

The Mississippi Experience

1998-2022

Robert McMillen, PhD | Nell Valentine, MS | Emily McClelland, MS

{ BACKGROUND }

{ KEY FINDINGS }

- In 1994, Mississippi filed litigation against the tobacco industry that resulted in a \$4 billion settlement for the state.
- Funds from this settlement have supported statewide tobacco control programs since 1998.
- Initially our statewide programs were led by a foundation supported with settlement funds.
- In 2007, the Mississippi Supreme Court determined only the Mississippi Legislature could appropriate funds to tobacco prevention programs, and our statewide programs were interrupted for most of 2007/08.
- In FY2008, the Legislature allocated funding for the Office of Tobacco Control, MSDH, to create 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.
- Since 2008, the Office of Tobacco Control of the Mississippi State Department of Health (OTC) has directed our statewide prevention and cessation programs, community coalitions, and media campaigns and the Social Science Research Center of Mississippi State University (SSRC) has provided surveillance and evaluation services to the OTC.
- Surveillance efforts over the past twenty-four years include annual surveys of youth, college students, and adults; surveys of restaurant owners; hospital discharge data; Medicaid expenditure data; tobacco tax revenue, tourism tax revenue; casino administrative data; QuitLine data; and air quality assessments.
- Dissemination of surveillance findings include: our website (mstobaccodata.org), community presentations, testimony to the state legislature, conference presentations, and publications in the Journal of the Mississippi State Medical Association.
- During this period of twenty-four years, the prevalence of high school smoking decreased from 33% to less than 7% and the number of Mississippi municipalities with smoke-free ordinances increased from 0 to 175.
- However, the prevalence of high school vaping almost doubled from 11.5% in 2017 to 21.3% in 2019.

Funding for statewide tobacco prevention has fluctuated since 2000. The state currently funds our programs at 23.1% of the CDC's minimum recommended funding.



Since 2002, 160 municipalities and five counties have implemented comprehensive smoke-free ordinances. Most of these ordinances also apply to e-cigarettes.



These local ordinances have not harmed hospitality revenue.

Economic Effects of Smoke-Free Ordinances in Mississippi Communities:

AN EXAMINATION OF TOURISM & ECONOMIC DEVELOPMENT TAX REVENUES

NOVEMBER 2016

LOCATION	DATE OF ORDINANCE*	% CHANGE IN SMOKE-FREE COMMUNITIES	AVERAGE % CHANGE (DURING THE SAME PERIOD) IN THE AGGREGATED NON-SMOKE-FREE COMMUNITIES	DIFFERENCE
ABERDEEN	3/22/2007	6.66%	-2.45%	9.11%
BADWYN	7/5/2013	-3.68%	0.37%	-4.05%
BATEVILLE	3/4/2010	9.27%	3.77%	5.50%
BRANDON	6/3/2015	8.19%	-3.75%	11.95%
CANTON	1/19/2012	12.91%	3.45%	12.46%
CLINTON	8/14/2008	32.04%	-4.81%	36.84%
CORINTH	11/8/2007	-2.93%	1.54%	-4.47%
FLORENCE	8/19/2012	3.18%	1.14%	2.04%
FLOWOOD	5/4/2011	5.95%	-2.34%	8.29%
GREENWOOD	8/16/2007	4.16%	5.42%	-1.25%
GRENADE	4/8/2009	-5.29%	-5.95%	0.66%
HATTIESBURG	1/1/2007	-3.31%	-0.71%	-2.60%
HOLLY SPRINGS	10/1/2015	5.00%	-5.42%	10.42%
INDIANOLA	11/7/2012	-4.35%	0.99%	-5.34%
JACKSON	7/1/2010	-2.96%	4.42%	-7.38%
KOSCIUSKO	11/1/2007	-16.86%	1.54%	-18.40%
LAUREL	12/4/2008	-5.60%	-4.84%	-0.76%
LAGEE	11/19/2013	12.46%	-3.58%	16.25%
MOSS POINT	6/14/2012	2.49%	2.16%	0.33%
NEW ABBANY	12/1/2011	3.95%	-0.11%	4.06%
OXFORD	11/16/2004	-0.44%	-5.80%	5.37%
PASCAGOULA	7/18/2013	-16.38%	5.34%	-21.72%
PEARL	9/1/2010	4.87%	2.14%	2.69%
PICAYUNE	7/12/2014	6.51%	-3.64%	10.15%
PONDOROC	5/1/2008	32.44%	-4.44%	37.08%
ROSELAND	7/19/2007	8.20%	2.89%	5.40%
STARVILLE	5/25/2006	5.14%	-4.72%	9.86%
TUPELO	10/5/2004	5.58%	-5.91%	11.49%
TOTAL		4.04%	-0.89%	5.83%

*STUDY PERIOD: 12 MONTHS BEFORE THE ORDINANCE AND 12 MONTHS AFTER THE ORDINANCE

This table presents the inflation-adjusted pre- and post-ban data for the Mississippi communities that have comprehensive smoke-free ordinances, collect a TED tax, and have at least 12 months of post-ban data. The percentage change in revenue for these towns ranges from -17% to 33%. As other researchers have noted, this wide range reflects the volatile nature of the restaurant and hospitality industries, due to seasonality and turnover in businesses. Also, the largest percentage changes occurred in the smaller communities.

For the communities with smoke-free ordinances as a whole, inflation-adjusted TED tax revenue was 4.94% greater in the 12 months following the enactment of a smoke-free ordinance. Conversely, there was no meaningful change in TED tax revenue in the aggregated control communities (-0.89%).

Mississippi has one of the lowest state cigarette taxes in the nation. However, we did raise this tax in 2009.

The Mississippi (Tax) Experience

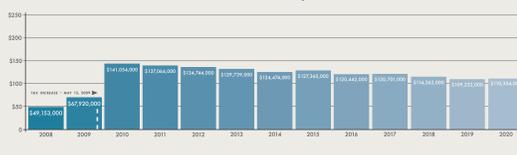
November 2021

- The Mississippi Legislature increased the state cigarette tax from 18 cents to 68 cents on May 15, 2009.
- The average state cigarette tax is currently \$1.91 and Mississippi's tax ranks 39th as of March 15, 2021.

Packs Sold | 2008-2020



Revenues Collected | 2008-2020

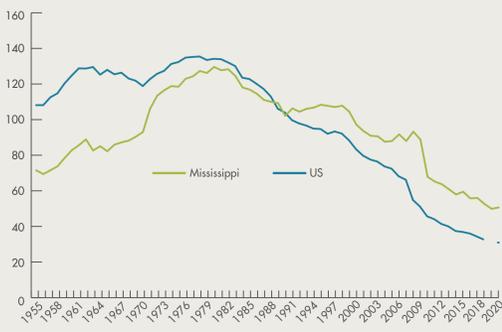


These data from tax records clearly demonstrate that following the 2009 increase in the state cigarette tax, the number of packs of cigarettes sold in Mississippi decreased by more than 40%, while tax revenue from cigarette sales almost doubled.

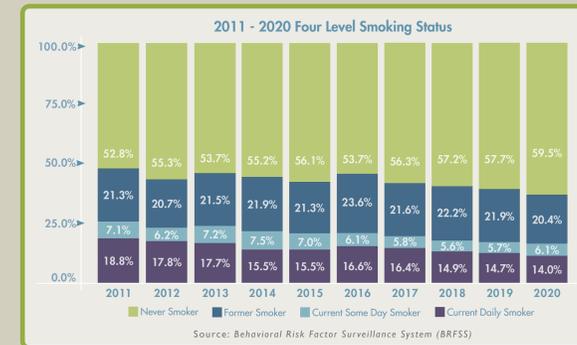
Per capita consumption of cigarettes has decreased. There was a sharp decrease following the 2009 increase in the state cigarette tax.

PER CAPITA CONSUMPTION

tax burden report : 2020



The prevalence of current cigarette smoking among adults has slowly decreased since 2011.



CURRENT ELECTRONIC CIGARETTE USE



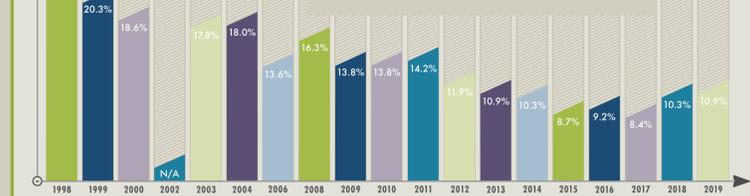
The prevalence of past 30-day e-cigarette use among high school students almost doubled over the past year.

CURRENT CIGARETTE SMOKING



Cigarette and cigar smoking are on the decline among our high school students.

CURRENT CIGAR SMOKING



CURRENT SMOKELESS TOBACCO USE



Whereas, the prevalence of smokeless tobacco use has not changed.

{ CONCLUSIONS }

With the exception of one transitional year, Mississippi had funded statewide tobacco programs for the past two and a half decades. The MSDH Office of Tobacco Control currently supports youth programs, community coalitions, and cessation services and health systems change. Although it is not possible to make strong statements about the causal relationship between these programmatic activities and the reduction in youth tobacco use, the substantial reduction over the past twenty-four years following successfully implemented programs is highly consistent with the hypothesis that these programs are effective.

Mississippi has successfully reduced youth tobacco smoking. However, smokeless tobacco use among use remains at 1998 levels and e-cigarette use has nearly doubled over the past year. The state should continue to support efforts to reduce youth use of combustible products, while also targeting e-cigarette and smokeless tobacco use with educational and regulatory strategies. Moreover, higher tobacco taxes and a statewide smoke-free law could increase the decline in adult cigarette smoking.