

An Update from Mississippi Tobacco Data



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MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER





Updates

- Smoke-Free Ordinances
- 2019 & 2020 Youth Tobacco Survey
- 2019 & 2020 Social Climate Survey of Tobacco Control -
Mississippi adults 18+
-

100% Smoke-free COMMUNITIES in Mississippi

UPDATED | OCTOBER 2020



There Are **171** Smoke-Free MUNICIPALITIES

*137 OF WHICH HAVE ORDINANCES THAT INCLUDE RESTRICTIONS ON ELECTRONIC CIGARETTES

and (6) Smoke-Free Counties IN MISSISSIPPI

- Coahoma County
- Sharkey County
- Yalobusha County
- Issaquena County
- Madison County
- Quitman County

36%

of Mississippi's Population is Protected

36% of the Mississippi population is protected by a comprehensive smoke-free ordinance

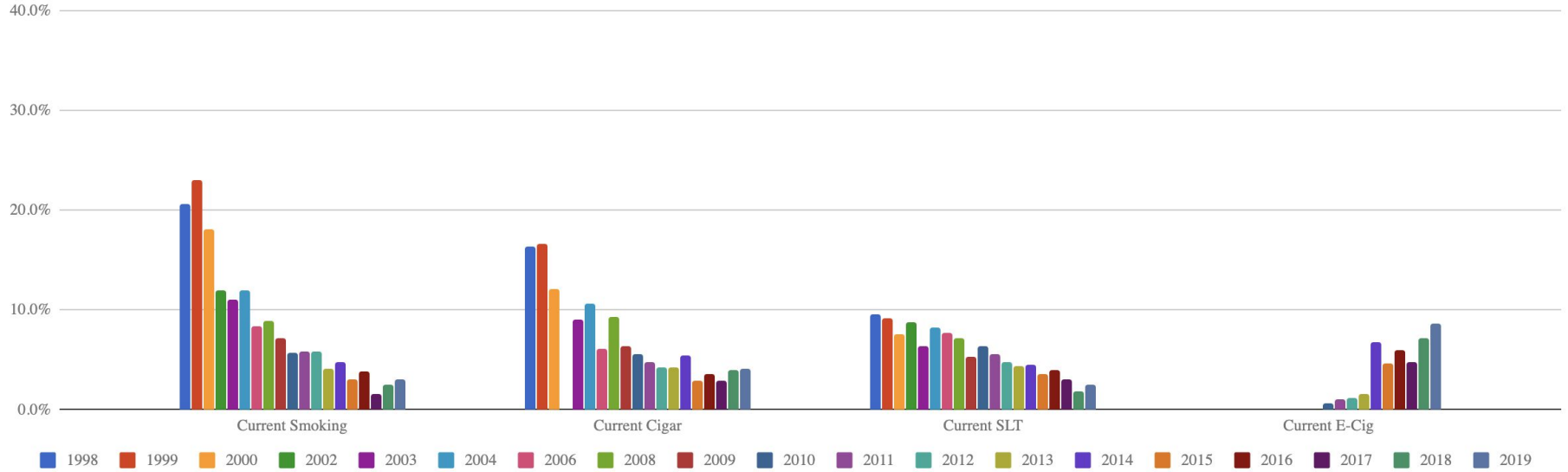
Partial Smoke-free COMMUNITIES in Mississippi

- August 6, 1996 | West
- October 2007 | Greenville
- November 15, 2007 | McComb
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- June 2011 | Olive Branch
- November 19, 2013 | Magee
- July 3, 2014 | Gautier
- March 18, 2017 | Fulton
- January 19, 2019 | Hazlehurst

2019 Mississippi Youth Tobacco Survey

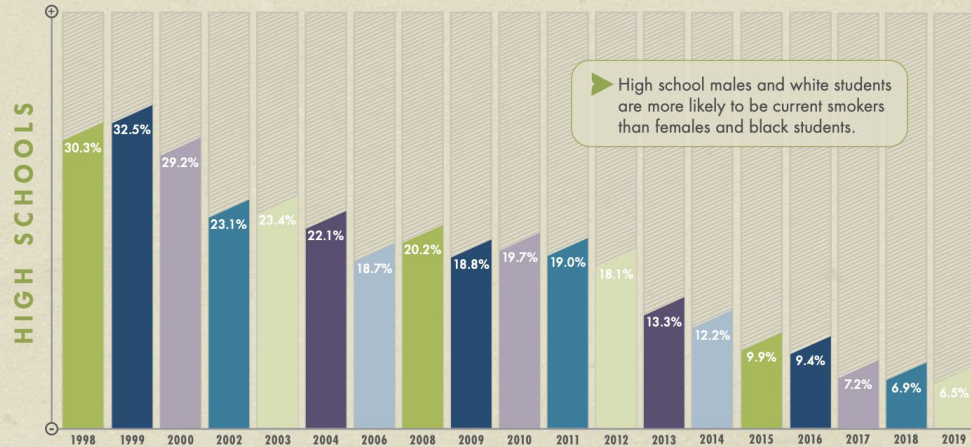
- Public High Schools
 - Response Rate: Schools - 86%; Students - 85%; Overall - 73%
 - N = 1,864
- Public Middle Schools
 - Response Rate: Schools - 82%; Students - 86%; Overall - 71%
 - N = 1,624

Middle School Past 30-Day Use, 1998-2019

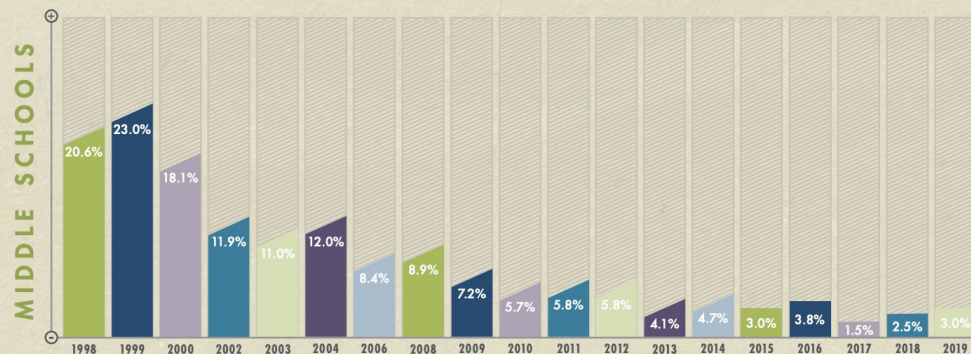


current cigarette smoking

MISSISSIPPI PUBLIC SCHOOLS



- * In 2019, **8,389 Mississippi public high school students** had smoked cigarettes on at least one of the past 30 days.
- * The prevalence of current smoking has **decreased by 79%** since 1998, leading to 30,715 fewer young smokers.
- * In the past year, the prevalence of current smoking **has not changed significantly**.

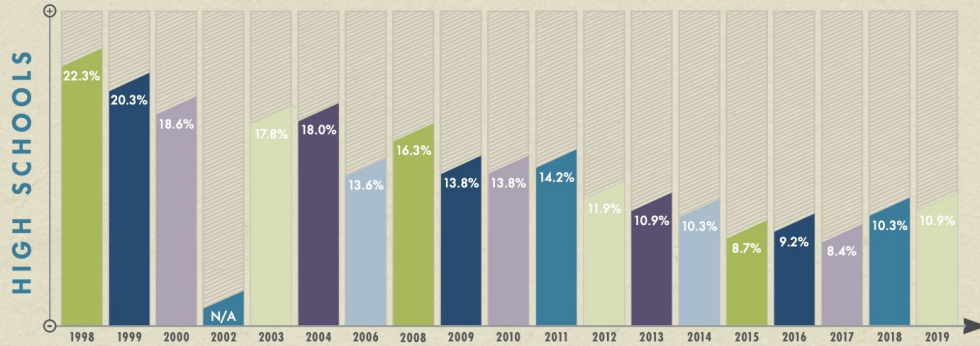


- * In 2019, **3,356 Mississippi public middle school students** had smoked cigarettes on at least one of the past 30 days.
- * The prevalence of current smoking has **decreased by 85%** since 1998, leading to 19,686 fewer young smokers.
- * In the past year, the prevalence of current smoking **has not changed significantly**.

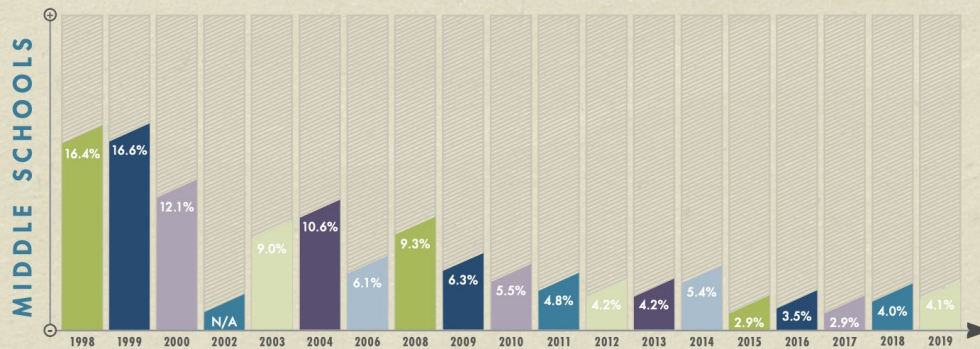
► Significant Demographic Differences

current cigar smoking

MISSISSIPPI PUBLIC SCHOOLS



- * In 2019, *14,067 Mississippi public high school students* had smoked cigars on at least one of the past 30 days.
- * The prevalence of current cigar smoking has *decreased by 51%* since 1998, leading to 14,712 fewer young cigar smokers.
- * In the past year, the prevalence of current cigar smoking *has not changed significantly*.

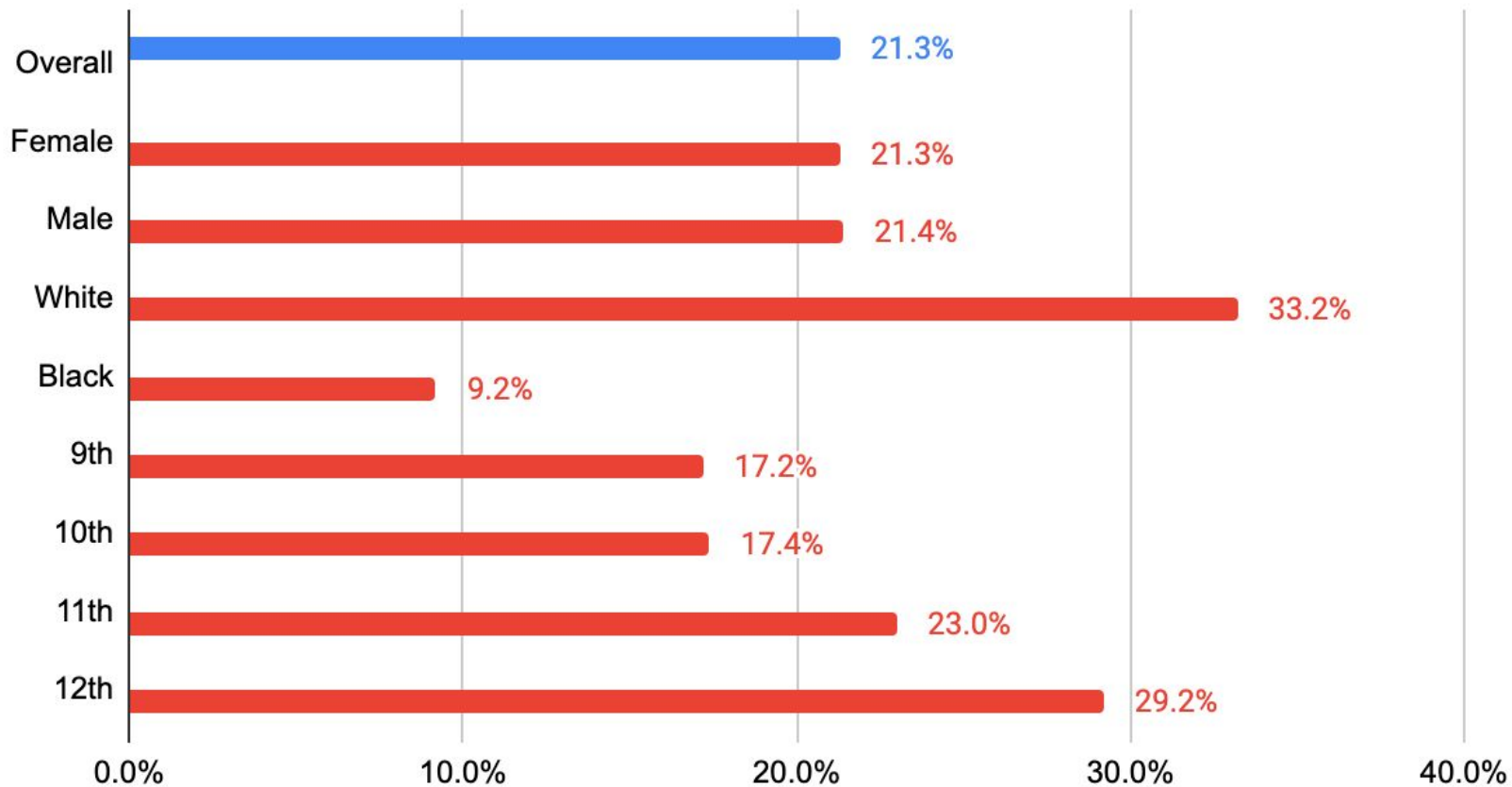


- * In 2019, *4,586 Mississippi public middle school students* had smoked cigars on at least one of the past 30 days.
- * The prevalence of current cigar smoking has *decreased by 75%* since 1998, leading to 13,758 fewer young cigar smokers.
- * In the past year, the prevalence of current cigar smoking *has not changed significantly*.

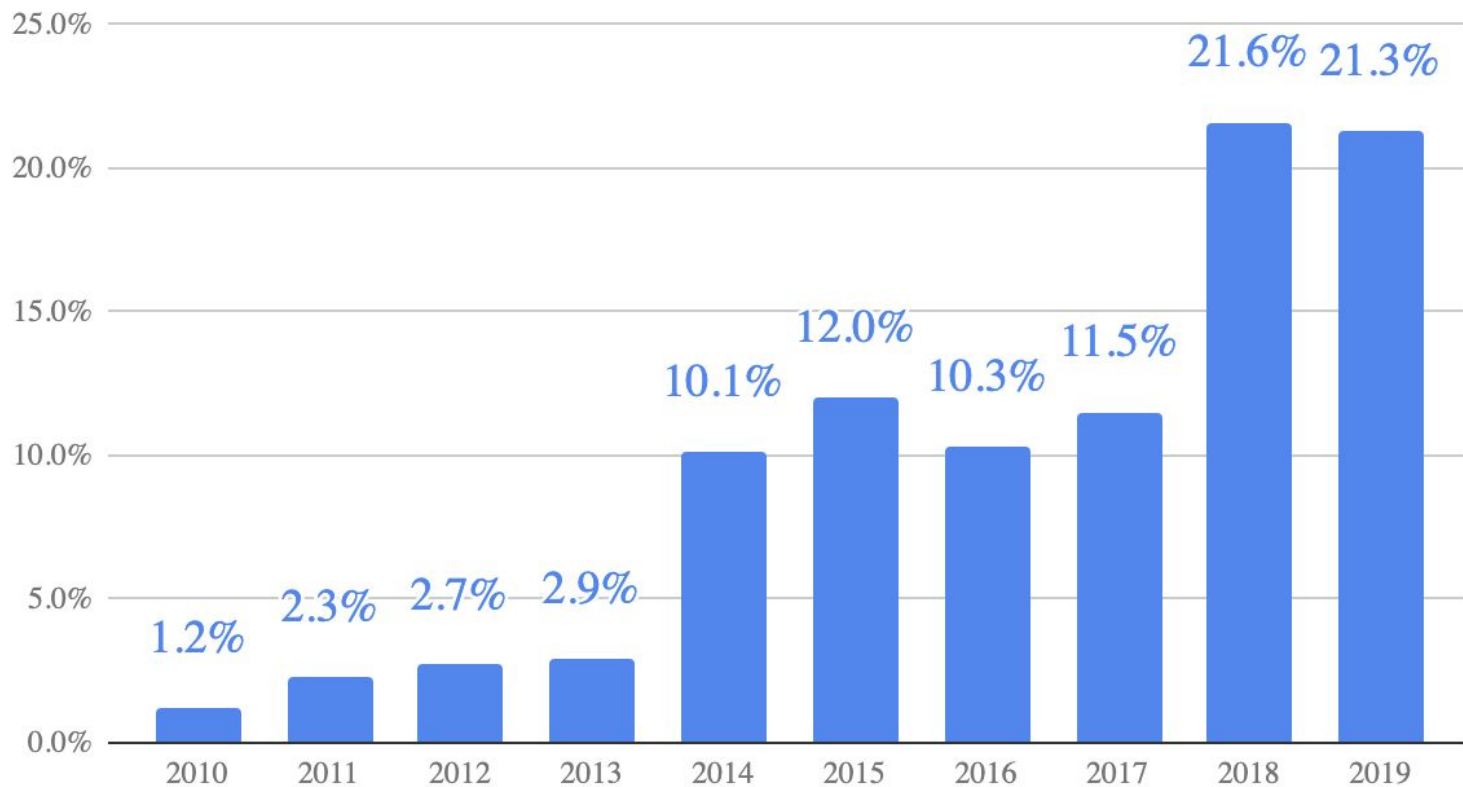
Mississippi Public High School Students

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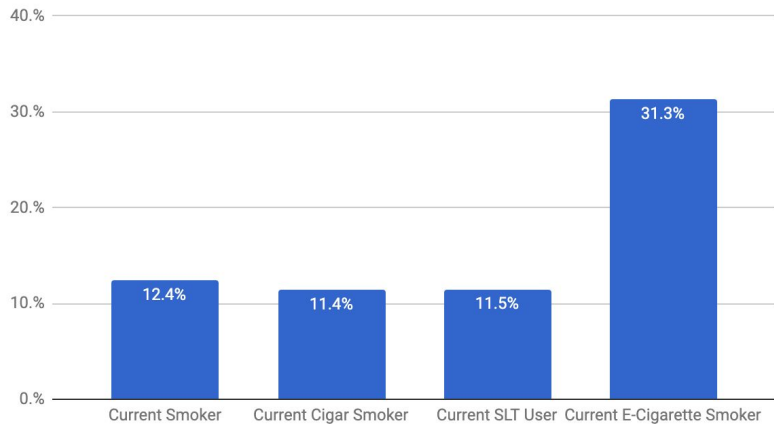
Past 30-Day E-Cigarette Use - High School



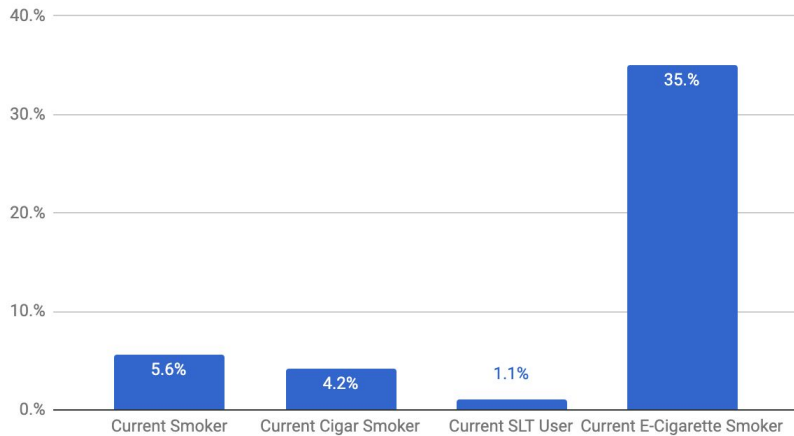
Past 30-Day E-Cigarette Use, MS High School Students, 2019 YTS



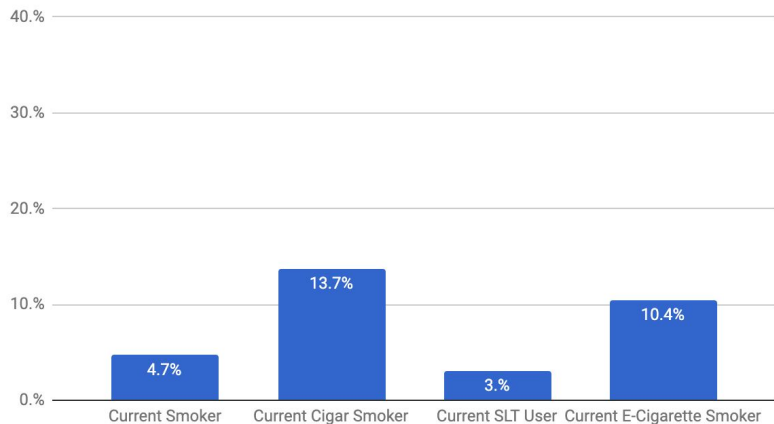
2019 Current Use: White Males



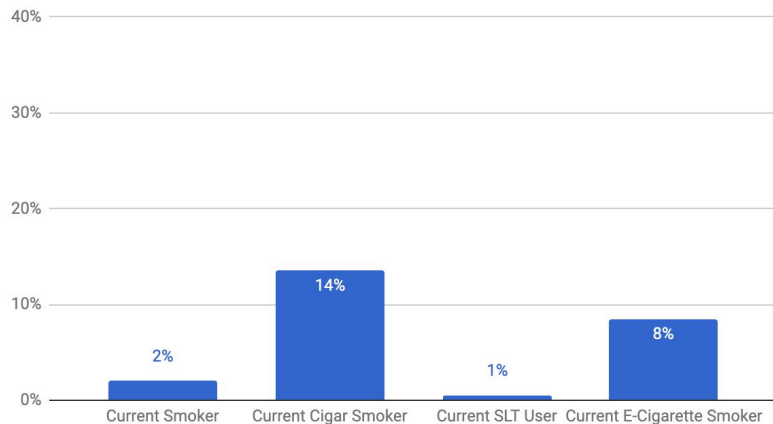
2019 Current Use: White Females



2019 Current Use: Black Males



2019 Current Use: Black Females



Amount of Use - High School Students Who Have Tried E-Cigarettes

- Once or just a few puffs: 24.7%
- 2 to 10 times: 23.3%
- 11 to 20 times: 8.1%
- 21 to 50 times: 10.9%
- 51 to 99 times: 5.8%
- 100 or more times: 27.2%

Stealth Vaping - High School Students Who are Current E-Cigarette Users

- 16.3% report having stealth vaped
- Among these students, stealth vaping occurred:
 - At home: 18.1%
 - At work: 4.3%
 - At school: 10.0%
 - In a restaurant: 6.0%
 - At a sporting event: 6.6%
 - At the movies: 6.2%
 - In some other public place: 11.3%

E-Cigarette Use and Preferences - High School Students

- 24.9% of ever e-cigarette users have used marijuana in an e-cigarette
- Usual flavor among current users
 - Tobacco: 3.3%
 - Menthol or mint: 28.5%
 - Fruit or candy flavor: 61.1%
 - Some other flavor: 7.1%
- Typically use JUUL or some other pod-based e-cigarette: 67.7%
- Identity among current users
 - I vape: 55.6%
 - I JUUL 44.4%

Reasons for Use - High School Students Who are Current E-Cigarette Users

- Affordability: 16.8%
- Famous people use them: 14.6%
- Can use them in places where smoking is not allowed: 15.5%
- Might be less harmful than cigarettes: 33.4%
- Flavors: 39.9%
- Smoke tricks: 23.8%
- To quit smoking: 12.5%
- Don't smell: 20.0%

Source - High School Students Who are Current E-Cigarette Users

- Bought them from someone reselling them: 14.8%
- Had someone else buy them from me: 31.8%
- Bought them from a store: 19.7%
- Bought them over the Internet: 4.6%
- Bummed them: 25.7%
- Someone gave them to me without my asking: 9.0%
- Stole them: 3.5%
- Some other way: 12.1%

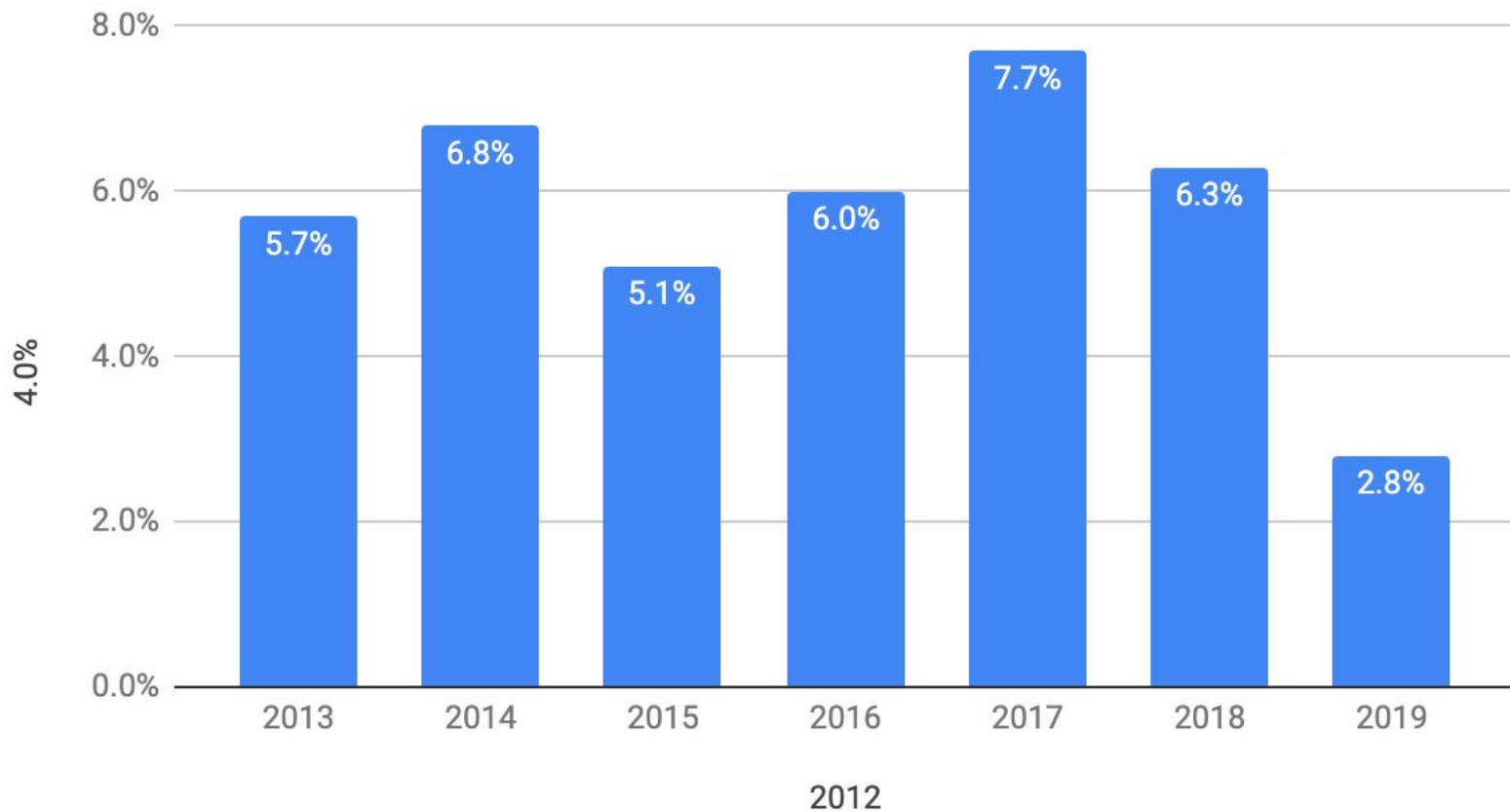
First Nicotine/Tobacco Product Ever Used - High School Students Who Have Used a Nicotine/Tobacco Product

- E-cigarette: 53.7%
- Cigarette: 19.1%
- Cigar: 12.3%
- Smokeless Tobacco: 7.9%
- Menthol cigarette: 5.0%
- Hookah: 1.3%
- Pipe: 0.6%
- Snus: 0.1%

2019 Mississippi Social Climate Survey of Tobacco Control

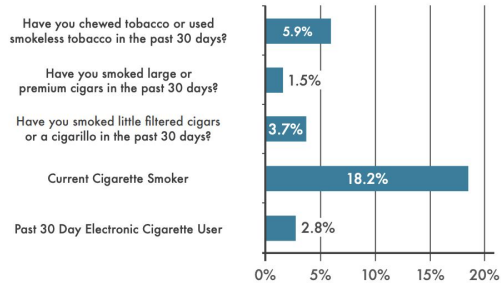
- Dual-frame RDD (Random-Digit-Dialing) sampling methodology with both landline and cellular telephone numbers were used to contact eligible adults.
- Telephone numbers were dialed a maximum of eight times before being retired.
- N = 1,529 adults

Current E-Cigarette Use - Mississippi Adults



Current Prevalence of Tobacco Products

2019 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL



METHODS

Random Digit Dialing (RDD) methods have been the most efficient and cost-effective means for administering surveys to a representative sample of adults for several decades. However, data from the National Health Interview Survey highlights the growing problem of wireless substitution of landline telephones for survey researchers. Approximately 57.1% of the U.S. population lives in a household with only wireless telephone service (Blumberg and Luke, 2019).

The 2019 Mississippi Social Climate Survey of Tobacco Control represents the civilian, non-institutionalized adult population over age 18. The overall sample (N = 1,529) was weighted by race, gender, and age based on the most current U.S. Census estimates. In order to provide a probability-based sample representative to all households in the state, we applied a dual-frame RDD sampling methodology. Both landline and cellular telephone numbers were used to contact eligible adults. Telephone numbers were dialed a maximum of eight (8) times before being retired.

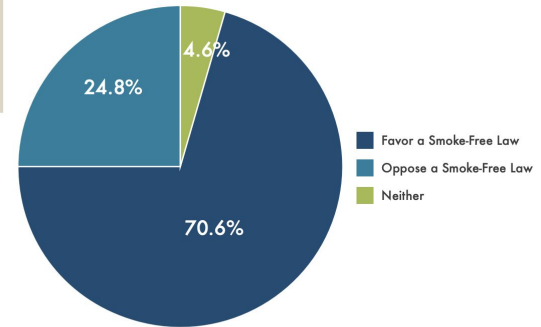
2019 Mississippi Social Climate Survey of Tobacco Control

SUPPORT FOR SMOKEFREE AIR | APRIL 2020

Results from the most recent Social Climate Survey demonstrate *strong support* for smoke-free air in Mississippi.

- Almost three-quarters of Mississippi adults (70.6%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, bars, and casinos.
- Only 24.8% of Mississippi adults oppose a state law.
- 43.3% of smokers support a state law.
- Republicans (74.5%) and Democrats (71.1%) are equally supportive of a state law.

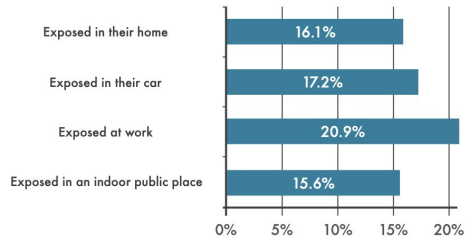
Would you favor or oppose a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, bars, and casinos?



Secondhand Smoke

2019 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

Past Seven Day Exposure to Secondhand Smoke



- The percentage of adults who were exposed to secondhand smoke in their home in the past 7 days was significantly higher for black adults (19.1%) than for white adults (14.5%), $p = .02$.
- The percentage of adults who were exposed to secondhand smoke in their vehicle in the past 7 days was significantly higher for males (21.1%) than for females (13.8%), $p < .001$. Adults age 25-44 (23.1%) were 2.6 times as likely and adults age 45-64 (16.9%) were 1.7 times as likely as adults age 65 and older (10.6%) to be exposed to secondhand smoke in their vehicle, $p = .01$.
- The percentage of adults who were exposed to secondhand smoke at work in the past 7 days was significantly higher for males (30.7%) than for females (12.4%), $p < .001$, and significantly higher for black adults (24.0%) than for white adults (18.4%), $p = .01$. Adults age 18-24 (24.4%) were 6.6 times as likely, adults age 25-44 (33.5%) were 10.2 times as likely, and adults age 45-64 (16.5%) were 4.0 times as likely as adults age 65 and older (4.7%) to be exposed to secondhand smoke at their work, $p < .001$.
- The percentage of adults who were exposed to secondhand smoke in an indoor public place during the past 7 days was significantly higher for black adults (18.0%) than for white adults (13.9%), $p = .03$. Adults age 18-24 (22.5%) were 2.3 times as likely and adults 25-44 (16.8%) were 1.6 times as likely as adults age 65 and older (11.3%) to be exposed to secondhand smoke in an indoor public place, $p = .03$.

**For More
Information**

**Visit
mstobaccodata.org**



Age of Initiation of E-Cigarette Use - High School

- 8 years old or younger: 2.4%
- 9 years old: 0.4%
- 10 years old: 1.0%
- 11 years old: 2.3%
- 12 years old: 4.4%
- 13 years old: 13.2%
- **14 years old: 23.1%**
- **15 years old: 23.3%**
- **16 years old: 21.0%**
- **17 years old: 6.5%**
- 18 years old: 2.4%

E-Cigarettes - SCS-TC

- Only 3.4 % thought that e-cigarettes are much less harmful than cigarettes, 60.3% thought they were are least as harmful or more harmful, 18.8% did not know
- Most used device:
 - Disposable, 15.2%
 - Cartridge, 20.3%
 - Pod-based, 26.5%
 - Tank System, 28.6%
 - Mod System, 9.4%

2019 Current E-Cigarette Use (MS Adults)

