

# Effective Smoke-free Campaigns in Rural Mississippi

Robert McMillen



MISSISSIPPI STATE UNIVERSITY  
SOCIAL SCIENCE RESEARCH CENTER





## Rural Mississippi



- Social overlap with elected officials
-



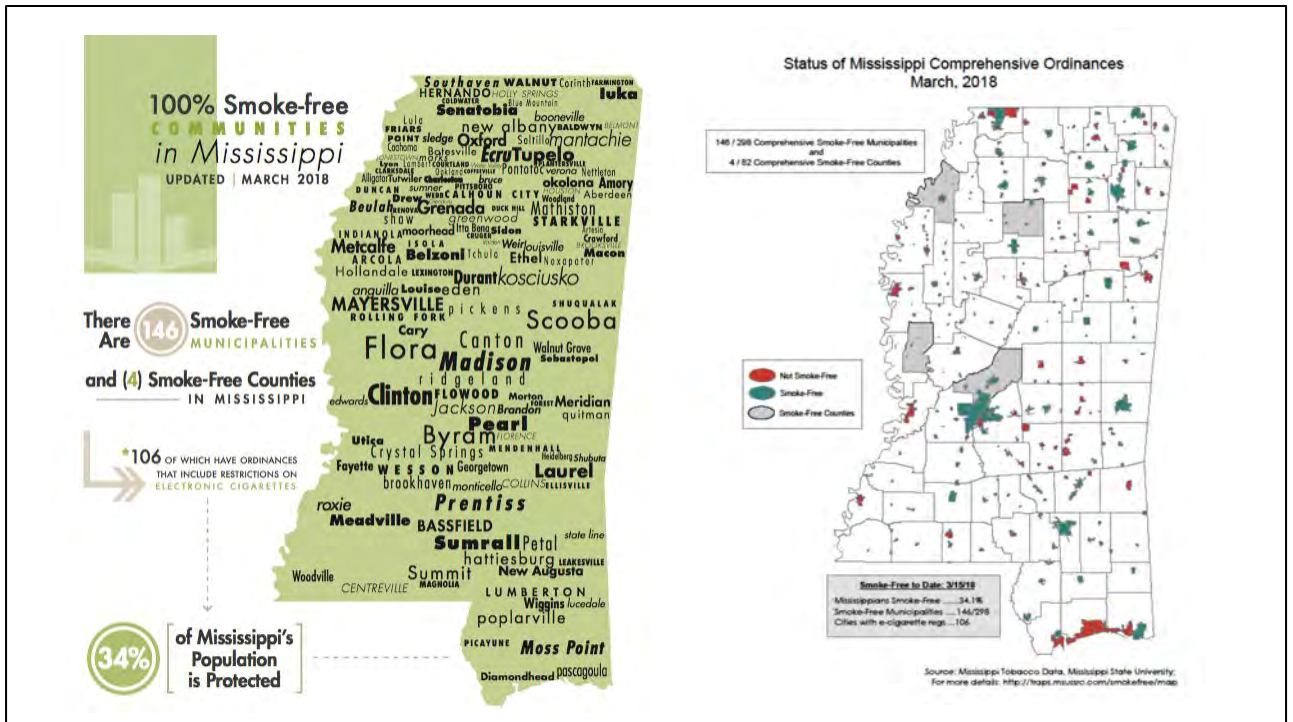
**See also ...  
(issues for a rural state)**



- **CHALLENGES**
- Poverty
- Tight social networks
  
- **ASSETS**
- Local policies can fly under the radar of the tobacco companies
- Tight social networks
- Many municipalities have few businesses







- Successes
  - College towns
  - Metropolitan areas
  - Rural municipalities
  - Beginning to see action in some of our counties
    - Madison County has several unincorporated communities with hospitality, etc venues
  - 34% of population of the state protected
- Not so much
  - Coastal areas
  - Casino towns

# A PATH TO 100% PROTECTED

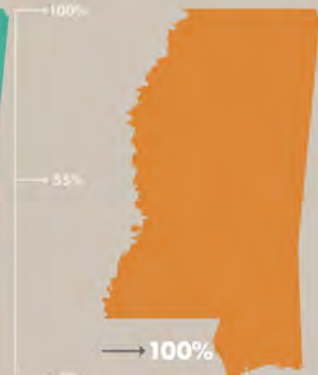
← November 2017



As of November 21, 2017, 143 municipalities and 3 counties in Mississippi have implemented comprehensive, smoke-free ordinances. These ordinances **protect 34%** of Mississippi.



If every Mississippi municipality passed a comprehensive smoke-free ordinance, **only 55%** of Mississippians would be protected. The rest live in rural areas outside of municipalities.



The only way to protect all Mississippians is to pass a **state-wide comprehensive smoke-free law**.

← [mstabaccedata.org](http://mstabaccedata.org) →  
designed by: miranda-robertson

MISSISSIPPI TOBACCO DATA



MISSISSIPPI STATE UNIVERSITY  
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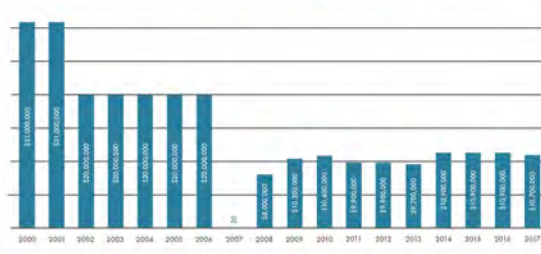
## Tobacco Settlement



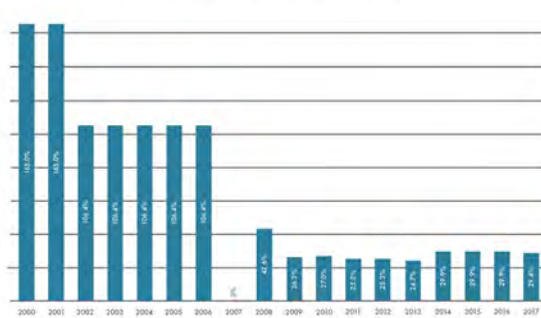
- In 1998, the State of Mississippi deposited the first \$280 million installment of its \$4.1 billion settlement with the tobacco companies.

# Statewide Funding for Tobacco Control, 2000-2017

ANNUAL STATE SPENDING FOR TOBACCO PREVENTION FOR MS | 2000-2017



PERCENT OF CDC MINIMUM RECOMMENDED FUNDING | 2000-2017



- FY17: \$10.7 million, 29.4%





## **Mississippi Statewide Prevention Programs**

- The Partnership for a Healthy Mississippi
- Mississippi Primary Healthcare Association
- Mississippi Academy of Family Physicians Foundation
- Mississippi Chapter of the American Academy of Pediatrics
- The University of Southern Mississippi Institute for Disability Studies
- 34 community-based Mississippi Tobacco-free Coalitions
- 9 Community Health Directors



## Changing Social Climate



- We've come a long way
- 2002 | Metcalfe | 0.03%
- 2005 | Mayersville | 0.05%
- These ordinances happened under our radar,
  - Exciting, but protected only 0.05% of the Mississippi population



## City of Starkville

- **Population: 25,570**
- **2,821 businesses**
- **Home to Mississippi State University**





## **Starkville Campaign Resources**

- Support for a policy scan by the Bower Foundation
- Short and long-term harms of tobacco smoke
- Public support at the state and local level
- Economic impact studies
- Testimonial support from similar municipalities
- Supreme Court Justice Oliver Wendell Holmes, Jr.
  - “The right to swing my fist ends where the other man's nose begins”.

October 21, 2005

Dear Mr. Lambert:

Thomas & King, Inc. is the owner and operator of 80 Applebee's Restaurants in Arizona, Ohio, and Kentucky.

On May 17, 2004, our company celebrated our first anniversary as a smoke-free company. We believe that protecting the health of our guests and employees is simply the right thing to do. We have also learned that smoke-free is good for business.

Given that government regulates alcohol, automobiles and food quality as a matter of public safety, protecting citizens from harmful tobacco smoke is a logical next step. Clean-air ordinances respect the right of smokers to do so, while protecting non-smokers from the dangers of second-hand smoke, in enclosed places. Some say that businesses should have the right to choose smoking or nonsmoking, but it just isn't that easy. Workers deserve health protections on the job and shouldn't be expected to leave a job to avoid exposure to the dangers of secondhand smoke.

In another capacity, I also serve as the elected Vice Mayor of Lexington, Kentucky. I was proud to lead the successful effort to pass our clean-air ordinance, which ranks among the most comprehensive in the nation. A recent report by the University of Kentucky concluded that in the year since passage of the ordinance, there has been no discernible impact to local businesses. My experience in closely monitoring our stores leads me to a similar conclusion.

As a public official, I believe clean-air ordinances are the right thing to do because they are necessary to protect the health of our citizens. As a businessman, I believe it's the right thing to do because demonstrated concern for our employees and guests is good for business.

I wish you the best of luck in your efforts. Please feel free to contact me if I may be of any service to this critically important cause.

Sincerely,

Michael J. Scanlon  
President & CEO  
Thomas & King, Inc.

## Letter of Support from Vice Mayor of Lexington



## Strategy

- Open letter to demonstrate local support and create an action list
  - Op-eds, letters to the editor
  - Earned media
  - Public debates
  - Public hearings
  - Silent, but supportive, local business owners
- 
- Flight to 2005 National Conference on Tobacco OR Health, Chicago
    - Accidental advocate
  - Mississippi Hospitality and Restaurant Association opposition
  - Newly elected, young alderman became our champion
  - Lesson learned: Meet with elected officials before the press
  - Open letter at a supportive restaurant
    - Collected contact information for supporters.
      - \*Ward 7 & Email
      - Action alerts
        - Very effective in a small town, where most people know at least some of the city council members
  - Op-Eds & Letters to the Media
  - Newspapers & sharing of 411
    - Local TV News & MSU TV
  - Radio and Kiwanis Club debates
  - Public Hearings
    - Very diverse and representative support

- 7-0 in support



## **Starkville deserves smoke-free air**

We strongly support a community ordinance that would make all workplaces and public places smoke-free. We believe this is the right action to take on behalf of the health of the citizens of our community. The facts are indisputable. Secondhand smoke is more than an annoyance, it is a killer. Secondhand smoke is the third leading cause of preventable death and kills 53,000 nonsmokers in the U.S. each year. An ordinance to protect air quality by providing a smoke-free environment is no different than laws that already exist to protect workplace sanitation, sale of tobacco and alcohol, and worker safety issues (OSHA). We strongly support the adoption of a smoke-free ordinance in our community. Such an ordinance will provide health benefits for all members of the Starkville community.

Name	Address	email	Ward	Live in City
<hr/>				
<hr/>				
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- Several other important Mississippi municipalities followed suit
- Within a year
  - Tupelo
  - Oxford
  - Hattiesburg
  - Ridgeland



## **Educational and Advocacy Resources in Mississippi**

- Local Tobacco-Free Coalitions
- National and statewide partnerships
- Local air quality assessments
- Economic revenue impact studies
- Health impact studies
- Public support data
- [Interactive Map](#)



34 MTFCs that work in all 82 Mississippi counties to implement tobacco control programs at the grassroots level



## National and Statewide Partnerships



## Healthcare Provider Partnerships



Primary goal is to increase the number of Mississippians receiving tobacco control messages and services through their healthcare providers, staff, and related programs.

Also engage in local and statewide advocacy



# Air Quality Studies



## US EPA AIR QUALITY INDEX

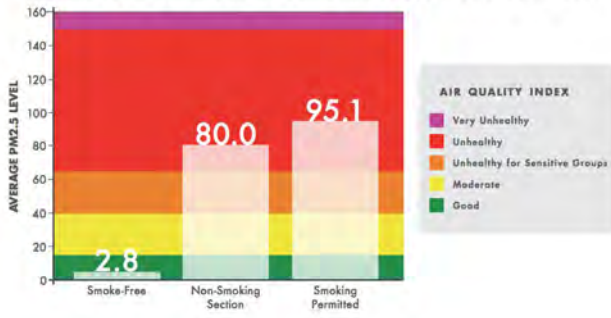
Air Quality	PM <sub>2.5</sub> (µg/m <sup>3</sup> )	Health Advisory
<b>Hazardous</b>	<b>≥251</b>	People with heart or lung disease, older adults, and children should remain indoors and keep activity levels low. Everyone else should avoid all physical activity outdoors.
<b>Very Unhealthy</b>	<b>151-250</b>	People with heart or lung disease, older adults, and children should avoid all physical activity outdoors. Everyone else should avoid prolonged or heavy exertion.
<b>Unhealthy</b>	<b>66-150</b>	People with heart or lung disease, older adults, and children should avoid prolonged or heavy exertion. Everyone else should reduce prolonged or heavy exertion.
<b>Unhealthy for Sensitive Groups</b>	<b>41-65</b>	People with heart or lung disease, older adults, and children should reduce prolonged or heavy exertion.
<b>Moderate</b>	<b>16-40</b>	Unusually sensitive people should consider reducing prolonged or heavy exertion.
<b>Good</b>	<b>≤15</b>	None.





# Air Quality Studies

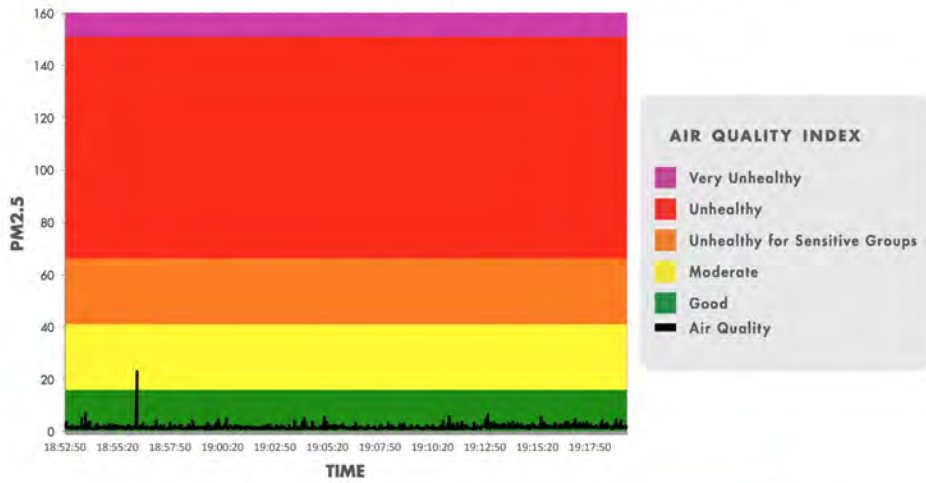
AVERAGE LEVEL OF INDOOR AIR POLLUTION IN RESTAURANTS AND BARS



AVERAGE LEVEL OF INDOOR AIR POLLUTION IN CASINOS



# SMOKE-FREE | GULFPORT RESTAURANT

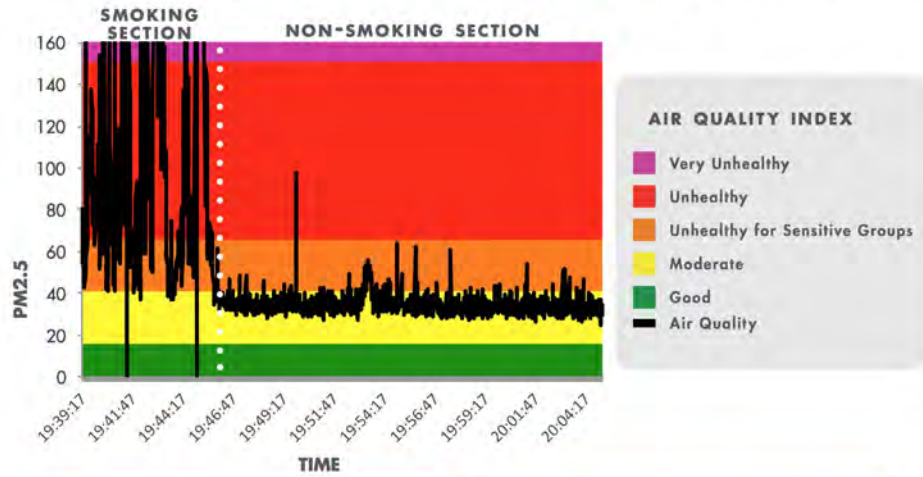


**PM2.5 = 1.6 µg/m3**

This PM2.5 level is within the current U.S. Environmental Protection Agency's threshold for *Good Air Quality*.

→ venue 2

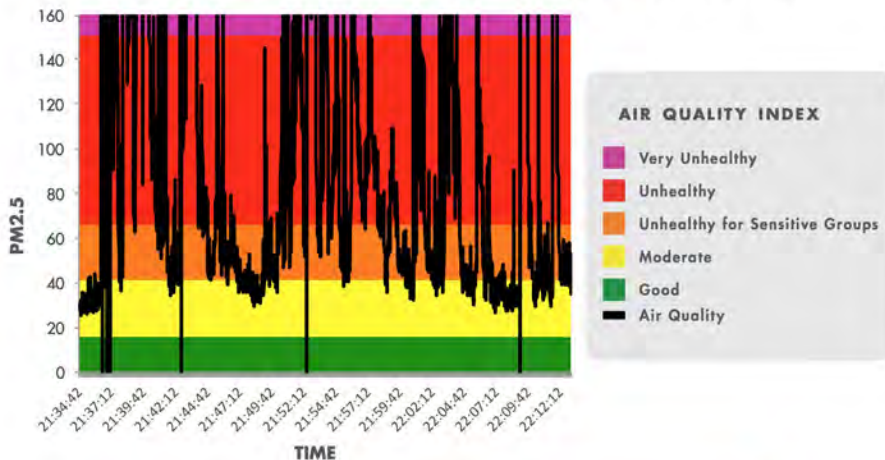
# SMOKING AND NON-SMOKING | CLEVELAND RESTAURANT



**Smoking: PM2.5 = 134.0 µg/m3**  
 This PM2.5 level exceeds the current U.S. Environmental Protection Agency's threshold for *Unhealthy Air Quality*.  
 → venue 14

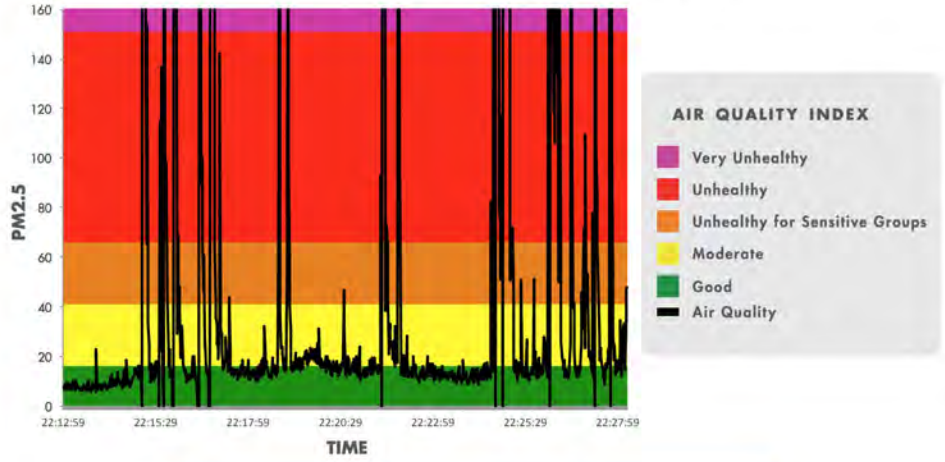
**Non-Smoking: PM2.5 = 34.0 µg/m3**  
 This PM2.5 level exceeds the current U.S. Environmental Protection Agency's threshold for *Moderate Air Quality*.  
 → venue 14

# SMOKING ALLOWED | CLEVELAND RESTAURANT



**PM2.5 = 127.0  $\mu\text{g}/\text{m}^3$**   
This PM2.5 level exceeds the current U.S. Environmental Protection Agency's threshold for *Unhealthy Air Quality*.  
→ venue 21

# SMOKING ALLOWED | BILOXI CASINO

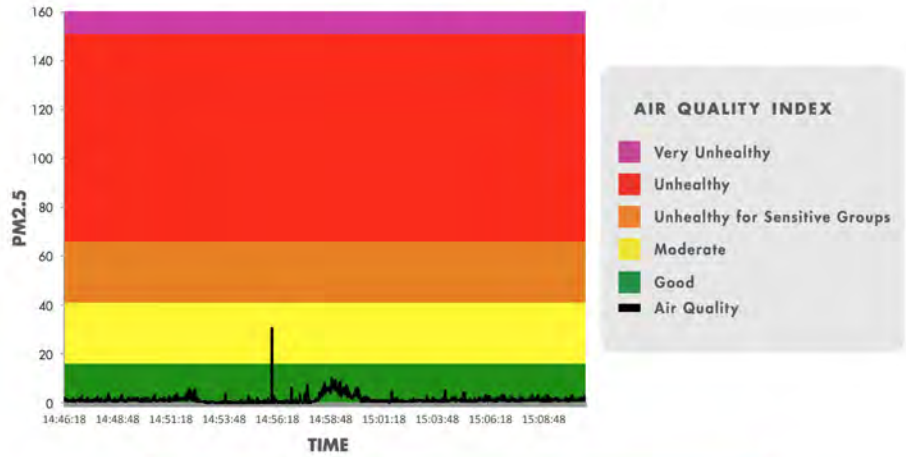


**PM2.5 = 57.9  $\mu\text{g}/\text{m}^3$**

This PM2.5 level exceeds the current U.S. Environmental Protection Agency's threshold for *Unhealthy for Sensitive Groups* Air Quality.

→ venue 29

# SMOKE-FREE | BILOXI CASINO

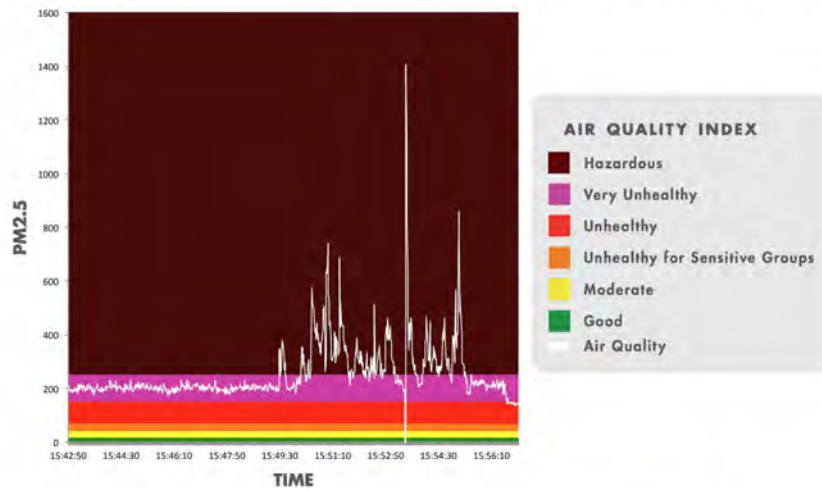


**PM2.5 = 1.3  $\mu\text{g}/\text{m}^3$**

This PM2.5 level is within the current U.S. Environmental Protection Agency's threshold for *Good Air Quality*.

→ venue 30

BEFORE 9 PM, SMOKING NOT ALLOWED | OLIVE BRANCH POOL HALL



**PM2.5 = 245.3 µg/m3**  
This PM2.5 level exceeds the current U.S. Environmental Protection Agency's threshold for *Very Unhealthy Air Quality*.  
→ venue 31



## Economic Impact Studies







# Costs Due to Tobacco Smoke to Taxpayers

## Medicaid Costs Secondhand Smoke

	ATTRIBUTABLE POPULATION RISK	TOTAL COSTS	COSTS ATTRIBUTABLE TO EXPOSURE TO SECONDHAND SMOKE
<b>POPULATION - BIRTH TO AGE 17</b>			
LOW BIRTH WEIGHT CODES - ICD CODES THAT BEGIN WITH 765	18.0%	\$85,240,444	\$15,343,280
ACUTE LOWER RESPIRATORY ILLNESS (BIRTH TO AGE 5 ONLY) - ICD CODES THAT BEGIN WITH 480-488, 466	25.0%	\$28,551,853	\$7,137,963
OTITIS MEDIA AND MIDDLE EAR EFFUSION - ICD CODES THAT BEGIN WITH 382	14.0%	\$16,501,901	\$2,310,266
ASTHMA - ICD CODES THAT BEGIN WITH 493	35.0%	\$28,344,206	\$9,920,472
<b>POPULATION - AGES 18+</b>			
HEART ATTACKS AND OTHER HEART DISEASES - ICD CODES THAT BEGIN WITH 410	6.9%	\$12,149,244	\$838,298
LUNG CANCER - ICD CODES THAT BEGIN WITH 162	4.9%	\$12,204,636	\$598,027
		<b>\$182,992,284</b>	<b>\$36,148,306</b>

DATES OF SERVICE: 07/01/2012 - 06/30/2013

SPECIFIED DIAGNOSIS PRESENT IN EITHER THE PRINCIPLE DIAGNOSIS FIELD OR OTHER DIAGNOSIS CODES 1-4 POSITIONS

# Economic Effects of Smoke-Free Ordinances in Mississippi Communities:

AN EXAMINATION OF TOURISM & ECONOMIC DEVELOPMENT TAX REVENUES

NOVEMBER 2016

LOCATION	DATE OF ORDINANCE*	AVERAGE % CHANGE (DURING THE SAME PERIOD) IN THE AGGREGATED INDUSTRY		
		% CHANGE IN TOURISM & ECONOMIC DEVELOPMENT TAX REVENUES	% CHANGE IN HOUSING & COMMERCIAL TAX REVENUES	DIFFERENCE
ABERDEEN	3/22/2007	6.66%	2.45%	9.12%
BALDWIN	7/5/2013	3.59%	0.47%	4.25%
BATESVILLE	3/4/2010	9.27%	3.77%	5.50%
BRANDON	6/3/2015	8.19%	-3.75%	11.95%
CANTON	1/19/2012	15.91%	3.45%	12.46%
CLINTON	8/14/2008	32.04%	-4.81%	36.84%
CORINTH	11/6/2007	-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	9/16/2007	4.16%	5.42%	-1.25%
GRENADA	4/8/2009	3.29%	-5.95%	9.24%
HATTESBURG	1/1/2007	-3.31%	-0.71%	-2.60%
HOLLY SPRINGS	10/1/2015	5.00%	-5.42%	10.42%
INDIANOLA	11/7/2012	-6.33%	0.95%	-7.30%
JACKSON	7/1/2010	-2.94%	4.42%	7.30%
KOSCIUSKO	11/1/2007	-16.86%	1.54%	-18.40%
LAUREL	12/4/2008	3.60%	-4.84%	10.44%
MAGEE	11/19/2013	12.66%	-3.58%	16.23%
MOSS POINT	6/14/2012	2.49%	2.16%	0.33%
NEW ALBANY	12/1/2011	3.95%	-0.11%	4.06%
OXFORD	11/16/2006	-6.44%	-5.80%	-0.64%
PASCAGOULA	7/18/2013	-15.38%	5.34%	-21.72%
PEARL	9/1/2010	-4.81%	2.14%	-2.68%
PICATUNE	7/17/2014	6.51%	-3.44%	10.15%
PONTOTOC	5/1/2008	32.64%	-4.44%	37.08%
RIDGELAND	7/19/2007	8.30%	2.89%	5.40%
STARKEYVILLE	5/20/2006	5.14%	-4.72%	9.86%
TUPELO	10/5/2006	3.55%	-5.91%	11.49%
<b>TOTAL</b>		<b>4.94%</b>	<b>-0.89%</b>	<b>5.83%</b>

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

## SCIENTIFIC ARTICLES

### Tax Revenue in Mississippi Communities Following Implementation of Smoke-free Ordinances: An Examination of Tourism and Economic Development Tax Revenues

Robert McMillan, PhD, Signe Skoldford, MPH

**Abstract**  
**Background:** There is no safe level of exposure to tobacco smoke. More than 60 Mississippi communities have passed smoke-free ordinances in the past six years. Opponents claim that these ordinances harm local businesses.

**Objective:** Mississippi law allows municipalities to place a tourism and economic development (TED) tax on local restaurants and hotels/motels. The objective of this study is to examine the impact of these ordinances on TED tax revenues.

**Methods:** This study applies a pre-post quasi-experimental design to compare TED tax revenue before and after implementing ordinances.

**Results:** Descriptive analyses indicated that inflation-adjusted tax revenues increased during the 12 months following implementation of smoke-free ordinances while there was no change in aggregated control communities. Multivariate fixed-effects analyses found no statistically significant effect of smoke-free ordinances on hospitality tax revenue.

**Conclusions:** No evidence was found that smoke-free ordinances have an adverse effect on the local hospitality industry.

**Key Words:** implementation, legislation, taxes

**Introduction**  
 According to the Surgeon General, there is no safe level of exposure to secondhand smoke.<sup>1</sup> Tobacco smoke contains more than 7,000 chemicals, of which at least 69 cause cancer.<sup>2</sup>

**Author Information:** Dr. McMillan is an Associate Professor at Mississippi State University with a joint appointment to the Department of Psychology and the Grand Valley Research Center. He also serves as Investigator for the Institute, Institute of Professor John B. Richmond, Center for Tobacco Use Research in the Center for Mississippi Health Policy.

**Correspondence:** Robert McMillan, PhD, Research Park, Suite 101, Marshall, MS 39329

Acute risks of secondhand smoke exposure include sudden infant death syndrome, acute respiratory problems, otitis media, increased asthma severity, and myocardial infarction. The numerous chronic and acute harms of tobacco smoke have been documented in many literature reviews.<sup>3</sup>

Comprehensive smoke-free ordinances and laws reduce exposure to tobacco smoke and thereby the associated health risks. Although 62 Mississippi communities have implemented comprehensive smoke-free ordinances that prohibit smoking inside of all indoor places in which the public is allowed, opponents of these ordinances express concern that these smoke-free restrictions harm local economies and businesses. The peer-reviewed literature does not support these arguments. No recent studies from states and communities, based on objective outcomes which are examined before and after passage of comprehensive smoke-free ordinances or legislation, revealed no negative impacts on sales tax revenue and employment in the hospitality industry. Indeed, some studies have even found a slightly positive impact.<sup>4-12</sup> Despite this evidence, some Mississippians remained concerned that smoke-free legislation will harm local businesses. This study examines tax revenues for Mississippi towns to determine if local hospitality businesses in communities that implemented comprehensive smoke-free ordinances were adversely affected.

**Methods**

There are several objective methods for assessing potential impacts of smoke-free laws on the hospitality industry. The most common approach is to examine trends in sales tax revenue from the hospitality sector before and after smoke-free laws and ordinances are enacted. In Mississippi, communities may choose to collect an optional Tourism and Economic Development (TED) tax that can be placed on restaurants and/or hotels/motels. This tax currently ranges from 1% to 4% of gross revenue. Most communities that collect a TED tax impose this tax on both restaurants and hotels/motels. Some communities collect the same percentage of tax from each sector, while others



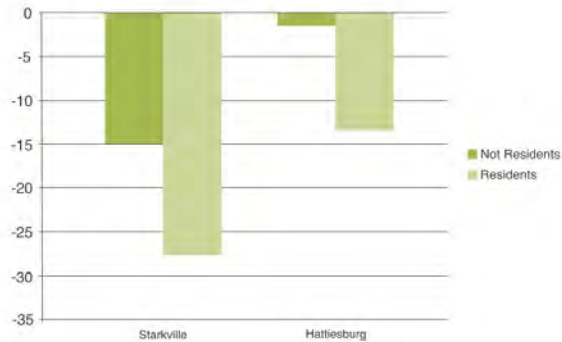
## Immediate Health Impact of Smoke-Free Ordinance

### The Starkville & Hattiesburg Heart Attack Studies

REDUCTIONS IN HEART ATTACK ADMISSIONS FOLLOWING THE IMPLEMENTATION OF LOCAL SMOKE-FREE ORDINANCES

JANUARY 2012

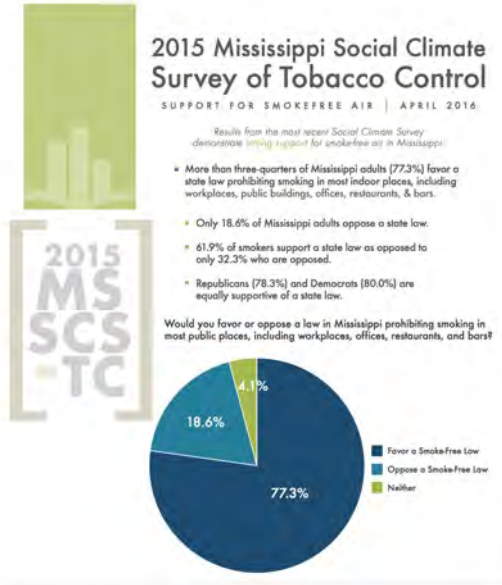
- STARKVILLE | 27.7% REDUCTION IN HEART ATTACK ADMISSIONS, COST SAVINGS OF \$288,270.
- HATTIESBURG | 13.4% REDUCTION IN HEART ATTACK ADMISSIONS, COST SAVINGS OF \$2,367,909.



- Results: Admission rates for tobacco smoke related events were lower in counties with smoke-free seats (152.5) that those without smoke-free seats (173.7),  $p < .05$ .
  - There were no differences in admission rates for events not associated with tobacco smoke (18.0 vs 16.4, ns).
- Conclusions: The findings of this study suggest that smoke-free ordinances predict lower hospital admissions for tobacco smoke related health events.
  - Broader protections from tobacco smoke at the state-level could improve health and reduce healthcare costs.



# Strong, Bipartisan Support for Smoke-Free Air



Source: 2015 Mississippi Social Climate Survey of Tobacco Control Mississippi Tobacco Data



# Interactive Map of Smoke-Free Municipalities

34.12% of MS Population Protected

**Starkville** Pop.: 25570  
05/20/2006

**Policy:**  
Comprehensive. Contains e-cigarette regulations.  
DOES NOT EXEMPT retail tobacco stores

**Description:**  
100% Comprehensive Protection in all public indoor places. Does not include e-cigarettes.

**Ordinance File:**  
[Starkville 2017 ordinance \(signed\).pdf](#)

**Policies:**

Law	Health	Fire
Education	Department	Department
Planning & Development	Code Enforcement	Electrical
Building	Employment or Citizen	E-Cigarette Regulation

**Penalties:**

For Smokers	First	Second	Third
Penalty \$50	Penalty \$250	Penalty \$250	Penalty \$250
For Owners	First	Second	Third
Penalty \$0	Penalty \$0	Penalty \$0	Penalty \$0

**License Revocation/Suspension:**  
Shall be a bar for 3 or more violations

**Special Notes:**  
City amended ordinance to ban use of electronic cigarettes/vapor devices in same areas as combustible cigarettes.

**Policy Type**

- No Ordinance
- Partial
- Comprehensive:
- No E-Cigarette Regulations (EXEMPTS Tobacco Stores)
- No E-Cigarette Regulations (DOES NOT EXEMPT Tobacco Stores)
- E-Cigarette Regulations (EXEMPTS Tobacco Stores)
- E-Cigarette Regulations (DOES NOT EXEMPT Tobacco Stores)



## **Spreading the Message**

- Letters to the Editor & Op-Eds
- Earned Media
- Testimonials and expert speakers at public hearings
- Silent, but supportive local businesses
- Mississippi Municipal League
  - Exhibitor
  - Invited Speaker
  - Awards Reception



- The current opportunity is for municipalities with a comprehensive plan to educate their communities on the benefits of smokefree air.
- (a) Up to \$5,000 for city or county governments; or
- (b) Up to \$2,500 for town or village government.
  - At time of incorporation, municipalities with populations of more than 2,000 are classified as cities, municipalities containing between 301 and 2000 persons are considered towns, and municipalities between 100 and 300 persons are called villages.









## Healthy Hometown Award



Blue Cross & Blue Shield of  
Mississippi Foundation

A Subsidiary of Blue Cross & Blue Shield of Mississippi.

A municipality from each of these three categories may receive a \$25,000 grant from the Blue Cross & Blue Shield of Mississippi Foundation:

Large town: 15,000 or more residents

Medium town: 5,001 - 14,999 residents

Small town: 5,000 or fewer residents

One municipality will be designated as the "Healthiest Hometown in Mississippi" and will be awarded a \$50,000 grant. A town of any size may receive this designation.

**Winners will be announced at the Mississippi Municipal League Annual Awards Luncheon to be held June 27, 2018 in Biloxi.**



## The 800 lb. Gorilla?





## **Smoke-Free Gaming in Kentucky**

- Keeneland Grounds - Lexington
- Red Mile - Lexington
- The Thoroughbred Center - Lexington
- Churchill Downs - Louisville
- Bluegrass Downs - Paducah



## Smoke-Free Laws and Gaming

- Strong public support, and only ~15% of casino patrons are smokers.
- Challenges for pre-post smoke-free legislation comparisons
  - Delaware, Illinois, Colorado, South Dakota
- 21 casinos opened after smoke-free legislation
- Revenue impacted by
  - Weak economic conditions
  - Competition from other casinos and other gaming segments
  - Flooding and other natural disasters

- Strong public support
  - Several studies have demonstrated that the prevalence of smoking among casino patrons is similar to that in the general population.
  - Based on the current population estimate for U.S. adult cigarette smoking, we can estimate that approximately 15 percent of casino patrons are smokers.
  - A third of casino gamblers who smoke report either preferring a smoke-free gaming floor or not caring either way.
  - By projection, only about one in 10 casino gamblers prefer to visit a casino that allows smoking.
- Concerns
  - The casino industry faces challenges such as volatile economies and competition/market cannibalization from expanding gambling activities.
  - The uncertain economic impact of smoke-free legislation on casinos often leads to resistance among the industry.

- Challenges

- Delaware implemented a smoke-free law that applied to casinos on November 27, 2002. This law applied to three racinos. Racinos are race tracks with some casino gambling.
- Illinois implemented a smoke-free law that applied to casinos on January 1, 2008. However, a quasi-experimental comparison of admissions and gaming revenue is complicated by the national recession that began in in late 2007.
- Colorado allowed commercial gaming in three cities in the 1970s and 80s. In July of 2009, the state amended its constitution to allow larger bets, permit craps and roulette, and remain open 24 hours a day in these three cities. The state implemented a smokefree law on January 1, 2008.
- South Dakota permitted limited-stake gaming in the city of Deadwood in 1988, and raised the bet limit in 2000 from \$5 to \$100. The state prohibited smoking in indoor public places, including casinos, in 2010. The state expanded gaming options again in 2015 to allow live roulette, keno, and craps.
-



**The  
Experience of  
the One  
Smoke-Free  
Casino in  
Mississippi**





# More Employees







# More Table Games



**SPONSORS**



**American Nonsmokers Rights Foundation**

Smoke-free indoor air is the future of gaming for the health of casino employees, patrons, hotel commissionaires, and sovereign Tribes. Help by our booth for dialogue on trends and best practices for making the transition to a smoke-free indoor air future. HVAC systems do not utilize the health hazards of secondhand smoke. ANRF, an educational non-profit organization, in collaboration with tribal health partners, provides resources to assist you in your efforts toward a healthier, smoke-free community.  
<https://no-smoke.org>

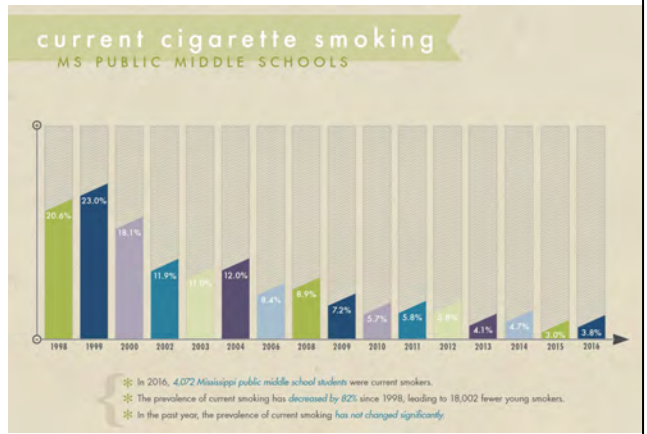
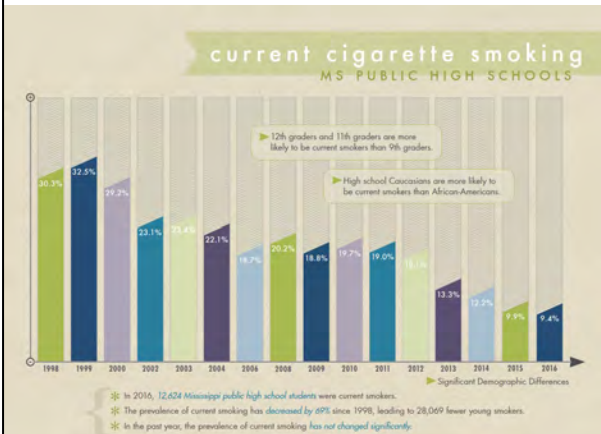


SOUTHERN GAMING SUMMIT

**Learn. Earn. Network.**



## Other Benefits of Smoke-Free Successes





- 2010 1st Place
- 2011 2nd Place
- 2012 1st Place
- 2013 1st Place
- 2014 1st Place
- 2015 1st Place





# mstobaccodata.org

The screenshot shows the homepage of the Mississippi Tobacco Data website. At the top left is the logo with the letters 'MTD' in blue and green, followed by the text 'Mississippi Tobacco Data'. To the right of the logo is a search bar with the placeholder text 'Search this website...'. Below the search bar are social media icons for Facebook, Twitter, and LinkedIn. A navigation menu is located below the search bar, with 'EVALUATION' highlighted in a green box. The main content area features a large banner with a 'NO SMOKING' sign that reads '2017 The Mississippi youth tobacco SURVEY 1998-2016 INCLUDING Electronic Cigarettes or Smoke by Vaporization'. To the right of the sign are two posters: 'MIDDLE SCHOOL STUDENTS' and 'HIGH SCHOOL STUDENTS'. Below the banner are four navigation links: 'OUR TEAM', 'POLICY RESEARCH', 'POSTERS + PRESENTATIONS', and 'HISTORY OF TOBACCO CONTROL'.