

Mississippi Tobacco Control Conference

April 25-26, 2013

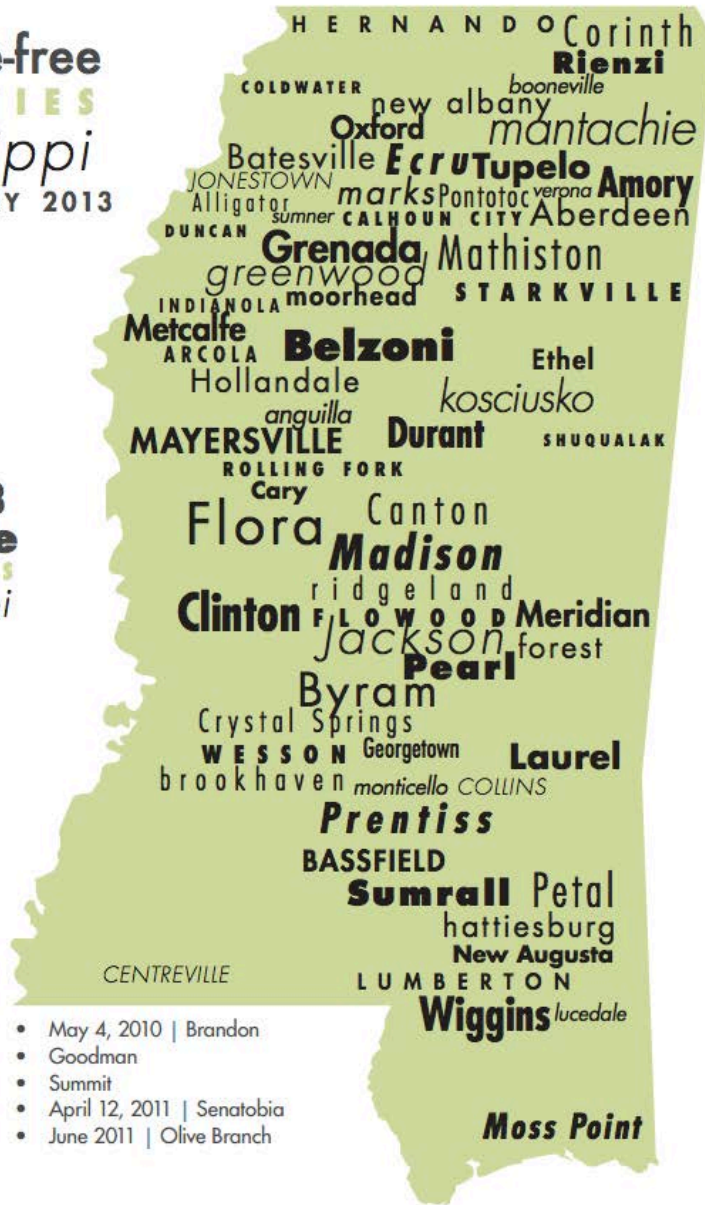
100% Smoke-free
COMMUNITIES
in Mississippi

UPDATED | JANUARY 2013

There are 68
smoke-free
COMMUNITIES
in Mississippi

Partial Smoke-free
COMMUNITIES
in Mississippi

- October 2007 | Greenville
- November 15, 2007 | McComb
- May 1, 2008 | Gulfport
- August 1, 2008 | Walls
- June 26, 2009 | Picayune
- January 6, 2010 | Columbus



- May 4, 2010 | Brandon
- Goodman
- Summit
- April 12, 2011 | Senatobia
- June 2011 | Olive Branch

24.71% of
 Mississippi
 population is
 protected

20
 13

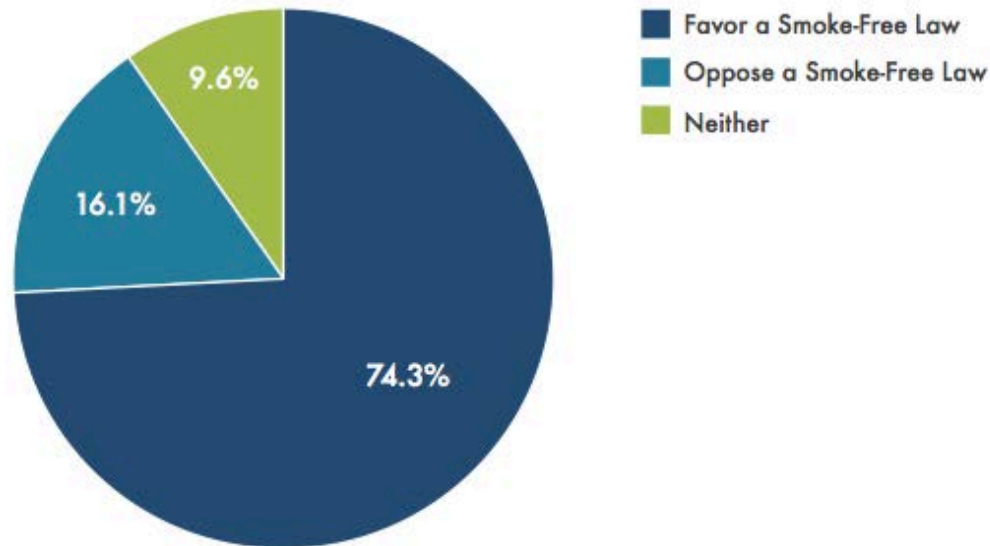
MISSISSIPPI
Tobacco Data



2011 Social Climate Survey of Tobacco Control

SUPPORT FOR SMOKE-FREE LAWS

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



Support for Smoke-Free Air in Mississippi

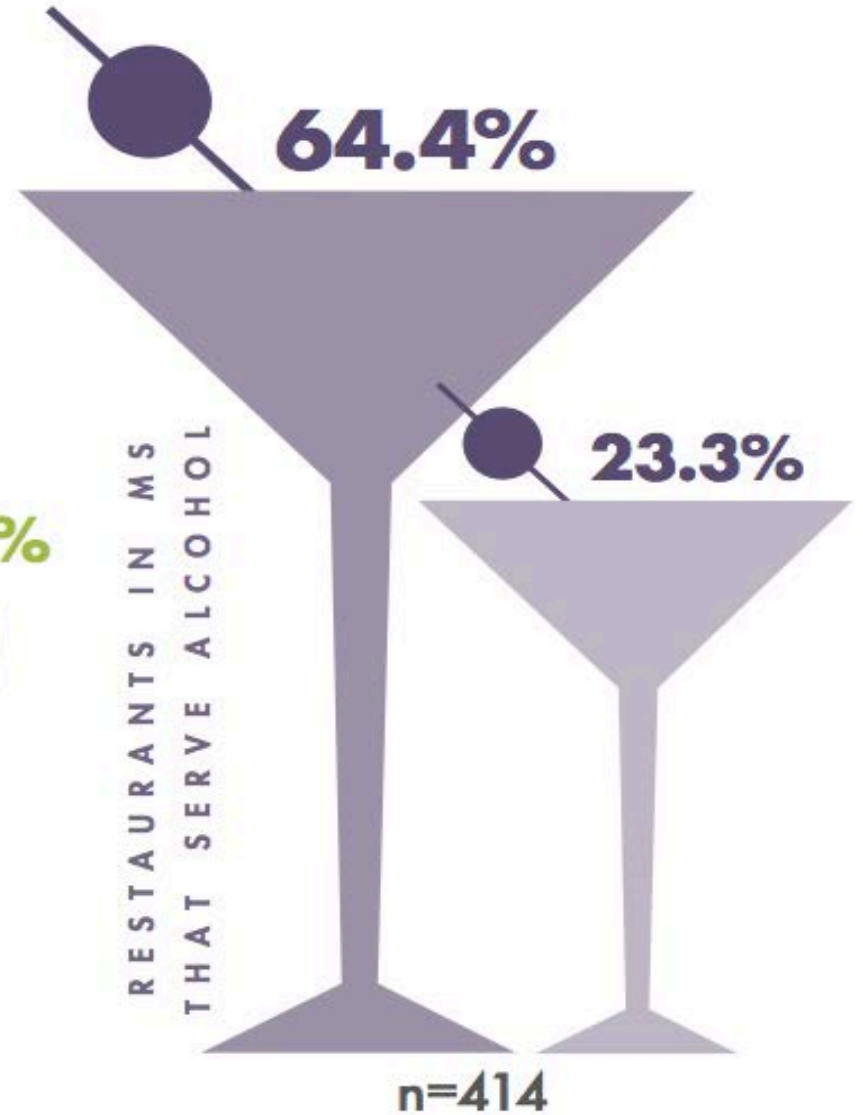
AMONG RESTAURANT OWNERS & MANAGERS



MS RESTAURANT & HOSPITALITY ASSOCIATION MEMBERS



RESTAURANTS IN MS THAT SERVE ALCOHOL

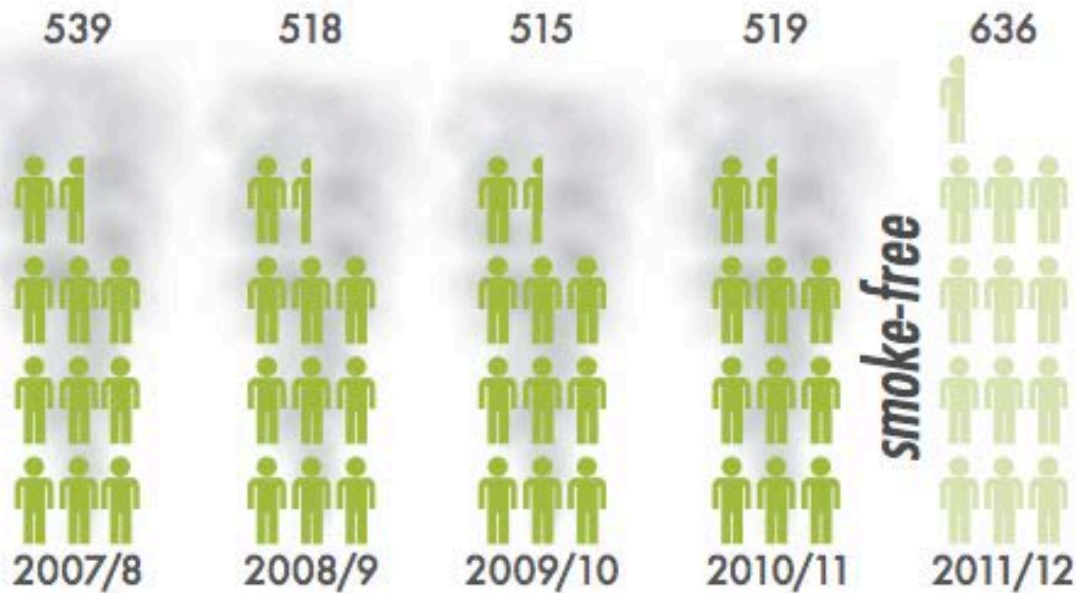


LOCATION	DATE OF ORDINANCE*	% CHANGE IN SMOKE-FREE COMMUNITIES	AVERAGE % CHANGE (DURING THE SAME PERIOD) IN THE AGGREGATED NO-ORDINANCE COMPARISON COMMUNITIES	DIFFERENCE
ABERDEEN	3/22/2007	6.66%	2.63%	4.03%
BATESVILLE	5/4/2010	1.84%	2.75%	-3.28%
CLINTON	8/14/2008	27.12%	-3.52%	30.64%
CORINTH	11/6/2007	-2.93%	0.73%	-3.66%
GREENWOOD	8/17/2007	4.16%	4.55%	-0.39%
GRENADA	1/8/2009	3.29%	-2.31%	5.60%
HATTIESBURG	1/1/2007	-3.31%	-0.71%	-2.60%
HERNANDO	3/8/2007	94.98%	1.15%	93.83%
JACKSON	7/1/2010	-2.96%	2.42%	-2.42%
KOSCIUSKO	11/2/2007	-16.86%	0.73%	-17.59%
LAUREL	12/4/2009	5.60%	-0.27%	5.87%
OXFORD	11/17/2006	-0.44%	-2.41%	1.97%
RIDGELAND	7/19/2007	8.30%	3.41%	4.88%
STARKVILLE	5/20/2006	5.14%	-4.72%	9.86%
TUPELO	10/5/2006	5.58%	-5.91%	11.49%
PEARL	9/1/2010	5.01%	0.92%	4.10%
PONTOTOC	5/1/2008	32.64%	-1.29%	33.93%
TOTAL		10.22%	-0.11%	10.33%

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

No
reduction in
tax revenue

NUMBER OF EMPLOYEES AT THE PALACE CASINO



Number of employees at the Palace Casino **increased by 22%** after going smoke-free.

 = 50 Employees

PERCENT OF TOTAL (COASTAL) EMPLOYEES AT THE PALACE CASINO

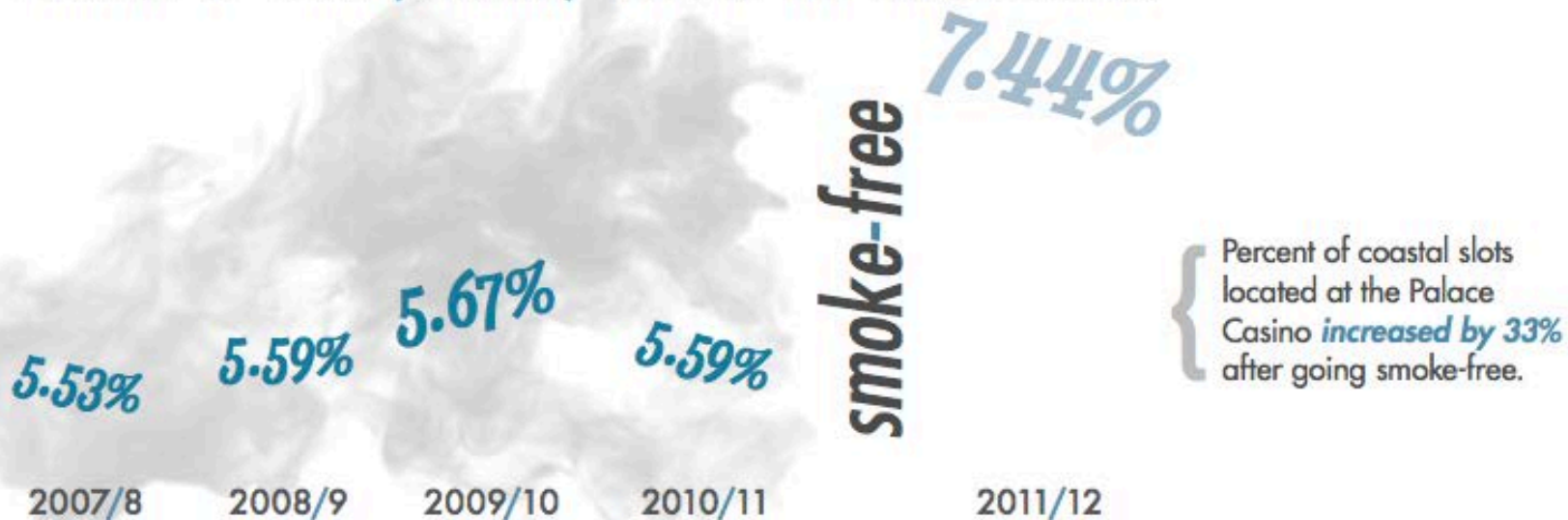


Percent of coastal employees who work at the Palace Casino **increased by 31%** after going smoke-free.

NUMBER OF SLOTS AT THE PALACE CASINO




PERCENT OF TOTAL (COASTAL) SLOTS AT THE PALACE CASINO



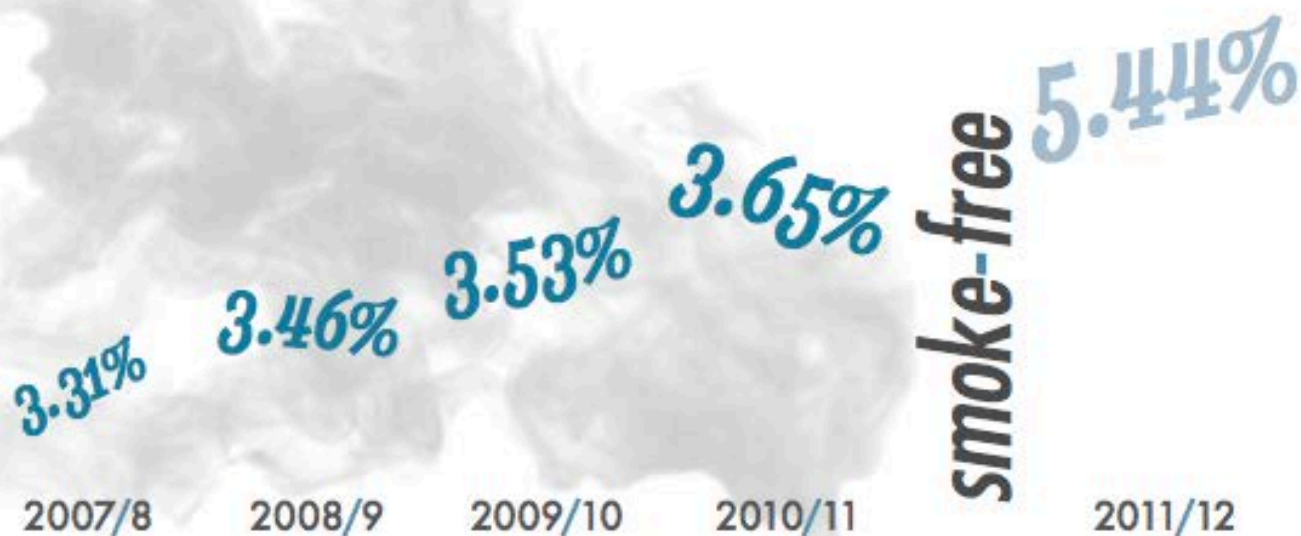
NUMBER OF TABLES AT THE PALACE CASINO



Number of tables at the Palace Casino *increased by 56%* after going smoke-free

 = 2 Tables

PERCENT OF TOTAL (COASTAL) TABLES AT THE PALACE CASINO



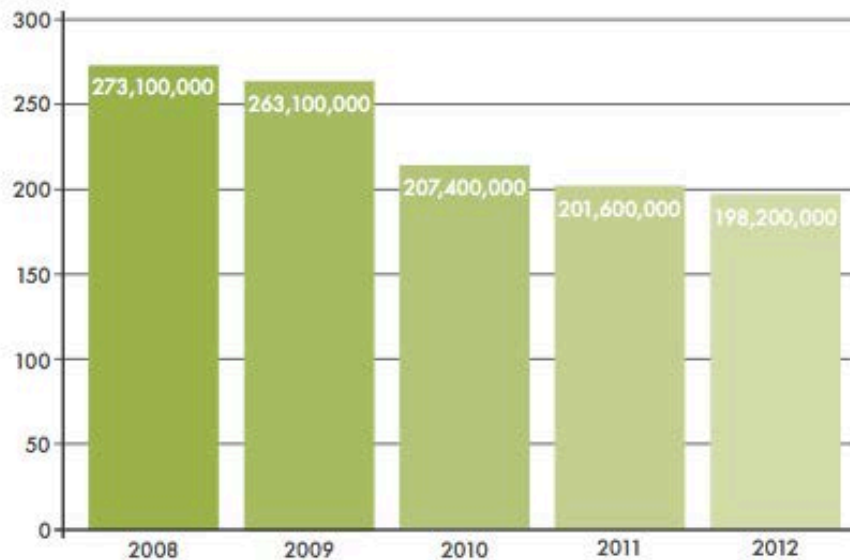
Percent of coastal tables located at the Palace Casino *increased by 56%* after going smoke-free.

The Mississippi (Tax) Experience

FROM 18 CENTS TO 68 CENTS ON MAY 15, 2009

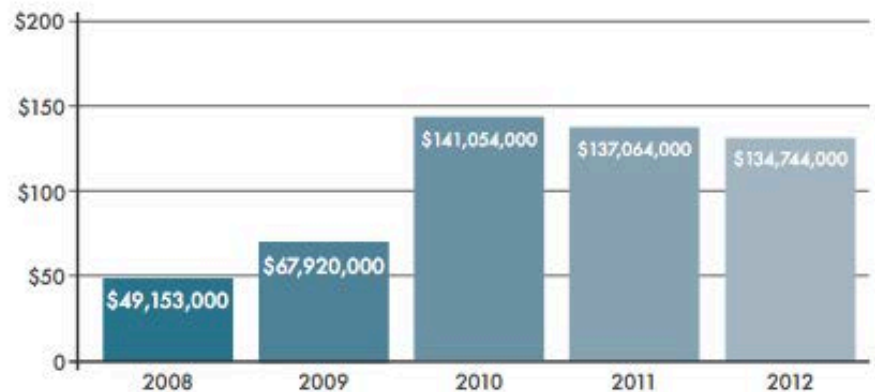
Packs Sold

-27.4%



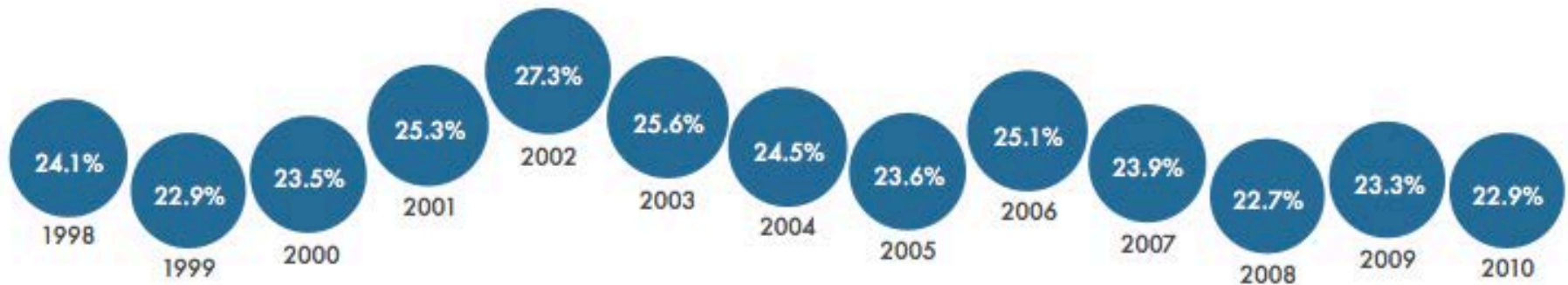
Revenues Collected

174.0%

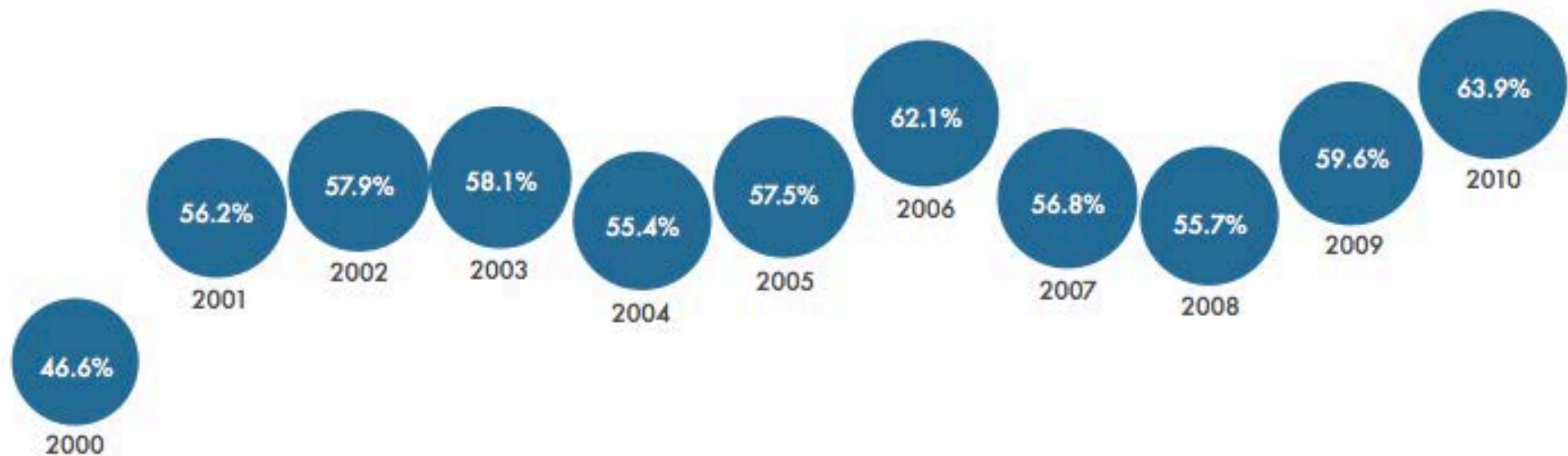


BRFSS – Adult Cigarette Smoking

CURRENT SMOKING AMONG MS ADULTS

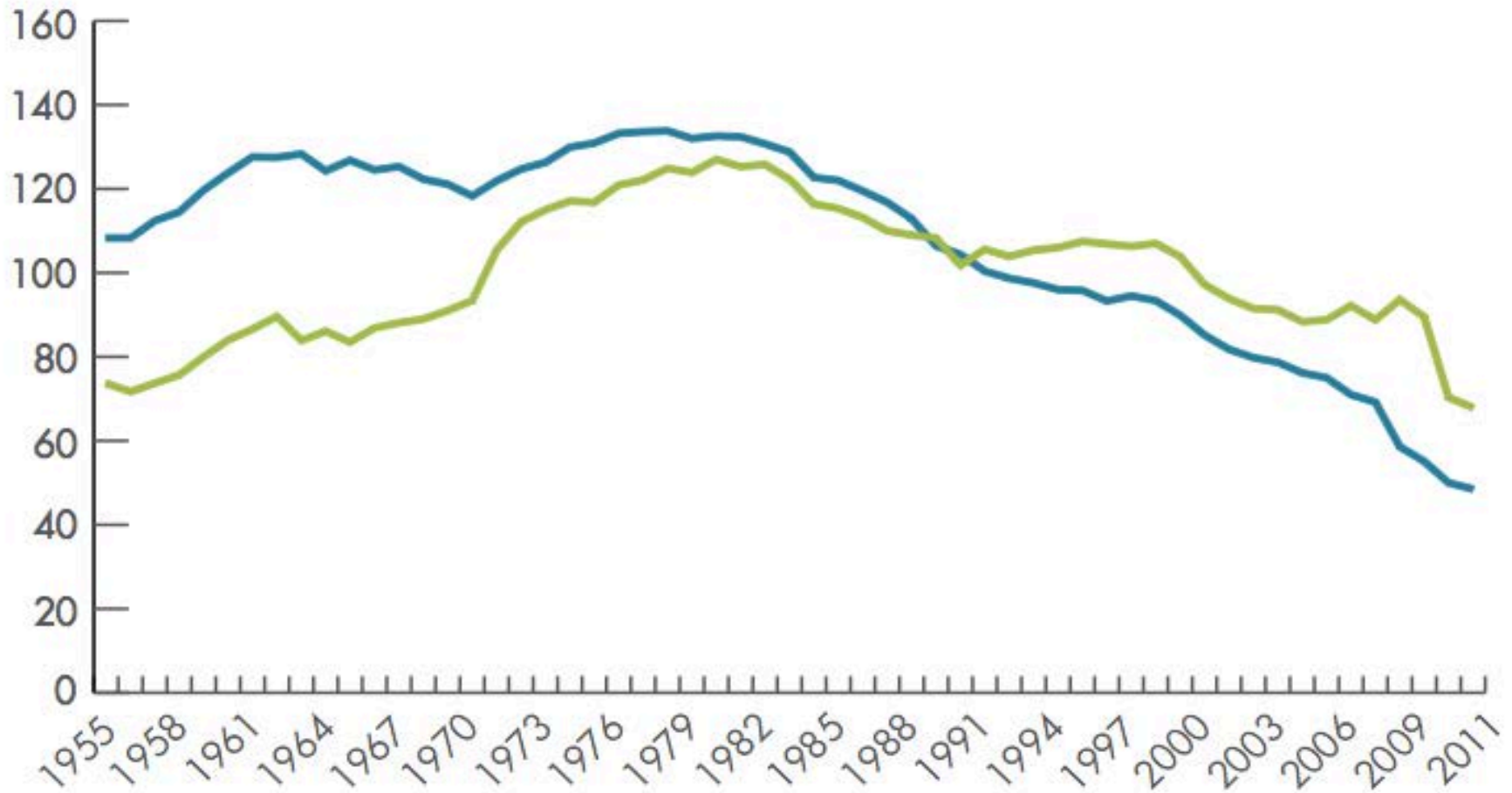


SMOKING CESSATION AMONG MS ADULTS



Per Capita Consumption

(blue = U.S., green = MS)



Youth Tobacco Survey

Nell Valentine, MS



methods

BACKGROUND

The Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health (OSH) provides technical assistance to the states to administer this survey. Mississippi has administered the Youth Tobacco Survey (YTS) in 1998, 1999, 2000, 2002, 2003, 2004, 2006, 2008, 2009, 2010, 2011, and 2012.

THE PURPOSE OF THE YTS is to provide states with the data needed to design, implement, and evaluate comprehensive tobacco control programs that work to prevent young people from beginning tobacco use and help those who have already started using tobacco to quit.

THE YTS COLLECTS DATA from students in grades 6 through 12.

YTS DATA provide information on many key intermediate and long-term tobacco-related indicators, allowing states to measure progress toward state goals and objectives.

SAMPLE DESIGN

A multi-stage sample design was applied with public middle and high schools selected proportional to enrollment size. Classrooms were chosen randomly within selected schools and all students in selected classes were eligible for participation. Data were collected by means of an anonymous and confidential self-administered questionnaire. The questionnaires were group administered in classrooms during a normal class period by teachers following standardized procedures.

EDITING, WEIGHTING, AND INITIAL ANALYSIS OF DATA

The Research Triangle Institute and the CDC's Office of Smoking and Health provided technical assistance with the processing and weighting of the data. A weighting factor was applied to each student record to adjust for non-response at the school, class, and student levels. SUDAAN statistical software was used to calculate standard errors for estimates and 95 percent confidence intervals. Weight adjustments were made for the following:

$$\text{WEIGHT} = W_1 * W_2 * f_1 * f_2 * f_3 * f_4$$

W1 = inverse of the probability of selecting the school

W2 = inverse of the probability of selecting the classroom within the school

F1 = a school-level non-response adjustment factor calculated by school size (small, medium, large)

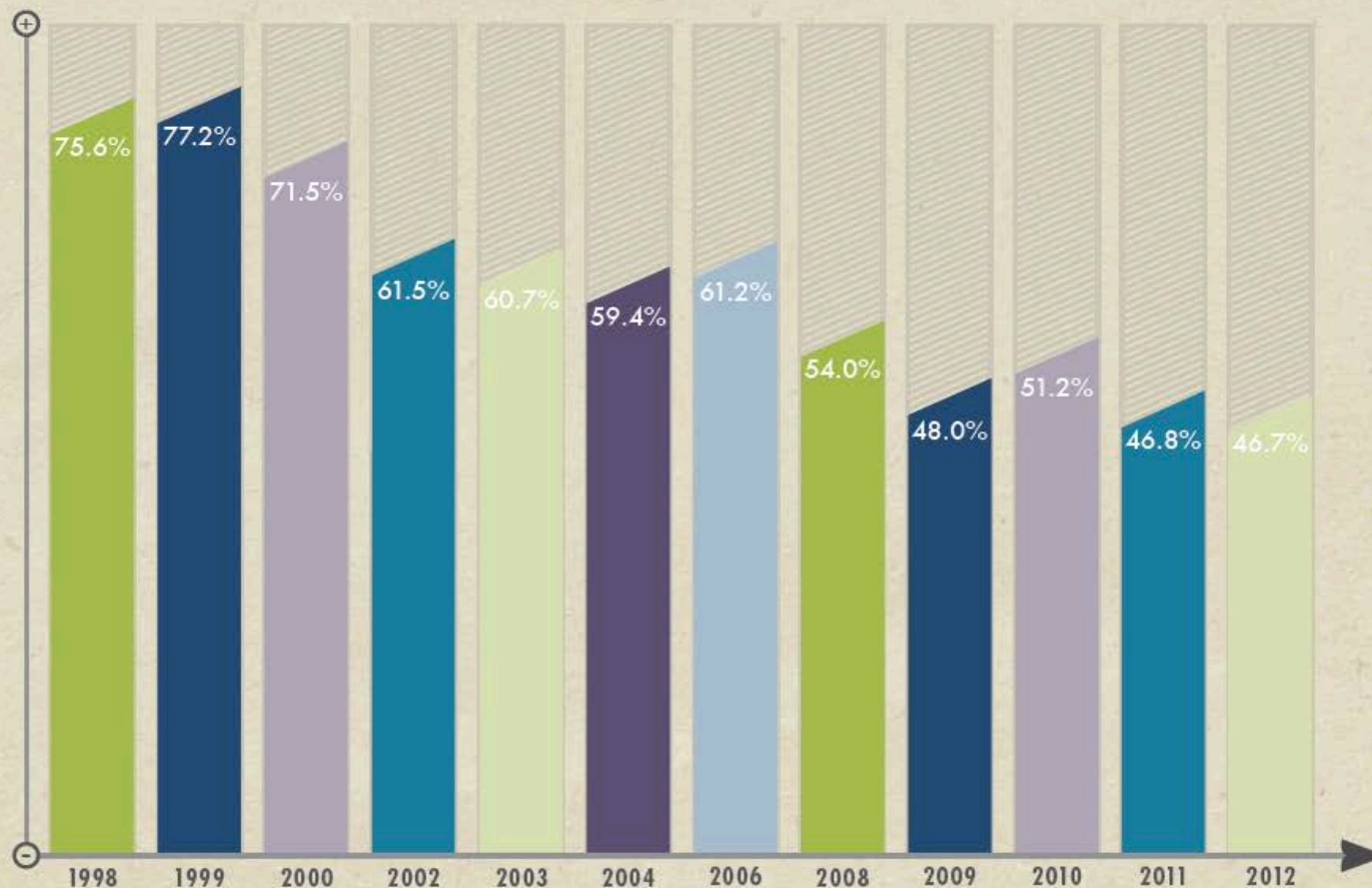
F2 = a class adjustment factor calculated by school

F3 = a student-level non-response adjustment factor calculated by class

F4 = a post stratification adjustment factor calculated by gender and grade

ever tried a cigarette

MS PUBLIC HIGH SCHOOLS



- * In 2012, 63,717 Mississippi public high school students had tried at least one cigarette.
- * The prevalence of having ever tried a cigarette has *decreased by 38%* since 1998, leading to 39,431 fewer high school students who have tried smoking.
- * In the past year, the prevalence of having ever tried smoking *has not changed significantly*.

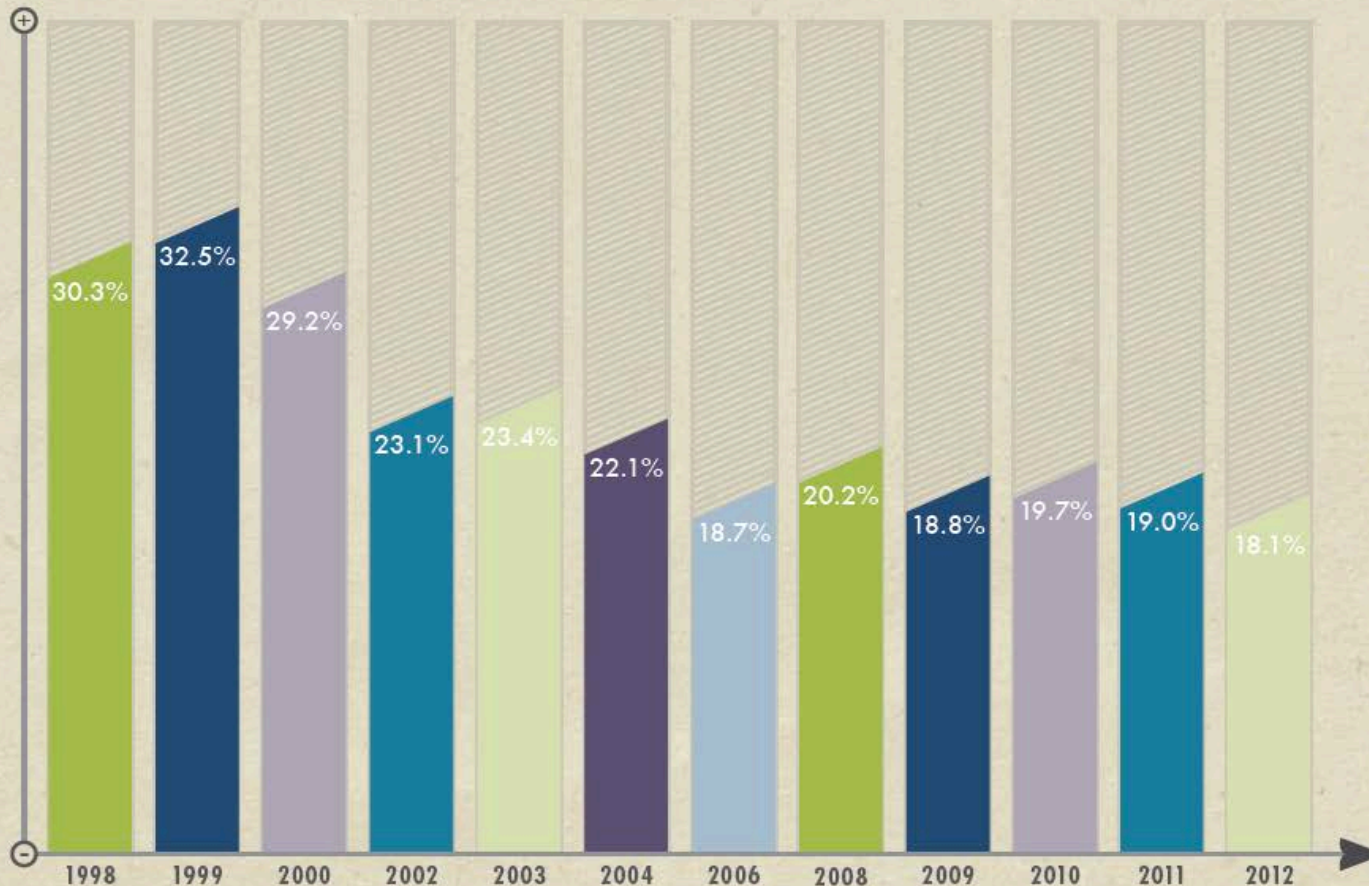
The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

current cigarette smoking

MS PUBLIC HIGH SCHOOLS



- * In 2012, *24,696 Mississippi public high school students* were current smokers.
- * The prevalence of current smoking has *decreased by 40%* since 1998, leading to 16,646 fewer young smokers.
- * In the past year, the prevalence of current smoking *has not changed significantly*.

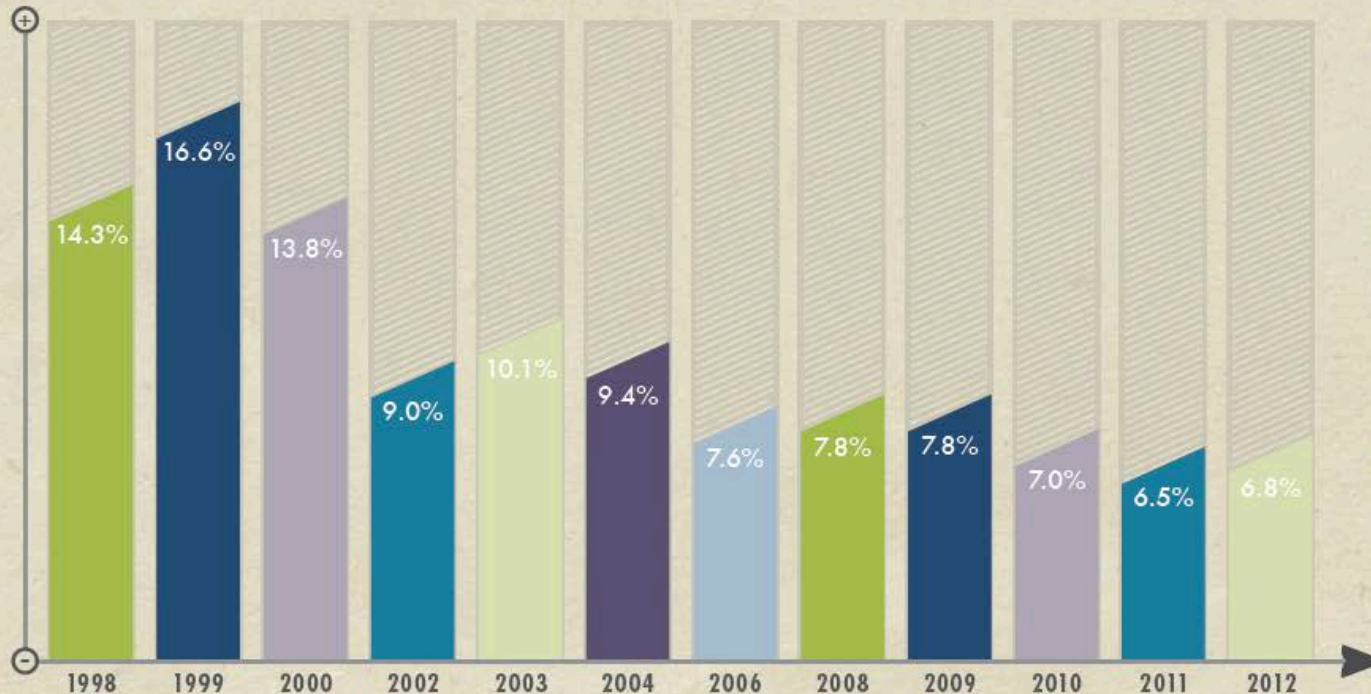
The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

frequent cigarette smoking

MS PUBLIC HIGH SCHOOLS



* In 2012, *9,278 Mississippi public high school students* had smoked cigarettes on at least 20 of the past 30 days.

* The prevalence of frequent smoking has *decreased by 52%* since 1998, leading to 10,233 fewer high school students who are frequent smokers.

* In the past year, the prevalence of frequent smoking *has not changed significantly*.

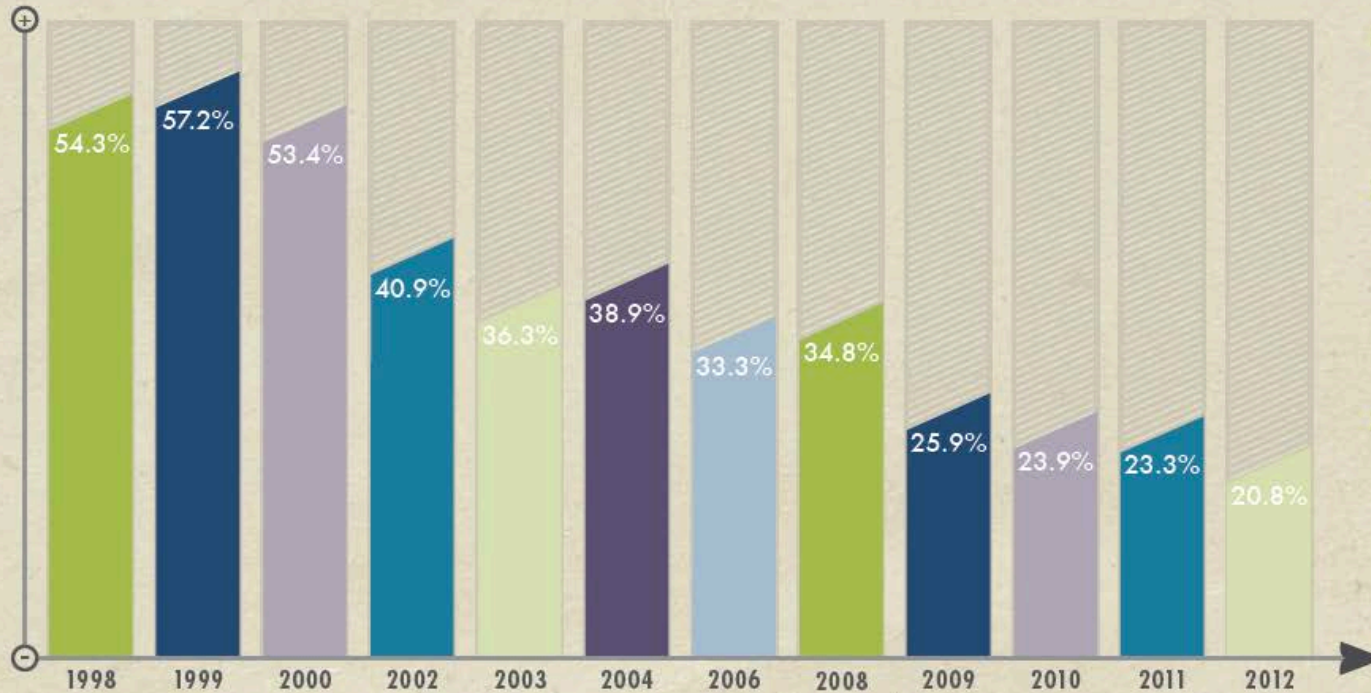
The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

ever tried a cigarette

MS PUBLIC MIDDLE SCHOOLS



- * In 2012, *23,311 Mississippi public middle school students* had tried at least one cigarette.
- * The prevalence of having ever tried a cigarette has *decreased by 62%* since 1998, leading to 37,544 fewer middle school students who have tried smoking.
- * In the past year, the prevalence of having ever tried smoking *has not changed significantly*.

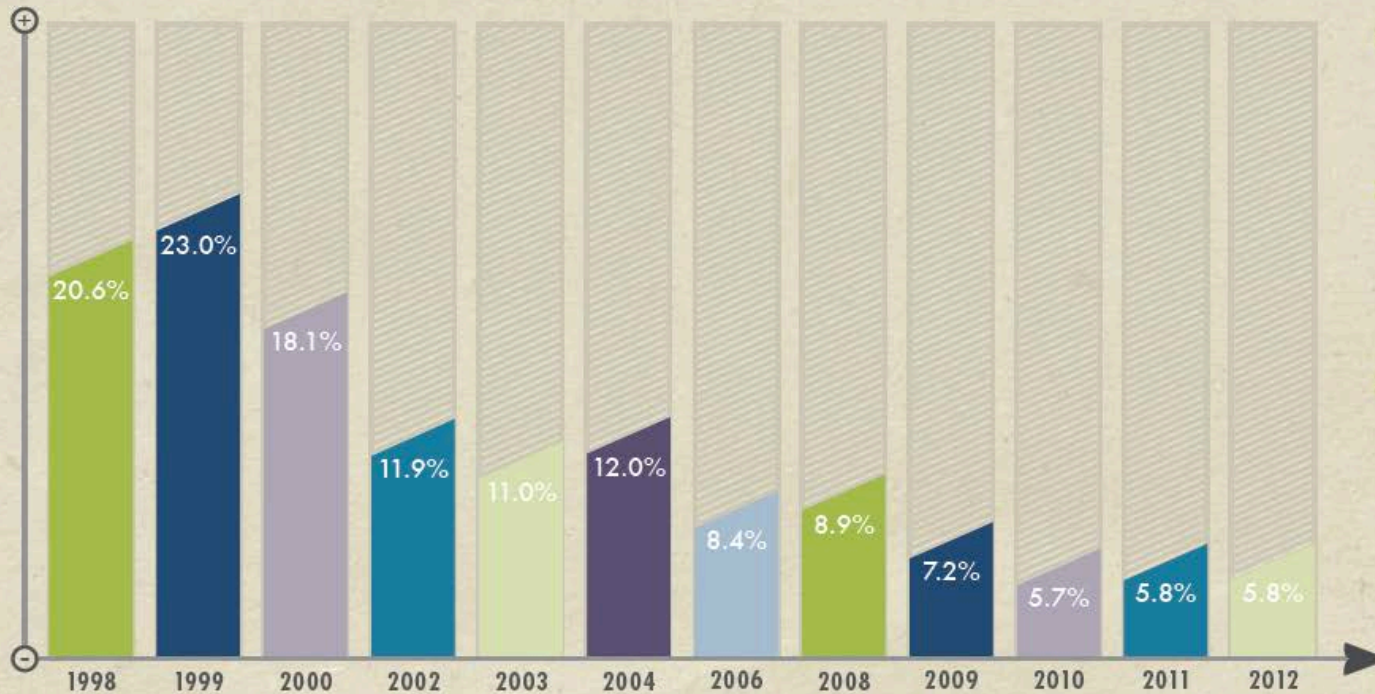
The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

current cigarette smoking

MS PUBLIC MIDDLE SCHOOLS



- * In 2012, *6,500 Mississippi public middle school students* were current smokers.
- * The prevalence of current smoking has *decreased by 72%* since 1998, leading to 16,587 fewer young smokers.
- * In the past year, the prevalence of current smoking *has not changed significantly*.

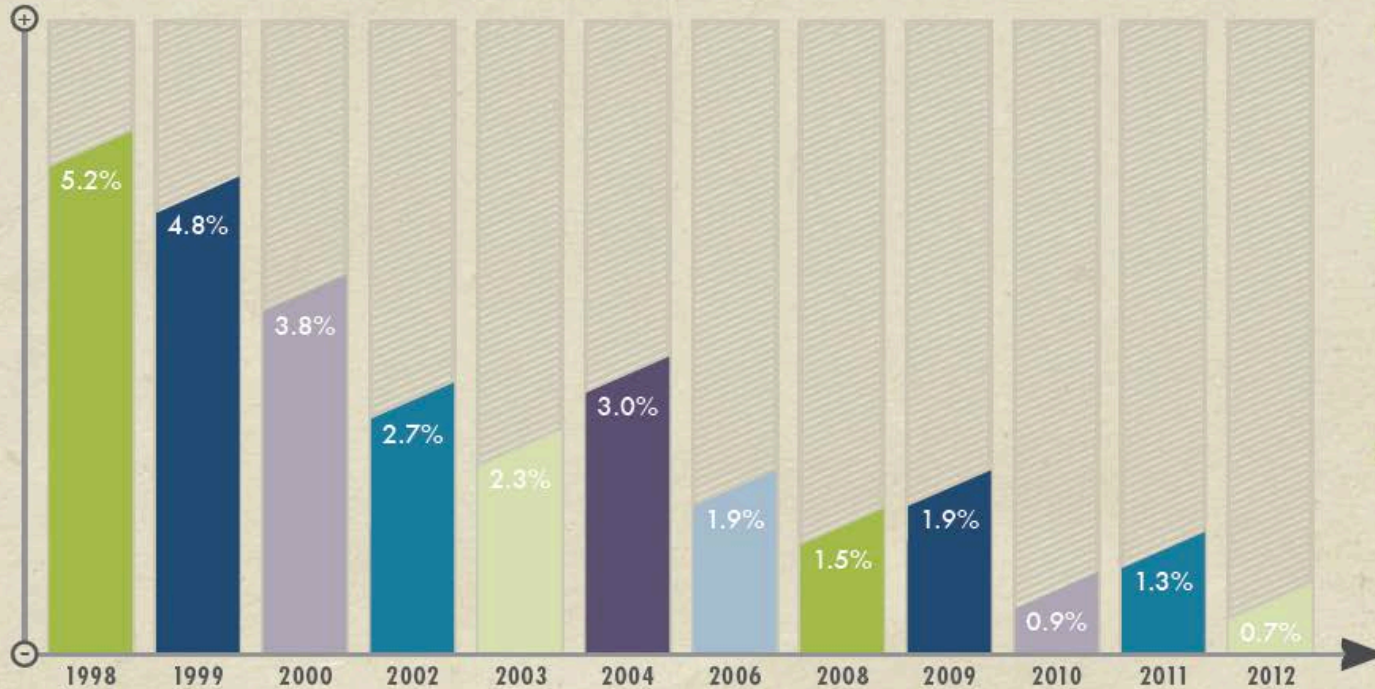
The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

frequent cigarette smoking

MS PUBLIC MIDDLE SCHOOLS



* In 2012, *784 Mississippi public middle school students* had smoked cigarettes on at least 20 of the past 30 days.

* The prevalence of frequent smoking has *decreased by 87%* since 1998, leading to 5,043 fewer middle school students who are frequent smokers.

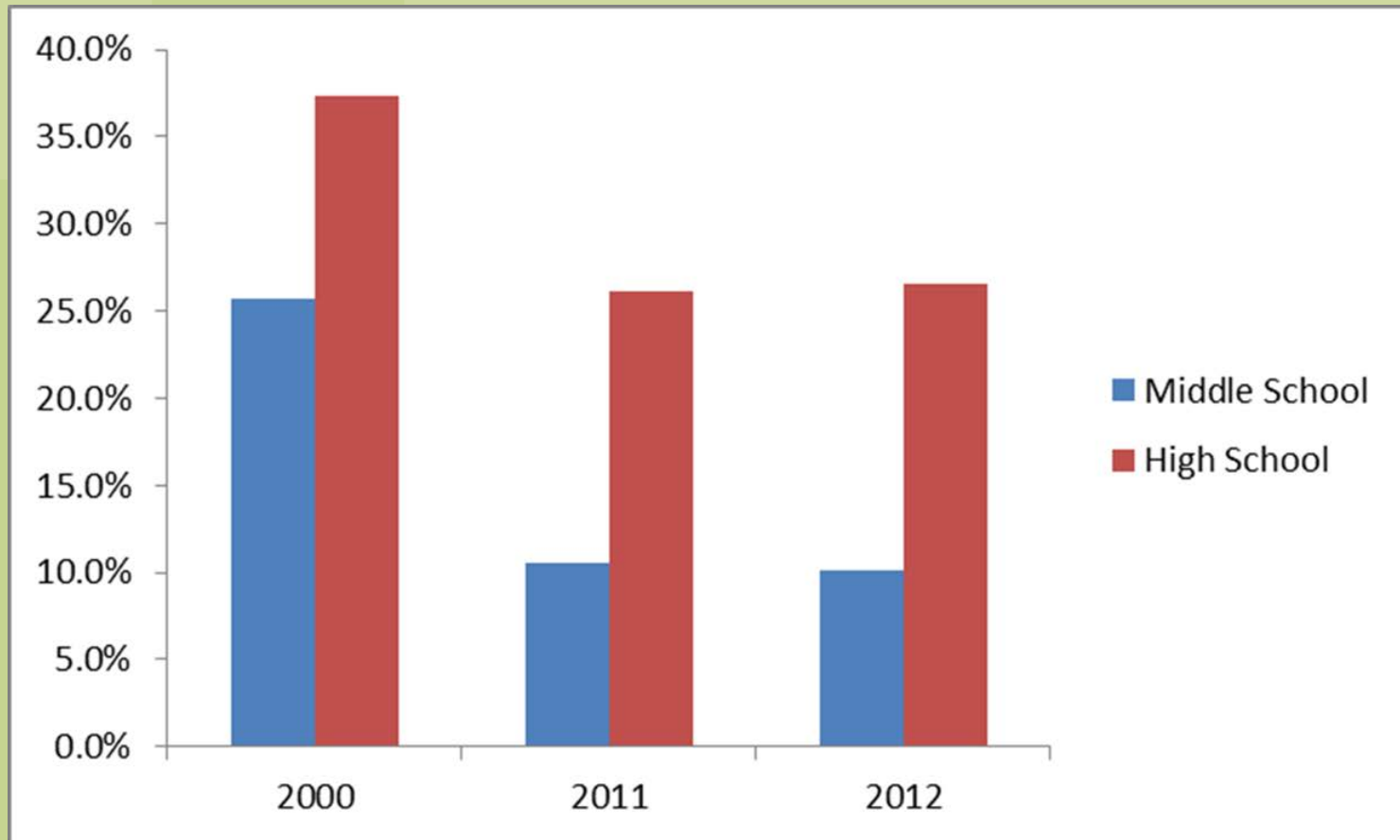
* In the past year, the prevalence of frequent smoking *has not changed significantly*.

The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

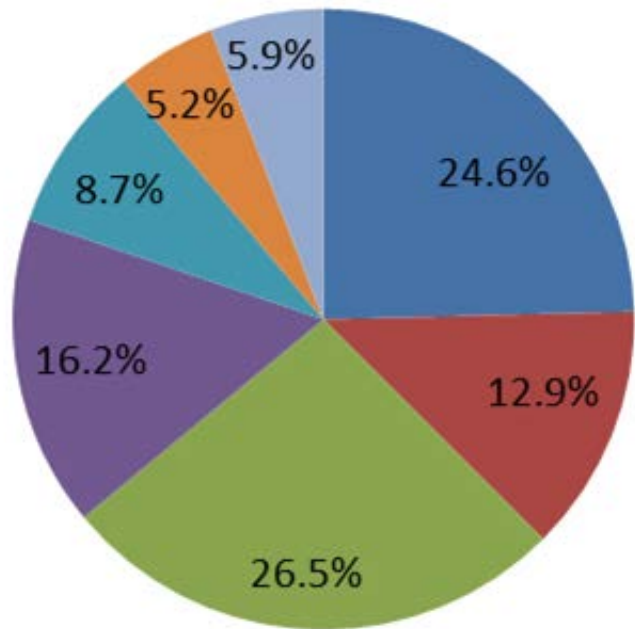
Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

Current Any Tobacco Use



Current Any Tobacco Use

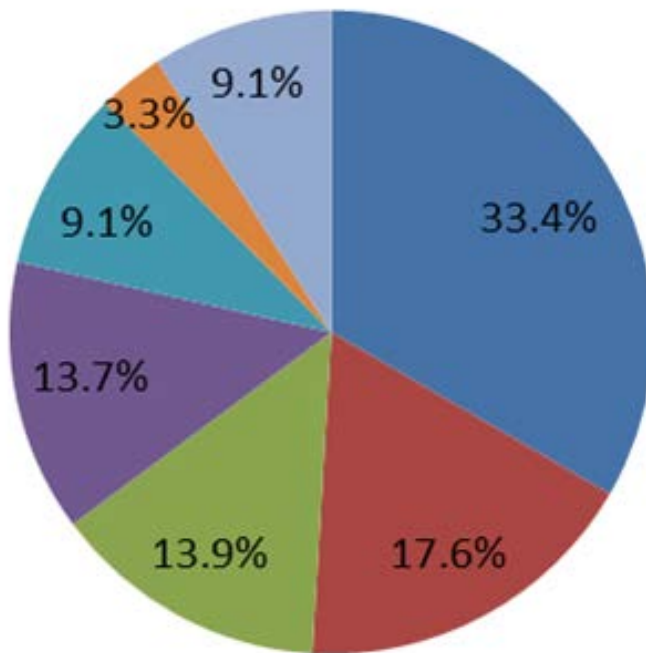
2012 Middle School Data



- Cigarette Smoker Only
- Cigar Smoker Only
- SLT User Only
- Current Cigarette and Cigar Smoker
- Current Cigarette and SLT User
- Current Cigar and SLT User
- Current Cigarette, Cigar, and SLT User

Current Any Tobacco Use

2012 High School Data



- Cigarette Smoker Only
- Cigar Smoker Only
- SLT User Only
- Current Cigarette and Cigar Smoker
- Current Cigarette and SLT User
- Current Cigar and SLT User
- Current Cigarette, Cigar, and SLT User

Future Implications

- Possible explanations for poly-tobacco use
 - Cigarettes have higher taxes
- Implication:
 - Prevention and cessation focus on tobacco products other than cigarettes
 - New policies on other tobacco products need to be implemented

Policy Scan: Smoke-Free Multi-Unit Housing in Mississippi

- Tobacco Smoke Incursions
 - Exposure to tobacco smoke in resident's home
 - Tobacco smoke can seep through:
 - Doorways, walls, electrical lines, plumbing, and ventilation systems
 - Multiple health risks for other tenants

Policy Scan: Smoke-Free Multi-Unit Housing in Mississippi

- Incursions: Health Risks to Tenants
 - Secondhand smoke exposure increases risks for:
 - Children
 - Bronchitis, pneumonia, asthma, ear infections, and other decreased cognitive functions
 - Elderly
 - Cancer, heart disease, and stroke

Policy Scan: Smoke-Free Multi-Unit Housing in Mississippi

- Potential Benefits to Property Owners and Managers
 - Popular amenity with existing and prospective tenants
 - Reduced risk of fire
 - Reduced cleaning and building maintenance costs
 - Low cost approach to achieving good indoor air quality
 - “Green Building” program credits through LEED program
 - Reduces liability for failure to provide smoke-free housing to individuals with severe breathing problems
 - May reduce property insurance premiums

Policy Scan: Smoke-Free Multi-Unit Housing in Mississippi

- Background
 - Summarize strategies for eliminating tobacco smoke from multi-unit housing
 - Examples from Mississippi and other states
 - Many policies only implemented at the local level or by private property owners/managers.
- Legal Issues
 - No federal, state, or local laws that prevent a landlord, housing authority, or condo association from adopting a 100% smoke-free policy.



Preliminary Results from the 2012 MS Social Climate Survey of Tobacco Control

- Lives in multi-unit housing, 5.9%
- Smoking is not allowed at all, 12.2%
- Report tobacco smoke incursion
 - Daily, 50%
 - Weekly, 7.1%
 - Rarely, 28.6%
 - Don't Know, 14.3%

Preliminary Results from the 2012 MS Social Climate Survey of Tobacco Control

- Smoking should not be allowed inside of apartments, condominiums, and other multi-unit housing, 63.7%
- A person who smokes inside of their apartment or condominium puts the other residents of the units at risk, 69.8%

For More Information:

- Visit mstobacodata.org
-  [Facebook.com/MississippiTobaccoData](https://www.facebook.com/MississippiTobaccoData)
-  [@mstobacodata](https://twitter.com/mstobacodata)

