Tobacco and the State of the State

August 27, 2014
29.4% of Mississippians are protected.
Mississippi ranks 35th in protection

Prior to 2006, less than 0.01% of the Mississippi population was protected from tobacco smoke by 100% smokefree air laws in indoor public places. Mississippi currently ranks 35th in percent of the population protected from tobacco smoke in indoor public places.

**Source:**
American Nonsmokers’ Rights Foundation, July, 2014

*Please note that the criteria ANR uses is more strict than that of MTD. Therefore, our estimate is higher.*
Mississippi ranks 7th among the 50 states and Washington D.C. in the prevalence of current smoking among adults. State rankings, however, should be interpreted with caution. Rank differences do not necessarily reflect meaningful differences between states.

**Source**
2012 Behavior Risk Factor Surveillance System, Centers for Disease Control and Prevention
Mississippi ranks 8th in the prevalence of current smoking among public high school students (41 states administered the YRBSS in 2013). State rankings, however, should be interpreted with caution. Rank differences do not necessarily reflect meaningful differences between states.

**SOURCE**
Youth Risk Behavior Surveillance System, Centers for Disease Control and Prevention
## 2013 Mississippi Social Climate Survey

### Electronic Cigarettes

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MS Ever Use</strong></td>
<td>9.5%</td>
<td>12.1%</td>
</tr>
<tr>
<td><strong>US Ever Use</strong></td>
<td>10.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td><strong>MS Current Use</strong></td>
<td>4.1%</td>
<td>5.7%</td>
</tr>
<tr>
<td><strong>US Current Use</strong></td>
<td>2.6%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>
2013 Mississippi Social Climate Survey
Electronic Cigarettes

Issues
- Smokers maintaining dependence
- May increase risk of relapse among former smokers
- May frustrate treatment - electronic cigarettes are not approved nor incorporated into clinical practice guidelines
- Use among nonsmokers raises concerns about them being at risk for nicotine dependence
- Youth initiation
- No current regulations on marketing
- Exposure of e-cigarette aerosol to nonusers
2013 Mississippi Social Climate Survey

• The age to buy tobacco should be raised to 21.
  Agree = 81.8%
  Disagree = 18.2%

• Pipe tobacco, smokeless tobacco, and cigars should be taxed at the same rate as cigarettes.
  Agree = 88.3%
  Disagree = 11.7%
Would you favor or oppose a law in MS that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants, and bars?

Favor = 82.1%
Oppose = 14.0%
Neither favor nor oppose = 3.9%
How much additional tax on a pack of cigarettes would you be willing to support?

More than 2 dollars per pack = 25.6%
Two dollars per pack = 12.0%
One dollar per pack = 10.2%
50 to 99 cents a pack = 4.8%
Less than 50 cents a pack = 4.4%
No tax increase = 42.9%
In your opinion, should smoking be allowed...

- In resident’s apartments and condos
  Yes = 36.3%
  No = 63.7%

- In indoor common hallways, stairways of apartment or condo buildings
  Yes = 9.2%
  No = 90.8%

- On private apartments' balconies or patios
  Yes = 56.0%
  No = 44.0%

Does your property manager...

- Allow smoking in your apartment or condo units?
  Yes = 55.7%
  No = 44.3%

- Allow smoking on the property?
  Yes = 81.7%
  No = 18.3%
2014 Mississippi Student Tobacco Survey

• Participating Universities
  • Mississippi State University
  • University of Mississippi
  • University of Southern Mississippi
## 2014 Mississippi Student Tobacco Survey
### Mississippi State University

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current smoker</td>
<td>23.9%</td>
</tr>
<tr>
<td>Ever tried hookah or water pipe</td>
<td>43.9%</td>
</tr>
<tr>
<td>Current hookah</td>
<td>12.7%</td>
</tr>
<tr>
<td>Ever tried snus</td>
<td>21.1%</td>
</tr>
<tr>
<td>Current snus</td>
<td>3.3%</td>
</tr>
<tr>
<td>Ever tried e-cigarette</td>
<td>34.6%</td>
</tr>
<tr>
<td>Current vaper</td>
<td>9.6%</td>
</tr>
<tr>
<td>Activity</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Current smoker</td>
<td>24.6%</td>
</tr>
<tr>
<td>Ever tried hookah or water pipe</td>
<td>37.4%</td>
</tr>
<tr>
<td>Current hookah</td>
<td>9.2%</td>
</tr>
<tr>
<td>Ever tried snus</td>
<td>13.5%</td>
</tr>
<tr>
<td>Current snus</td>
<td>1.4%</td>
</tr>
<tr>
<td>Ever tried e-cigarette</td>
<td>33.3%</td>
</tr>
<tr>
<td>Current vaper</td>
<td>11.5%</td>
</tr>
</tbody>
</table>
### 2014 Mississippi Student Tobacco Survey
University of Mississippi

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current smoker</td>
<td>37.3%</td>
</tr>
<tr>
<td>Ever tried hookah or water pipe</td>
<td>51.6%</td>
</tr>
<tr>
<td>Current hookah</td>
<td>8.8%</td>
</tr>
<tr>
<td>Ever tried snus</td>
<td>23.0%</td>
</tr>
<tr>
<td>Current snus</td>
<td>4.4%</td>
</tr>
<tr>
<td>Ever tried e-cigarette</td>
<td>40.8%</td>
</tr>
<tr>
<td>Current vaper</td>
<td>12.3%</td>
</tr>
</tbody>
</table>
Youth Tobacco Survey

Where we are now:

- Early current tobacco use decreases have leveled off in recent years (1998-2012)
- Large, but non-significant decreases in current tobacco use in 2013
In 2013, 18,147 Mississippi public high school students were current smokers.

The prevalence of current smoking has decreased by 56% since 1998, leading to 23,195 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.

2013 MISSISSIPPI YOUTH TOBACCO SURVEY
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.

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2013 MISSISSIPPI YOUTH TOBACCO SURVEY
# High School Ever Use

<table>
<thead>
<tr>
<th>Tobacco Product</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>51.2%</td>
<td>46.8%</td>
<td>46.7%</td>
<td>39.8%</td>
</tr>
<tr>
<td>Cigars</td>
<td>29.1%</td>
<td>28.7%</td>
<td>29.5%</td>
<td>25.0%</td>
</tr>
<tr>
<td>SLT</td>
<td>20.2%</td>
<td>19.5%</td>
<td>17.8%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Electronic cigarettes</td>
<td>1.9%</td>
<td>5.9%</td>
<td>8.4%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Dissolvable tobacco products</td>
<td>1.4%</td>
<td>1.6%</td>
<td>0.9%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Snus</td>
<td>8.2%</td>
<td>8.5%</td>
<td>6.3%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Hookah or waterpipe</td>
<td>4.1%</td>
<td>4.4%</td>
<td>5.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Flavored little cigars</td>
<td>12.0%</td>
<td>12.1%</td>
<td>9.2%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Clove cigars</td>
<td>2.4%</td>
<td>2.5%</td>
<td>1.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Flavored cigarettes (crush)</td>
<td>15.2%</td>
<td>15.5%</td>
<td>12.5%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Roll your own</td>
<td>10.2%</td>
<td>9.8%</td>
<td>8.7%</td>
<td>8.0%</td>
</tr>
</tbody>
</table>
Electronic Cigarettes
Ever Use

High School Students
• Mississippi
  • 2011: 5.9%; 2012: 8.4%; 2013: 9.7%
• United States
  • 2011: 4.7%; 2012: 10.0%; 2013: n/a

Middle School Students
• Mississippi
  • 2011: 2.0%; 2012: 3.5%; 2013: 6.2%
• United States
  • 2011: 1.4%; 2012: 2.7%; 2013: n/a
Electronic Cigarettes
Electronic Cigarettes

“I DON'T ALWAYS VAPE, BUT WHEN I DO, I CHOOSE VAPOR SHARK.”
- KRIS KRINGLE

vaporshark
Electronic Cigarettes
WWW.VAPORSHARK.COM
Electronic Cigarettes

Gummy Candy E-Liquid

From: $15 $11.95

If you want an e-liquid that you can vape all day, our Gummy Candy E-Liquid is a top seller for people who like Gummy Candy Flavors.

Nicotine Level

Choose an option...
- High (18mg)
- Low (6mg)
- Medium (12mg)
- None (0mg)
- XTRA Strength (24mg)

Category: E-Liquid
Future Directions

Tobacco-Free Zone

State law prohibits the use of all tobacco products on school grounds.

It’s the law. Violators can be fined up to $150.00.

No smoking, dipping or chewing allowed.

A message brought to you by the Mississippi State Department of Health.
For More Information

• Visit mstobaccodata.org