4)	27.6 (±3.7)
BLACK	14.2 (±2.7)	16.6 (±3.2)	13.3 (±3.0)	16.7 (±4.0)	14.1 (±1.4)	14.1 (±2.8)	11.6 (±3.5)	10.1 (±6.0)	9.8 (±2.5)
GRADE									
9	27.6 (±5.0)	28.2 (±4.1)	25.3 (±5.3)	20.0 (±4.4)	22.4 (±2.6)	19.8 (±4.3)	17.0 (±4.3)	17.7 (±7.4)	14.4 (±3.5)
10	31.4 (±6.6)	30.3 (±5.6)	27.6 (±5.5)	19.7 (±2.7)	21.8 (±2.4)	22.9 (±4.3)	12.9 (±7.4)	19.0 (±6.1)	20.0 (±3.3)
11	33.5 (±6.5)	38.3 (±8.3)	32.9 (±8.5)	27.1 (±5.9)	24.2 (±2.8)	22.7 (±4.6)	20.1 (±5.9)	15.5 (±7.5)	19.8 (±3.1)
12	29.4 (±6.8)	35.1 (±6.7)	32.6 (±8.9)	26.6 (±5.8)	25.5 (±2.4)	24.6 (±6.4)	27.5 (±6.1)	29.9 (±8.2)	22.8 (±6.3)

Mississippi Youth Tobacco Use 1998-2009 Frequent Smokers - Public Middle School

	1998	1999	2000	2002	2003	2004	2006	2008	2009
TOTAL	5.2 (±2.2)	4.8 (±1.2)	3.8 (±1.1)	2.7 (±0.9)	2.3 (±0.4)	3.0 (±0.7)	1.9 (±0.9)	1.5 (±0.7)	1.9 (±0.8)
SEX									
FEMALE	3.6 (±2.7)	3.6 (±1.0)	3.6 (±1.2)	2.2 (±0.8)	1.6 (±0.5)	2.6 (±1.2)	1.9 (±1.0)	0.6 (±0.5)	1.8 (±0.8)
MALE	6.8 (±3.1)	5.9 (±1.9)	4.1 (±1.3)	3.2 (±1.2)	2.9 (±0.6)	3.2 (±0.8)	1.9 (±1.2)	2.4 (±1.1)	2.0 (±1.2)
RACE									
WHITE	6.4 (±3.5)	6.9 (±1.6)	5.9 (±1.9)	3.8 (±1.6)	2.8 (±0.7)	4.1 (±1.6)	3.5 (±1.4)	2.1 (±1.2)	3.2 (±1.7)
BLACK	2.6 (±1.8)	1.7 (±1.2)	1.7 (±0.9)	1.4 (±0.8)	1.6 (±0.5)	1.8 (±0.5)	0.3 (±0.4)	0.8 (±0.6)	0.7 (±0.8)
GRADE									
6	1.2 (±0.6)	2.7 (±1.5)	2.8 (±2.1)	1.3 (±0.8)	1.3 (±0.4)	1.1 (±0.9)	0.7 (±0.7)	0.6 (±0.6)	0.7 (±0.6)
7	5.1 (±3.2)	4.1 (±1.9)	4.0 (±1.8)	3.4 (±1.0)	1.8 (±0.4)	3.0 (±1.2)	1.2 (±0.8)	1.2 (±0.8)	2.1 (±1.1)
8	7.1 (±3.1)	7.5 (±2.1)	4.8 (±1.5)	5.2 (±2.2)	3.8 (±0.7)	4.7 (±2.0)	3.5 (±1.9)	2.7 (±1.6)	3.0 (±1.6)

Mississippi Youth Tobacco Use 1998-2009 Frequent Smokers - Public High School

	1998	1999	2000	2002	2003	2004	2006	2008	2009
TOTAL	14.3 (±3.0)	16.6 (±3.0)	13.8 (±3.0)	9.0 (±1.6)	10.1 (±1.0)	9.4 (±1.7)	7.6 (±1.9)	8.0 (±1.8)	7.8 (±1.9)
SEX									
FEMALE	11.6 (±2.3)	16.9 (±4.2)	12.5 (±3.6)	7.8 (±1.9)	9.1 (±1.2)	7.7 (±2.1)	5.5 (±2.9)	9.4 (±2.2)	7.4 (±2.5)
MALE	17.3 (±3.3)	16.1 (±3.6)	15.1 (±3.3)	10.4 (±2.5)	11.0 (±1.4)	11.1 (±2.5)	9.8 (±2.2)	6.7 (±1.8)	8.2 (±2.5)
RACE									
WHITE	23.2 (±4.5)	24.8 (±4.3)	21.6 (±4.4)	13.9 (±2.2)	14.9 (±1.7)	13.9 (±2.8)	10.9 (±3.7)	11.8 (±2.9)	12.9 (±2.8)
BLACK	3.4 (±2.2)	4.1 (±1.2)	4.3 (±2.1)	4.4 (±1.7)	4.1 (±0.8)	4.7 (±1.5)	4.3 (±2.2)	3.9 (±2.5)	2.5 (±1.5)
GRADE									
9	8.3 (±2.7)	12.0 (±3.8)	11.1 (±5.1)	7.7 (±2.7)	7.5 (±1.5)	7.8 (±2.1)	7.1 (±2.1)	6.0 (±3.1)	5.4 (±2.1)
10	16.7 (±5.0)	14.8 (±4.0)	14.3 (±4.8)	7.8 (±1.9)	8.6 (±1.3)	9.5 (±2.8)	5.5 (±4.5)	7.9 (±2.7)	7.6 (±3.1)
11	17.9 (±5.6)	20.2 (±9.0)	17.0 (±6.3)	7.9 (±3.3)	11.2 (±1.9)	9.5 (±2.9)	7.0 (±2.7)	6.5 (±3.2)	8.2 (±3.6)
12	16.1 (±5.4)	21.8 (±7.0)	13.9 (±5.9)	12.8 (±3.8)	14.5 (±2.1)	12.2 (±4.3)	12.2 (±3.4)	12.7 (±3.4)	11.3 (±3.5)

METHODS

BACKGROUND

The Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health (OSH) provides technical assistance to the states to administer this survey. Mississippi has administered this survey in 1998, 1999, 2000, 2002, 2003, 2004, 2006, 2008, and 2009.

THE PURPOSE OF THE YTS is 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.

YTS DATA provide information on many key intermediate and long-term tobacco-related indicators, allowing states to measure progress toward state goals and objectives.

SAMPLE DESIGN

A multi-stage sample design was applied with public high schools selected proportional to enrollment size. Classrooms were chosen

randomly within selected schools and all students in selected classes were eligible for participation. Data were collected by means of an anonymous and confidential self-administered questionnaire. The questionnaires were group administered in classrooms during a normal class period by teachers following standardized procedures.

EDITING, WEIGHTING, AND INITIAL ANALYSIS OF DATA

The Research Triangle Institute and the CDC's Office of Smoking and Health provided technical assistance with the processing and weighting of the data. A weighting factor was applied to each student record to adjust for non-response at the school, class, and student levels. SUDAAN statistical software was used to calculate standard errors for estimates and 95 percent confidence intervals. Weight adjustments were made for the following:

$$\text{WEIGHT} = W1 * W2 * f1 * f2 * f3 * f4$$

W1 = inverse of the probability of selecting the school

W2 = inverse of the probability of selecting the classroom within the school

F1 = a school-level non-response adjustment factor calculated by school size (small, medium, large)

F2 = a class adjustment factor calculated by school

F3 = a student-level non-response adjustment factor calculated by class

F4 = a post stratification adjustment factor calculated by gender and grade

CONTACT INFORMATION

Robert McMillen, Ph.D.
Social Science Research Center
Mississippi State University

ROBERT.MCMILLEN@SSRC.MSSTATE.EDU

WWW.SSRC.MSSTATE.EDU

WWW.MSSTATE.EDU

One Research Park, Suite 103
Starkville, MS 39759

P: 662.325.7127

F: 662.325.7966

For more information visit

MSTOBACCODATA.ORG

MISSISSIPPI STATE UNIVERSITY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, OR VETERAN STATUS. THIS REPORT IS FUNDED BY A GRANT OF THE MISSISSIPPI STATE DEPARTMENT OF HEALTH.

