

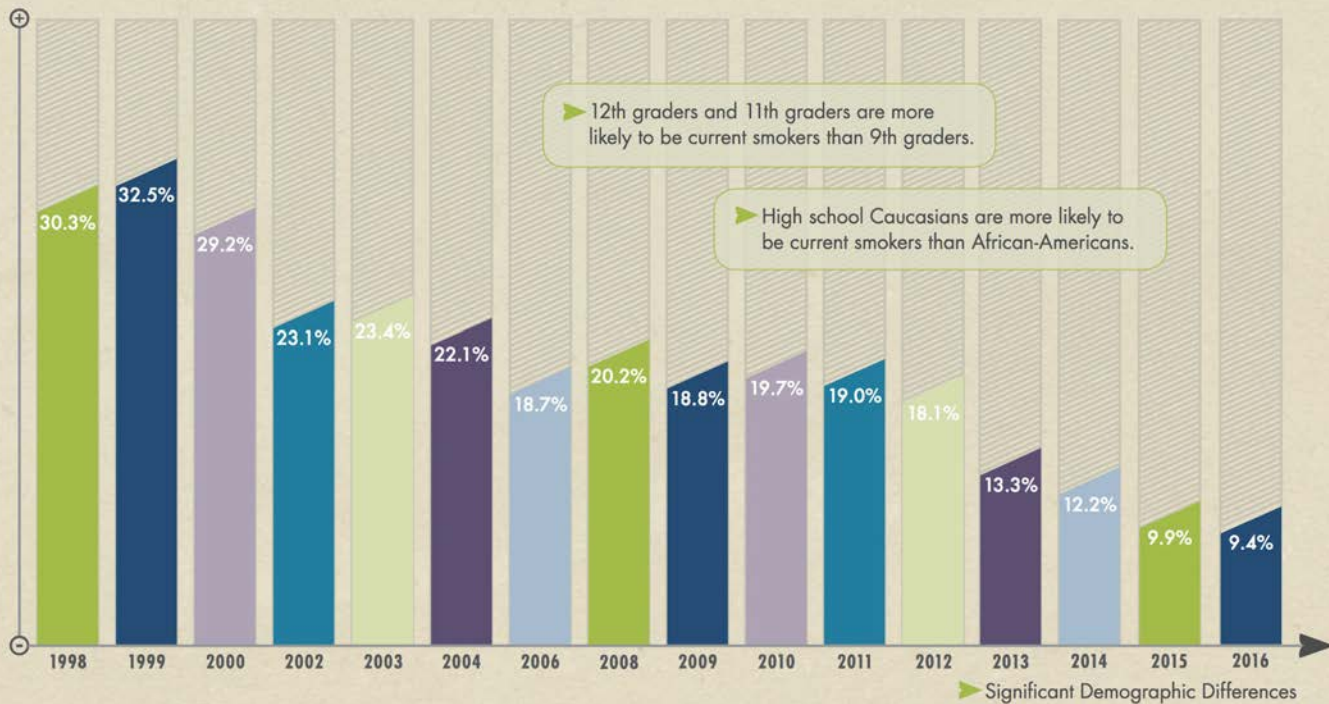
# An Update from Mississippi Tobacco Data



Emily McClelland, M.S.  
March 23, 2018

# current cigarette smoking

## MS PUBLIC HIGH SCHOOLS



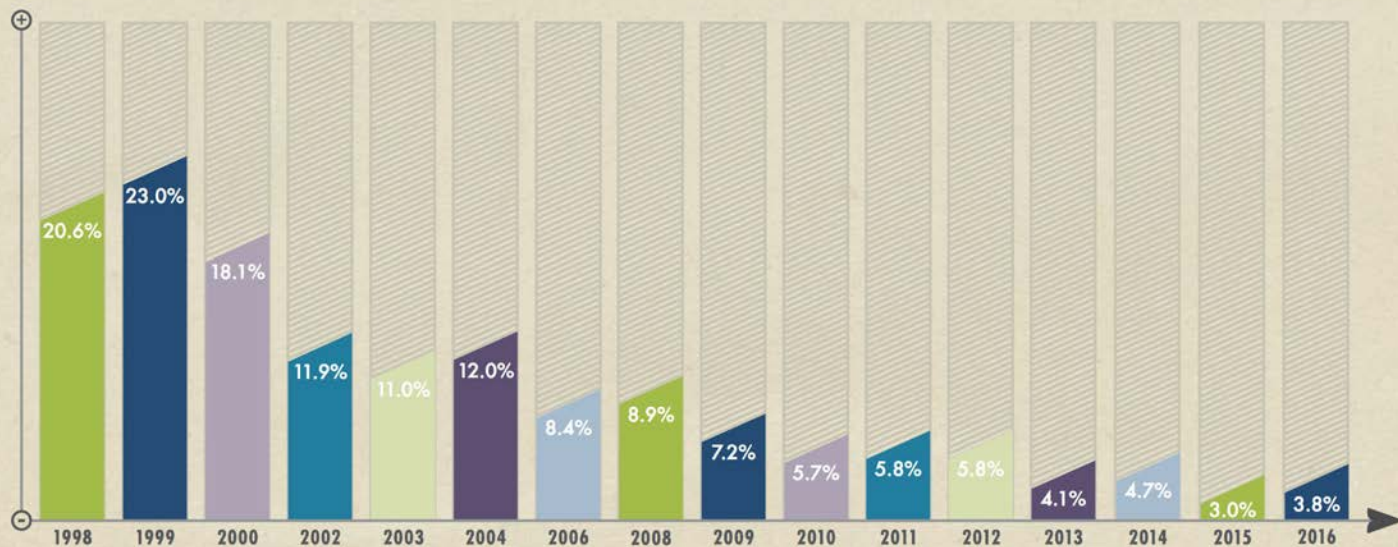
- \* In 2016, 12,624 Mississippi public high school students were current smokers.
- \* The prevalence of current smoking has **decreased by 69%** since 1998, leading to 28,069 fewer young smokers.
- \* In the past year, the prevalence of current smoking **has not changed significantly**.

## High School Current Smoking by Demographic

	1998	2016
<b>Overall</b>	30.3%	9.4%
<b>Female</b>	27.1%	9.0%
<b>Male</b>	33.9%	9.9%
<b>White</b>	43.8%	14.9%
<b>Black</b>	14.2%	4.4%
<b>9th</b>	27.6%	5.2%
<b>10th</b>	31.4%	7.4%
<b>11th</b>	33.5%	12.2%
<b>12th</b>	29.4%	14.0%

# current cigarette smoking

## MS PUBLIC MIDDLE SCHOOLS



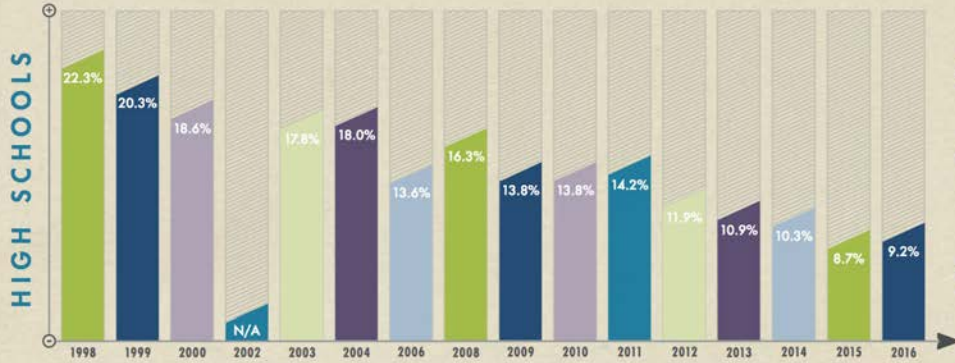
- \* In 2016, *4,072 Mississippi public middle school students* were current smokers.
- \* The prevalence of current smoking has *decreased by 82%* since 1998, leading to 18,002 fewer young smokers.
- \* In the past year, the prevalence of current smoking *has not changed significantly*.

## Middle School Current Smoking by Demographic

	1998	2016
<b>Overall</b>	20.6%	3.8%
<b>Female</b>	18.2%	2.5%
<b>Male</b>	23.0%	4.9%
<b>White</b>	22.8%	4.1%
<b>Black</b>	17.6%	3.3%
<b>6th</b>	11.9%	2.6%
<b>7th</b>	21.8%	4.1%
<b>8th</b>	25.8%	4.5%

# current cigar smoking

## MISSISSIPPI PUBLIC SCHOOLS



- \* In 2016, *12,356 Mississippi public high school students* were current cigar smokers.
- \* The prevalence of current cigar smoking has *decreased by 59%* since 1998, leading to 17,594 fewer young cigar smokers.
- \* In the past year, the prevalence of current cigar smoking *has not changed significantly*.



- \* In 2016, *3,750 Mississippi public middle school students* were current cigar smokers.
- \* The prevalence of current cigar smoking has *decreased by 79%* since 1998, leading to 13,823 fewer young cigar smokers.
- \* In the past year, the prevalence of current cigar smoking *has not changed significantly*.

<b>High School Current Cigar Smoking by Demographic</b>		
	<b>1998</b>	<b>2016</b>
<b>Overall</b>	22.3%	9.2%
<b>Female</b>	13.8%	7.3%
<b>Male</b>	31.1%	11.2%
<b>White</b>	23.5%	10.0%
<b>Black</b>	20.1%	8.5%
<b>9th</b>	18.9%	7.2%
<b>10th</b>	24.7%	9.6%
<b>11th</b>	23.8%	9.3%
<b>12th</b>	22.0%	11.0%



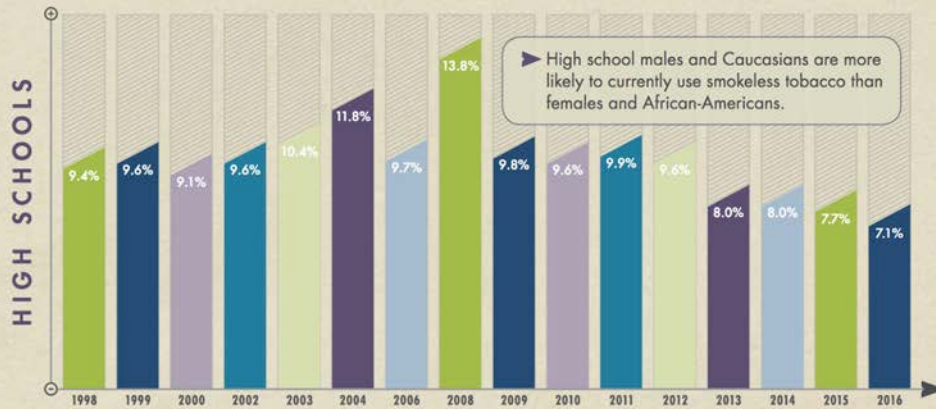
## Middle School Current Cigar Smoking by Demographic

	1998	2016
<b>Overall</b>	16.4%	3.5%
<b>Female</b>	12.3%	2.0%
<b>Male</b>	20.4%	5.0%
<b>White</b>	12.3%	2.6%
<b>Black</b>	19.9%	4.0%
<b>6th</b>	7.9%	3.4%
<b>7th</b>	17.1%	2.9%
<b>8th</b>	21.2%	4.3%

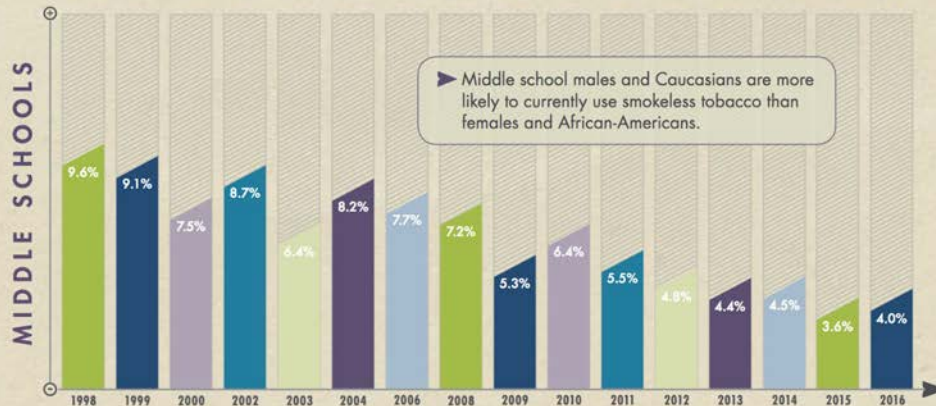


# current smokeless tobacco use

## MISSISSIPPI PUBLIC SCHOOLS



- \* In 2016, *9,536 Mississippi public high school students* were current SLT users.
- \* Since 1998, the prevalence of current SLT use *has not changed significantly*.
- \* In the past year, the prevalence of current SLT use *has not changed significantly*.



- \* In 2016, *4,286 Mississippi public middle school students* were current SLT users.
- \* The prevalence of current SLT use has *decreased by 58%* since 1998, leading to 6,001 fewer young SLT users.
- \* In the past year, the prevalence of current SLT use *has not changed significantly*.

► Significant Demographic Differences

## High School Current SLT Use by Demographic

	1998	2016
<b>Overall</b>	9.4%	7.1%
<b>Female</b>	1.3%	1.6%
<b>Male</b>	18.1%	12.5%
<b>White</b>	16.0%	12.6%
<b>Black</b>	1.5%	1.7%
<b>9th</b>	9.1%	6.2%
<b>10th</b>	11.7%	5.7%
<b>11th</b>	6.8%	8.3%
<b>12th</b>	8.6%	8.2%

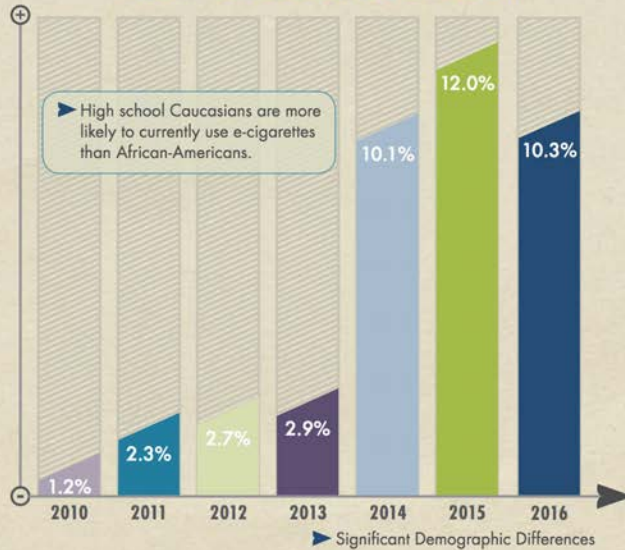
## Middle School Current SLT Use by Demographic

	1998	2016
<b>Overall</b>	9.6%	4.0%
<b>Female</b>	4.2%	1.4%
<b>Male</b>	14.8%	6.4%
<b>White</b>	12.7%	6.1%
<b>Black</b>	4.8%	1.8%
<b>6th</b>	6.5%	2.8%
<b>7th</b>	8.7%	3.4%
<b>8th</b>	12.0%	5.6%

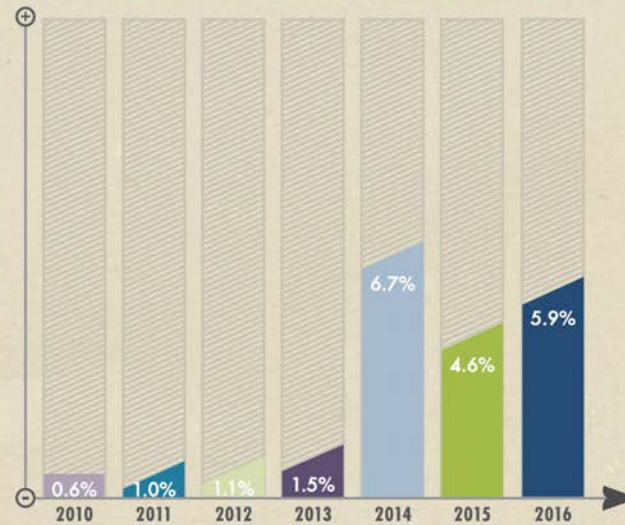
# current electronic cigarette use

## MISSISSIPPI PUBLIC SCHOOLS

### HIGH SCHOOLS {2010-2016}



### MIDDLE SCHOOLS {2010-2016}



Changes between 2013 and 2014 in the wording and placement of questions about the use of e-cigarettes might have had an impact on reported use of these products.

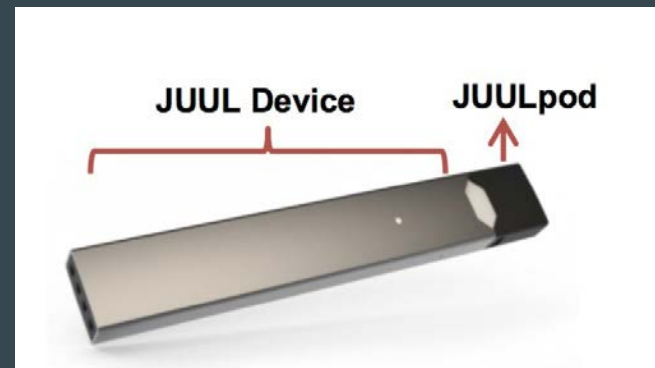
<b>High School Current E-Cigarette Use by Demographic</b>		
	<b>2010</b>	<b>2016</b>
<b>Overall</b>	1.2%	10.3%
<b>Female</b>	1.1%	9.1%
<b>Male</b>	1.3%	11.4%
<b>White</b>	1.8%	15.1%
<b>Black</b>	0.6%	6.7%
<b>9th</b>	1.2%	8.7%
<b>10th</b>	0.9%	10.6%
<b>11th</b>	0.3%	10.4%
<b>12th</b>	2.5%	11.1%

## Middle School Current E-Cigarette Use by Demographic

	2010	2016
<b>Overall</b>	0.6%	5.9%
<b>Female</b>	0.5%	4.6%
<b>Male</b>	0.8%	7.1%
<b>White</b>	1.1%	7.6%
<b>Black</b>	0.3%	4.1%
<b>6th</b>	0.7%	4.3%
<b>7th</b>	0.3%	5.1%
<b>8th</b>	1.0%	8.1%

# JUULS - iPhone of E-Cigarettes

- Stealth vaping
- 1 JUUL pod = 59 mg/ml of nicotine
  - Each pod contains 0.7 mL with 5% nicotine by weight
  - Equivalent to a pack of cigarettes or 200 puffs
  - Extremely high in nicotine; strong for even the most experienced cigarette smoker
  - Higher addiction potential than other vaping devices
  - Pods are not refillable
    - Concentrated juice cocktail of salts and organic acids found in tobacco leaves
  - Higher levels of propylene glycol gives hit to throat like a cigarette
    - Results in less vapor cloud than other e-cigarettes
  - Flavors: Virginia Tobacco, Cool Mint, Fruit Medley, Creme Brulee, Mango
  - **ALL JUULPODS CONTAIN NICOTINE**





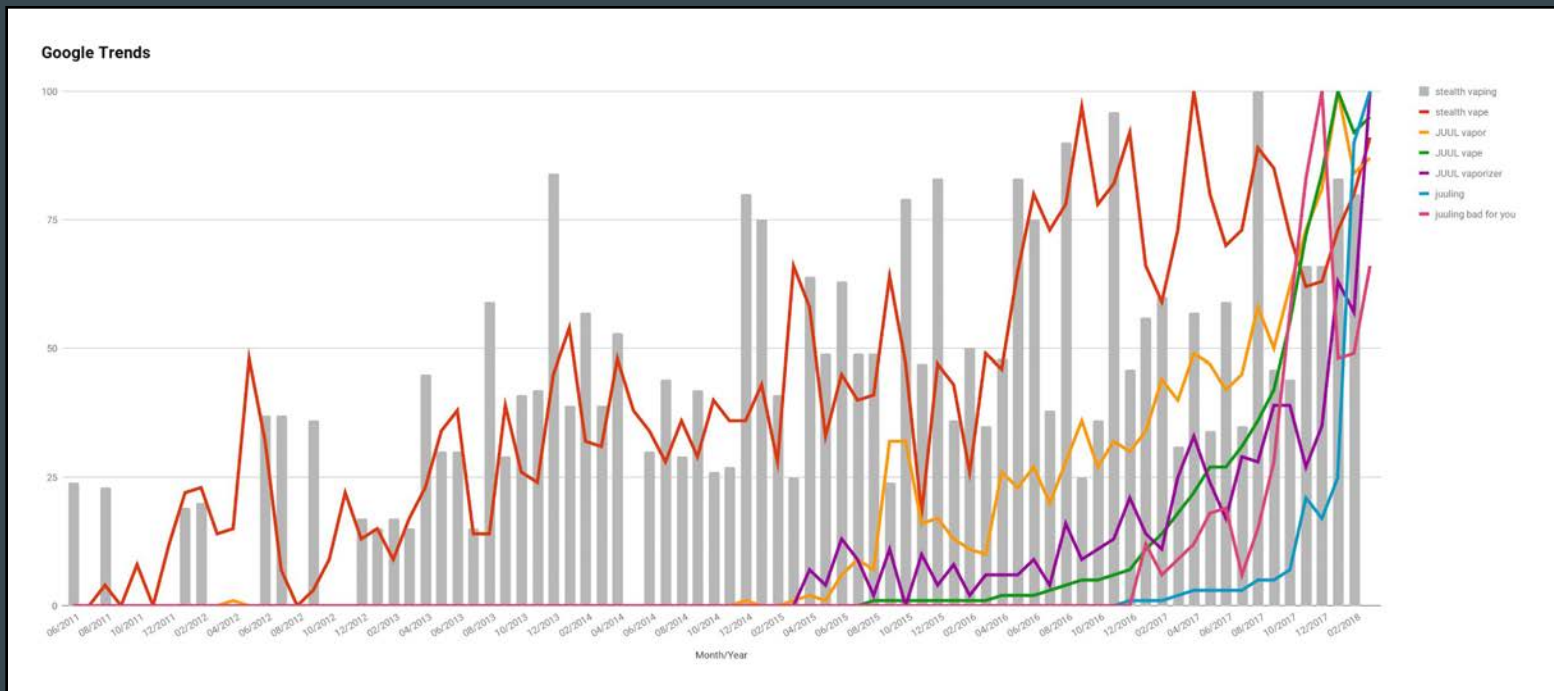
# Resources

- <https://www.tobaccofreekids.org/assets/factsheets/0394.pdf>
- <https://truthinitiative.org/news/what-is-juul>
- <http://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit6.html>
- <https://www.youtube.com/watch?v=KTKu0A2ym0M&feature=youtu.be>

“On average, the lifespan of the JUUL pods depends on how often you smoke. If you’re a chain smoker you might run through a 4 pack in a day, or if you are just a social JUUL-er one pack might last you a couple of weeks to a month.”

“Assuming a teen smokes one pod a week, in five weeks, that’s like 100 cigarettes. By that point, you’re considered an established smoker.”

# JUUL Google Trends






# JUUL Sales

- Launched in 2015
- Best selling and fastest growing e-cigarette on the market
  - 32% of the market share of the total e-cigarette category (Nielsen)
  - Sales exploded 621% year-over-year
- One million JUUL systems sold to date
- Available at 12,000 convenience stores in the U.S. and online
- JUUL vaporizer - \$35, 4 pack of pods - \$16
- Company produces 20 million pods per month

# December 2017

## E-cigarette market share

Company 	Market share, last 4 weeks	 YoY growth for 52 weeks 
Juul Labs	32.9%	699.0%
BAT	27.4%	22.3%
Altria	15.2%	72.2%
Imperial Tobacco	11.4%	1.5%
Logic (Japan Tobacco)	7.2%	13.9%

Nielsen / Wells Fargo

# Clinton, MS - March 8, 2018




# Other Stealth Vaping Products


- PHIX
  - Pods are not refillable
  - Each PHIX pod contains 1.5mL with 5% nicotine by weight
  - Equivalent to 2 packs of cigarettes or 400 puffs
  - Like JUUL, ALL PHIX PODS CONTAIN NICOTINE
  - Flavors: Original Tobacco, Hard Strawberry, Spearmint, Butterscotch Tobacco, Ice Tobacco
  
- Vape apparel
  - <https://vaprwear.com>




# PHIX Found in Oxford and Starkville Tobacco/Vapor Shops

 **Tobacco 101**  
December 21, 2017 · Instagram · 🌐

PHIX!!! now we carry phix and phix pods!!! \*\*GET YOUR TODAY\*\*  
#phix #phixvapor #phixpods



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# JUUL vs. PHIX

	JUUL VAPORIZER	PHIX VAPE
Price	\$48.95	\$34.95
Starter Kit	1 device 4 assorted refills 1 charger	1 device 1 refill 1 charger
E-Juice pod size	0.7ml	1.5ml
Puffs per pod	200	400-450
Nicotine %	5%	5%
E-Juice flavors	Virginia Tobacco Cool Mint Creme Brulee Fruit Medley Mango	Tobacco Tobacco Butterscotch Hard Strawberry Tobacco Ice Spearmint
Separate e-juice prices	\$15.95 (pack of 4)	\$22.99 (pack of 4)
Charger	Magnetic USB	USB
Warranty	1 year	None

# Any Tobacco Product Current Use

- Youth: 2016 Mississippi Youth Tobacco Survey
  - High School = 24.2%
  - Middle School = 14.3%
  
- Adults: 2016 Social Climate Survey of Tobacco Control
  - Current Any Tobacco Use = 24.9%

<http://themstobaccodata.blogspot.com/2017/11/poly-tobacco-use-in-mississippi.html>

**For More Information**

**Visit [mstobaccodata.org](https://mstobaccodata.org)**