

Healthy Childbearing and the Role of Tobacco Control



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MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER



Mississippi Tobacco Data

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



*...dedicated to eliminating children's exposure to tobacco
and secondhand smoke*

Melissa worries about the effect on her unborn child from the sound of jackhammers

THE ROANOKE TIMES
Monday, September 20, 2004



STEPHANIE KLEIN-DAVIS | The Roanoke Times

Melissa Williamson, 35, a Bullitt Avenue resident, worries about the effect on her unborn child from the sound of jackhammers.

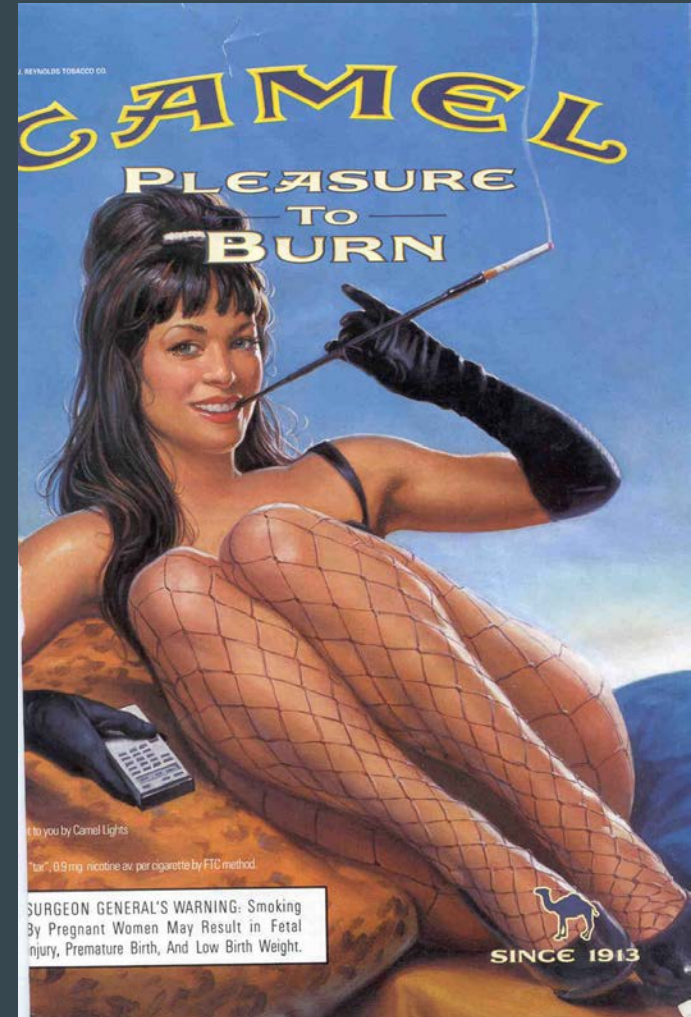


Tobacco Use As an Infectious Disease

Tobacco Use As an Infectious Disease



You get it
from
tobacco
companies.



What's in Cigarette Smoke?

More than 7,000 chemicals and 70 carcinogenic compounds in secondhand cigarette smoke

- > 70 Cancer-causing chemicals
 - Formaldehyde
 - Benzene
 - Polonium
 - Vinyl chloride
- Toxic metals:
 - Chromium
 - Arsenic
 - Lead
 - Cadmium
- Poison Gases:
 - Carbon monoxide
 - Hydrogen cyanide
 - Butane
 - Ammonia

Risks for Women Who Smoke

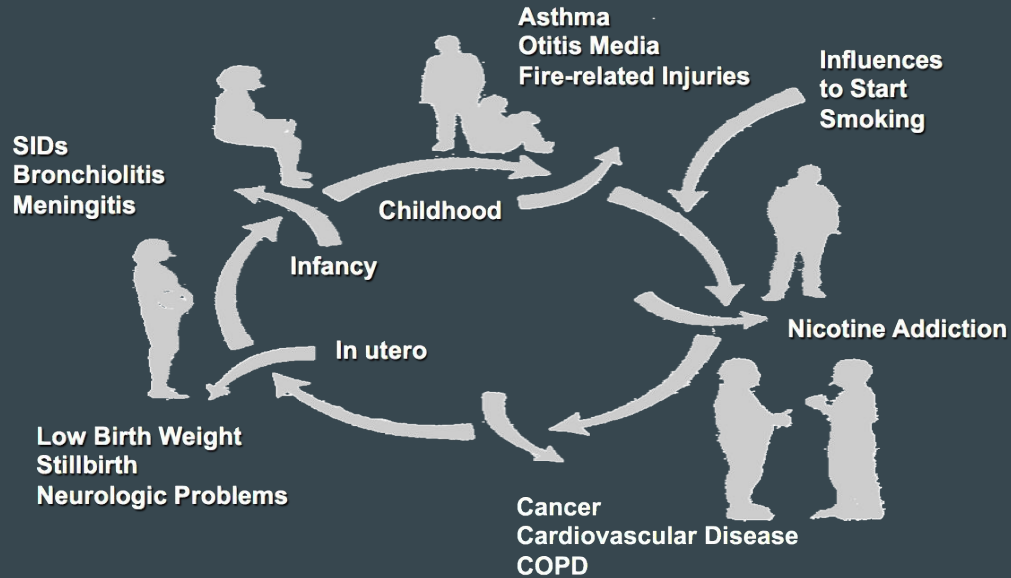
- Reproductive health problems
 - Infertility
 - Conception delay
 - Pregnancy complications
 - Menstrual irregularity
 - Earlier menopause
- Less likely to breastfeed
- Thrombosis with use of oral contraceptives

Prenatal/Neonatal Outcomes

- Miscarriage
- Cancers
- Fetal death
- Pre-term deliveries
- LBW baby
- Ectopic pregnancy
- SIDS
- Placenta previa and placental abruption
- Birth Defects (cleft lip/palate, heart defects, webbing)



The Life Cycle of Smoking



A Call to Action

Smoking is the most modifiable risk factor for birth outcomes



2008 Clinical Practice Guidelines Recommendation

“Because of the serious risk of smoking to the pregnant smoker and fetus, whenever possible smokers should be offered person-to-person psychosocial interventions that exceed minimal advice”

Pregnancy: A Unique Time

- Often more open to change
- May have more support to quit while pregnant
- May not be socially acceptable to smoke if pregnant
- Excited, ambivalent, afraid
- May have more stress if unplanned pregnancy
- May have added financial burden even if planned

Postpartum Opportunities

- Prepare for postpartum triggers, cues, depression
- Intervention during hospital stay
- Home visitors
- First pediatric appointment
- WIC
- Follow-up call by quitline or other counselors
- Postpartum checkup
- Smoke free home and car

Tobacco and Youth

2017

The Mississippi
youth tobacco
SURVEY

1998 -  - 2016

NO SMOKING

INCLUDING
Electronic Cigarettes
or
Smoke by Vaporization

mississippi tobacco data

Tobacco and Children

- 15% of U.S. adults smoke.
- Over 30% of U.S. children live with one or more smokers.



Children and SHS

- Children have little or no control over their exposure.
 - They have no voice and no choice
- Younger children spend most of their time with a parent;
 - if that parent smokes, SHS exposure can be highly significant
- Children do not generally understand the health risks posed by SHS.

SHS Exposure Causes Death and Disease in Children

- ~6,200 children die each year in the U.S. as a result of SHS exposure
- ~5.4 million childhood illnesses are attributed to SHS exposure
- Annual costs attributable to SHS exposure: ~\$4.6 billion

SHS and Children: Short Term Health Effects

- Respiratory tract infections such as pneumonia & bronchitis
- Decreased pulmonary function
- Tooth decay
- House fires



Long Term Effects of SHS Exposure

- Increased risk of cancers
 - Adult leukemia and lymphoma associated with exposure to maternal smoking before age 10
- Increased risk of neurocognitive problems
 - ↑ incidence of learning disabilities, ADD/ADHD, behavioral difficulties
- Increased risk of heart disease
 - Adult cardiovascular disease begins & progresses silently during childhood.

Tobacco-Free Homes are Protective

- Children and adolescents who live in tobacco-free homes are less likely to use tobacco
- Strict smoke free home rules encourage cessation among smoking members of household
- Home smoking bans reduce smoking rates and cigarette consumption among youth
- 78.4% of Mississippi adults report that their home is smoke-free
 - But only 44.9% of smokers do so

Other Sources of Exposure

- Daycare
- Grandparents
- Non-custodial parents
- Friends
- Multiunit housing
- Family car
- Restaurants

SHS exposure as a health disparity

- Who is exposed to SHS?
 - Overall, about 30% of US children
 - At least 50% of African American children
 - More than 1/3 of children in low SES homes
 - Low estimate (self report data only)

100% Smoke-free COMMUNITIES in Mississippi

UPDATED | MARCH 2018

There Are **146** Smoke-Free
MUNICIPALITIES
and **(4)** Smoke-Free Counties
IN MISSISSIPPI

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

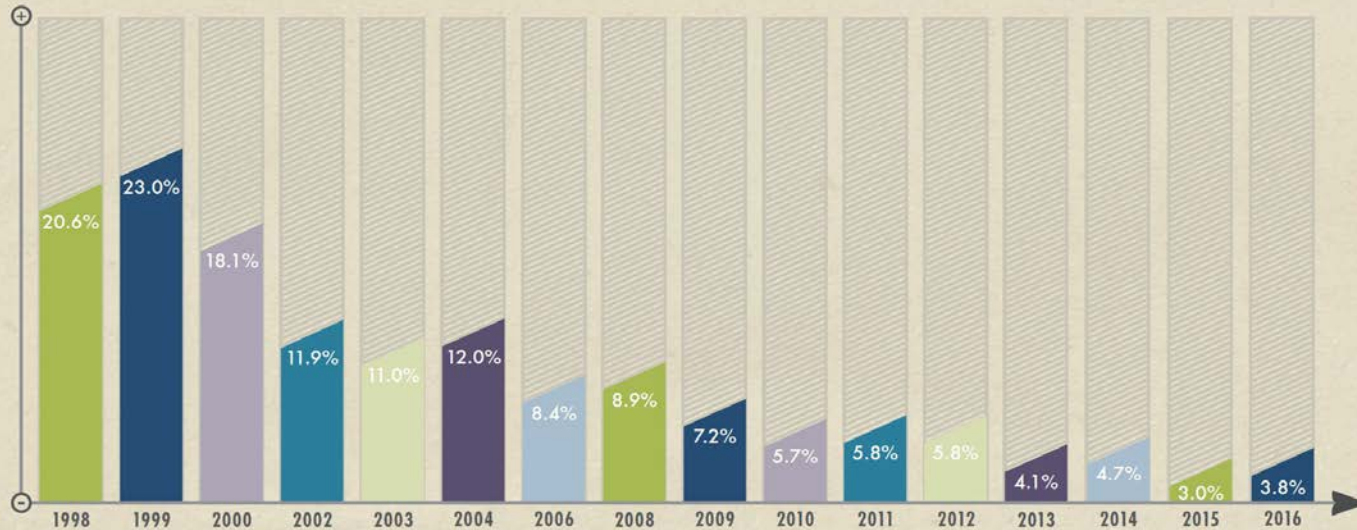
34%

of Mississippi's
Population
is Protected



current cigarette smoking

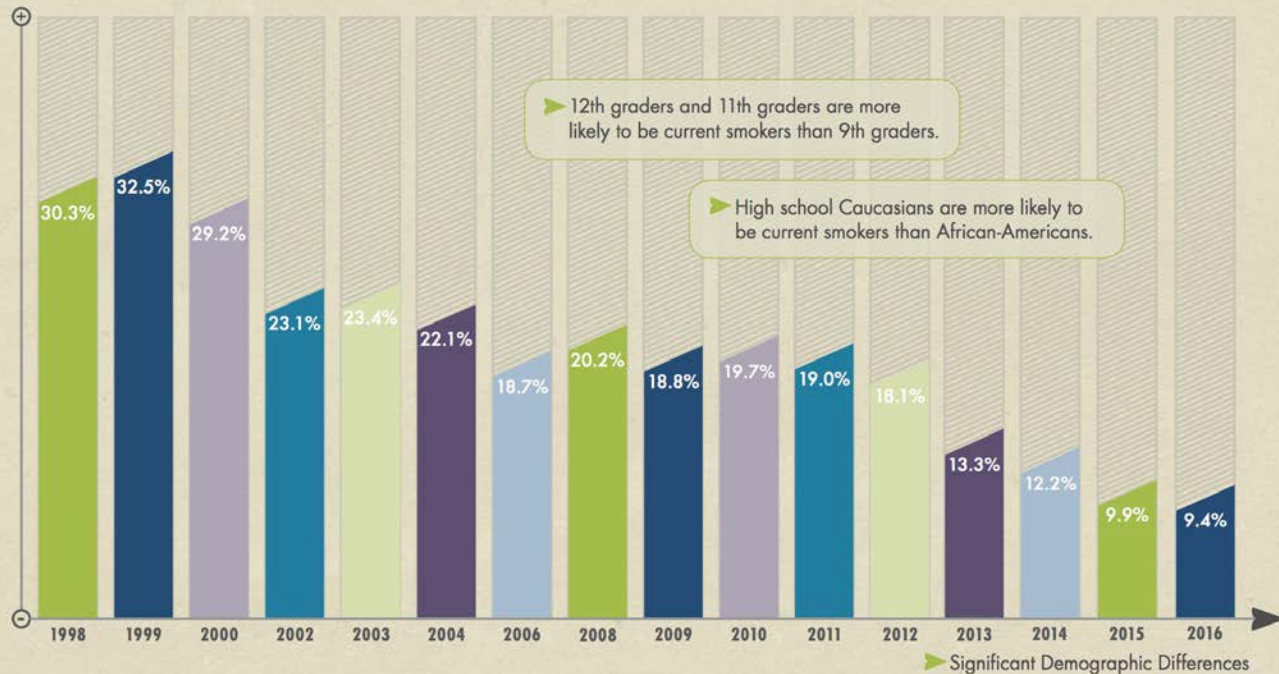
MS PUBLIC MIDDLE SCHOOLS



- * 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 cigarette smoking

MS PUBLIC HIGH SCHOOLS

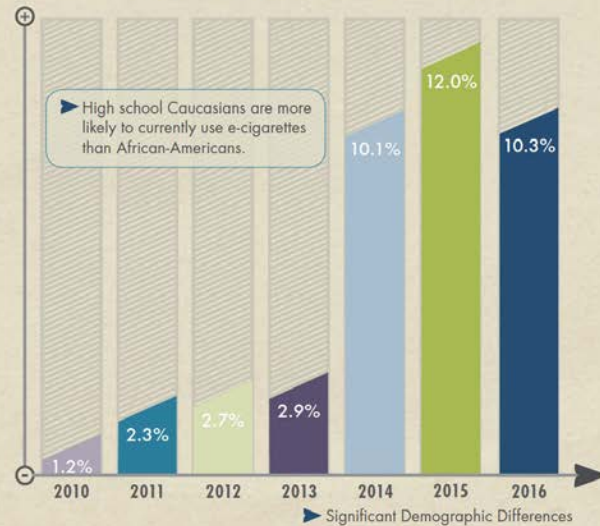


- * In 2016, 12,624 Mississippi public high school students were current smokers.
- * The prevalence of current smoking has *decreased by 69%* since 1998, leading to 28,069 fewer young smokers.
- * In the past year, the prevalence of current smoking *has not changed significantly*.

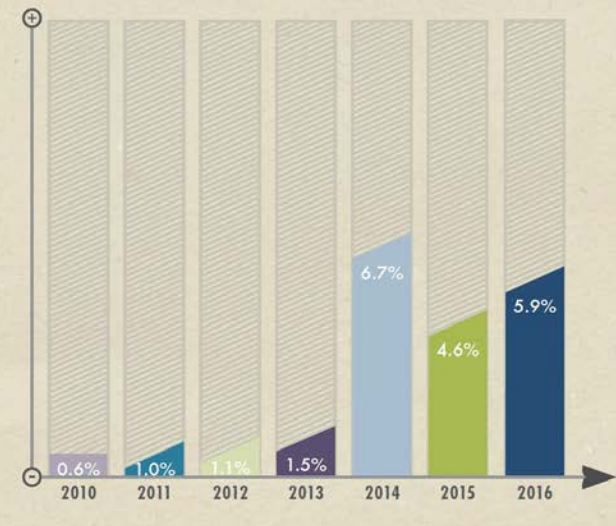
Electronic Cigarettes

current electronic cigarette use MISSISSIPPI PUBLIC SCHOOLS

HIGH SCHOOLS {2010-2016}



MIDDLE SCHOOLS {2010-2016}



More on E-Cigarettes and Other Emerging Products



bjv™ electronic
cigarettes...

“freedom
to have a cigarette
without the guilt.”

— Jenny McCarthy

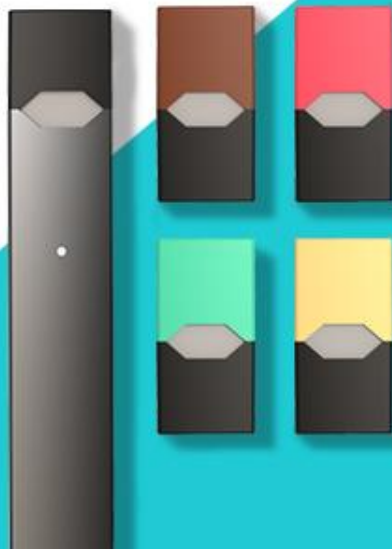
Click Here To  Watch The Video

The advertisement features a close-up of Jenny McCarthy on the left, with her blonde hair and blue eyes. She is holding a dark e-cigarette in her mouth, which has a small blue light at the tip. She is wearing a dark top and a purple ring on her finger. The background is a solid light blue. The text is positioned to the right of her face, with the quote in large, bold, blue letters. At the bottom right, there is a call to action with a play button icon.





JUUL
SMOKING EVOLVED



iqos

Milan Tokyo Moscow



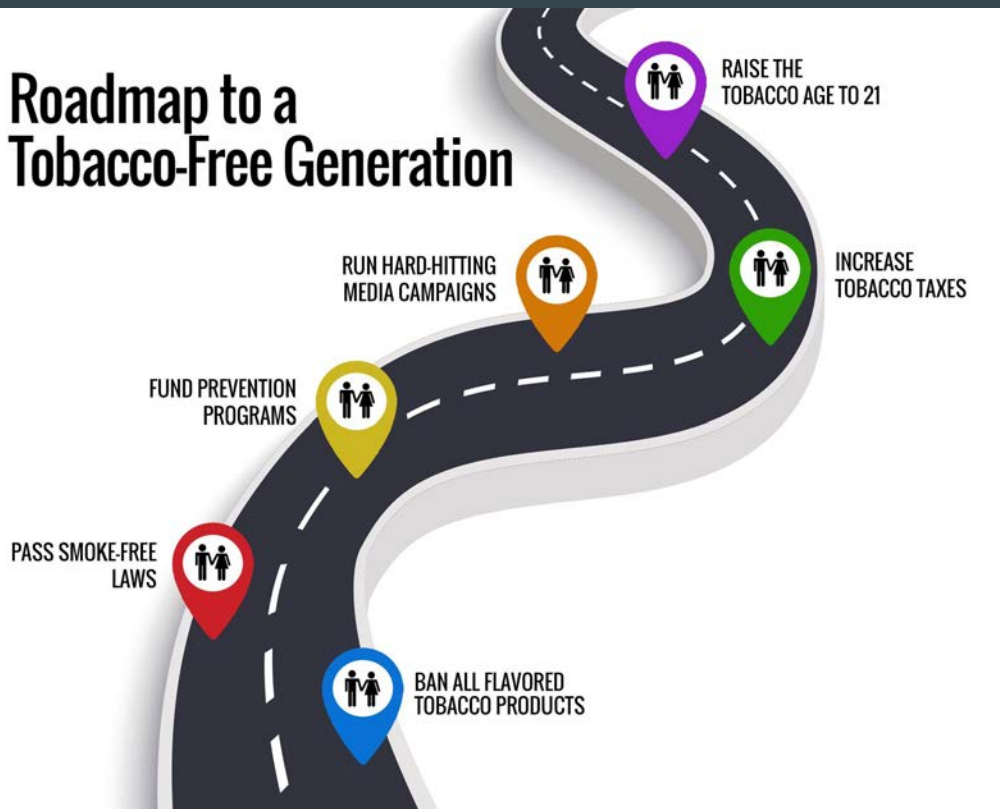
IQOS iQOS

THIS CHANGES EVERYTHING

heat not burn technology.



Roadmap to a Tobacco-Free Generation



mstobaccodata.org