

# Climate of Tobacco in Mississippi

Mississippi Association of Public Health  
Physicians  
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@mstobacodata



# Overview

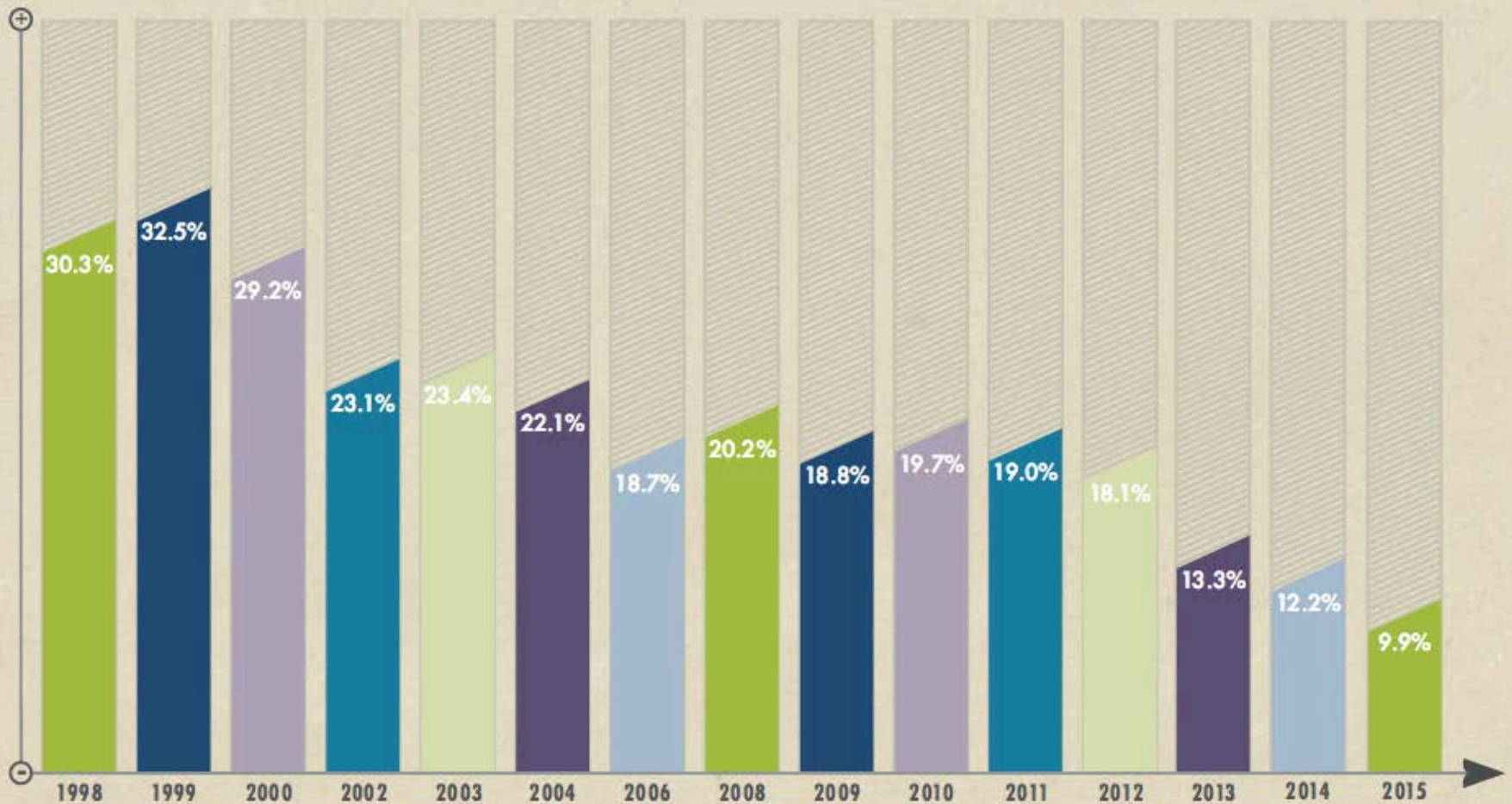
- Trends in youth smoking
- Trends in adult smoking
- Smoke-free communities
- Economic impacts of tobacco
- Policy directions

# Burden of Tobacco in MS

- \$1.5 billion – Estimated Direct Medical Costs from Smoking
- \$360 million – Indirect Absenteeism Effects
- \$1.1 billion – Indirect Presenteeism Effects
- 68,000 children alive now in MS will die prematurely from smoking
- \$128.6 million – Amount tobacco industry spends on marketing in MS

# current cigarette smoking

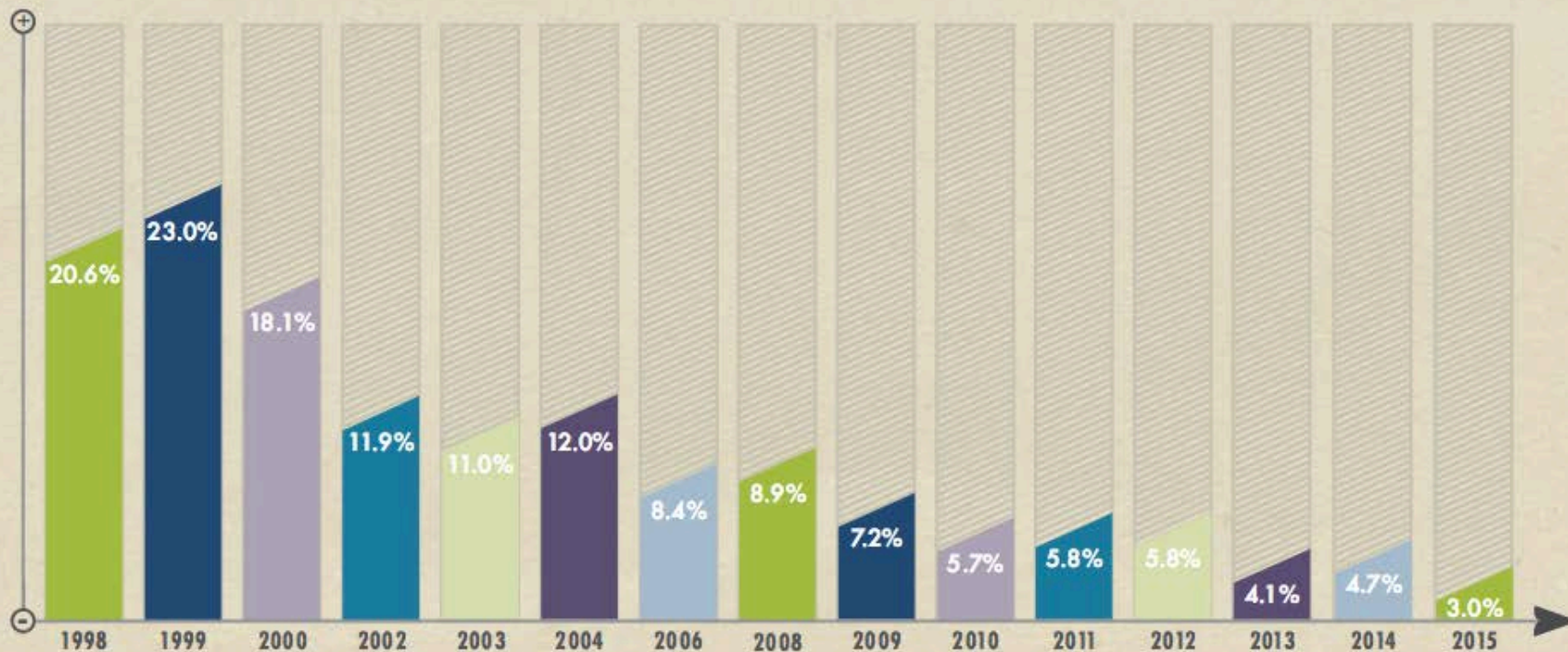
## MS PUBLIC HIGH SCHOOLS



- \* In 2015, *13,508 Mississippi public high school students* were current smokers.
- \* The prevalence of current smoking has *decreased by 67%* since 1998, leading to 27,834 fewer young smokers.
- \* In the past year, the prevalence of current smoking *has not changed significantly*.

# current cigarette smoking

## MS PUBLIC MIDDLE SCHOOLS



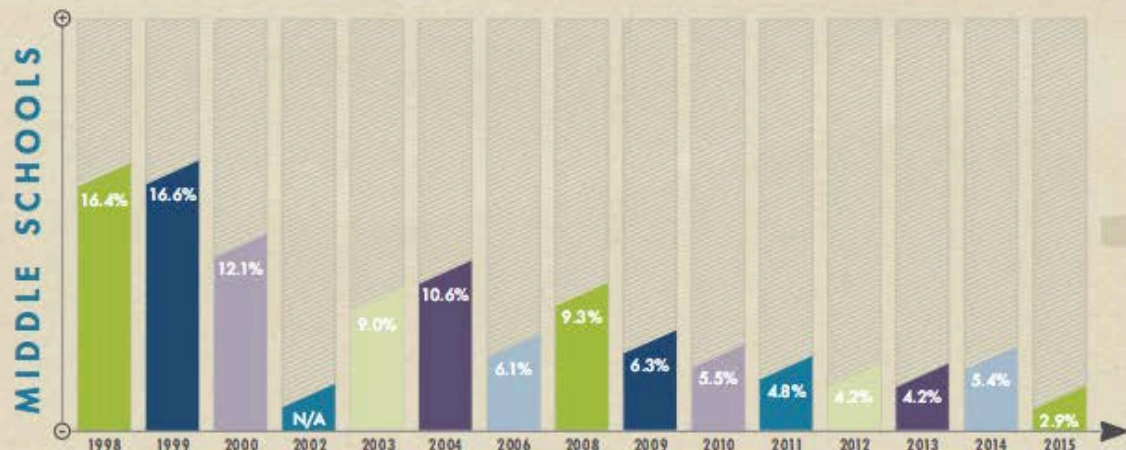
- \* In 2015, 3,362 Mississippi public middle school students were current smokers.
- \* The prevalence of current smoking has *decreased by 85%* since 1998, leading to 19,724 fewer young smokers.
- \* In the past year, the prevalence of current smoking *has not changed significantly*.

# current cigar smoking

## MISSISSIPPI PUBLIC SCHOOLS



- \* In 2015, *11,870 Mississippi public high school students* were current cigar smokers.
- \* The prevalence of current cigar smoking has *decreased by 61%* since 1998, leading to 18,556 fewer young cigar smokers.
- \* In the past year, the prevalence of current cigar smoking *has not changed significantly*.

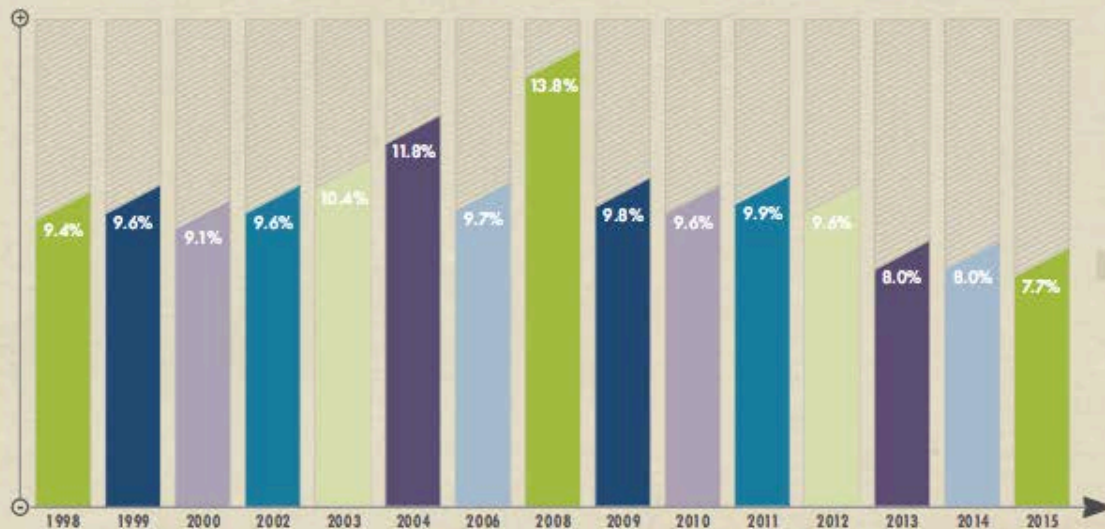


- \* In 2015, *3,250 Mississippi public middle school students* were current cigar smokers.
- \* The prevalence of current cigar smoking has *decreased by 82%* since 1998, leading to 15,130 fewer young cigar smokers.
- \* In the past year, the prevalence of current cigar smoking *has not changed significantly*.

# current smokeless tobacco use

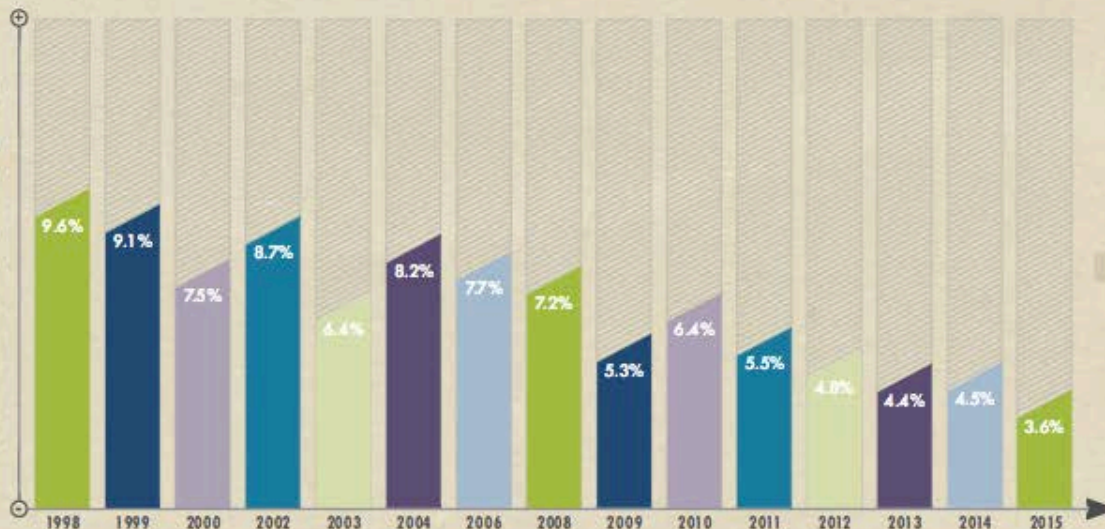
## MISSISSIPPI PUBLIC SCHOOLS

HIGH SCHOOLS



- \* In 2015, 10,506 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

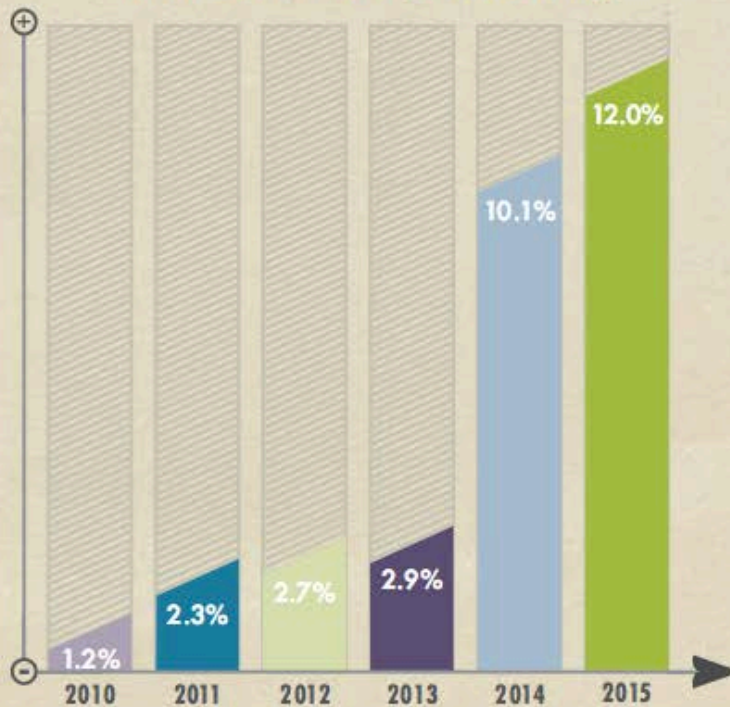


- \* In 2015, 4,035 Mississippi public middle school students were current SLT users.
- \* The prevalence of current SLT use has *decreased by 63%* since 1998, leading to 6,724 fewer young SLT users.
- \* In the past year, the prevalence of current SLT use *has not changed significantly*.

# electronic cigarette use

## MS PUBLIC HIGH SCHOOLS

CURRENT USE {2010-2015}



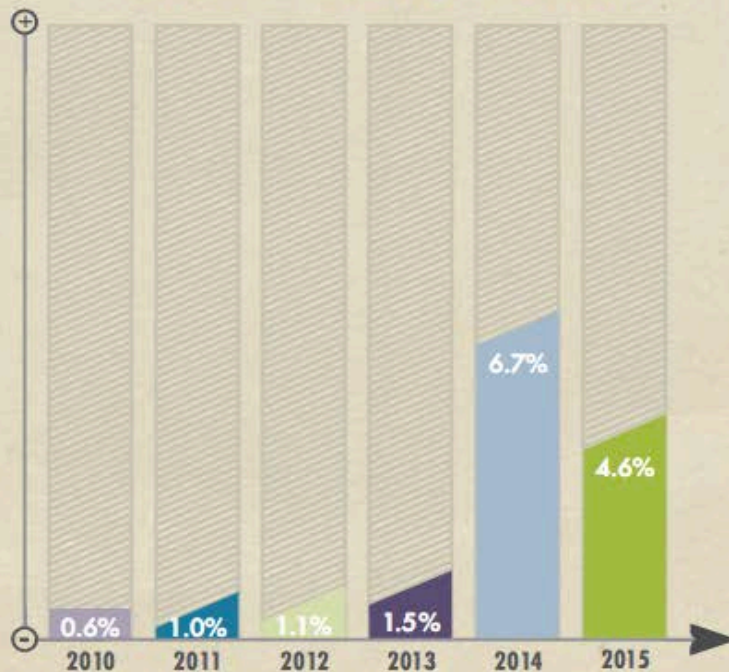
*Changes between 2013 and 2014 in the wording and placement of questions about the use of e-cigarettes might have had an impact on reported use of these products.*



# electronic cigarette use

## MS PUBLIC MIDDLE SCHOOLS

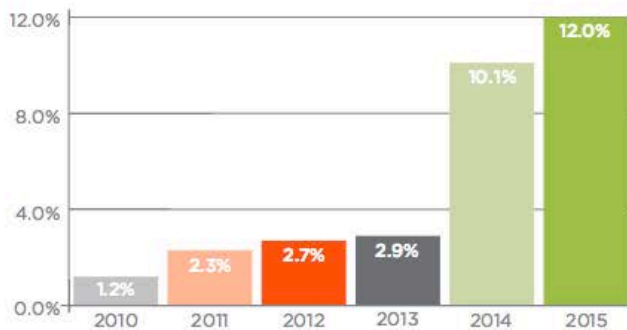
CURRENT USE {2010-2015}



*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.*

# mississippi and youth e-cigarettes

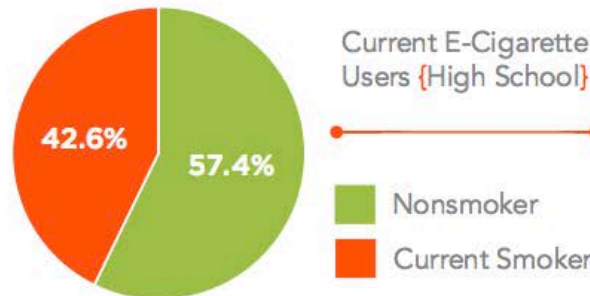
Current E-Cigarette Use | High School



Mirroring national trends,<sup>1</sup> e-cigarette use among Mississippi youth increased substantially from 2010 to 2014.

- More than half of current e-cigarette users are not cigarette smokers.

- Although it is not clear whether increases in e-cigarette use occurred in youth who were diverted from smoking cigarettes or in youth who were not at risk for smoking,<sup>2</sup> recent studies have found that teens who had not tried cigarettes before they starting using e-cigarettes were more likely later to try cigarettes than teens who did not use e-cigarettes<sup>3-5</sup>



More than half of current e-cigarette users are not cigarette smokers

Source: Mississippi Youth Tobacco Survey

# CURRENT SMOKING

*cigarette smoking among adults : 2014*

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	WEST VIRGINIA	26.7%	25.2%	28.1%
2	KENTUCKY	26.2%	24.7%	27.7%
3	ARKANSAS	24.7%	22.7%	26.7%
4	TENNESSEE	24.2%	22.3%	26.1%
5	LOUISIANA	24.0%	22.6%	25.4%
6	MISSISSIPPI	23.0%	21.0%	24.9%
7	INDIANA	22.9%	21.8%	24.1%
8	SOUTH CAROLINA	21.5%	20.4%	22.7%
9	MICHIGAN	21.2%	20.0%	22.5%
10	OKLAHOMA	21.1%	19.9%	22.3%
11	ALABAMA	21.1%	19.8%	22.5%
12	OHIO	21.0%	19.7%	22.3%
13	MISSOURI	20.6%	19.2%	22.1%
14	ALASKA	19.9%	18.2%	21.6%
15	NORTH DAKOTA	19.9%	18.4%	21.5%
16	PENNSYLVANIA	19.9%	18.8%	21.1%
17	DELAWARE	19.9%	17.9%	21.8%
18	MONTANA	19.9%	18.5%	21.4%
19	WYOMING	19.5%	17.6%	21.4%
20	VIRGINIA	19.5%	18.4%	20.7%
21	MAINE	19.3%	18.1%	20.5%
22	NEW MEXICO	19.2%	17.7%	20.6%
23	NORTH CAROLINA	19.1%	17.9%	20.3%
24	SOUTH DAKOTA	18.6%	16.9%	20.2%
25	IOWA	18.5%	17.3%	19.7%
26	KANSAS	18.1%	17.2%	18.9%
27	FLORIDA	17.7%	16.5%	18.8%
28	NEW HAMPSHIRE	17.5%	16.0%	19.0%
29	GEORGIA	17.4%	15.9%	18.8%
30	WISCONSIN	17.4%	16.0%	18.7%
31	NEBRASKA	17.3%	16.5%	18.2%
32	NEVADA	17.0%	15.0%	19.0%
33	OREGON	17.0%	15.5%	18.4%
34	ILLINOIS	16.5%	15.1%	18.0%
35	ARIZONA	16.5%	15.4%	17.6%
36	WASHINGTON D.C.	16.4%	14.2%	18.6%
37	VERMONT	16.4%	15.2%	17.6%
38	MINNESOTA	16.3%	15.6%	17.0%
39	RHODE ISLAND	16.3%	14.8%	17.7%
40	IDAHO	15.9%	14.4%	17.4%
41	COLORADO	15.7%	14.8%	16.6%
42	CONNECTICUT	15.4%	14.2%	16.7%
43	WASHINGTON	15.3%	14.3%	16.4%
44	NEW JERSEY	15.1%	14.1%	16.1%
45	MASSACHUSETTS	14.7%	13.7%	15.7%
46	MARYLAND	14.6%	13.4%	15.9%
47	TEXAS	14.5%	13.6%	15.5%
48	NEW YORK	14.4%	13.3%	15.5%
49	HAWAII	14.1%	13.0%	15.3%
50	CALIFORNIA	12.9%	11.9%	13.8%
51	UTAH	9.7%	9.0%	10.3%

- Mississippi ranks 6<sup>th</sup> in current smoking among adults
- 23.0% of Mississippi adults are current smokers



Mississippi ranks 6th 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.

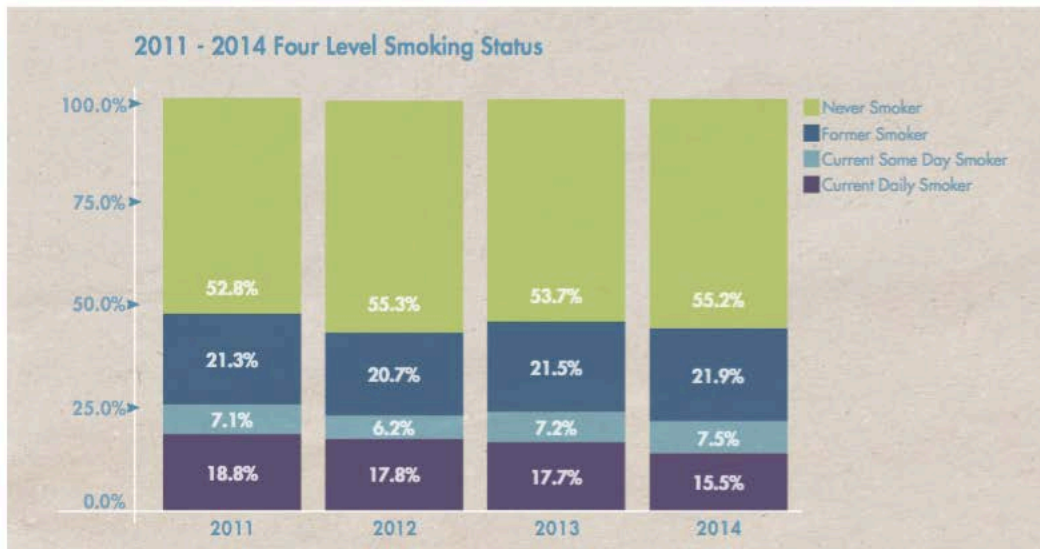
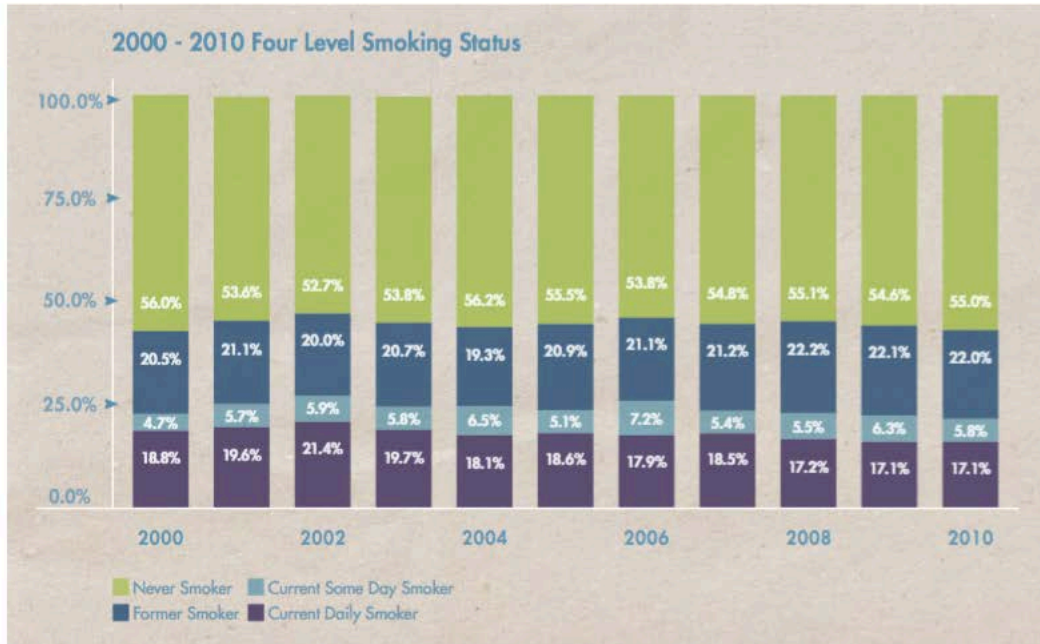
#### SOURCE

2014 Behavior Risk Factor Surveillance System, Centers for Disease Control and Prevention



# TOBACCO & NICOTINE USE

{MISSISSIPPI | ADULTS}



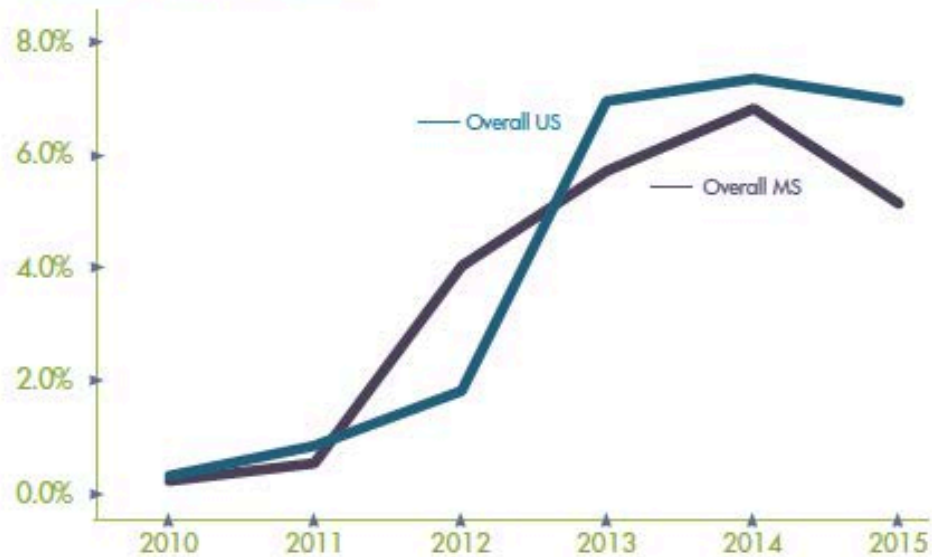
- “Have you smoked at least 100 cigarettes in your life?”
- “Do you now smoke cigarettes every day, some days, or not at all?”

Source: Behavioral Risk Factor Surveillance System (BRFSS)

## Ever E-Cigarette Use



## Current E-Cigarette Use



Sources: National and Mississippi Social Climate Survey of Tobacco Control

# 100% Smoke-free COMMUNITIES in Mississippi

UPDATED | APRIL 2016

There  
are

120

Smoke-Free  
COMMUNITIES  
IN MISSISSIPPI



\*71 OF WHICH HAVE ORDINANCES  
THAT INCLUDE RESTRICTIONS ON  
ELECTRONIC CIGARETTES

## Partial Smoke-free COMMUNITIES in Mississippi

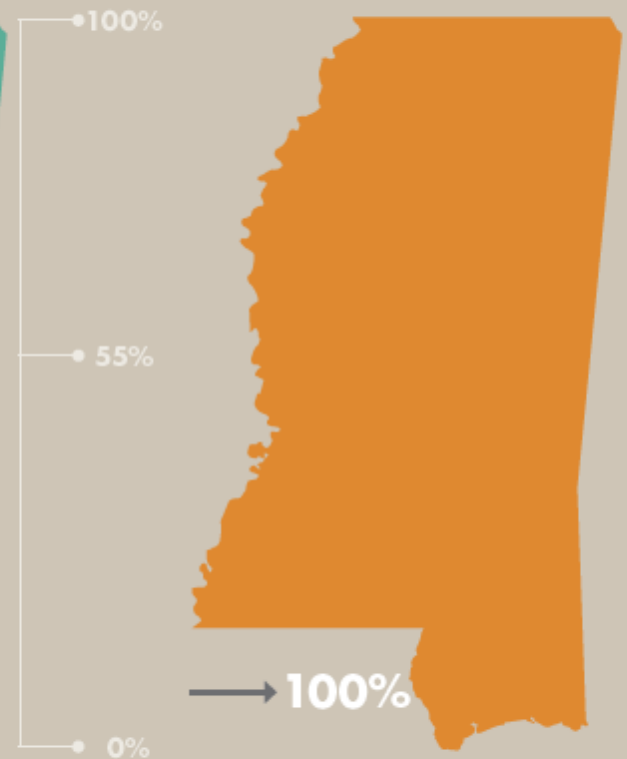
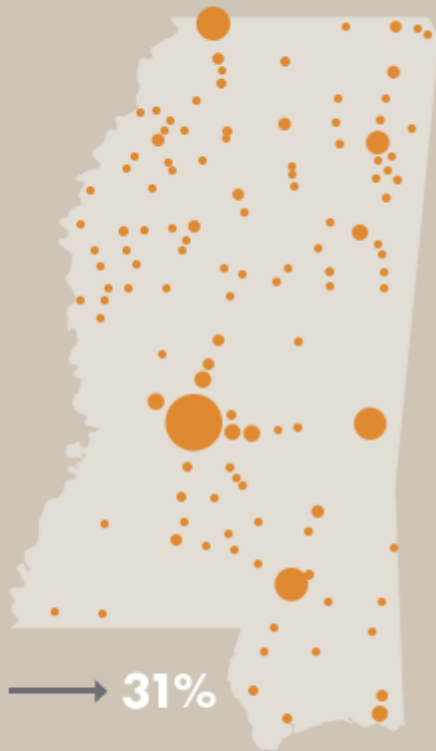
- August 6, 1996 | West
- October 2007 | Greenville
- November 15, 2007 | McComb
- January 10, 2008 | Summit
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- June 2011 | Olive Branch
- June 6, 2012 | Vaiden
- July 3, 2014 | Gautier



31.47% of  
Mississippians are  
protected

# A PATH → TO 100% PROTECTED

← april 2016



As of April 26, 2016, 120 municipalities in Mississippi have implemented comprehensive, smoke-free ordinances. These ordinances protect 31% 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.**

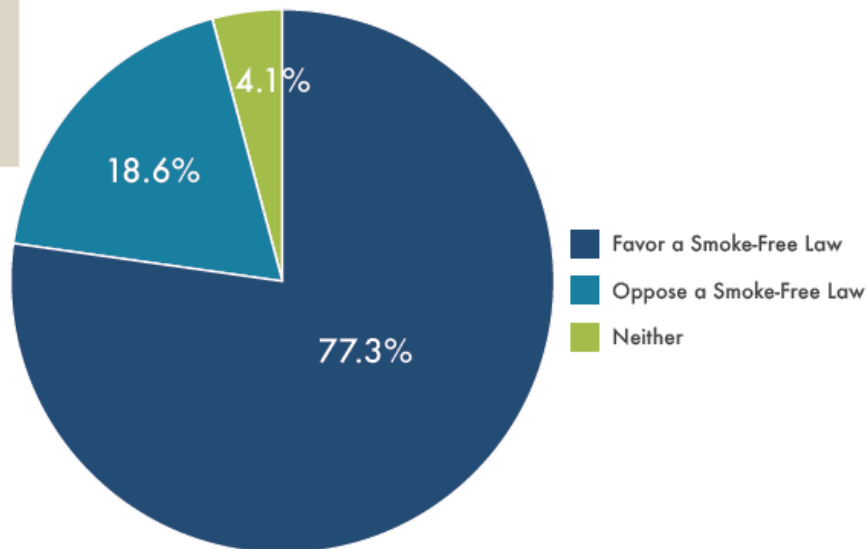
# 2015 Mississippi Social Climate Survey of Tobacco Control

SUPPORT FOR SMOKEFREE AIR | APRIL 2016

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

- More than three-quarters of Mississippi adults (77.3%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, & bars.
- Only 18.6% of Mississippi adults oppose a state law.
- 61.9% of smokers support a state law as opposed to only 32.3% who are opposed.
- Republicans (78.3%) and Democrats (80.0%) 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, and bars?



77.3% of Mississippi adults favor a state-wide smoke-free law



2015  
MS  
SCS  
-TC



# Economic Effects of Smoke-Free Ordinances in Mississippi Communities:

AN EXAMINATION OF TOURISM & ECONOMIC DEVELOPMENT TAX REVENUES

/// < AUGUST 2015 >

LOCATION	DATE OF ORDINANCE*	% CHANGE IN SMOKE-FREE COMMUNITIES	AVERAGE % CHANGE (DURING THE SAME PERIOD) IN THE AGGREGATED NO-ORDINANCE COMPARISON COMMUNITIES	DIFFERENCE
ABERDEEN	3/22/2007	6.66%	0.41%	6.25%
BALDWYN	7/5/2013	-3.68%	0.67%	-4.35%
BATESVILLE	3/4/2010	9.27%	3.77%	5.50%
CANTON	1/19/2012	15.91%	3.45%	12.46%
CLINTON	8/14/2008	32.03%	-4.81%	36.84%
CO RINTH	11/6/2007	-2.93%	1.54%	-4.47%
FLORENCE	8/19/2012	4.43%	1.14%	3.29%
FLOWOOD	5/4/2011	5.95%	-2.34%	8.29%
GREENWOOD	8/16/2007	4.16%	5.42%	-1.25%
GRENADA	4/8/2009	3.29%	-5.95%	9.24%
HATTIESBURG	1/1/2007	-3.31%	-0.71%	-2.60%
INDIANOLA	11/7/2012	-6.35%	0.95%	-7.30%
JACKSON	7/1/2010	-2.96%	8.77%	-11.73%
KOSCIUSKO	11/1/2007	-16.86%	1.54%	-18.40%
LAUREL	12/4/2008	5.60%	-4.84%	10.44%
MAGEE	11/19/2013	12.66%	-3.58%	16.25%
MOSS POINT	6/14/2012	2.49%	2.16%	0.33%
NEW ALBANY	12/1/2011	3.95%	-0.11%	-4.06%
OXFORD	11/16/2006	-0.44%	-5.80%	5.37%
PASCAGOULA	7/18/2013	-16.38%	5.34%	-21.72%
PEARL	9/1/2010	4.81%	2.14%	2.68%
PICAYUNE	7/17/2014	6.51%	-3.64%	10.15%
PONTOC	5/1/2008	32.64%	0.56%	32.08%
RIDGELAND	7/19/2007	8.30%	2.89%	5.40%
STARVILLE	5/20/2006	5.14%	-4.72%	9.86%
TUPELO	10/5/2006	5.58%	-5.91%	11.49%
<b>TOTAL</b>		<b>4.48%</b>	<b>-0.06%</b>	<b>4.55%</b>

\*STUDY PERIOD: 12 MONTHS BEFORE THE ORDINANCE AND 12 MONTHS AFTER THE ORDINANCE

This table presents the inflation-adjusted pre- and post-ban data for the Mississippi communities that have comprehensive smoke-free ordinances, collect a TED tax, and have at least 12 months of post-ban data<sup>1</sup>. The percentage change in revenue for these towns ranges from -17% to 33%. As other researchers have noted, this wide range reflects the volatile nature of the restaurant and hospitality industries, due to seasonality and turnover in businesses. Also, the largest changes occurred in the smaller communities.

**For the communities with smoke-free ordinances as a whole, inflation-adjusted TED tax revenue were 4.5% greater in the 12 months following the enactment of a smoke-free ordinance.** Conversely, there was no meaningful change in TED tax revenue in the aggregated control communities (-0.06%).

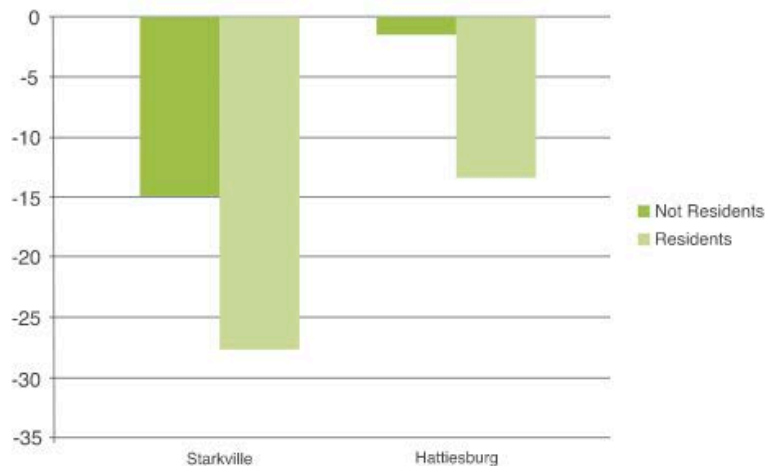
On average, hospitality revenue increased by 4.48% following implementation of a smoke-free ordinance

# The Starkville & Hattiesburg Heart Attack Studies

REDUCTIONS IN HEART ATTACK ADMISSIONS FOLLOWING THE IMPLEMENTATION OF LOCAL SMOKE-FREE ORDINANCES

JANUARY 2012

- STARKVILLE | 27.7% REDUCTION IN HEART ATTACK ADMISSIONS, COST SAVINGS OF \$288,270.
- HATTIESBURG | 13.4% REDUCTION IN HEART ATTACK ADMISSIONS, COST SAVINGS OF \$2,367,909.



Starkville implemented a comprehensive smoke-free ordinance that prohibited smoking inside of all indoor public places on May 20, 2006. Seven months later, Hattiesburg implemented a similar comprehensive ordinance on January 1, 2007.

Findings from controlled observational studies demonstrate that hospital admissions for heart attacks in both Starkville and Hattiesburg decreased substantially following the implementation of the smoke-free ordinances. Moreover, the observed decrease in these communities was much higher than that observed in control communities that did not have a smoke-free ordinance.

In Starkville and Hattiesburg, heart attack admission rates decreased following implementation of smoke-free ordinances

# STATE CIGARETTE EXCISE TAX

rates & rankings : 2016



Mississippi ranks 38th, with 36 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 \$1.61.

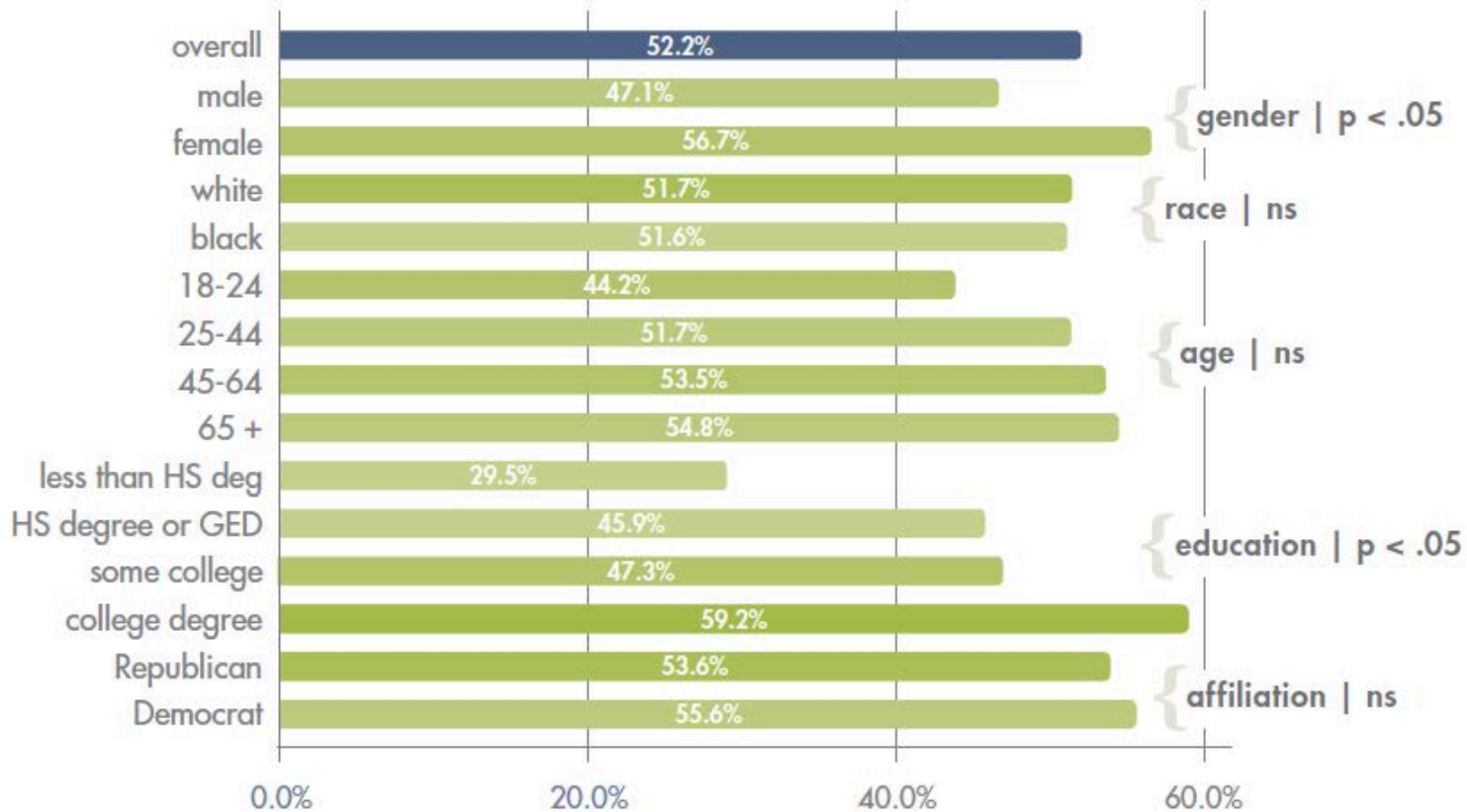
## SOURCE

State Cigarette Excise Tax Rates and Rankings,  
Campaign for Tobacco-Free Kids, 2016

RANK	STATE	CIGARETTE TAX
1	NEW YORK	\$4.35
2	RHODE ISLAND	\$3.75
3	CONNECTICUT	\$3.65
4	MASSACHUSETTS	\$3.51
5	HAWAII	\$3.20
6	VERMONT	\$3.08
7	WASHINGTON	\$3.03
8	MINNESOTA	\$3.00
9	WASHINGTON D.C.	\$2.90
10	NEW JERSEY	\$2.70
11	WISCONSIN	\$2.52
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	NEVADA	\$1.80
19	NEW HAMPSHIRE	\$1.78
20	MONTANA	\$1.70
20	UTAH	\$1.70
22	NEW MEXICO	\$1.66
23	DELAWARE	\$1.60
23	OHIO	\$1.60
23	PENNSYLVANIA	\$1.60
26	SOUTH DAKOTA	\$1.53
27	TEXAS	\$1.41
28	IOWA	\$1.36
29	FLORIDA	\$1.34
30	OREGON	\$1.32
31	KANSAS	\$1.29
32	ARKANSAS	\$1.15
33	LOUISIANA	\$1.08
34	OKLAHOMA	\$1.03
35	INDIANA	\$1.00
36	CALIFORNIA	\$0.87
37	COLORADO	\$0.84
38	ALABAMA	\$0.68
38	MISSISSIPPI	\$0.68
40	NEBRASKA	\$0.64
41	TENNESSEE	\$0.62
42	KENTUCKY	\$0.60
42	WYOMING	\$0.60
44	IDAHO	\$0.57
44	SOUTH CAROLINA	\$0.57
46	WEST VIRGINIA	\$0.55
47	NORTH CAROLINA	\$0.45
48	NORTH DAKOTA	\$0.44
49	GEORGIA	\$0.37
50	VIRGINIA	\$0.30
51	MISSOURI	\$0.17

- Mississippi Ranks 38<sup>th</sup> in state cigarette excise tax
- Mississippi's tax = 68 cents
- Average state tax = \$1.61

## support for a (\$1) increase in the state cigarette tax | 2015



Source: 2015 Mississippi Social Climate Survey of Tobacco Control | Mississippi Tobacco Data

# Medicaid Costs & Secondhand Smoke

	ATTRIBUTABLE POPULATION RISK	TOTAL COSTS	COSTS ATTRIBUTABLE TO EXPOSURE TO SECONDHAND SMOKE
<b>POPULATION - BIRTH TO AGE 17</b>			
LOW BIRTH WEIGHT CODES - ICD CODES THAT BEGIN WITH 765	18.0%	\$85,240,444	\$15,343,280
ACUTE LOWER RESPIRATORY ILLNESS (BIRTH TO AGE 5 ONLY) - ICD CODES THAT BEGIN WITH 480-488, 466	25.0%	\$28,551,853	\$7,137,963
OTITIS MEDIA AND MIDDLE EAR EFFUSION - ICD CODES THAT BEGIN WITH 382	14.0%	\$16,501,901	\$2,310,266
ASTHMA - ICD CODES THAT BEGIN WITH 493	35.0%	\$28,344,206	\$9,920,472
<b>POPULATION - AGES 18+</b>			
HEART ATTACKS AND OTHER HEART DISEASES - ICD CODES THAT BEGIN WITH 410	6.9%	\$12,149,244	\$838,298
LUNG CANCER - ICD CODES THAT BEGIN WITH 162	4.9%	\$12,204,636	\$598,027
		<b>\$182,992,283</b>	<b>\$36,148,306</b>

DATES OF SERVICE: 07/01/2012 - 06/30/2013

SPECIFIED DIAGNOSIS PRESENT IN EITHER THE PRINCIPLE  
DIAGNOSIS FIELD OR OTHER DIAGNOSIS CODES 1-4 POSITIONS

# Raising the age of sale for tobacco

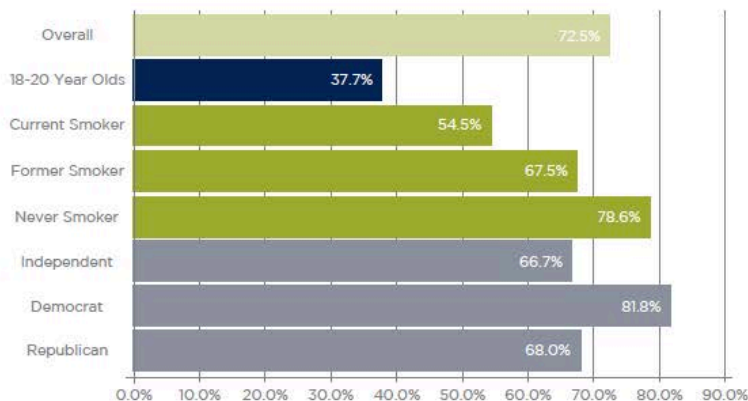
**73%** of Mississippi Adults support this policy

to **21** in Mississippi



Cities and states across the United States have raised or are considering raising the age of purchase for tobacco to 21.

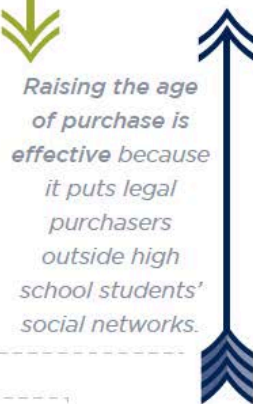
## Public Support among MS Adults {for Raising Age of Purchase to 21}



This study demonstrates broad public support for raising the sales age of tobacco to 21 among Mississippi adults.



*This policy decreases teen smoking by making it harder to get tobacco products for minors.*



*Raising the age of purchase is effective because it puts legal purchasers outside high school students' social networks.*

- 73.0% of Mississippi adults support raising the age of purchase to 21
- Raising the age of purchase is effective because it puts legal purchasers outside high school students' social networks

Source: Mississippi Social Climate Survey of Tobacco Control



2016 TOBACCO  
REPORT



THE HEALTH  
& *economic*  
*burden*   
OF TOBACCO ON MISSISSIPPI

April 28, 2016

2016 • mississippi tobacco data



# For More Information

- Visit [mstobacodata.org](http://mstobacodata.org)