

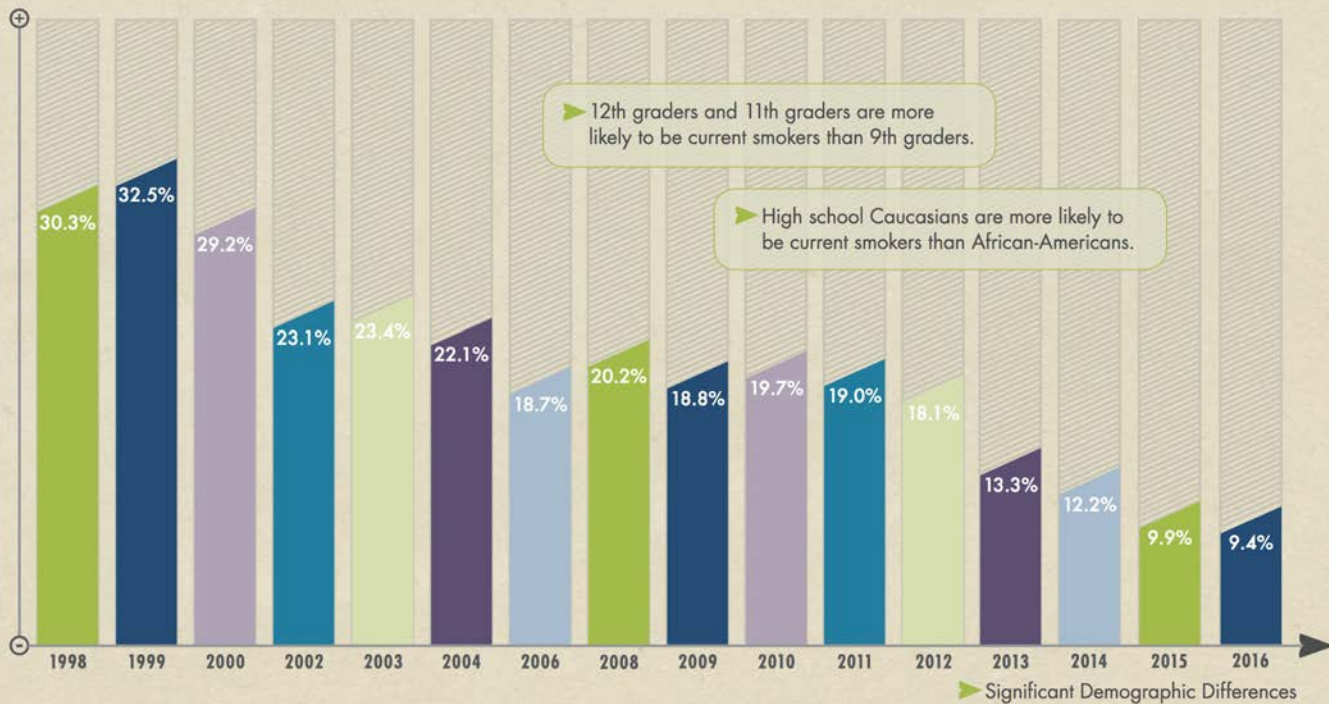
An Update from Mississippi Tobacco Data



Emily McClelland, M.S.
March 8, 2018

current cigarette smoking

MS PUBLIC HIGH SCHOOLS



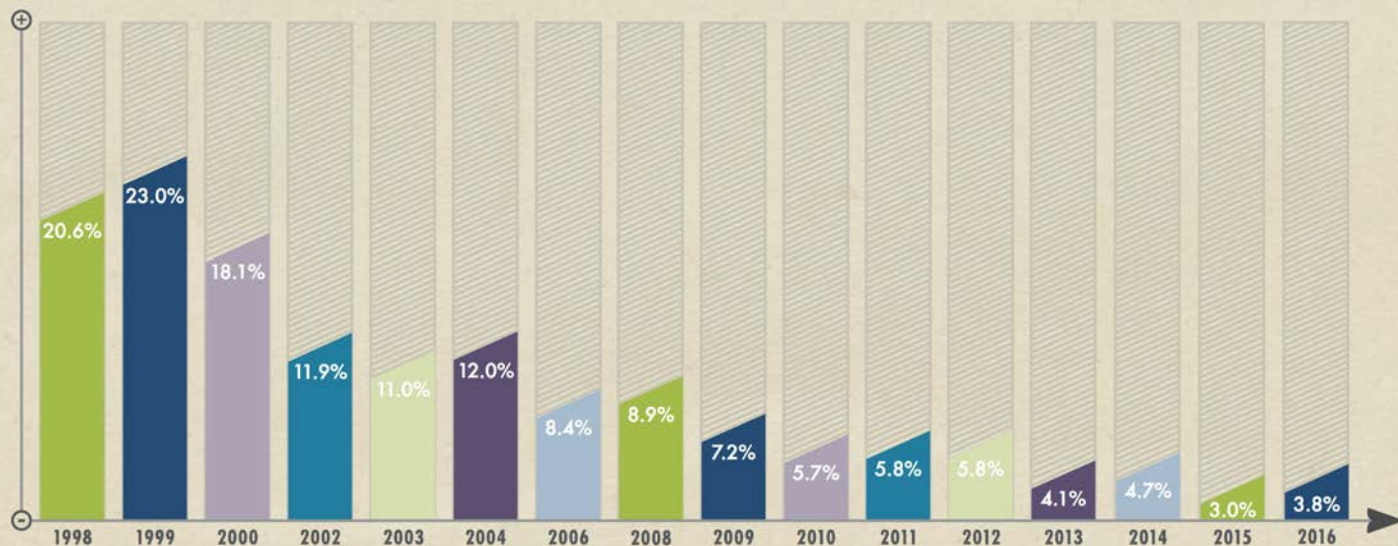
- * In 2016, 12,624 Mississippi public high school students were current smokers.
- * The prevalence of current smoking has decreased by 69% since 1998, leading to 28,069 fewer young smokers.
- * In the past year, the prevalence of current smoking has not changed significantly.

High School Current Smoking by Demographic

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

current cigarette smoking

MS PUBLIC MIDDLE SCHOOLS



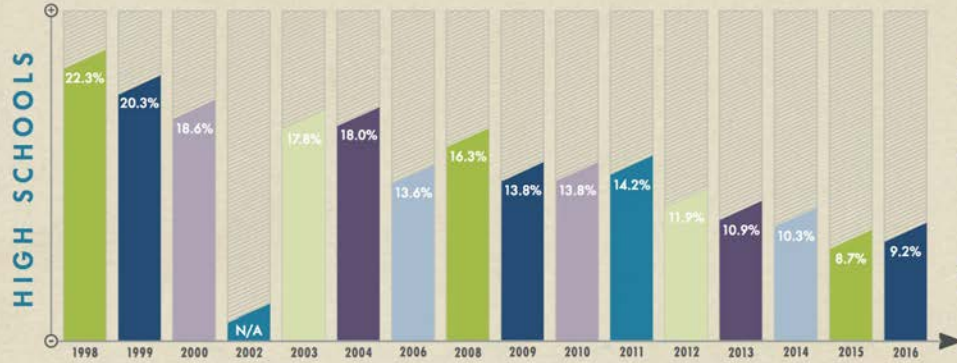
- * In 2016, *4,072 Mississippi public middle school students* were current smokers.
- * The prevalence of current smoking has *decreased by 82%* since 1998, leading to 18,002 fewer young smokers.
- * In the past year, the prevalence of current smoking *has not changed significantly*.

Middle School Current Smoking by Demographic

	1998	2016
Overall	20.6%	3.8%
Female	18.2%	2.5%
Male	23.0%	4.9%
White	22.8%	4.1%
Black	17.6%	3.3%
6th	11.9%	2.6%
7th	21.8%	4.1%
8th	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*.

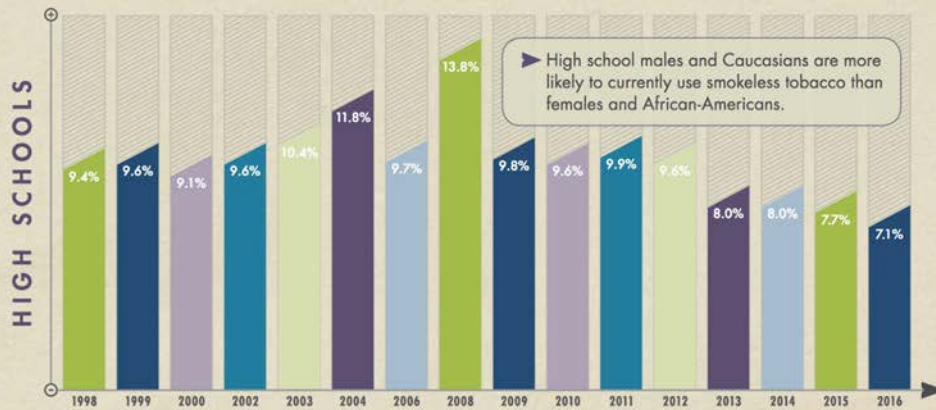
High School Current Cigar Smoking by Demographic		
	1998	2016
Overall	22.3%	9.2%
Female	13.8%	7.3%
Male	31.1%	11.2%
White	23.5%	10.0%
Black	20.1%	8.5%
9th	18.9%	7.2%
10th	24.7%	9.6%
11th	23.8%	9.3%
12th	22.0%	11.0%

Middle School Current Cigar Smoking by Demographic

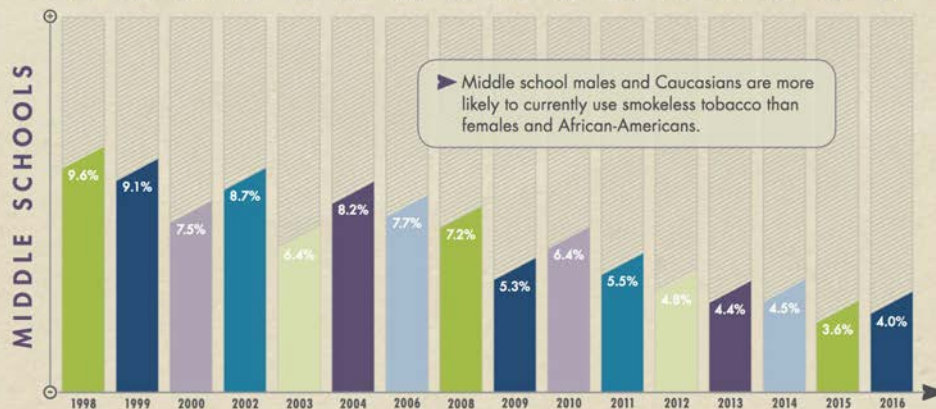
	1998	2016
Overall	16.4%	3.5%
Female	12.3%	2.0%
Male	20.4%	5.0%
White	12.3%	2.6%
Black	19.9%	4.0%
6th	7.9%	3.4%
7th	17.1%	2.9%
8th	21.2%	4.3%

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

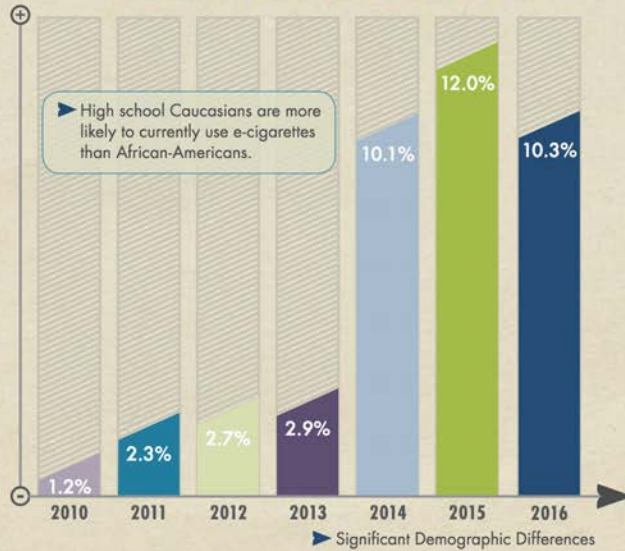
Middle School Current SLT Use by Demographic

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

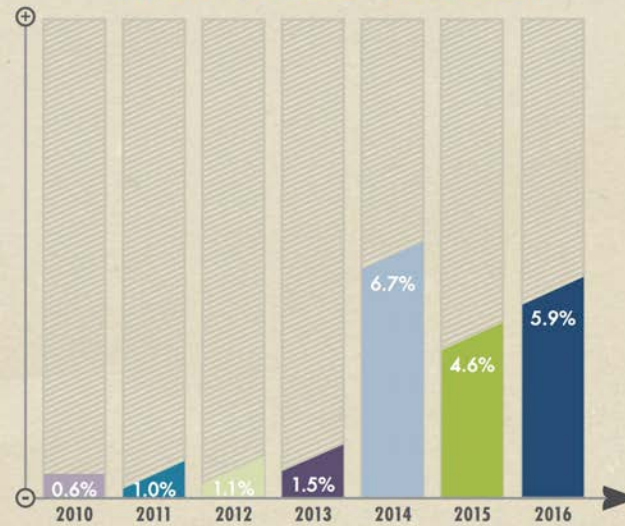
current electronic cigarette use

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.

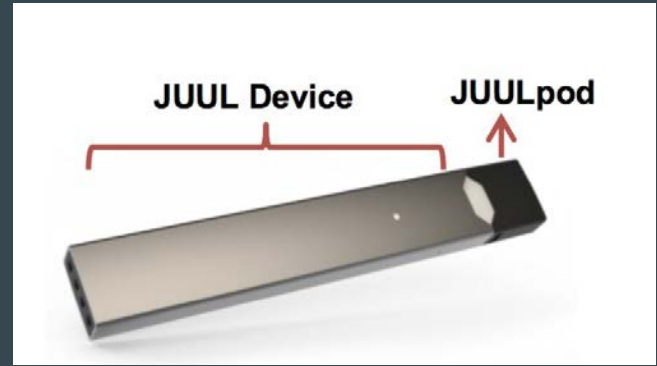
High School Current E-Cigarette Use by Demographic		
	2010	2016
Overall	1.2%	10.3%
Female	1.1%	9.1%
Male	1.3%	11.4%
White	1.8%	15.1%
Black	0.6%	6.7%
9th	1.2%	8.7%
10th	0.9%	10.6%
11th	0.3%	10.4%
12th	2.5%	11.1%

Middle School Current E-Cigarette Use by Demographic

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

JUULS - iPhone of E-Cigarettes

- Stealth vaping
- 1 JUUL pod = 59 mg/ml
 - 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
 - ALL JUULPODS CONTAIN NICOTINE



Resources:

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



MISSISSIPPI HIGH SCHOOL STUDENTS

YOUR CURRENT
SMOKING STATUS
(1998 to TODAY)

* OVER 90% // OF YOU
DO NOT SMOKE



YOUR ATTITUDES

- ▶ 87.9% of you *would not smoke* a cigarette, even if offered by your best friend.
- ▶ 81.4% of you *do not believe* that young people who smoke have more friends.
- ▶ 89.5% of you *do not believe* that smoking makes you look cool or fit in.

YOUR BELIEFS

- ▶ 90.8% of you believe that the smoke from other people's cigarettes is *harmful* to you.
- ▶ 84.3% of you think that *smoking should never be allowed* inside your home.
- ▶ 84.5% of you believe that *smoking should never be allowed* in indoor public spaces.

YOUR EXPOSURE

- ▶ 77.4% of you report that *smoking is never allowed* inside your home.
- ▶ 45.8% of you live in a home with someone who uses tobacco products.

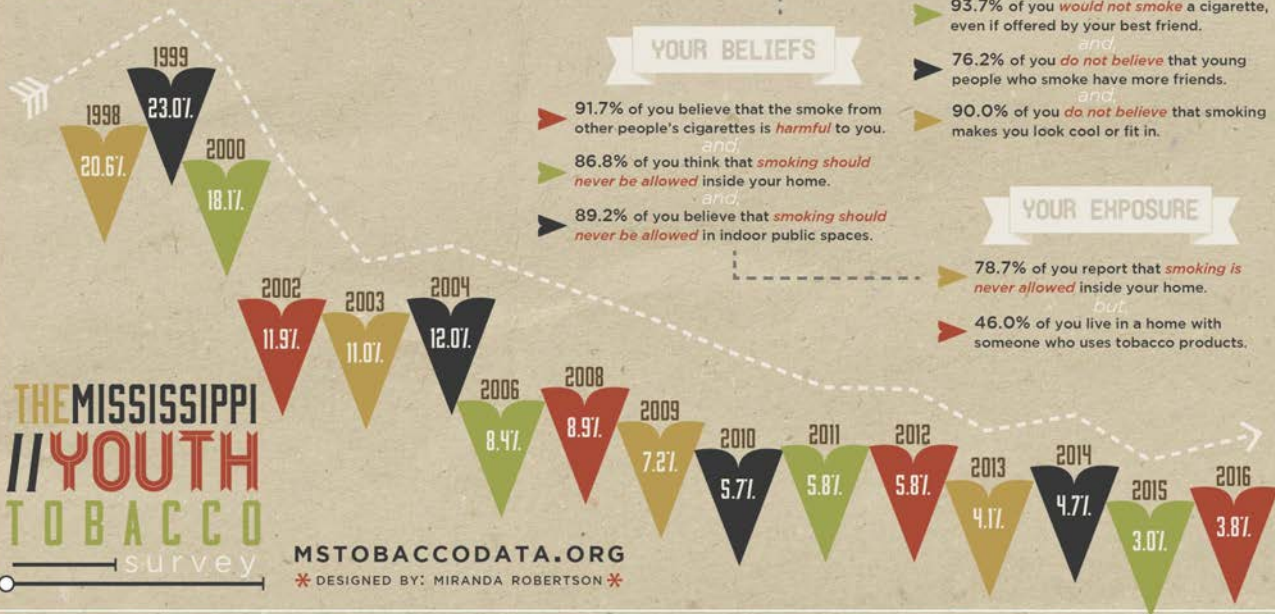
THE MISSISSIPPI
// YOUTH
TOBACCO
survey

MSTOBACCODATA.ORG

* DESIGNED BY: MIRANDA ROBERTSON *

MISSISSIPPI MIDDLE SCHOOL STUDENTS

YOUR CURRENT SMOKING STATUS (1998 to TODAY)



* 96% // OF YOU
DO NOT SMOKE

YOUR ATTITUDES

- ▶ 93.7% of you *would not smoke* a cigarette, even if offered by your best friend.
- ▶ *and,* 76.2% of you *do not believe* that young people who smoke have more friends.
- ▶ *and,* 90.0% of you *do not believe* that smoking makes you look cool or fit in.

YOUR BELIEFS

- ▶ 91.7% of you believe that the smoke from other people's cigarettes is *harmful* to you.
- ▶ *and,* 86.8% of you think that *smoking should never be allowed* inside your home.
- ▶ *and,* 89.2% of you believe that *smoking should never be allowed* in indoor public spaces.

YOUR EXPOSURE

- ▶ 78.7% of you report that *smoking is never allowed* inside your home.
- ▶ *but,* 46.0% of you live in a home with someone who uses tobacco products.

THE MISSISSIPPI
// YOUTH
TOBACCO
survey

MSTOBACCODATA.ORG

* DESIGNED BY: MIRANDA ROBERTSON *

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>

CURRENT SMOKING

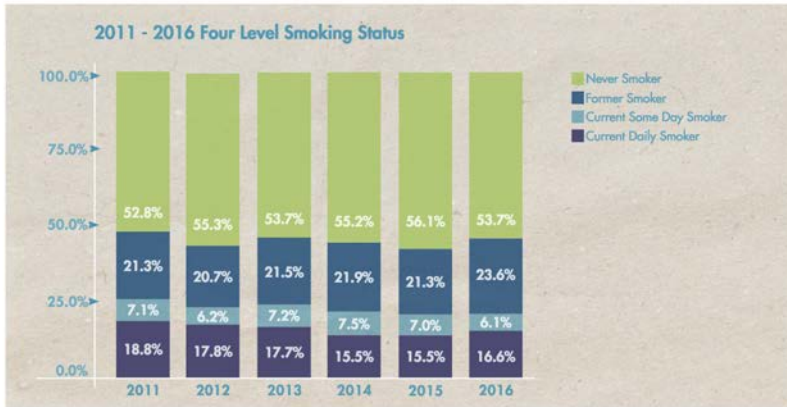
cigarette smoking among adults : 2016

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	WEST VIRGINIA	24.6%	23.6%	24.7%
2	KENTUCKY	24.5%	23.1%	25.9%
3	ARKANSAS	23.6%	21.3%	25.8%
4	LOUISIANA	22.8%	20.8%	24.8%
5	MISSISSIPPI	22.7%	21.0%	24.5%
6	OHIO	22.5%	21.3%	23.8%
7	MISSOURI	22.1%	20.5%	23.6%
	TENNESSEE	22.1%	20.5%	23.7%
9	ALABAMA	21.5%	20.2%	22.9%
10	INDIANA	21.1%	20.0%	22.3%
11	MICHIGAN	20.4%	19.6%	21.4%
12	SOUTH CAROLINA	20.0%	18.9%	21.2%
13	ILLINOIS	19.8%	18.4%	21.1%
	NORTH DAKOTA	19.8%	18.3%	21.2%
15	OKLAHOMA	19.6%	18.2%	21.0%
16	WYOMING	19.0%	17.0%	20.9%
	ALASKA	19.0%	16.8%	21.3%
18	MONTANA	18.8%	17.0%	20.0%
19	SOUTH DAKOTA	18.1%	16.3%	20.0%
20	PENNSYLVANIA	18.0%	16.7%	19.2%
	NEW HAMPSHIRE	18.0%	16.4%	19.6%
22	NORTH CAROLINA	17.9%	16.7%	19.1%
	GEORGIA	17.9%	16.5%	19.3%
24	DELAWARE	17.7%	16.0%	19.4%
25	KANSAS	17.2%	16.3%	18.1%
26	WISCONSIN	17.1%	15.6%	18.6%
27	NEBRASKA	17.0%	16.0%	18.0%
	VERMONT	17.0%	15.6%	18.4%
29	IDAHO	16.7%	15.5%	18.0%
30	NEW MEXICO	16.6%	15.1%	18.2%
31	NEVADA	16.5%	14.8%	18.1%
32	OREGON	16.2%	14.9%	17.5%
33	ILLINOIS	15.8%	14.4%	17.2%
34	COLORADO	15.6%	14.7%	16.5%
35	FLORIDA	15.5%	14.7%	16.3%
36	VIRGINIA	15.3%	14.3%	16.3%
37	MINNESOTA	15.2%	14.5%	15.9%
38	ARIZONA	14.7%	13.0%	15.9%
	WASHINGTON D.C.	14.7%	13.2%	16.1%
40	IDAHO	14.5%	13.0%	16.0%
41	RHODE ISLAND	14.4%	13.0%	15.8%
42	TEXAS	14.3%	13.1%	15.5%
43	NEW YORK	14.2%	13.4%	14.9%
44	WASHINGTON	14.0%	13.2%	14.8%
	NEW JERSEY	14.0%	12.6%	15.3%
46	MARYLAND	13.7%	12.9%	14.5%
47	MASSACHUSETTS	13.6%	12.6%	14.7%
48	CONNECTICUT	13.4%	12.4%	14.3%
49	HAWAII	13.1%	12.0%	14.2%
50	CALIFORNIA	11.0%	10.2%	11.7%
51	UTAH	8.8%	8.0%	9.6%

Mississippi ranks 5th in prevalence of current smoking.

TOBACCO & NICOTINE USE

{MISSISSIPPI | ADULTS}



2016:

Never Smoker: 53.7%

Former Smoker: 23.6%

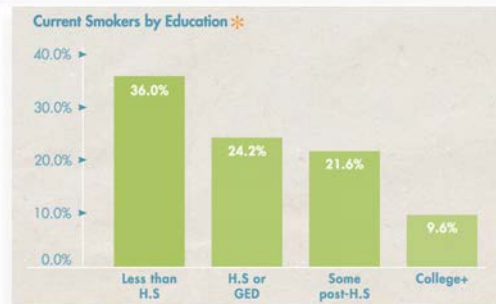
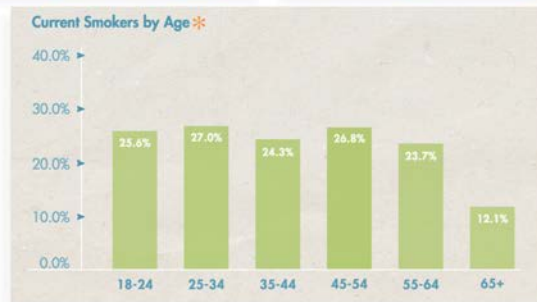
Current Some Day Smoker: 6.1%

Current Daily Smoker: 16.6%

Current Smoker: 22.7%

TOBACCO & NICOTINE USE

(MISSISSIPPI | ADULTS)

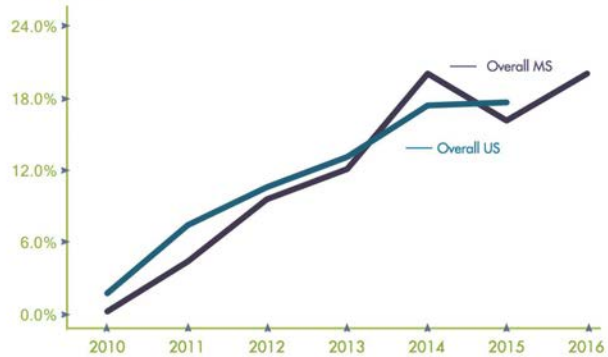


* p < .05

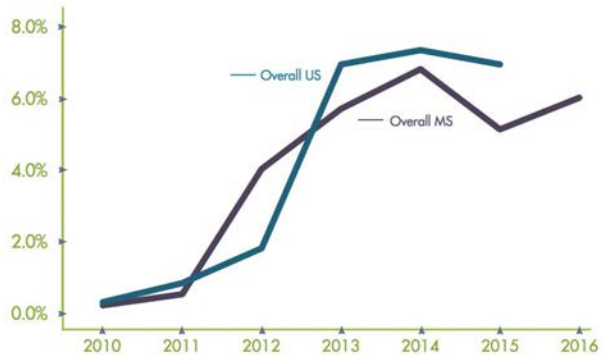
TOBACCO & NICOTINE USE

{MISSISSIPPI | ADULTS}

Ever E-Cigarette Use



Current E-Cigarette Use



Sources: National and Mississippi Social Climate Survey of Tobacco Control

Ever E-Cigarette Use:

2015 US: 17.7%

2016 MS: 20.1%

Current E-Cigarette Use:

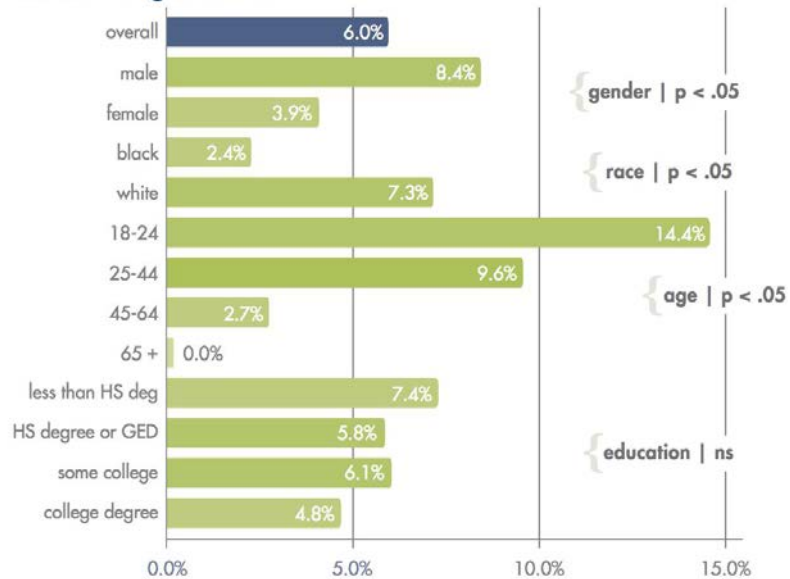
2015 US: 6.9%

2016 MS: 6.0%

TOBACCO & NICOTINE USE

{MISSISSIPPI | ADULTS}

current e-cigarette use



Source: 2016 Mississippi Social Climate Survey of Tobacco Control

Current Prevalence of Tobacco Products

2016 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL



Have you chewed tobacco or used
smokeless tobacco in the past 30 days?

6.3%

Have you smoked large or
premium cigars in the past 30 days?

1.1%

Have you smoked a
hookah in the past 30 days?

0.6%

Current Cigarette Smoker

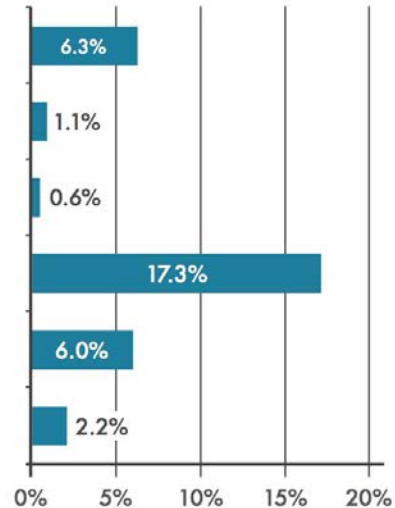
17.3%

Current Electronic Cigarette User

6.0%

Have you smoked little filtered cigars
or a cigarillo in the past 30 days?

2.2%

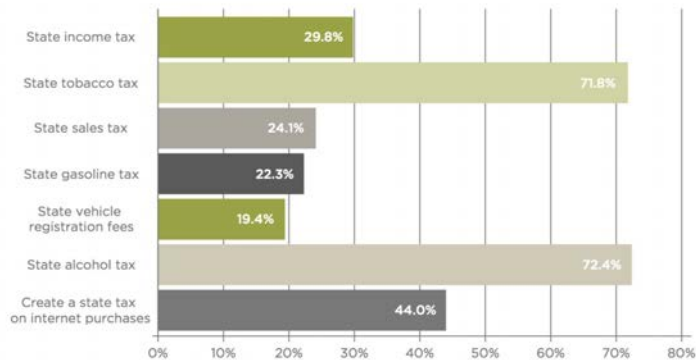


Mississippi State TOBACCO TAXES

The State of Mississippi currently taxes cigarettes at a rate of 68 cents per pack. As of August 9, 2017, the average state tax across the U.S. is \$1.71. A recent of representative survey of Mississippi adults found that the majority of adults, across political parties support increasing the state cigarette tax by \$1.50.

Compared to other potential taxes to increase revenue, Mississippi adults are substantially more supportive of an increase to the state cigarette taxes than most of the alternative taxation approaches. With the exception of an increase to the state alcohol tax, the majority of Mississippians oppose all potential tax increases. Despite most Mississippians opposing other types of tax increases, more than seven in 10 adults support increasing the state tobacco tax.

SUPPORT FOR POTENTIAL STATE TAXES

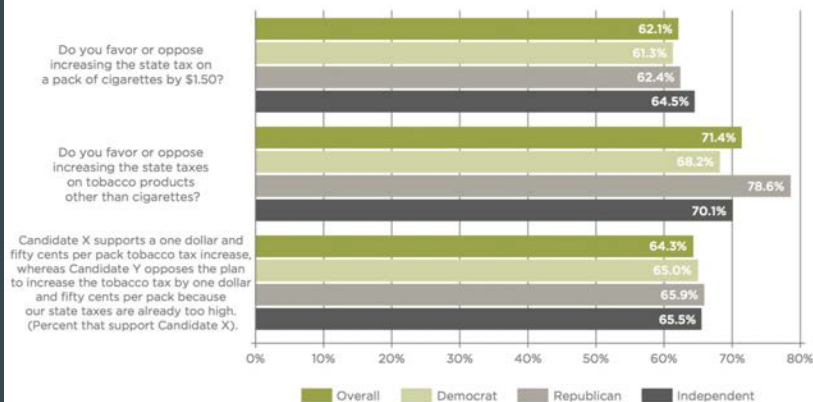


Survey Question: As you may have heard, Mississippi is facing a budget deficit estimated to be as much as 70 million dollars. I am going to read you a list of options that the Governor and state legislature might use to help deal with the state's budget deficit. For each option, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose the option.

2017 • mississippi tobacco data

When asked about specific changes to the state's tobacco taxes, most Mississippians supported increasing the state cigarette tax by \$1.50 and also increasing state taxes on tobacco products other than cigarettes. Mississippians were also more likely to vote for a candidate that supports the state cigarette tax. Support was consistent across political affiliation.

SUPPORT FOR STATE TOBACCO TAX BY POLITICAL AFFILIATION

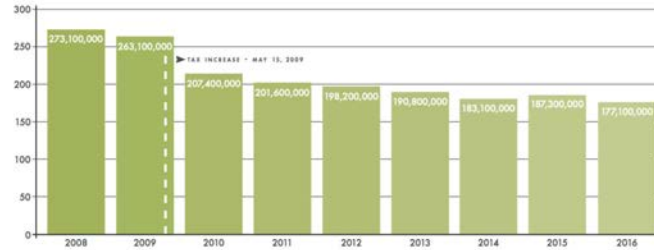


Survey Questions:

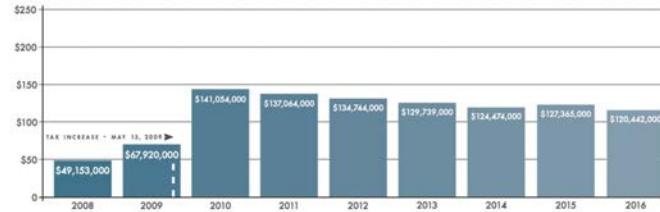
- Do you favor or oppose increasing the state tax on a pack of cigarettes by one dollar and fifty cents?
- Do you favor or oppose increasing state taxes on tobacco products other than cigarettes, such as cigars, cigarillos, loose tobacco and smokeless products?
- Now I'm going to read you some statements about two candidates for state office in Mississippi and ask for whom you would vote:
 - Candidate X supports a one dollar and fifty cents per pack tobacco tax increase with part of the revenue dedicated to a program to reduce tobacco use, particularly among kids, and another part of the revenue used to address the state budget deficit.
 - Candidate Y opposes the plan to increase the tobacco tax one dollar and fifty cent per pack because our state taxes are already too high.

In addition to strong and universal support for a tax increase in Mississippi, prior experience illustrates the economic and health benefits to the this state. The last increase in the Mississippi state cigarette tax occurred in May of 2009. Despite the fact that less than two months remained in that fiscal year, revenues for that year increased by almost \$20 million and increased substantially more the following years. Per capita consumption also decreased sharply. Mississippians began smoking fewer cigarettes. A \$.50 increase in the state cigarette tax would have an even greater impact than the 50 cents tax increase in 2009. It should also be noted that the tobacco industry has greatly increased their couponing and discounting activity since 2009, leading to reduction of the positive health impacts of relatively small increases like 50 cents.

Packs Sold | 2008-2016



Revenues Collected | 2008-2016



These data from tax records clearly demonstrate that following the 2009 increase in the state cigarette tax, the number of packs of cigarettes sold in Mississippi decreased by more than 30%, while tax revenue from cigarette sales almost tripled.

100% Smoke-free COMMUNITIES in Mississippi

UPDATED | JANUARY 2018

There Are **142** Smoke-Free MUNICIPALITIES and **(3)** Smoke-Free Counties IN MISSISSIPPI

102 OF WHICH HAVE ORDINANCES THAT INCLUDE RESTRICTIONS ON ELECTRONIC CIGARETTES

Partial Smoke-free COMMUNITIES in Mississippi

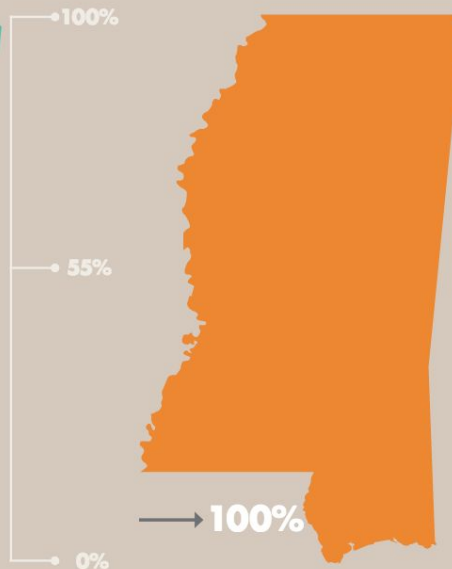
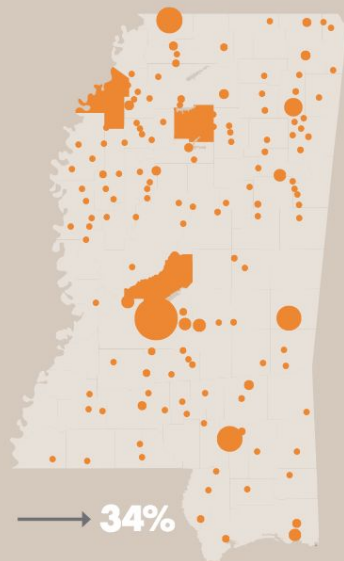
- August 6, 1996 | West
- October 2007 | Greenville
- November 15, 2007 | McComb
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- June 2011 | Olive Branch
- June 6, 2012 | Vaiden
- November 19, 2013 | Magee
- July 3, 2014 | Gautier
- March 18, 2017 | Fulton



34.07% of the Mississippi population is protected by a comprehensive smoke-free ordinance

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**.

For More Information

Visit mstobaccodata.org