

# The Mississippi Experience

## 1998-2018

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

### { BACKGROUND }

- 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 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 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 159.
- However, the prevalence of high school vaping almost doubled from 11.5% in 2017 to 21.6% in 2018.

### { KEY FINDINGS }

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.



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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

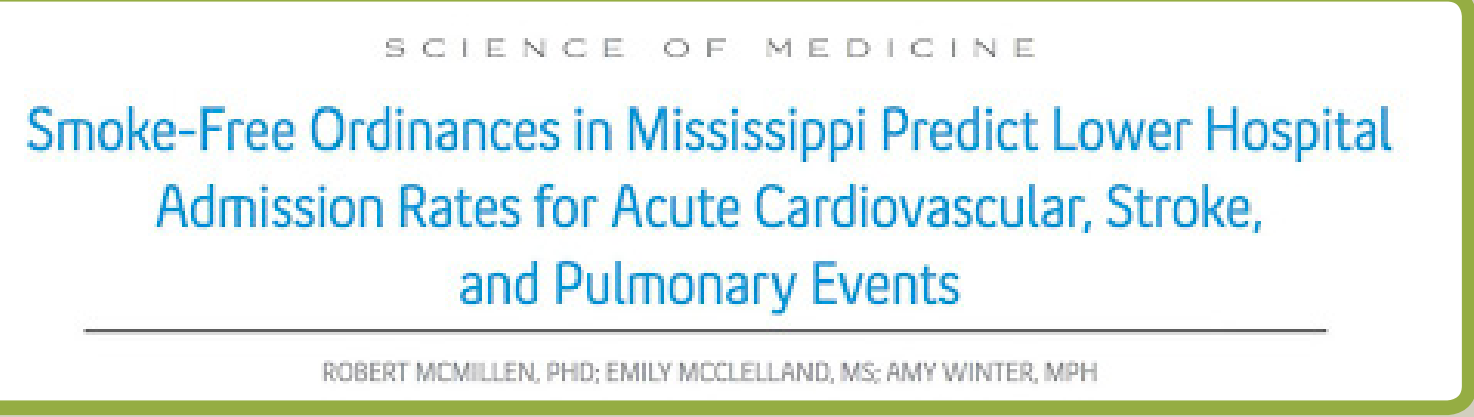
LOCATION	DATE OF ORDINANCE*	% CHANGE IN SALES FREE COMMUNITIES	% CHANGE IN SALES ORDINANCE COMMUNITIES	DIFFERENCE
ABERDEEN	3/22/2007	6.66%	-2.45%	9.11%
BALDWIN	7/2/2013	-3.68%	0.67%	-4.35%
BAYVILLE	3/4/2010	9.27%	3.77%	5.50%
BRANDON	4/2/2015	8.19%	-3.75%	11.95%
CANTON	1/19/2012	15.91%	3.45%	12.46%
CURTIN	8/14/2008	22.04%	-4.81%	26.84%
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%	2.24%	3.71%
GREENWOOD	8/16/2007	4.16%	5.42%	-1.25%
GRENADA	4/8/2009	3.29%	-5.95%	9.24%
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%	0.95%	-5.30%
JACKSON	2/1/2010	2.96%	4.42%	-1.46%
KOSCIUSKO	11/1/2007	-16.86%	1.54%	-18.40%
LAUREL	12/4/2008	5.60%	-4.84%	10.44%
MAIZE	11/19/2013	12.84%	-3.58%	16.22%
MOSS POINT	6/14/2012	2.49%	2.16%	0.33%
NEW ALBANY	12/1/2011	3.95%	-0.11%	4.06%
OXFORD	11/16/2004	-0.44%	-5.80%	5.37%
PASCAGOULA	7/18/2013	-16.38%	5.34%	-21.72%
PEARL	9/1/2010	4.81%	2.14%	2.67%
PICAYUNE	7/17/2014	6.51%	-3.64%	10.15%
POHOTOUC	5/1/2008	32.64%	-4.44%	37.08%
RIDGELAND	7/19/2007	8.30%	2.89%	5.40%
STARVILLE	5/20/2006	51.64%	-4.72%	56.36%
TUPELO	10/5/2006	5.58%	-5.91%	11.49%
TOTAL		4.94%	-0.89%	5.83%

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

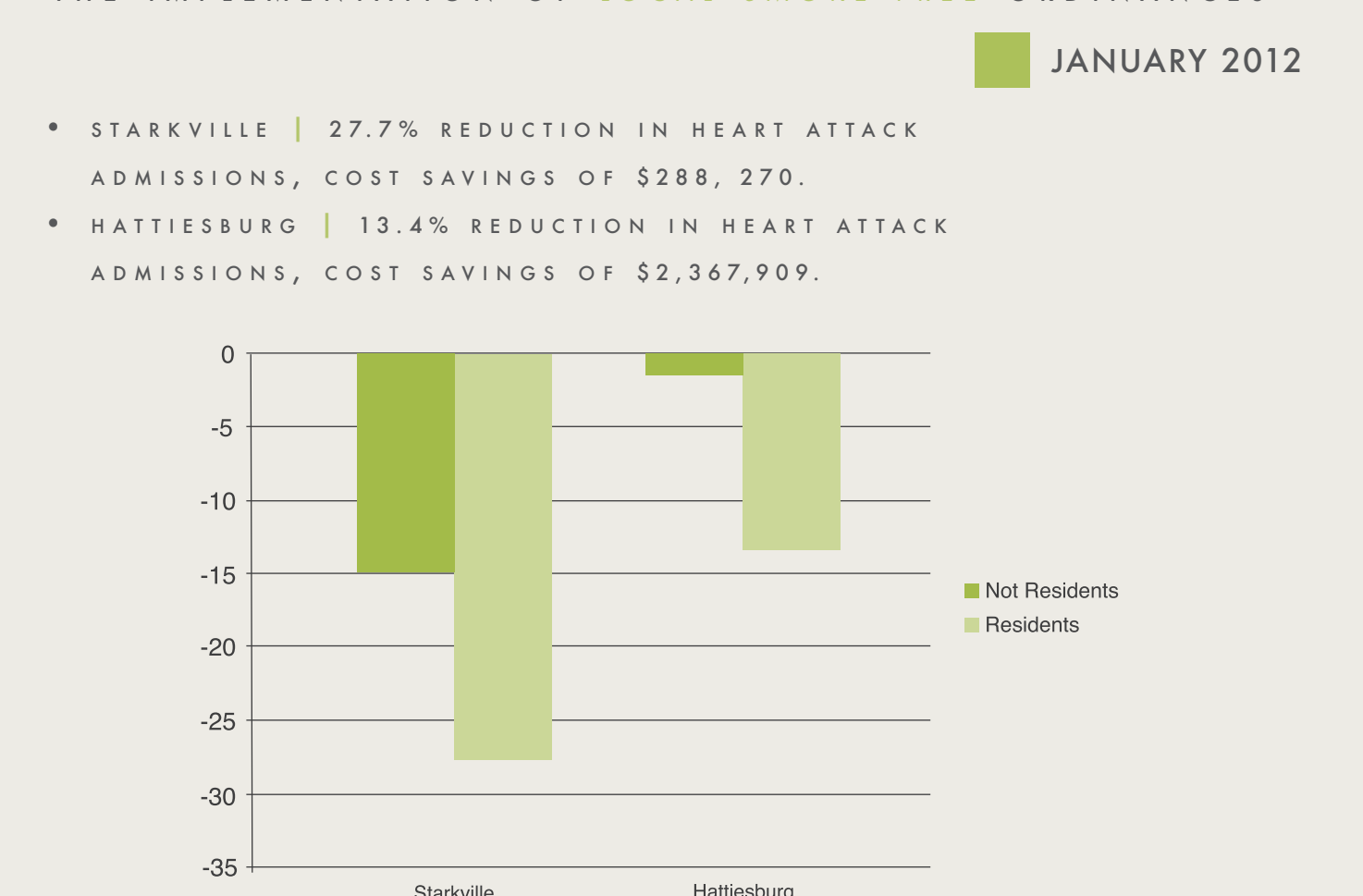
This table presents the inflation-adjusted pre- and post-ban data for the Mississippi communities that have comprehensive smoke-free ordinances, collect a TED tax, and have at least 12 months of post-ban data. The percentage change in revenue for these towns ranges from -17% to 33%. As other researchers 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%).

But these local smoke-free ordinances have improved health.



### The Starkville & Hattiesburg Heart Attack Studies



Starkville implemented a comprehensive smoke-free ordinance that prohibited smoking inside of all indoor public places on May 20, 2006. Seven months later, Hattiesburg implemented a similar comprehensive ordinance on January 1, 2007.

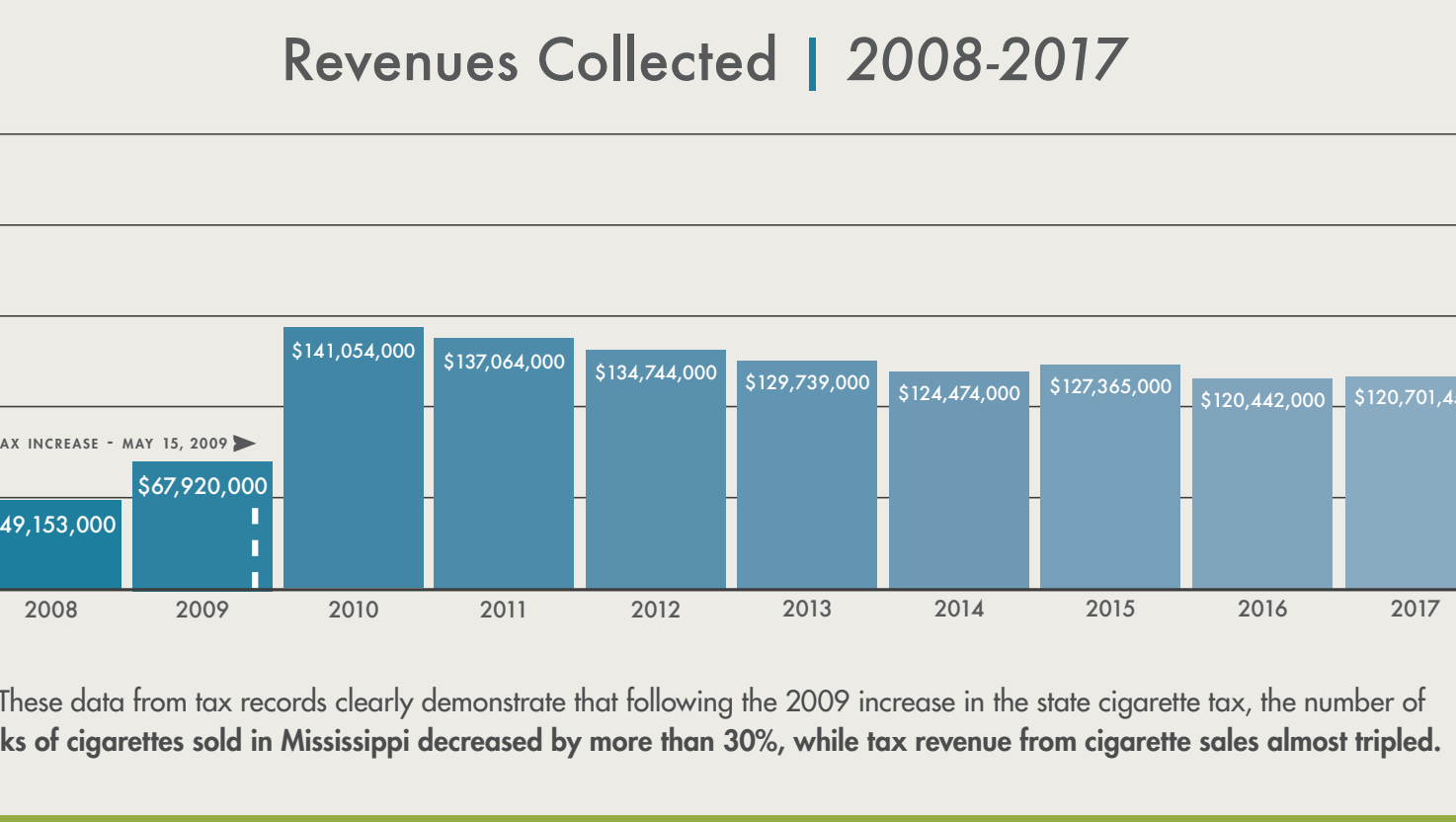
Findings from controlled observational studies demonstrate that hospital admissions for heart attacks in both Starkville and Hattiesburg decreased substantially following the implementation of the smoke-free ordinances. Moreover, the observed decrease in these communities was much higher than that observed in control communities that did not have a smoke-free ordinance.

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

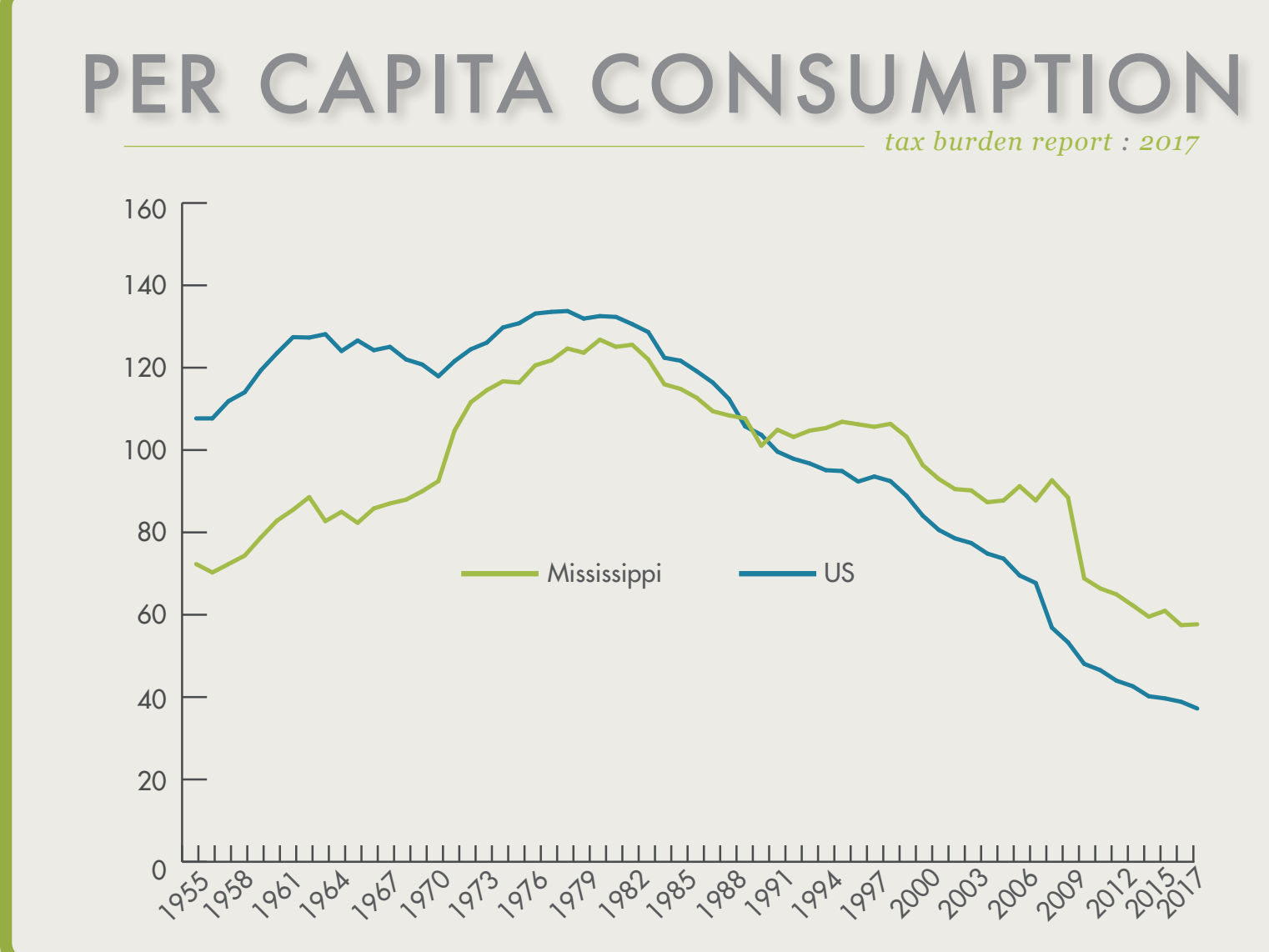
### The Mississippi (Tax) Experience

The Mississippi Legislature increased the state cigarette tax from 18 cents to 68 cents on May 15, 2009.

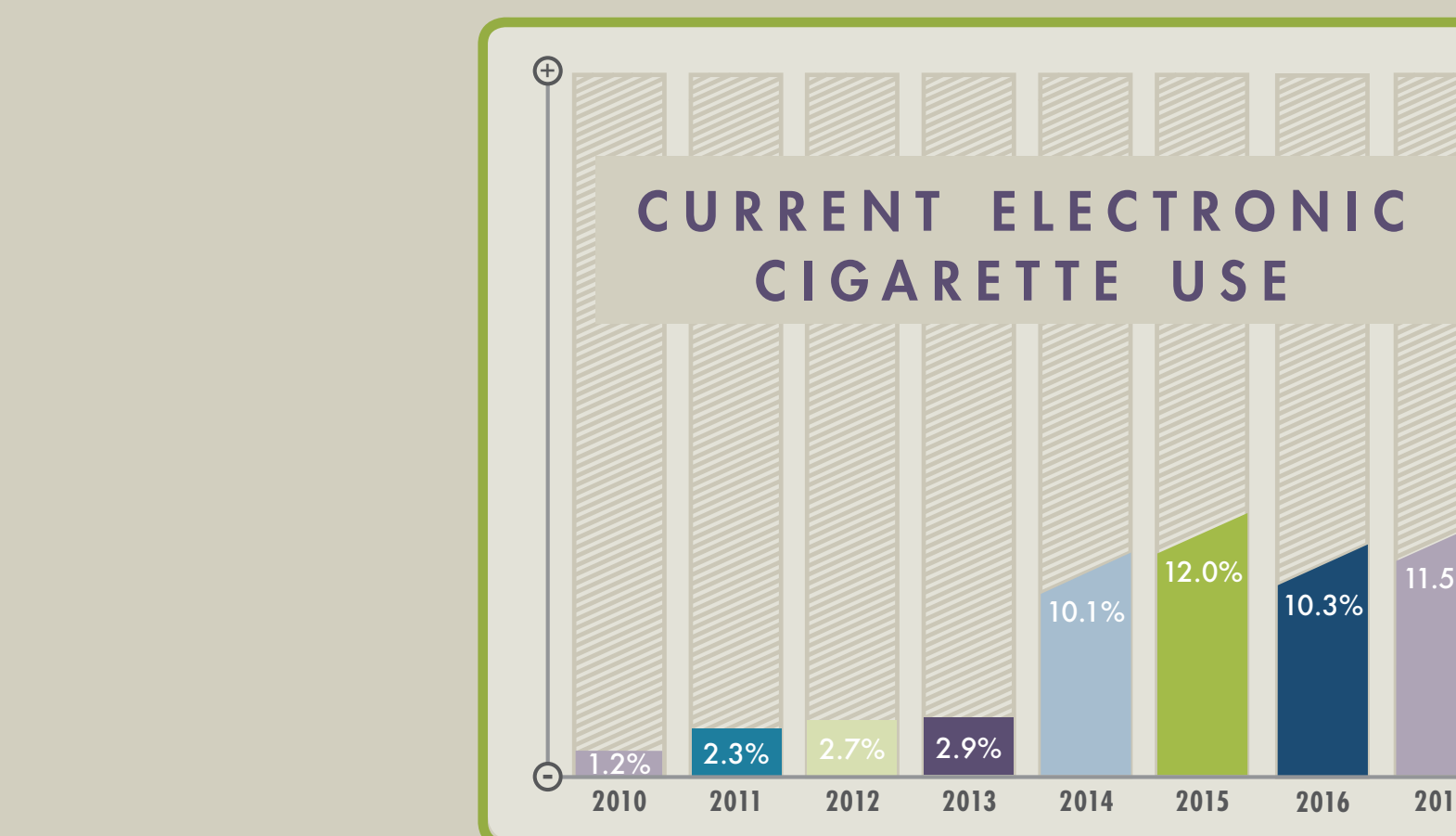
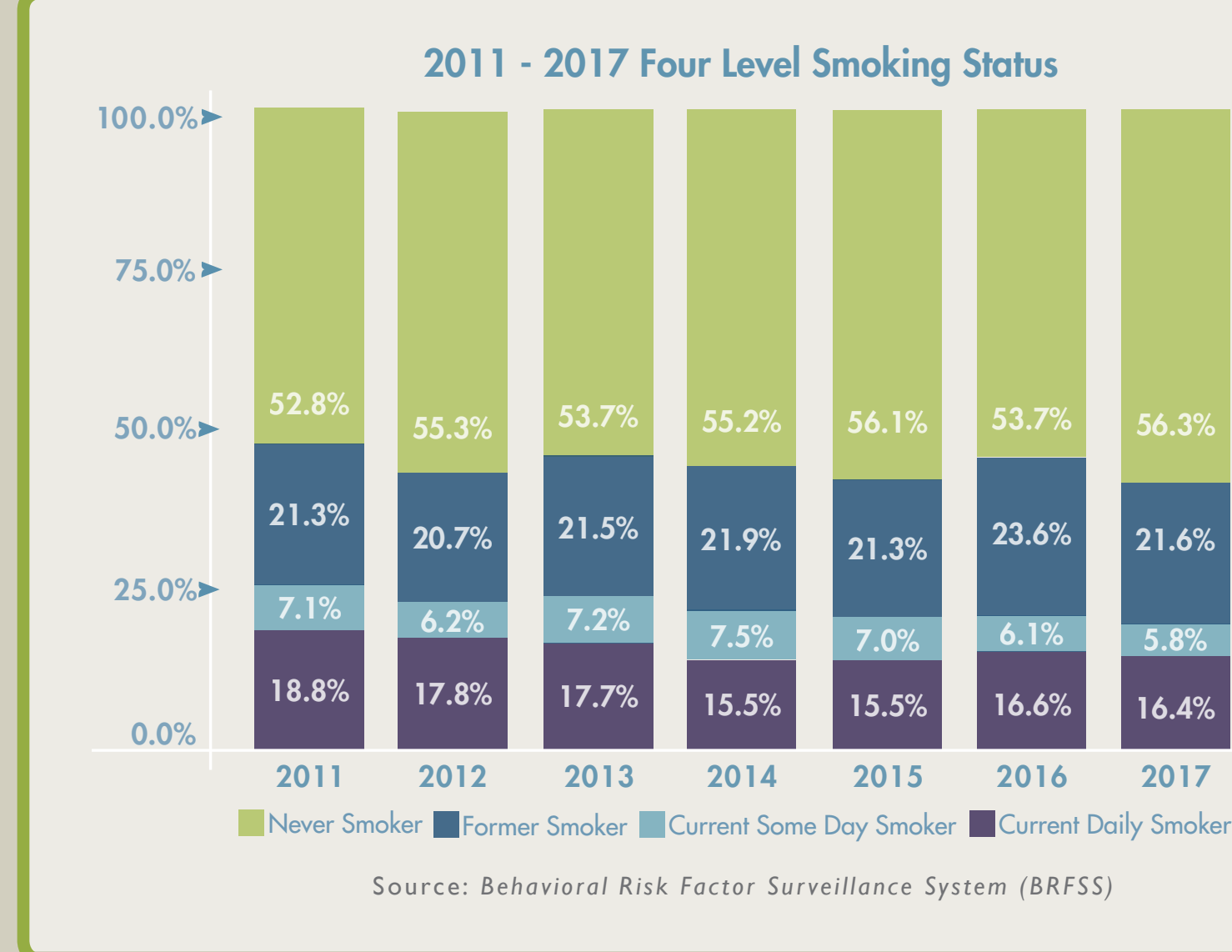
The average state cigarette tax is currently \$1.79 and Mississippi's tax ranks 40th as of December 21, 2018.



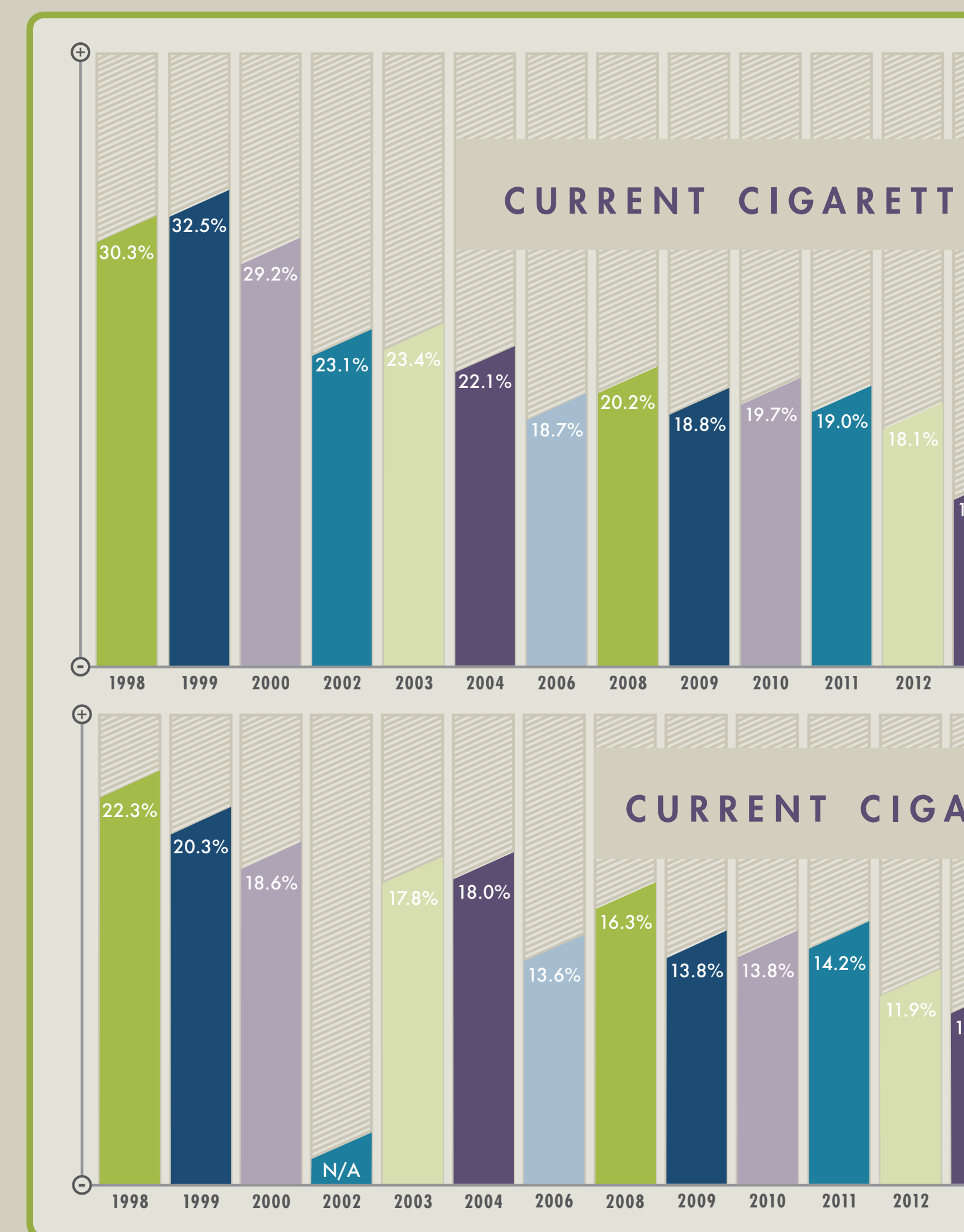
Per capita consumption of cigarettes has decreased. There was a sharp decrease following the 2009 increase in the state cigarette tax.



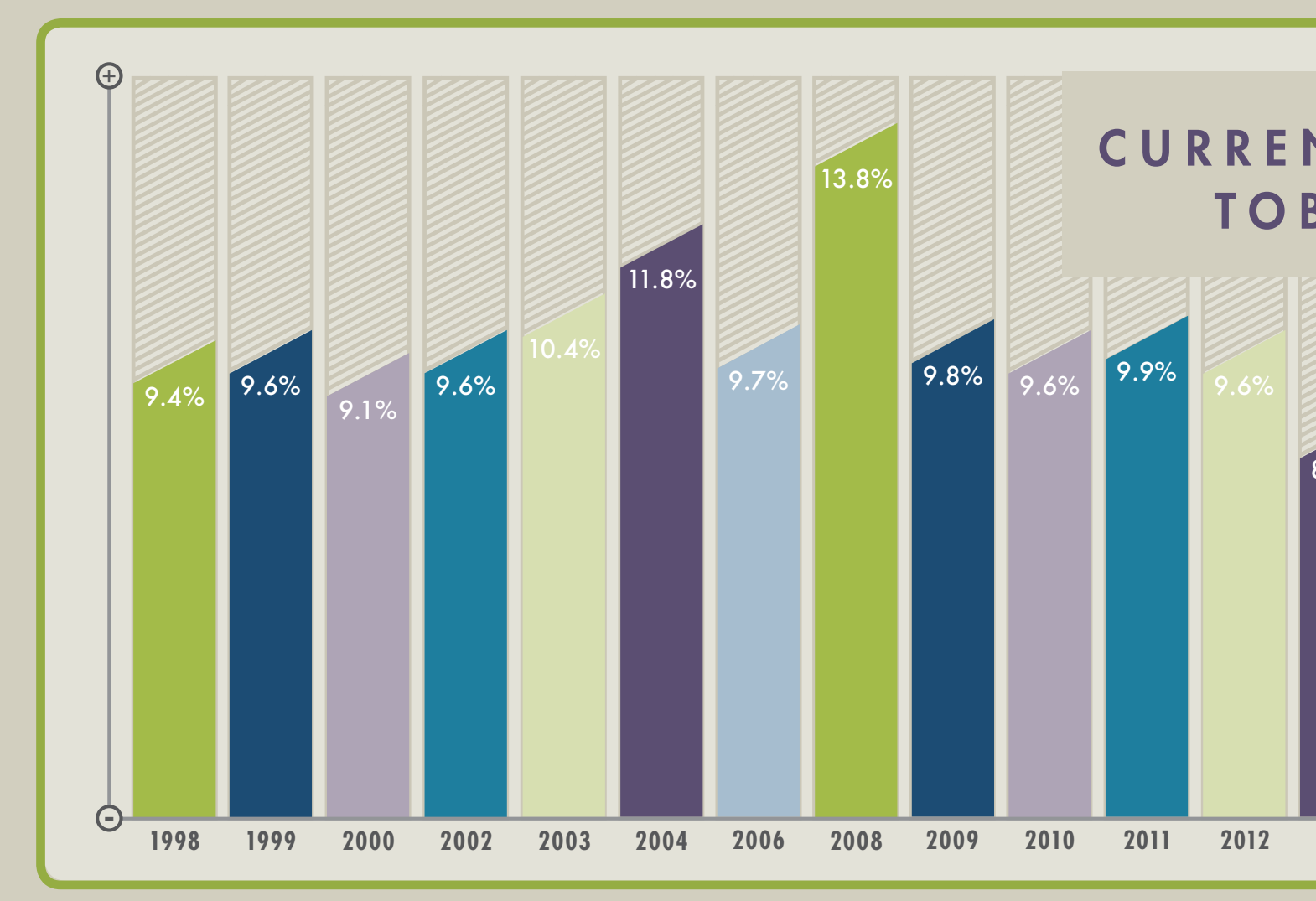
The prevalence of current cigarette smoking among adults has slowly decreased since 2011.



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



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



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 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 20 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 youth 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.