

Updates

20 March 2014



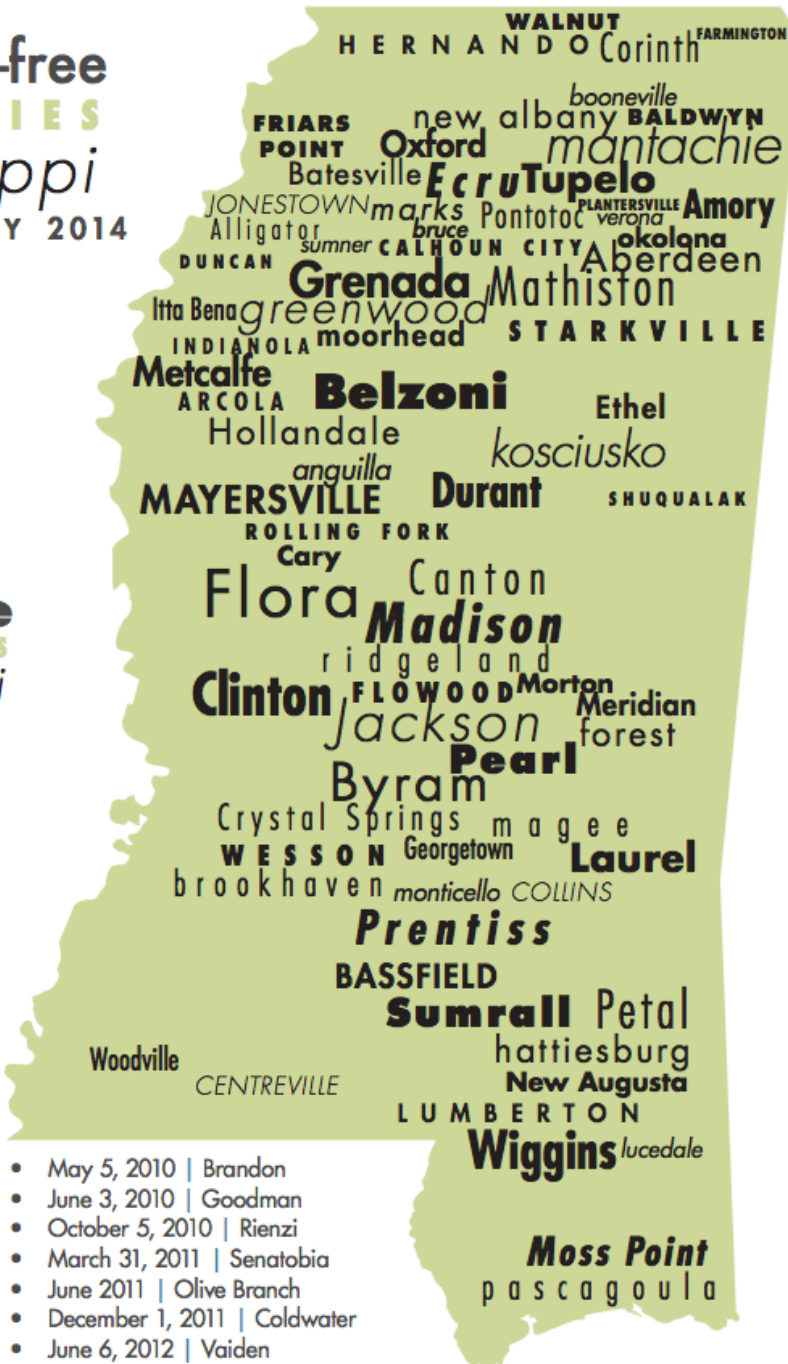
100% Smoke-free COMMUNITIES in Mississippi

UPDATED | FEBRUARY 2014

There are 78
smoke-free
COMMUNITIES
in Mississippi

Partial Smoke-free COMMUNITIES in Mississippi

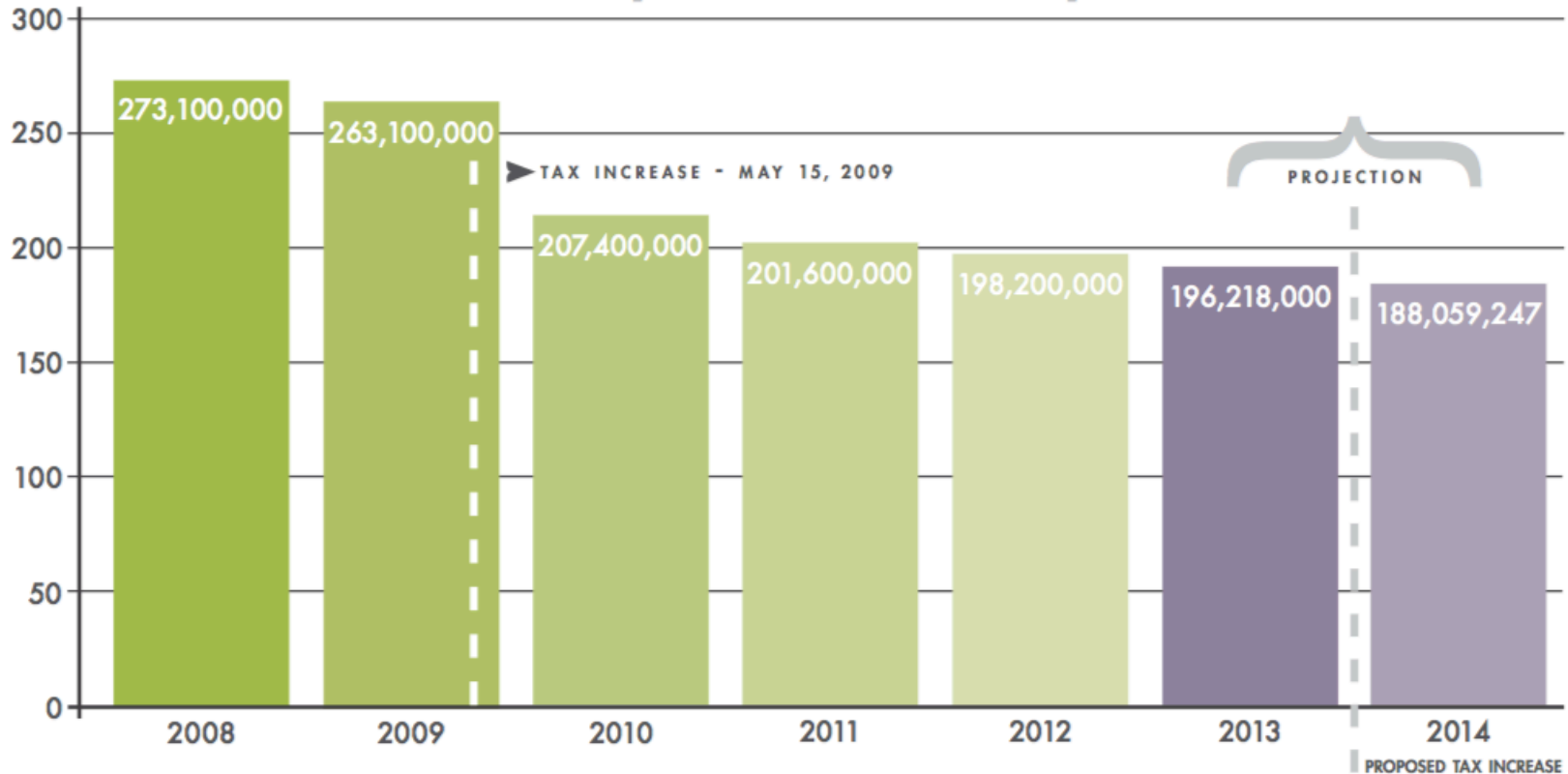
- October 2007 | Greenville
- November 15, 2007 | McComb
- January 10, 2008 | Summit
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- June 25, 2009 | Picayune
- January 6, 2010 | Columbus



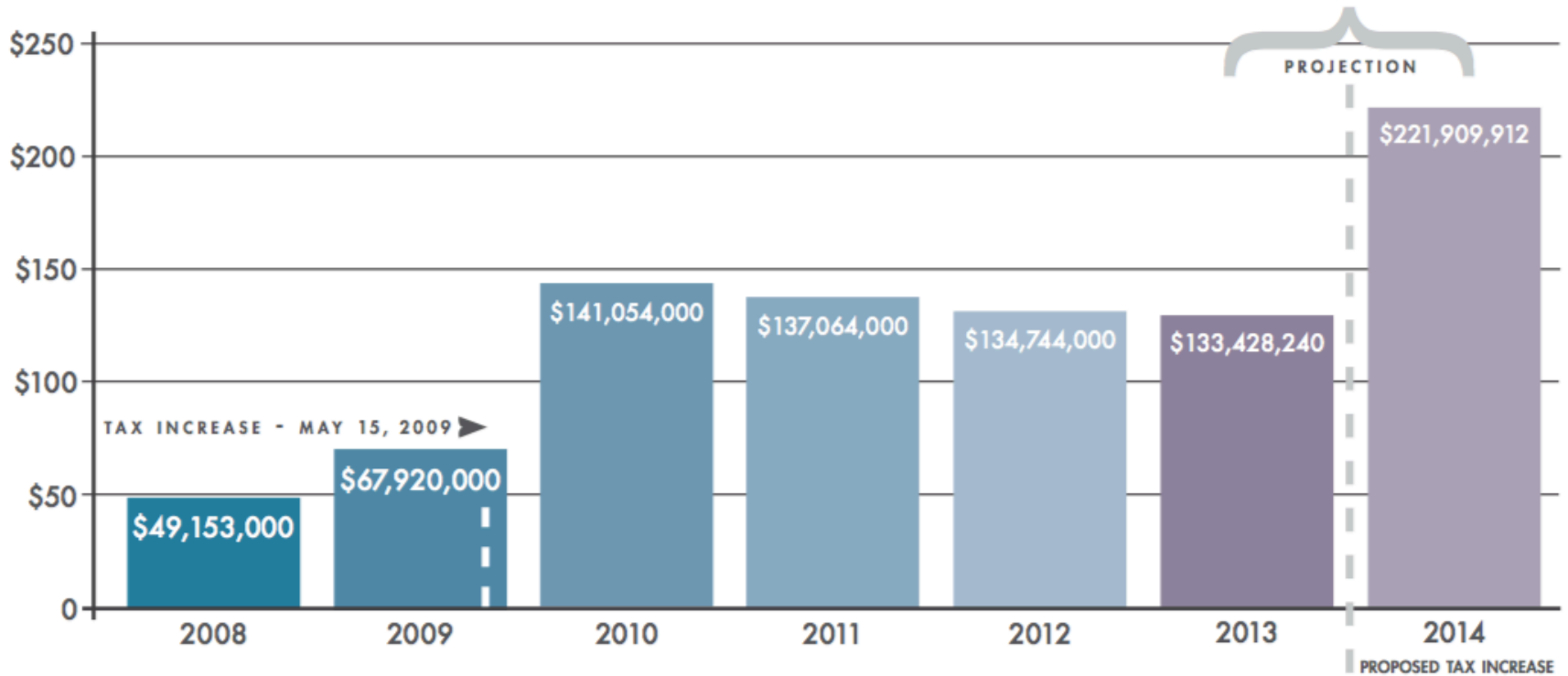
- May 5, 2010 | Brandon
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- March 31, 2011 | Senatobia
- June 2011 | Olive Branch
- December 1, 2011 | Coldwater
- June 6, 2012 | Vaiden

→ **House Bill No. 1250** proposed to raise the state tax on a pack of cigarettes from 68 cents to \$1.18. The average state cigarette tax is currently \$1.53 and Mississippi's tax ranks 37th. This bill died in committee on 26 February 2014.

Packs Sold | 2008-2012 | -27.4%



Revenues Collected | 2008-2012 | 174.0%



//Calls to State

QUITLINES

key	RANK	STATE	CURRENT SMOKING*	NUMBER OF 2013 QUITLINE CALLS	NUMBER OF ADULT SMOKERS	CALL FOR EVERY X SMOKERS
	1	OKLAHOMA	23.3%	56,359	676,475	12.0

*DATA FROM 2012 BRFSS (BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM)

* STATES LISTED BY RANK

1	OKLAHOMA	23.3%	56,359	676,475	12.0
1	MONTANA	19.7%	12,961	155,790	12.0
3	WYOMING	21.8%	7,045	97,170	13.8
4	COLORADO	17.7%	46,407	711,498	15.3
5	ALASKA	20.5%	6,614	112,122	17.0
6	IOWA	18.1%	25,031	427,914	17.1
7	NEW MEXICO	19.3%	15,780	303,053	19.2
8	UTAH	10.6%	10,931	211,862	19.4
9	HAWAII	14.6%	7,194	160,304	22.3
10	ARKANSAS	25.0%	25,120	561,541	22.4
11	WASHINGTON D.C.	19.6%	4,602	104,784	22.8
12	VERMONT	16.5%	3,606	82,922	23.0
13	MARYLAND	16.2%	28,296	741,481	26.2
14	NORTH DAKOTA	21.2%	4,439	119,467	26.9
15	IDAHO	16.4%	6,966	193,798	27.8
16	CONNECTICUT	16.0%	13,653	448,215	32.8
17	MISSISSIPPI	24.0%	15,666	538,417	34.4
18	NEBRASKA	19.7%	7,915	276,073	34.9
19	WASHINGTON	17.2%	24,329	923,293	38.0
20	NORTH CAROLINA	20.9%	40,243	1,576,615	39.2
21	OREGON	17.9%	13,870	548,012	39.5
22	WEST VIRGINIA	28.2%	10,146	414,671	40.9
23	ALABAMA	23.8%	20,318	882,377	43.4
24	WISCONSIN	20.4%	20,369	902,065	44.3
25	PENNSYLVANIA	21.4%	46,587	2,145,871	46.1
26	INDIANA	24.0%	25,645	1,193,801	46.6
27	SOUTH CAROLINA	22.5%	16,013	828,315	51.7
28	KANSAS	19.4%	6,154	420,509	68.3
29	LOUISIANA	24.8%	12,627	868,367	68.8
30	RHODE ISLAND	17.4%	1,987	145,273	73.1
31	MISSOURI	23.9%	14,788	1,107,975	74.9
32	DELAWARE	19.7%	1,880	141,521	75.3
33	OHIO	23.3%	26,629	2,073,223	77.9
34	MICHIGAN	23.3%	20,955	1,777,679	84.8
35	ILLINOIS	18.6%	19,558	1,825,811	93.4
36	MASSACHUSETTS	16.4%	9,231	866,025	93.8
37	NEW HAMPSHIRE	17.2%	1,885	180,287	95.6
38	VIRGINIA	19.0%	12,674	1,213,206	95.7
39	KENTUCKY	28.3%	9,858	955,291	96.9
40	TENNESSEE	24.9%	12,027	1,243,856	103.4
41	NEVADA	18.1%	3,587	383,306	106.9
42	GEORGIA	20.4%	11,758	1,526,763	129.8
43	FLORIDA	17.7%	19,564	2,744,459	140.3
44	CALIFORNIA	12.6%	22,780	3,656,233	160.5
45	TEXAS	18.2%	21,102	3,523,534	167.0
46	SOUTH DAKOTA	22.0%	808	140,334	173.7
47	MAINE	20.3%	1,212	215,716	178.0
48	NEW JERSEY	17.3%	5,319	1,187,021	223.2
49	NEW YORK	16.2%	10,616	2,489,483	234.5
50	MINNESOTA	18.8%	3,183	777,521	244.3
51	ARIZONA	17.1%	3,469	853,264	246.0

RANK	STATE	PERCENT PROTECTED
1	ARIZONA	100.0%
	DELAWARE	100.0%
	HAWAII	100.0%
	ILLINOIS	100.0%
	IOWA	100.0%
	KANSAS	100.0%
	MAINE	100.0%
	MARYLAND	100.0%
	MASSACHUSETTS	100.0%
	MICHIGAN	100.0%
	MINNESOTA	100.0%
	MONTANA	100.0%
	NEBRASKA	100.0%
	NEW JERSEY	100.0%
	NEW YORK	100.0%
	NORTH DAKOTA	100.0%
	OHIO	100.0%
	OREGON	100.0%
	RHODE ISLAND	100.0%
	SOUTH DAKOTA	100.0%
	UTAH	100.0%
	VERMONT	100.0%
	WASHINGTON	100.0%
	WASHINGTON D.C.	100.0%
	WISCONSIN	100.0%
26	WEST VIRGINIA	47.0%
27	ALASKA	43.9%
28	NEW MEXICO	36.6%
29	TEXAS	35.3%
30	KENTUCKY	33.1%
31	SOUTH CAROLINA	30.5%
32	INDIANA	29.5%
33	CALIFORNIA	26.9%
34	MISSOURI	19.8%
35	MISSISSIPPI	18.3%
36	IDAHO	13.6%
37	ALABAMA	11.3%
38	COLORADO	10.1%
39	LOUISIANA	4.4%
40	GEORGIA	2.3%
41	WYOMING	0.3%
42	ARKANSAS	0.1%
43	CONNECTICUT	0.0%
	FLORIDA	0.0%
	NEVADA	0.0%
	NEW HAMPSHIRE	0.0%
	NORTH CAROLINA	0.0%
	OKLAHOMA	0.0%
	PENNSYLVANIA	0.0%
	TENNESSEE	0.0%
	VIRGINIA	0.0%

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, January, 2014

Please note that the criteria ANR uses is more strict than that of MTD. Therefore, our estimate is higher.

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	KENTUCKY	24.1%	21.0%	27.6%
2	SOUTH DAKOTA	23.1%	17.1%	30.5%
3	ALABAMA	22.9%	19.5%	26.6%
4	OKLAHOMA	22.7%	19.1%	26.7%
5	WYOMING	22.0%	19.2%	25.1%
6	LOUISIANA	21.8%	17.7%	26.5%
7	TENNESSEE	21.6%	18.4%	25.1%
8	OHIO	21.1%	16.1%	27.1%
9	NEW MEXICO	19.9%	17.6%	22.4%
10	NEW HAMPSHIRE	19.8%	16.3%	23.9%
11	NORTH DAKOTA	19.4%	16.6%	22.5%
12	SOUTH CAROLINA	19.1%	16.1%	22.5%
13	WEST VIRGINIA	19.1%	16.0%	22.6%
14	DELAWARE	18.3%	16.2%	20.5%
15	ARKANSAS	18.2%	15.2%	21.6%
16	INDIANA	18.1%	15.9%	20.4%
17	IOWA	18.1%	15.5%	21.0%
18	MISSISSIPPI	17.9%	15.2%	21.1%
19	NORTH CAROLINA	17.7%	14.9%	20.9%
20	ILLINOIS	17.5%	15.3%	20.0%
21	ARIZONA	17.4%	14.8%	20.4%
22	TEXAS	17.4%	15.5%	19.4%
23	GEORGIA	17.0%	14.2%	20.1%
24	MONTANA	16.5%	14.4%	18.8%
25	NEW JERSEY	16.1%	13.2%	19.6%
26	CONNECTICUT	15.9%	13.1%	19.1%
27	COLORADO	15.7%	12.8%	19.0%
28	MAINE	15.2%	14.0%	16.5%
29	NEBRASKA	15.0%	13.3%	16.8%
30	VIRGINIA	15.0%	11.3%	19.5%
31	WISCONSIN	14.6%	12.5%	16.9%
32	KANSAS	14.4%	12.0%	17.2%
33	FLORIDA	14.3%	12.9%	15.8%
34	IDAHO	14.3%	11.1%	18.3%
35	ALASKA	14.1%	10.8%	18.3%
36	MASSACHUSETTS	14.0%	12.2%	16.0%
37	MICHIGAN	14.0%	11.5%	17.0%
38	VERMONT	13.3%	12.1%	14.6%
39	MARYLAND	12.5%	9.4%	16.3%
40	NEW YORK	12.5%	10.8%	14.5%
41	RHODE ISLAND	11.4%	9.0%	14.4%
42	HAWAII	10.1%	8.4%	12.2%
43	UTAH	5.9%	4.9%	7.2%

Mississippi ranks 18th in the prevalence of current smoking among public high school students (43 states administered the YRBSS in 2011). 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

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.

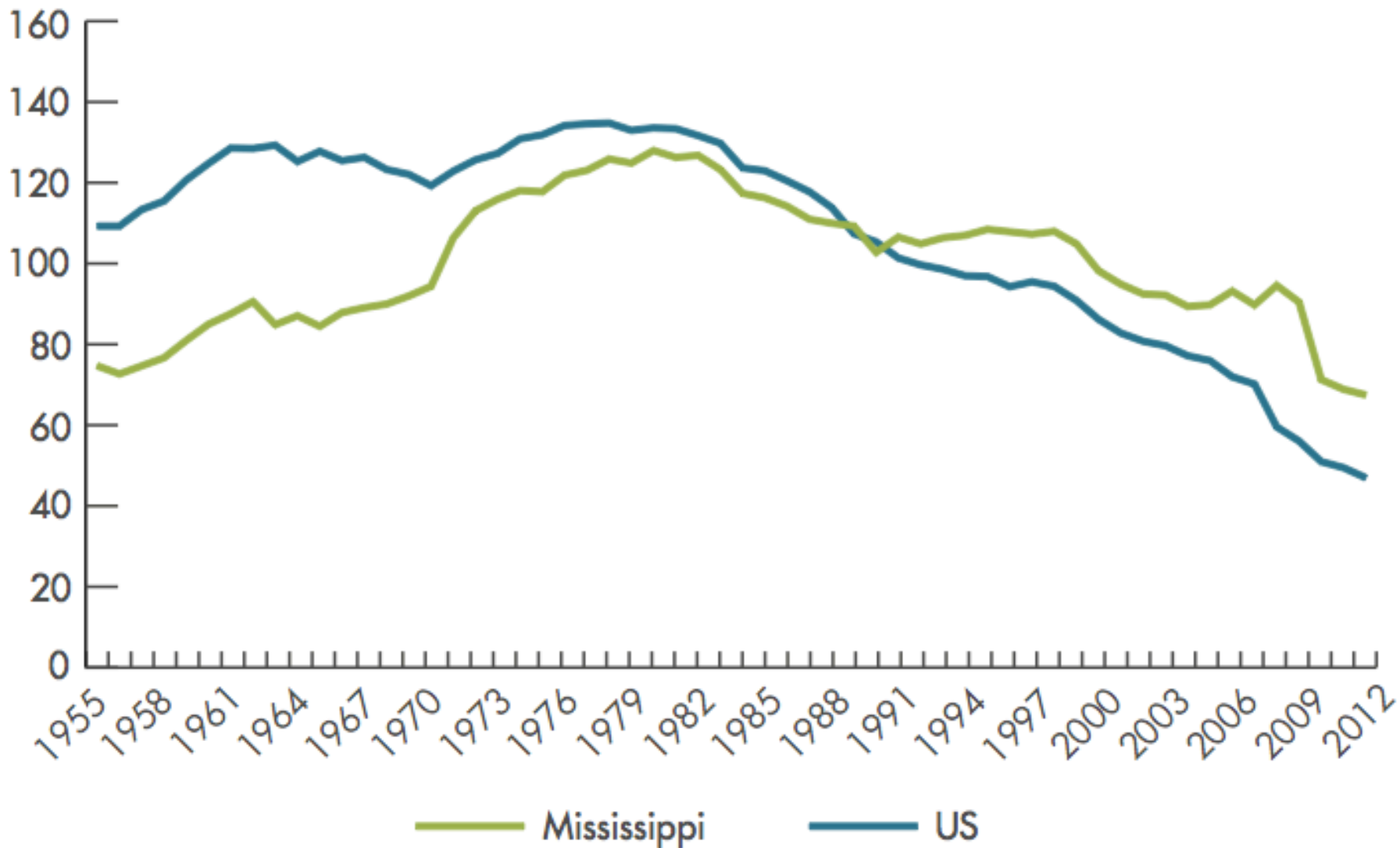
SOURCE
2012 Behavior Risk
Factor Surveillance
System, Centers
for Disease Control
and Prevention

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	KENTUCKY	28.3%	26.9%	29.7%
2	WEST VIRGINIA	28.2%	26.7%	29.7%
3	ARKANSAS	25.0%	23.3%	26.8%
4	TENNESSEE	24.9%	23.3%	26.4%
5	LOUISIANA	24.8%	23.2%	26.3%
6	INDIANA	24.0%	22.8%	25.2%
7	MISSISSIPPI	24.0%	22.5%	25.4%
8	MISSOURI	23.9%	22.3%	25.5%
9	ALABAMA	23.8%	22.3%	25.2%
10	MICHIGAN	23.3%	22.1%	24.6%
11	OHIO	23.3%	22.2%	24.4%
12	OKLAHOMA	23.3%	22.0%	24.5%
13	SOUTH CAROLINA	22.5%	21.4%	23.7%
14	SOUTH DAKOTA	22.0%	20.5%	23.4%
15	WYOMING	21.8%	19.9%	23.7%
16	PENNSYLVANIA	21.4%	20.4%	22.3%
17	NORTH DAKOTA	21.2%	19.6%	22.9%
18	NORTH CAROLINA	20.9%	19.9%	21.9%
19	ALASKA	20.5%	18.8%	22.3%
20	GEORGIA	20.4%	18.8%	21.9%
21	WISCONSIN	20.4%	18.7%	22.1%
22	MAINE	20.3%	19.2%	21.4%
23	DELAWARE	19.7%	18.2%	21.3%
24	MONTANA	19.7%	18.5%	20.9%
25	NEBRASKA	19.7%	18.9%	20.6%
26	WASHINGTON D.C.	19.6%	17.4%	21.9%
27	KANSAS	19.4%	18.4%	20.4%
28	NEW MEXICO	19.3%	18.2%	20.4%
29	VIRGINIA	19.0%	17.7%	20.3%
30	MINNESOTA	18.8%	17.8%	19.8%
31	ILLINOIS	18.6%	16.9%	20.2%
32	TEXAS	18.2%	17.0%	19.3%
33	IOWA	18.1%	16.9%	19.3%
34	NEVADA	18.1%	16.5%	19.7%
35	OREGON	17.9%	16.4%	19.4%
36	COLORADO	17.7%	16.8%	18.7%
37	FLORIDA	17.7%	16.3%	19.1%
38	RHODE ISLAND	17.4%	16.0%	18.9%
39	NEW JERSEY	17.3%	16.4%	18.3%
40	NEW HAMPSHIRE	17.2%	15.8%	18.6%
41	WASHINGTON	17.2%	16.3%	18.1%
42	ARIZONA	17.1%	15.6%	18.5%
43	VERMONT	16.5%	15.1%	17.8%
44	IDAHO	16.4%	14.6%	18.3%
45	MASSACHUSETTS	16.4%	15.5%	17.2%
46	MARYLAND	16.2%	15.0%	17.4%
47	NEW YORK	16.2%	14.8%	17.6%
48	CONNECTICUT	16.0%	14.8%	17.2%
49	HAWAII	14.6%	13.3%	15.8%
50	CALIFORNIA	12.6%	11.8%	13.4%
51	UTAH	10.6%	9.8%	11.3%

RANK	STATE	PER CAPITA CONSUMPTION
1	WEST VIRGINIA	105.0
2	KENTUCKY	100.1
3	NEW HAMPSHIRE	93.9
4	MISSOURI	89.4
5	DELAWARE	84.9
6	NORTH DAKOTA	74.5
7	VIRGINIA	72.4
8	LOUISIANA	72.0
9	OKLAHOMA	71.3
10	TENNESSEE	68.3
11	ALABAMA	67.2
12	MISSISSIPPI	66.5
13	INDIANA	66.0
14	SOUTH CAROLINA	61.9
15	WYOMING	61.5
16	NORTH CAROLINA	60.7
17	ARKANSAS	60.5
18	OHIO	55.7
19	PENNSYLVANIA	55.0
20	GEORGIA	53.1
21	NEBRASKA	52.5
22	MAINE	48.9
23	IOWA	48.6
24	MICHIGAN	46.7
25	ILLINOIS	46.5
26	FLORIDA	45.9
27	VERMONT	45.7
28	MONTANA	45.5
29	OREGON	44.7
30	IDAHO	43.5
31	NEVADA	43.1
32	KANSAS	43.0
33	SOUTH DAKOTA	42.8
34	ALASKA	41.2
34	WISCONSIN	41.2
36	COLORADO	40.6
37	MINNESOTA	37.9
38	TEXAS	36.7
39	RHODE ISLAND	35.8
40	MARYLAND	34.4
41	CONNECTICUT	33.5
41	MASSACHUSETTS	33.5
43	NEW JERSEY	31.6
44	HAWAII	29.8
45	NEW MEXICO	26.7
46	CALIFORNIA	25.2
47	ARIZONA	25.0
48	UTAH	23.0
49	WASHINGTON	20.3
50	WASHINGTON D.C.	20.0
51	NEW YORK	18.0

The Tax Burden on Tobacco is published yearly and details tobacco revenue and industry statistics. Per capita consumption rates are available for each state from 1955-2012. In 1955, per capita consumption was substantially lower in Mississippi than in the U.S. However, consumption increased until the early 1980s and began to approximate that of the U.S. as a whole. By the mid 1980s, per capita consumption was decreasing for both Mississippi and the U.S., but the rate of decrease was greater in the U.S. In 2012, per capita consumption (66.5 packs per adult) in Mississippi was substantially higher than in the U.S. (46.0 packs per adult).

SOURCE
Tax Burden on Tobacco, 2012



RANK	STATE	CIGARETTE TAX
1	NEW YORK	\$4.35
2	MASSACHUSETTS	\$3.51
3	RHODE ISLAND	\$3.50
4	CONNECTICUT	\$3.40
5	HAWAII	\$3.20
6	WASHINGTON	\$3.03
7	MINNESOTA	\$2.83
8	NEW JERSEY	\$2.70
9	VERMONT	\$2.62
10	WISCONSIN	\$2.52
11	WASHINGTON D.C.	\$2.50
12	ALASKA	\$2.00
12	ARIZONA	\$2.00
12	MAINE	\$2.00
12	MARYLAND	\$2.00
12	MICHIGAN	\$2.00
17	ILLINOIS	\$1.98
18	NEW HAMPSHIRE	\$1.78
18	MONTANA	\$1.70
20	UTAH	\$1.70
21	NEW MEXICO	\$1.66
22	DELAWARE	\$1.60
22	PENNSYLVANIA	\$1.60
24	SOUTH DAKOTA	\$1.53
25	TEXAS	\$1.41
26	IOWA	\$1.36
27	FLORIDA	\$1.34
28	OREGON	\$1.31
29	OHIO	\$1.25
30	ARKANSAS	\$1.15
31	OKLAHOMA	\$1.03
32	INDIANA	\$1.00
33	CALIFORNIA	\$0.87
34	COLORADO	\$0.84
35	NEVADA	\$0.80
36	KANSAS	\$0.79
37	MISSISSIPPI	\$0.68
38	NEBRASKA	\$0.64
39	TENNESSEE	\$0.62
40	KENTUCKY	\$0.60
40	WYOMING	\$0.60
42	IDAHO	\$0.57
42	SOUTH CAROLINA	\$0.57
44	WEST VIRGINIA	\$0.55
45	NORTH CAROLINA	\$0.45
46	NORTH DAKOTA	\$0.44
47	ALABAMA	\$0.43
48	GEORGIA	\$0.37
49	LOUISIANA	\$0.36
50	VIRGINIA	\$0.30
51	MISSOURI	\$0.17

Mississippi ranks 37th, with 35 states and Washington D.C. placing a higher state tax on cigarettes. Moreover, the 68 cent tax in Mississippi is substantially lower than the average state cigarette tax of \$1.53.

SOURCE
 State Cigarette Excise Tax Rates and Rankings, Campaign for Tobacco-Free Kids, December 13, 2013

2014 Mississippi Student Tobacco Survey

- Participating Universities
 - Mississippi State University
 - University of Mississippi
 - University of Southern Mississippi
- Survey Status
 - Expected release date: Monday March 24th

2014 Mississippi Student Tobacco Survey

- New Questions
 - Electronic Cigarettes
 - Frequency of Use
 - Reasons for Using
 - Use of E-cigarettes by smokers
 - Perception of e-cigarettes
 - Randomized e-cigarette/hookah pen

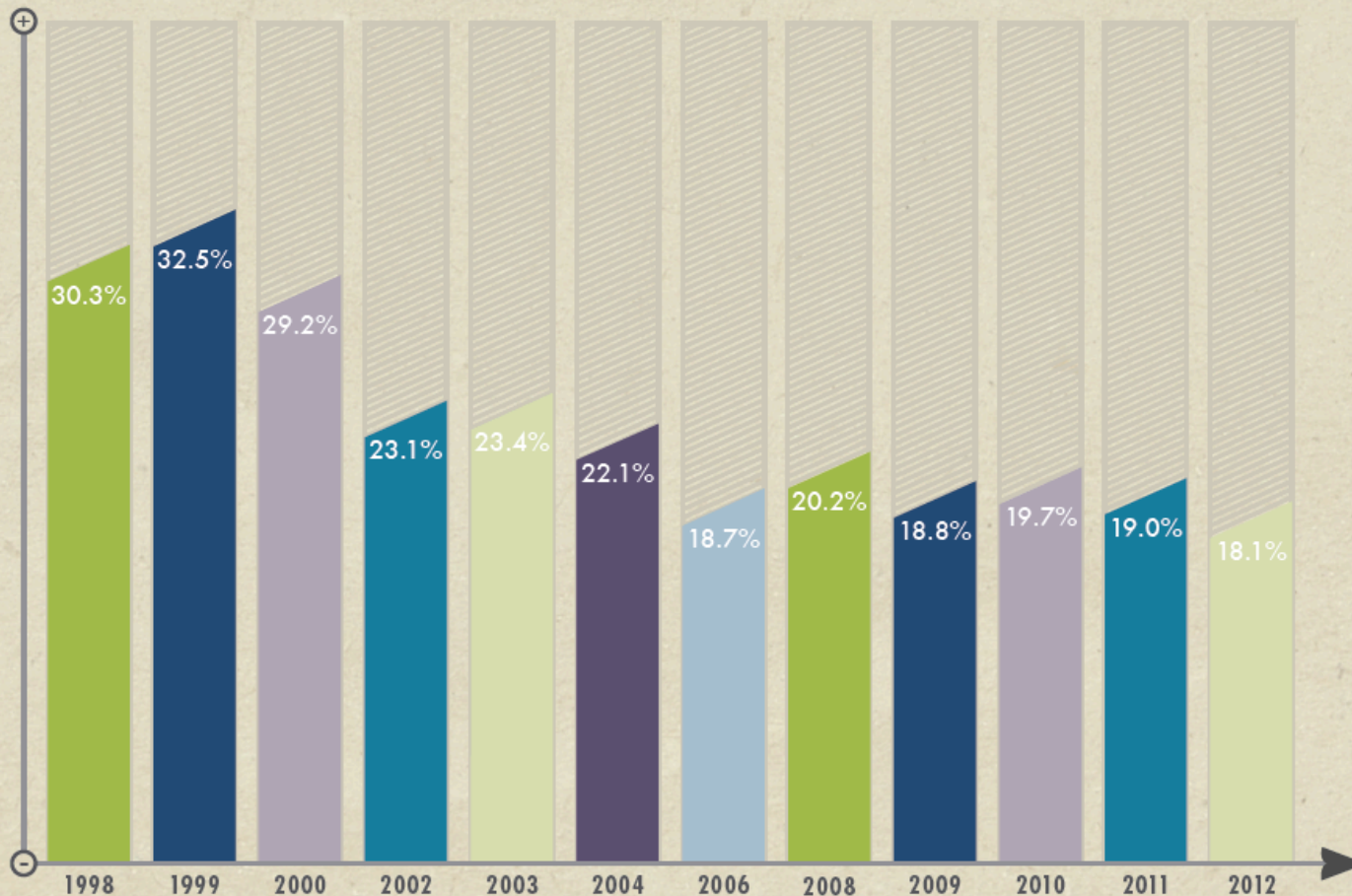
Youth Tobacco Survey

Where we are now:

- 2013 MS YTS data collection completed
- Waiting on data from CDC
- Early current tobacco use decreases have leveled off in recent years (1998-2012)

current cigarette smoking

MS PUBLIC HIGH SCHOOLS



* In 2012, *24,696 Mississippi public high school students* were current smokers.

* The prevalence of current smoking has *decreased by 40%* since 1998, leading to 16,646 fewer young smokers.

* In the past year, the prevalence of current smoking *has not changed significantly*.

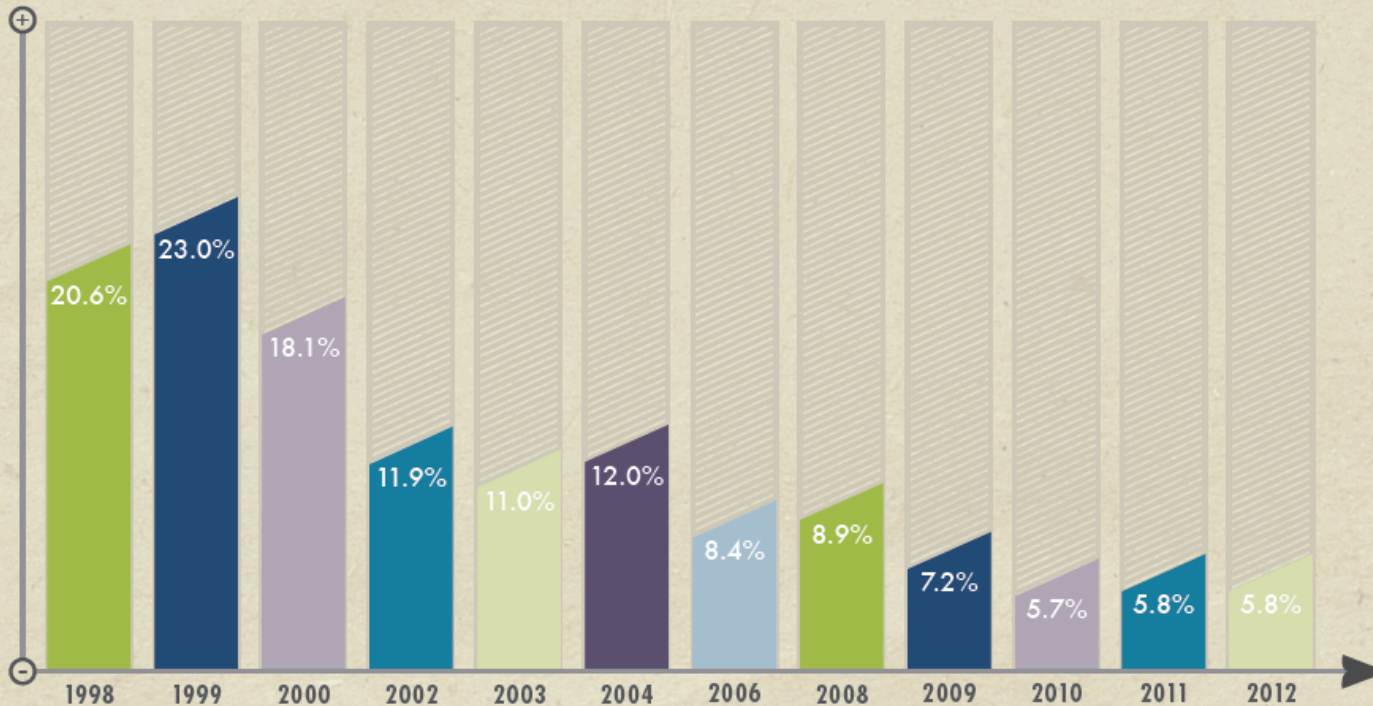
The Partnership for a Healthy Mississippi implements its tobacco control programs.

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.

current cigarette smoking

MS PUBLIC MIDDLE SCHOOLS



* In 2012, *6,500 Mississippi public middle school students* were current smokers.

* The prevalence of current smoking has *decreased by 72%* since 1998, leading to 16,587 fewer young smokers.

* In the past year, the prevalence of current smoking *has not changed significantly*.

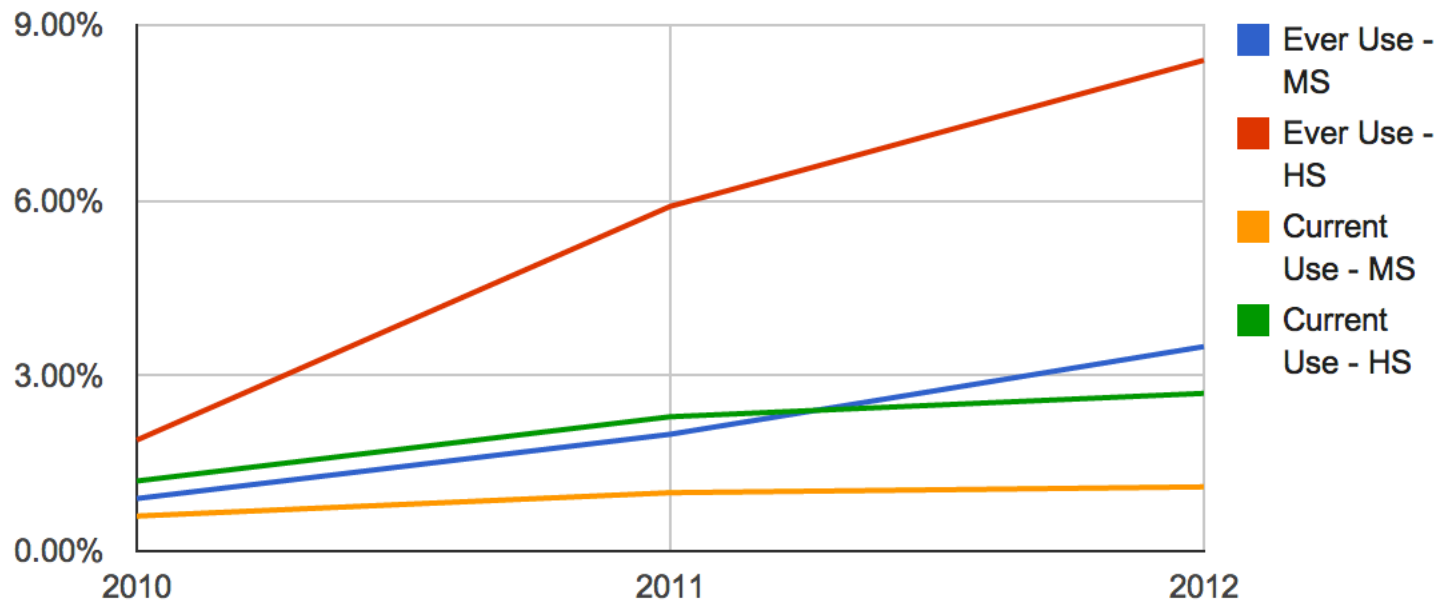
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Electronic Cigarettes

Electronic Cigarette Use



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

Category: [E-Liquid](#)

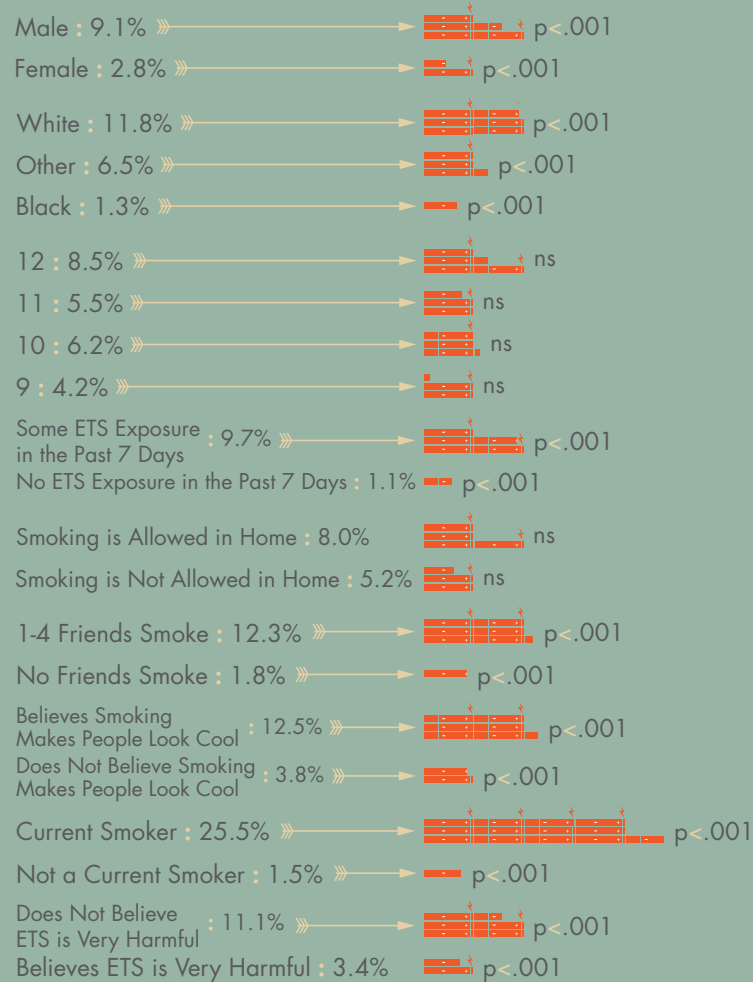
Choose an option... ▾

Choose an option...

- High (18mg)
- Low (6mg)
- Medium (12mg)
- None (0mg)
- XTRA Strength (24mg)

Electronic Cigarettes

Ever ELECTRONIC CIGARETTE Use = 2%



Electronic Cigarettes

High School Students

- Mississippi
 - 2011: 5.9%; 2012: 8.4%
- United States
 - 2011: 4.7%; 2012: 10.0%

Middle School Students

- Mississippi
 - 2011: 2.0%; 2012: 3.5%
- United States
 - 2011: 1.4%; 2012: 2.7%

Electronic Cigarettes



Electronic Cigarettes

Mississippi Adults

- Ever Use: 9.5%
- Current Use: 4.1%

Ever Use Among US Adults

- 2010: 1.8%
- 2011: 7.3%
- 2012: 10.6%
- 2013: 13.0%

Current Use Among US Adults: 6.8%

Electronic Cigarettes

Concerns







- 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

Mississippi Legislature 2013 Regular Session

House Bill 613

[House Calendar](#) | [Senate Calendar](#) | [Main Menu](#)
[Additional Information](#)

Bill Text for All Versions [Explanation](#)

 	<i>Approved by the Governor</i>
 	<i>As Passed the House</i>
 	<i>As Introduced</i>

Description: Crimes; prohibit distribution of alternative nicotine products to minors.

Fiscal Note: No fiscal note conducted

Background Information:

Disposition: Law
Deadline: General Bill/Constitutional Amendment
Revenue: No
Vote type required: Majority
Effective date: July 1, 2013
Chapter Number: 355

Electronic Cigarettes

No person, either directly or indirectly by an agent or employee, or by a vending machine owned by the person or located in the person's establishment, shall sell, offer for sale, give or furnish any alternative nicotine product, or any cartridge or component of an alternative nicotine product, to an individual under eighteen (18) years of age. A violation of this subsection is punishable as follows:

House Bill 613

AN ACT TO PROHIBIT THE DISTRIBUTION OF ALTERNATIVE NICOTINE PRODUCTS TO MINORS; TO DEFINE CERTAIN TERMS; TO PROVIDE PENALTIES FOR VIOLATIONS; TO REQUIRE AGE VERIFICATION; AND FOR RELATED PURPOSES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

SECTION 1. (1) For the purposes of this section:

(a) (i) "Alternative nicotine product" means:

1. An electronic cigarette; or
2. Any other product that consists of or contains nicotine that can be ingested into the body by chewing, smoking, absorbing, dissolving, inhaling or by any other means.

(ii) Alternative nicotine product does not include:

1. A cigarette or other tobacco product as defined in Section 97-32-3;
2. A product that is a drug under 21 USCS 321(g) (1);
3. A product that is a device under 21 USCS 321(h); or
4. A combination product described in 21 USCS 353(g).

For More Information

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