



MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER

An Update from Mississippi Tobacco Data

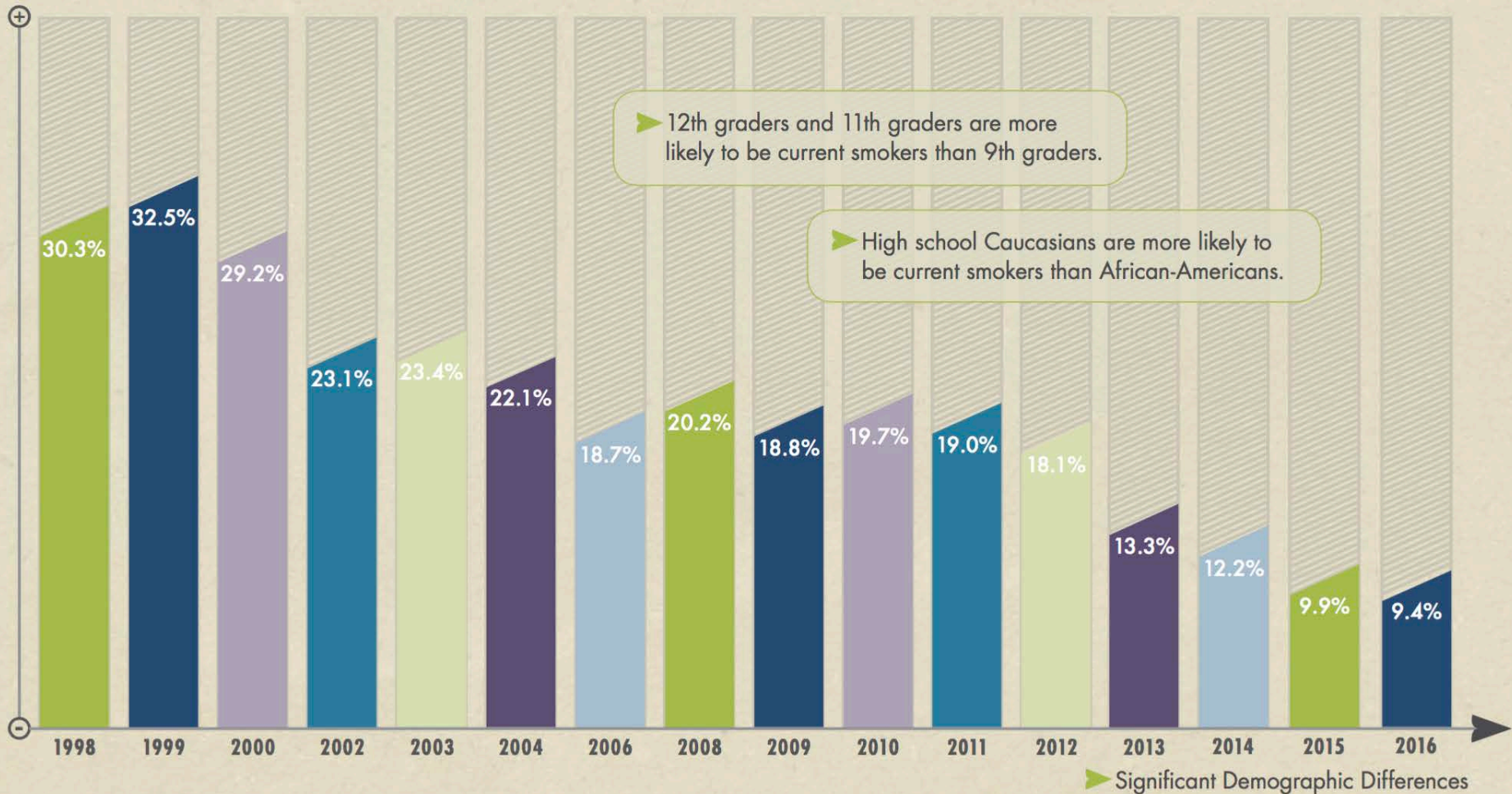
Emily McClelland, M.S.

18 October, 2017



current cigarette smoking

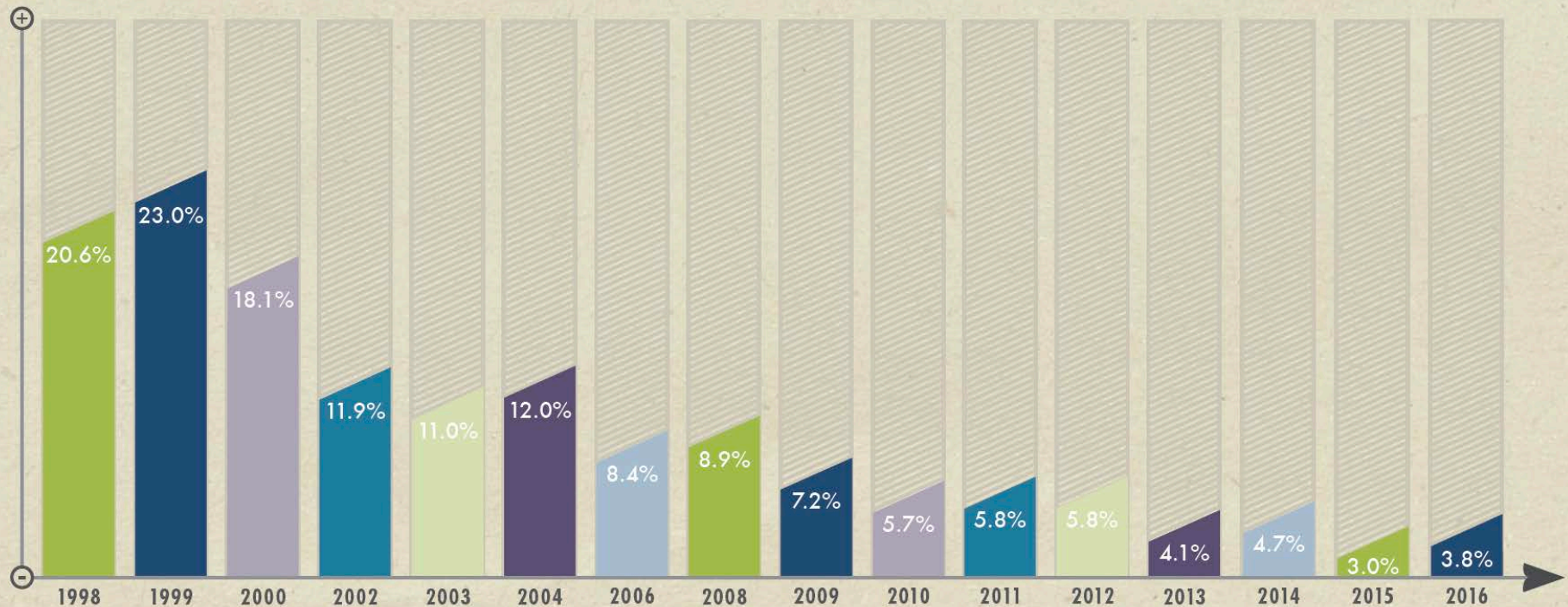
MS PUBLIC HIGH SCHOOLS



- * 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*.

current cigarette smoking

MS PUBLIC MIDDLE SCHOOLS

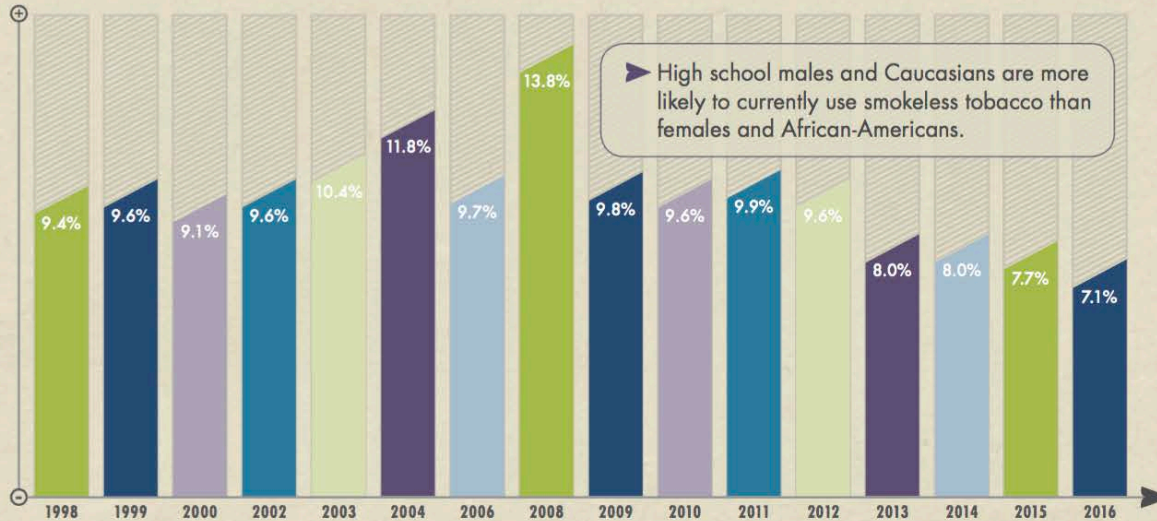


- * In 2016, 4,072 Mississippi public middle school students were current smokers.
- * The prevalence of current smoking has decreased by 82% since 1998, leading to 18,002 fewer young smokers.
- * In the past year, the prevalence of current smoking has not changed significantly.

current smokeless tobacco use

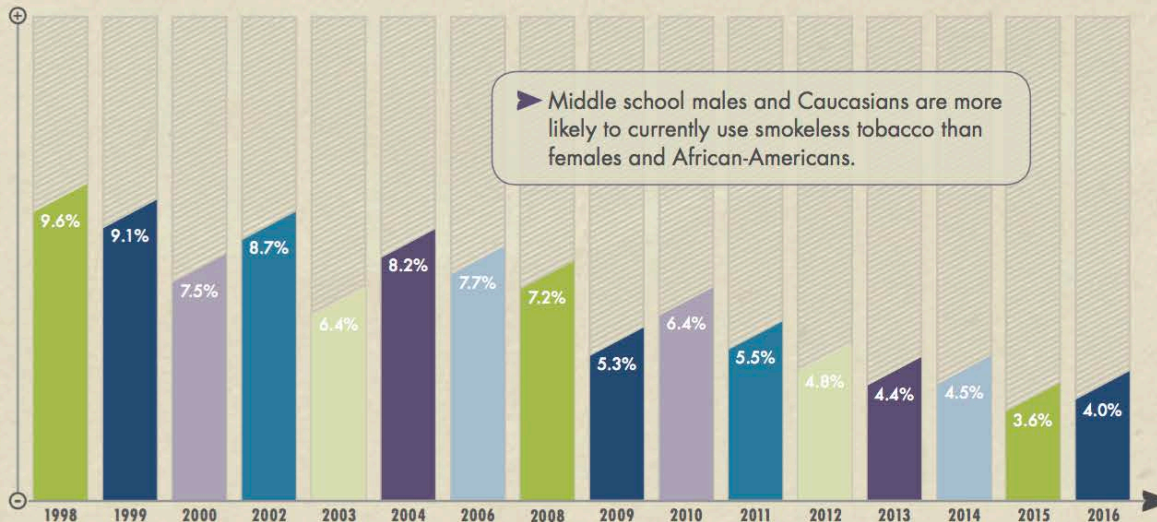
MISSISSIPPI PUBLIC SCHOOLS

HIGH 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*.

MIDDLE SCHOOLS



- * 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*.

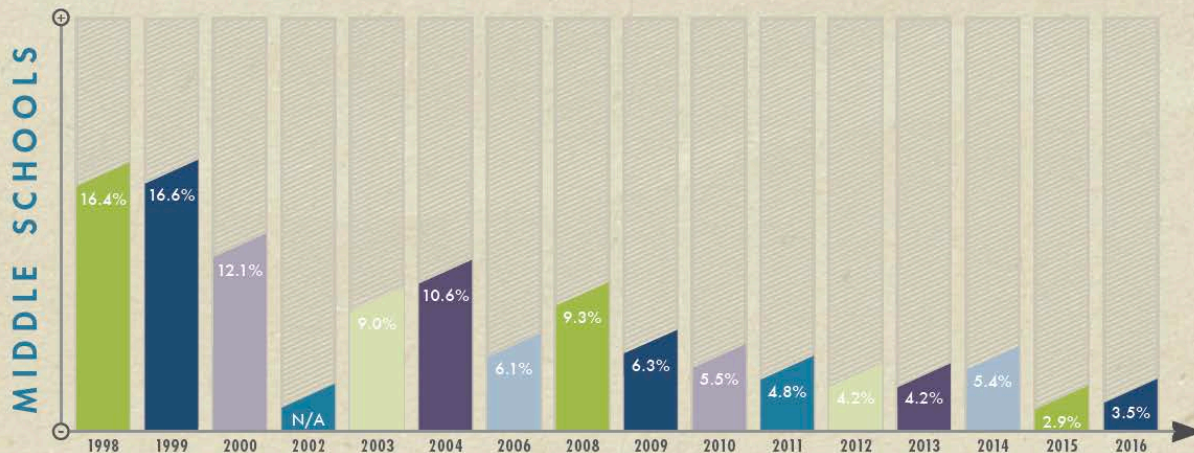
➤ Significant Demographic Differences

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*.

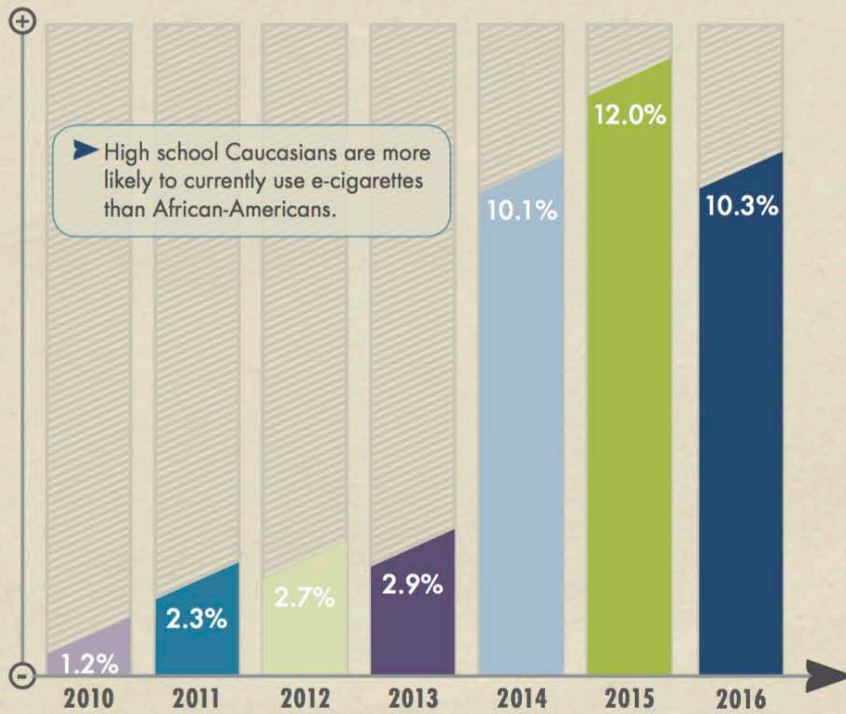


- * In 2016, *3,750 Mississippi public middle school students* were current cigar smokers.
- * The prevalence of current cigar smoking has *decreased by 79%* since 1998, leading to 13,823 fewer young cigar smokers.
- * In the past year, the prevalence of current cigar smoking *has not changed significantly*.

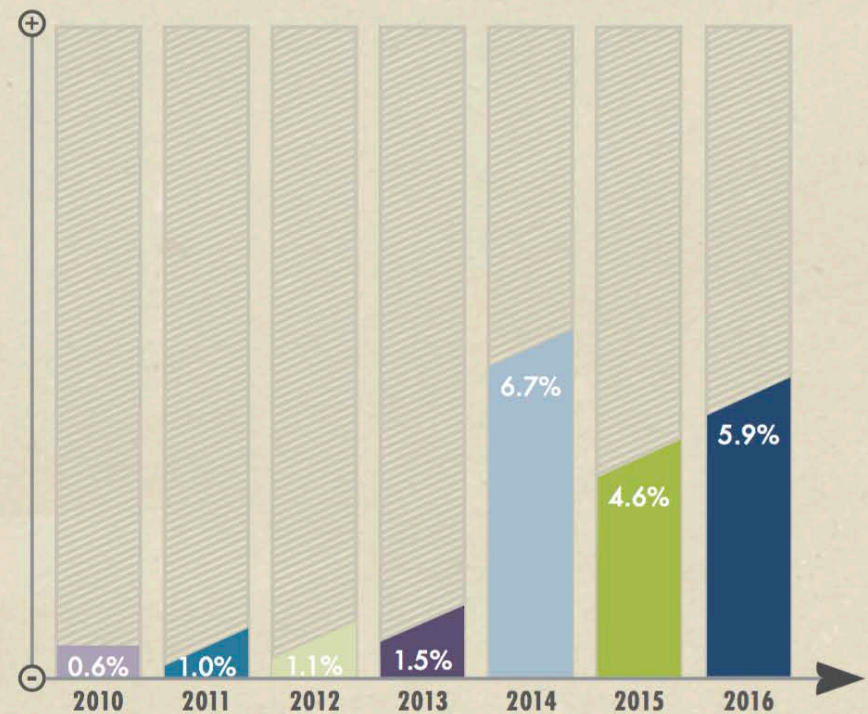
current electronic cigarette use

MISSISSIPPI PUBLIC SCHOOLS

HIGH SCHOOLS {2010-2016}



MIDDLE SCHOOLS {2010-2016}



► Significant Demographic Differences

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 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%

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%

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%

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%

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%

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.
- ▶ and, 81.4% of you *do not believe* that young people who smoke have more friends.
- ▶ and, 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.
- ▶ and, 84.3% of you think that *smoking should never be allowed* inside your home.
- ▶ and, 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.
- ▶ but, 45.8% of you live in a home with someone who uses tobacco products.

THE MISSISSIPPI
// YOUTH
TOBACCO
survey

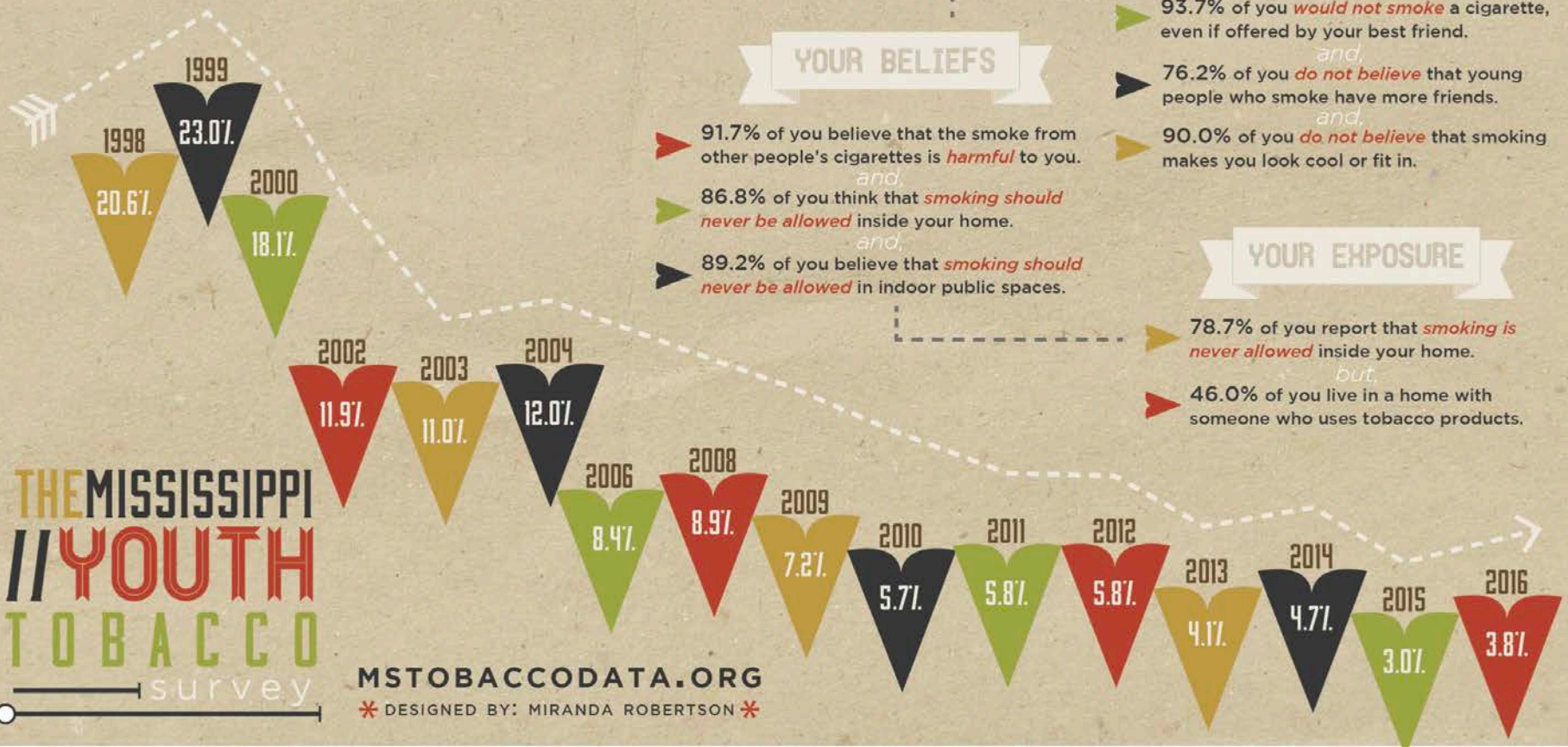
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* DESIGNED BY: MIRANDA ROBERTSON *

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

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* DESIGNED BY: MIRANDA ROBERTSON *

For More Information

- Visit mstobacodata.org