

Tobacco & Mississippi Youth



Youth Tobacco Use

Where we are now:

1998-2012

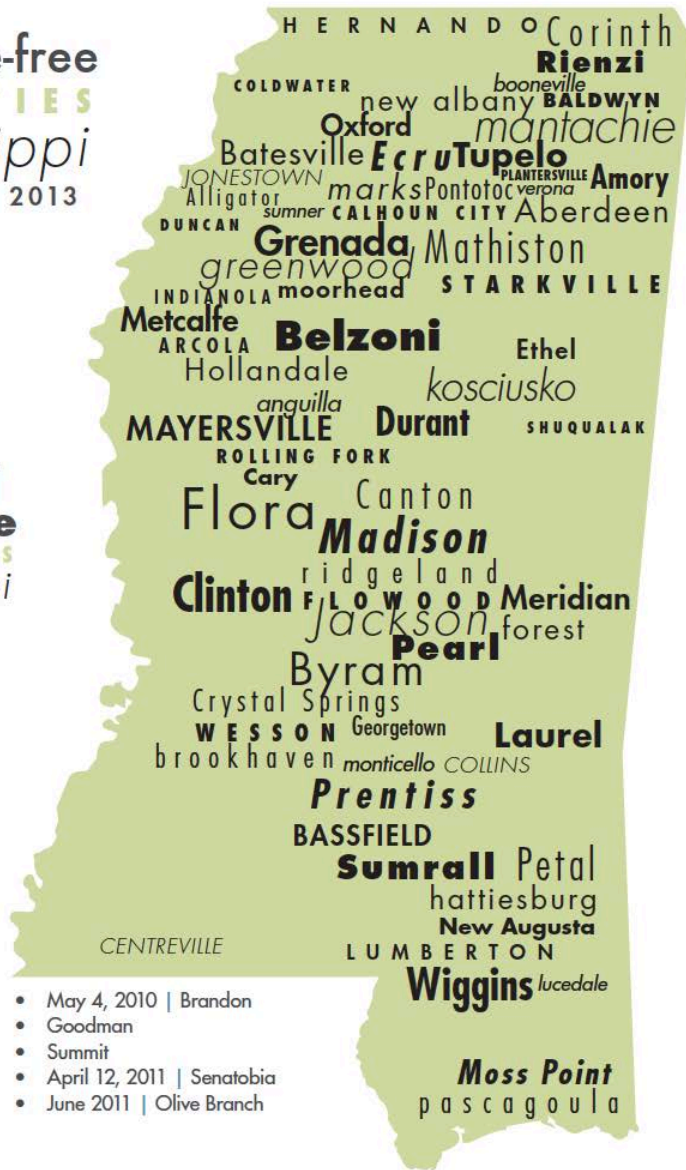
- Early current tobacco use decreases have leveled off in recent years
- Why?
 - Education & community activities
 - Taxes & policies

100% Smoke-free
COMMUNITIES
in Mississippi
UPDATED | JUNE 2013

There are 71
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



25.65% of
Mississippi
population
is
protected

20
13

MISSISSIPPI
Tobacco Data

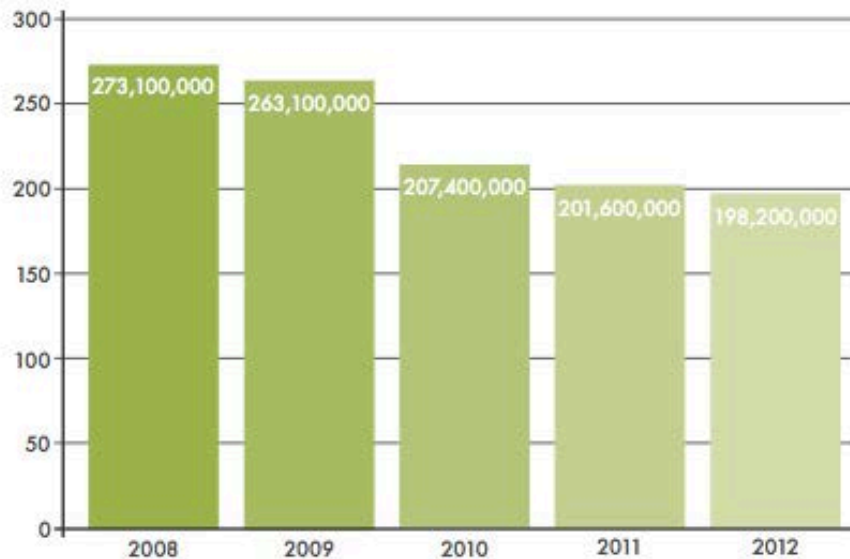


The Mississippi (Tax) Experience

FROM 18 CENTS TO 68 CENTS ON MAY 15, 2009

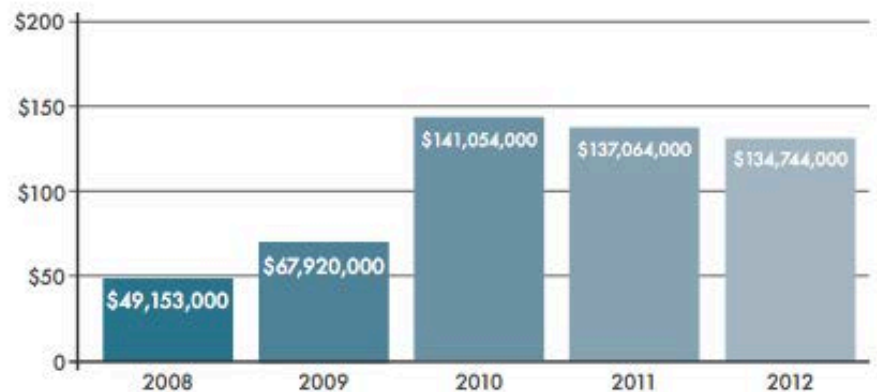
Packs Sold

-27.4%



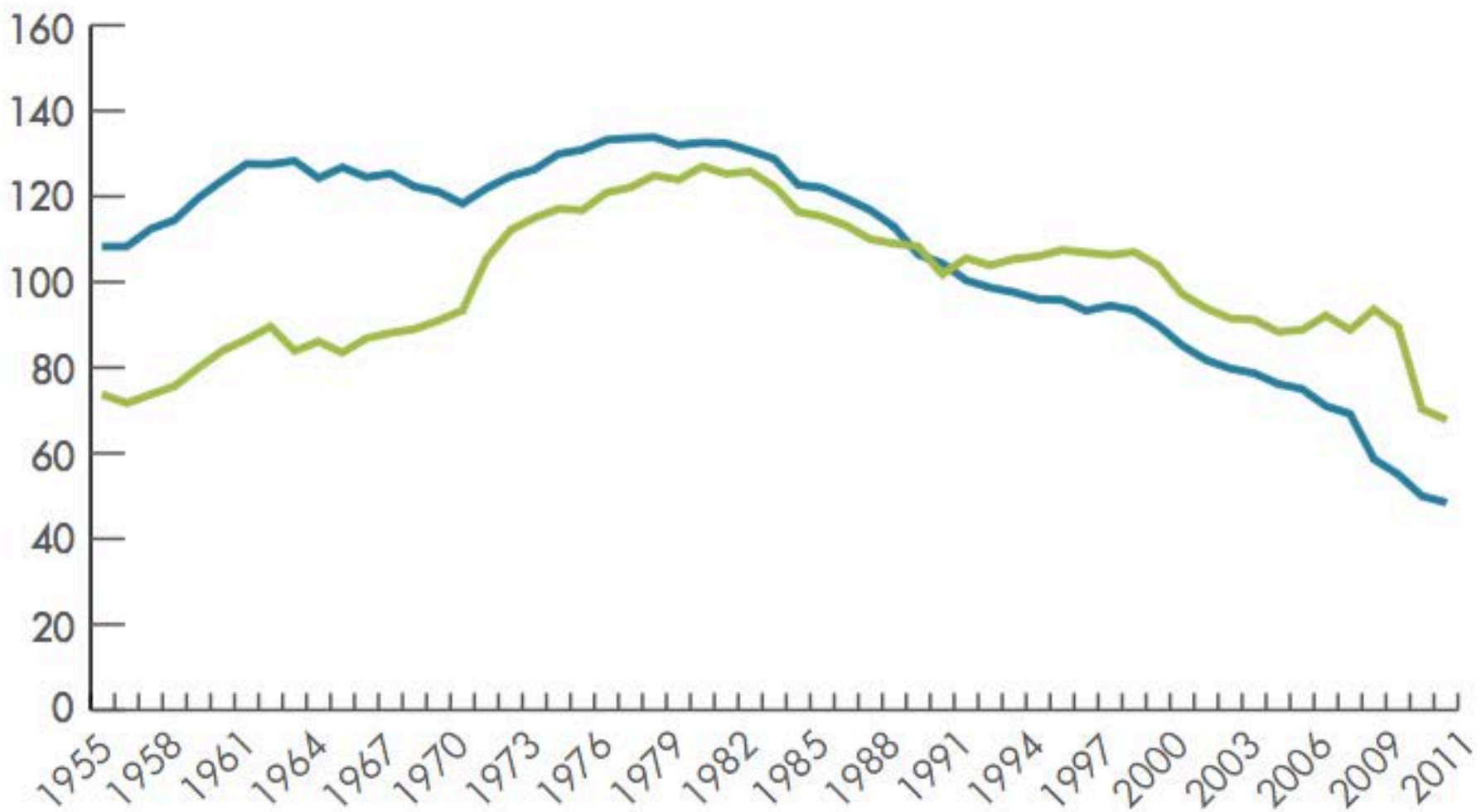
Revenues Collected

174.0%



Per Capita Consumption

(blue line represents U.S., green line – MS)



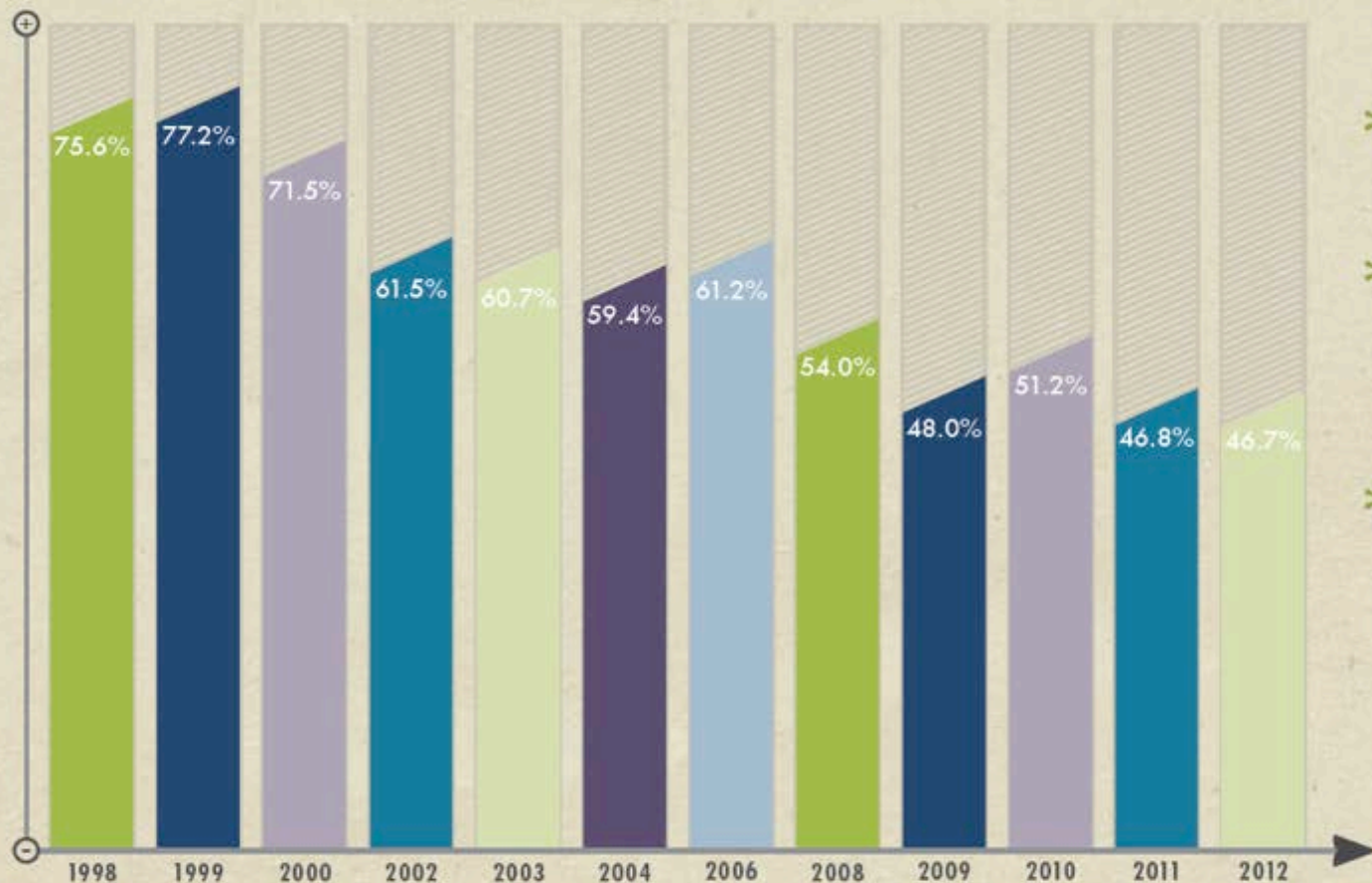
Cigarette Use Among Mississippi Youth

High School and Middle School

- Ever use
- Current use
- Frequent Use

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*.

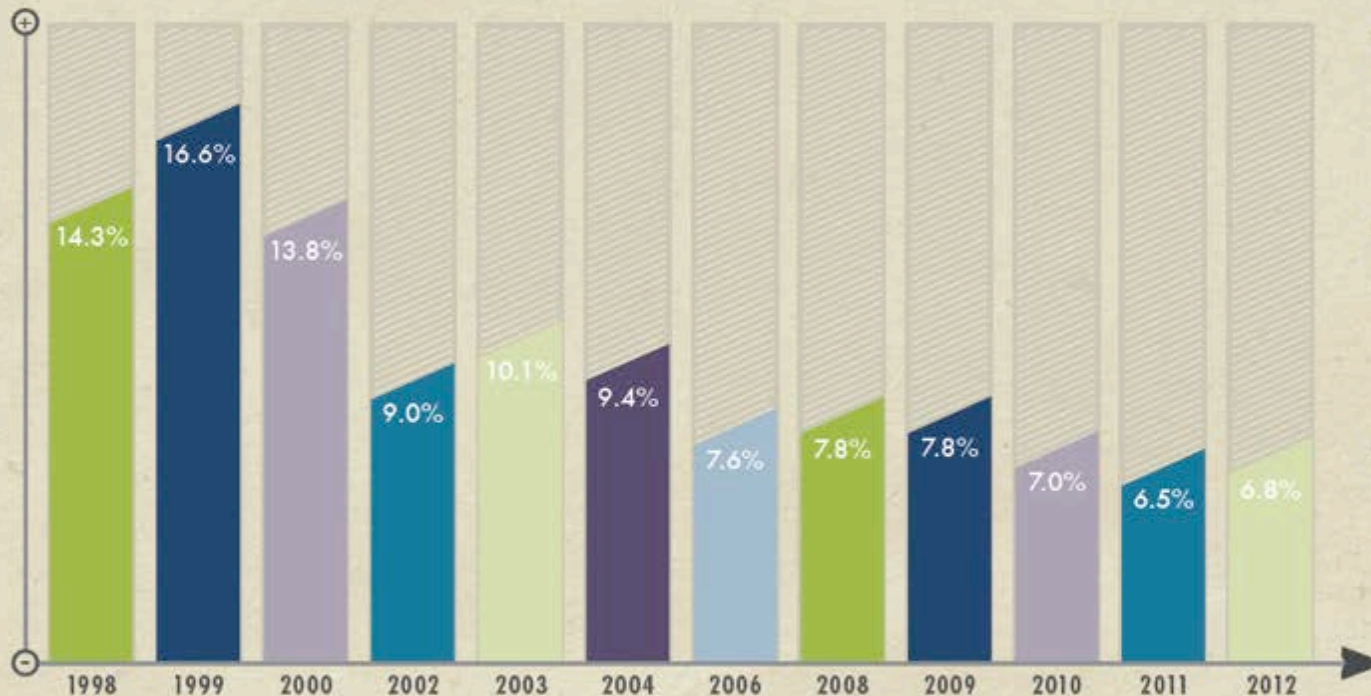
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frequent cigarette smoking

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*.

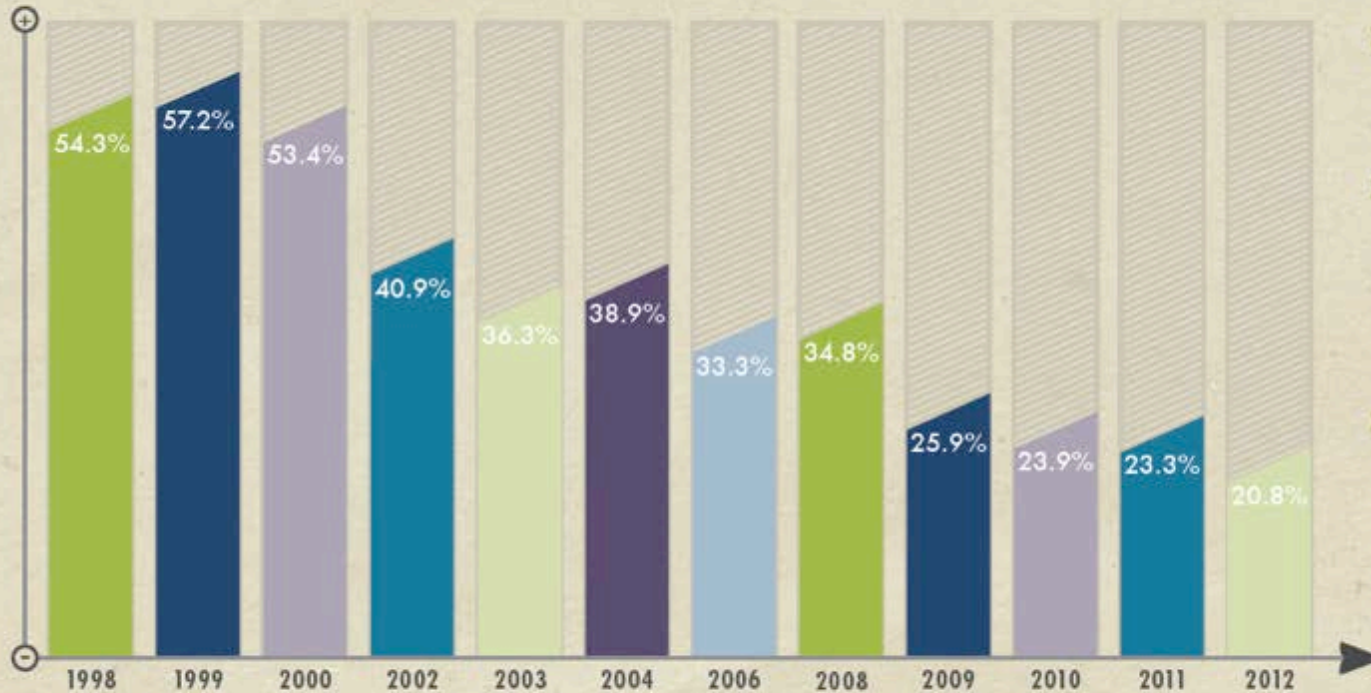
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ever tried a cigarette

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*.

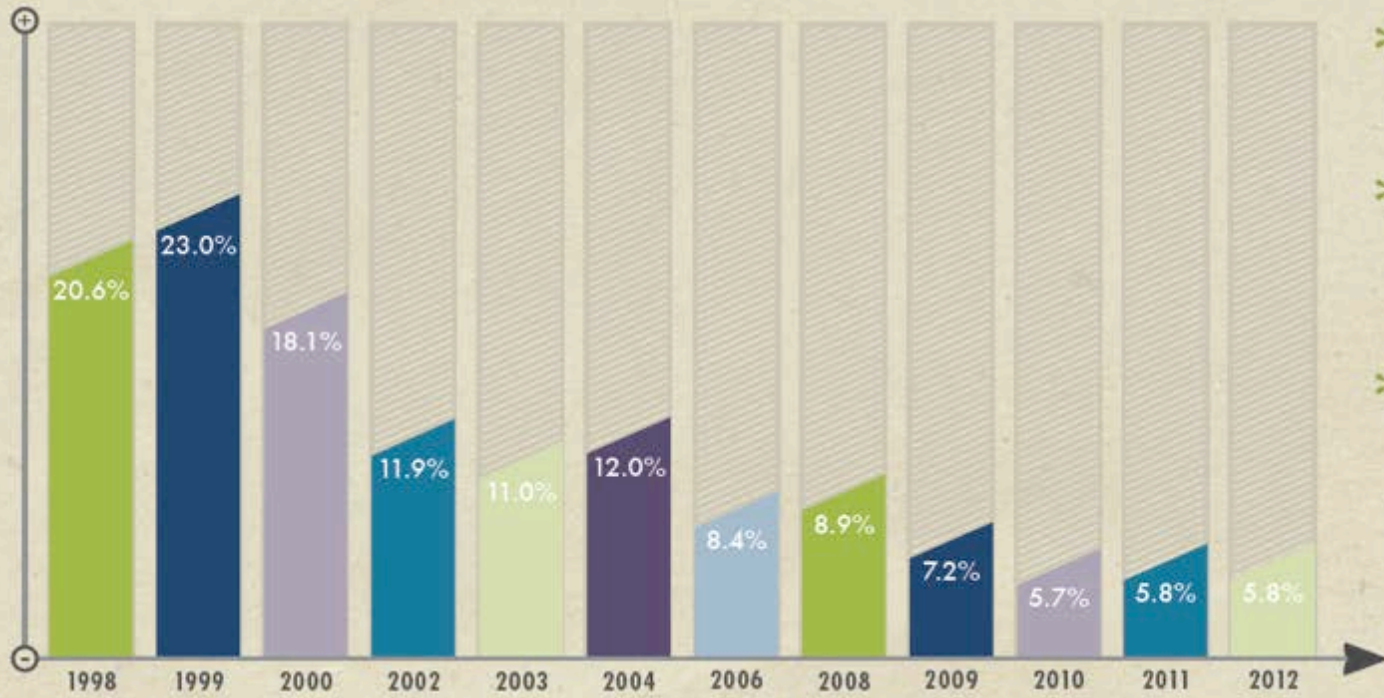
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current cigarette smoking

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*.

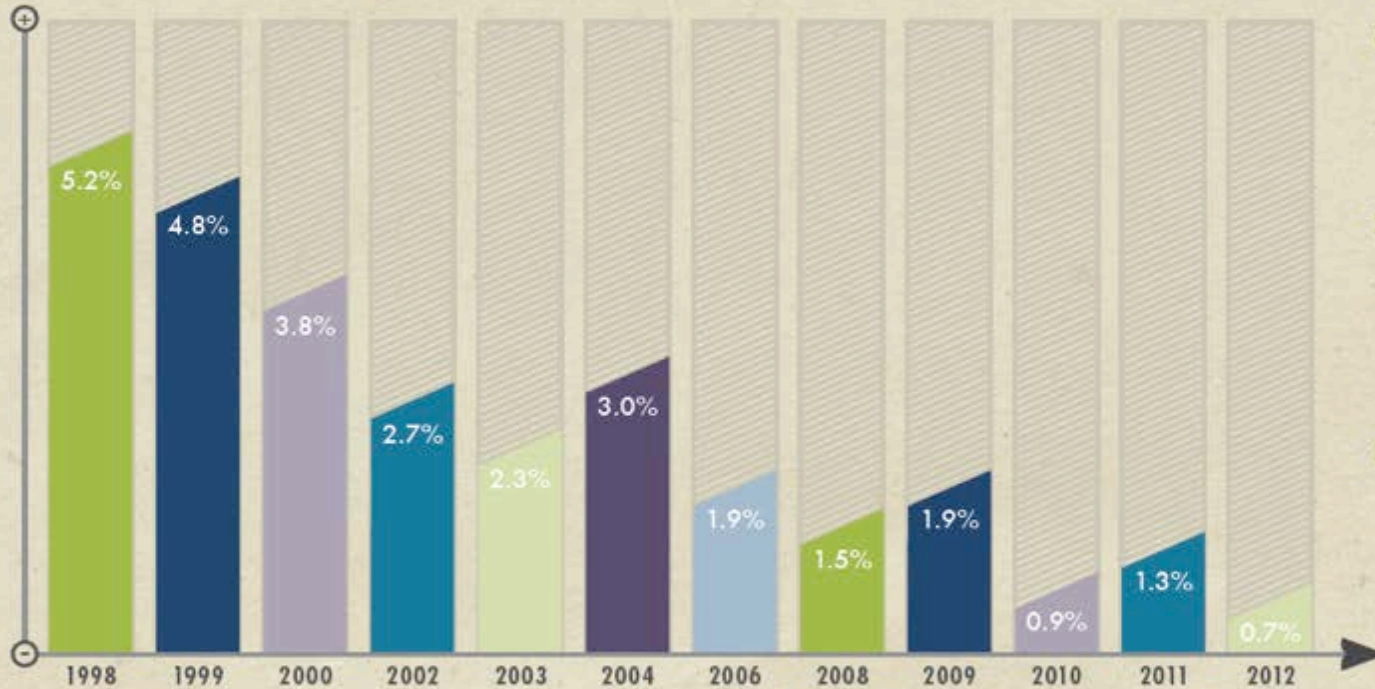
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frequent cigarette smoking

MS PUBLIC MIDDLE SCHOOLS



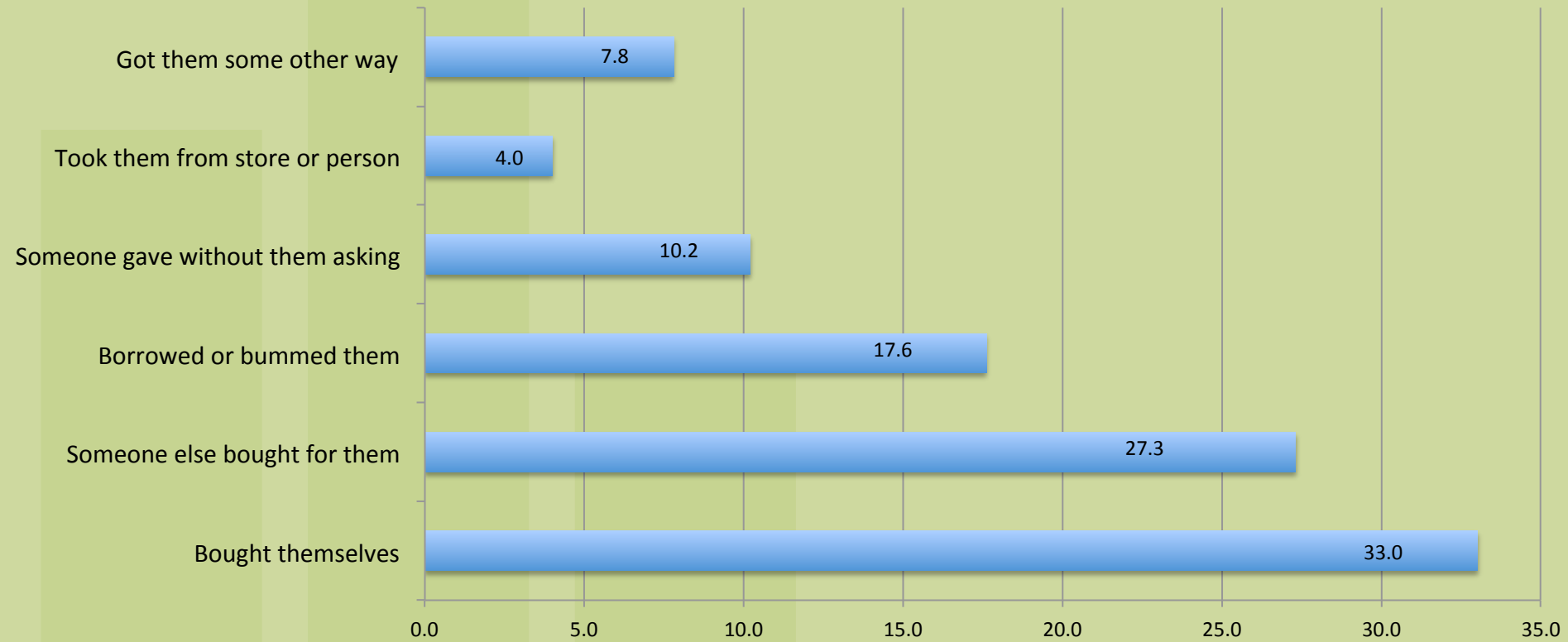
- * In 2012, 784 Mississippi public middle school students had smoked cigarettes on at least 20 of the past 30 days.
- * The prevalence of frequent smoking has *decreased by 87%* since 1998, leading to 5,043 fewer middle school students who are frequent smokers.
- * In the past year, the prevalence of frequent smoking *has not changed significantly*.

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

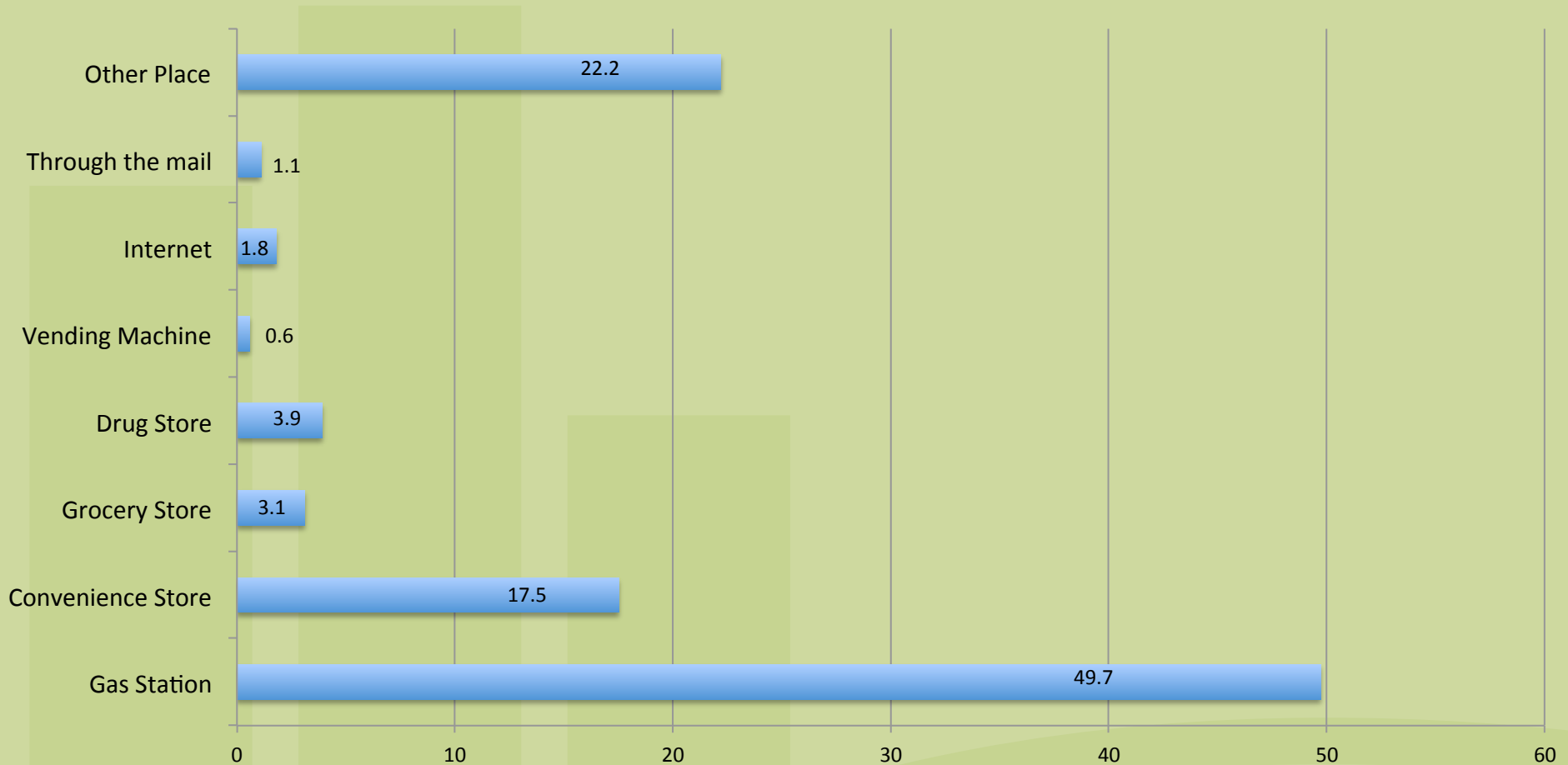
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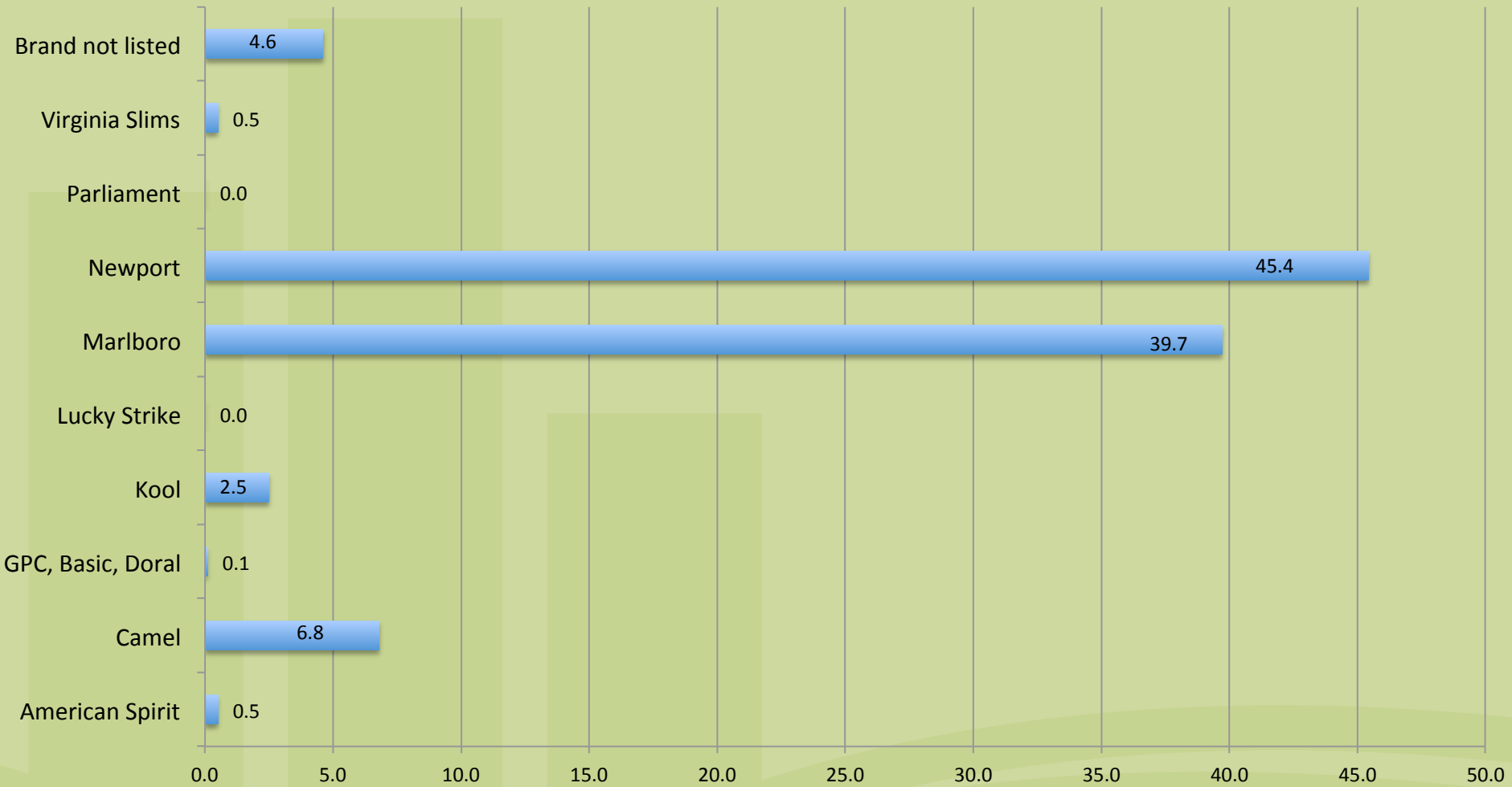
Obtaining Cigarettes



Buying Cigarettes



Brand Smoking



Emerging Issues

- FDA regulations & RICO Case
- Emerging issues
- Poly-tobacco use

FDA Regulations

On June 22, 2010 the FDA issued a final rule that contains a broad set of federal requirements designed to significantly curb access to and the appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States.

FDA Regulations

- Restricts tobacco marketing and sales to youth
- Grants the FDA authority to further restrict tobacco marketing
- Allows FDA to require changes to tobacco products to protect the public health
- Requires bigger, bolder health warnings
- Preserves state and local authority

Government Racketeering Case

- “Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.”
- Over the course of more than 50 years, Defendants lied, misrepresented and deceived the American public, including smokers and the young people they avidly sought as ‘replacement’ smokers about the devastating health effects of smoking and environmental tobacco smoke.”

Government Racketeering Case

- Five Categories of Statements
 - adverse health effects of smoking;
 - addictiveness of smoking and nicotine;
 - lack of significant health benefit from smoking cigarettes marked as "low tar," "light," etc.;
 - manipulation of cigarette design and composition to ensure optimum nicotine delivery; and
 - adverse health effects of exposure to secondhand smoke.

Statements

- Smoking kills more people than murder, AIDS, suicide, drugs, car crashes and alcohol combined, and that "secondhand smoke kills over 3,000 Americans a year."
- Smoking kills, on average, 1,200 Americans. Every day."
- "Defendant tobacco companies intentionally designed cigarettes to make them more addictive."
- "When you smoke, the nicotine actually changes the brain — that's why quitting is so hard."

Emerging Issues

- Electronic cigarettes
- Smoke free multi-unit housing
- Tax strategies
- Age of purchase

Electronic Cigarettes

DEAR SMOKING BAN,




blu ELECTRONIC CIGARETTE

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

blucigs.com

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

Smoke Anywhere
Smoke when and where you want.



DJ HeavyGrinder
[Learn More >](#)

It's Your Life, Live It
blu gets you past the smoking bans and doesn't spoil the fun for those around you.



[Learn More](#)

WHY QUIT?
SWITCH TO BLU

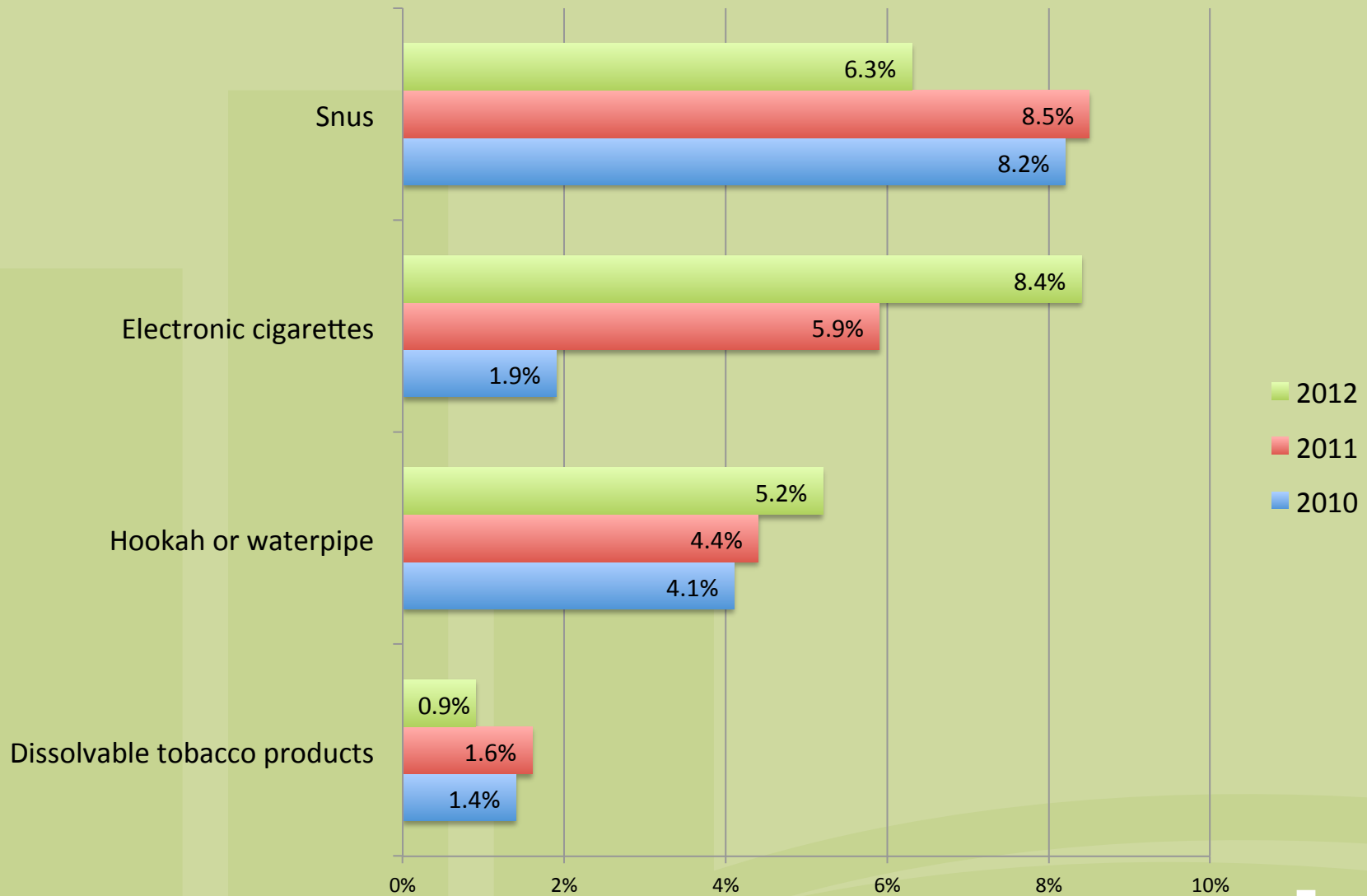
- ▶ Have the Freedom to Smoke Anywhere
- ▶ No Tobacco, No Ash, No Smell
- ▶ All Flavors Made in the U.S.A.



[Learn More >](#)

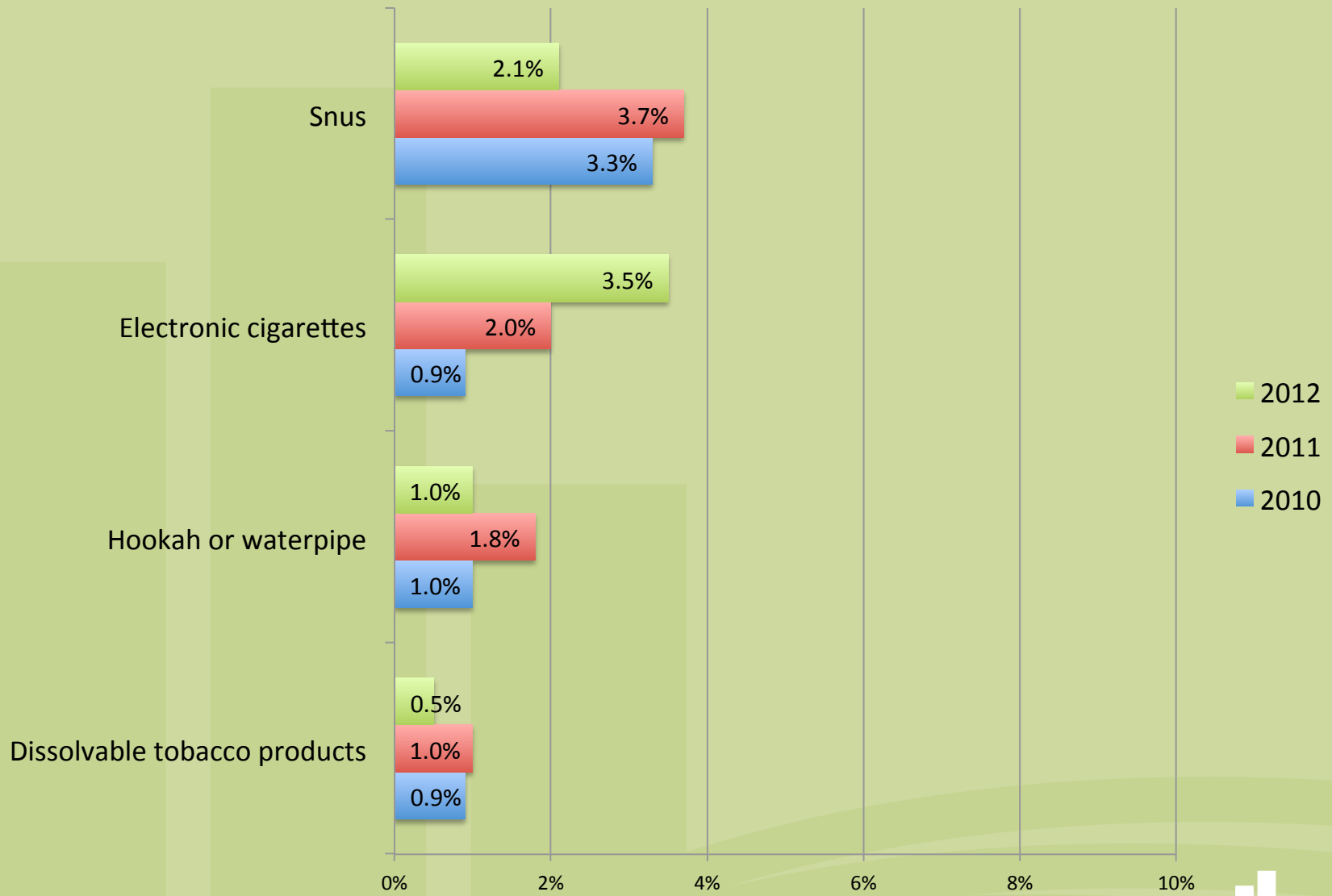
High School 2010-2012

Which of the following products have you used ever tried?



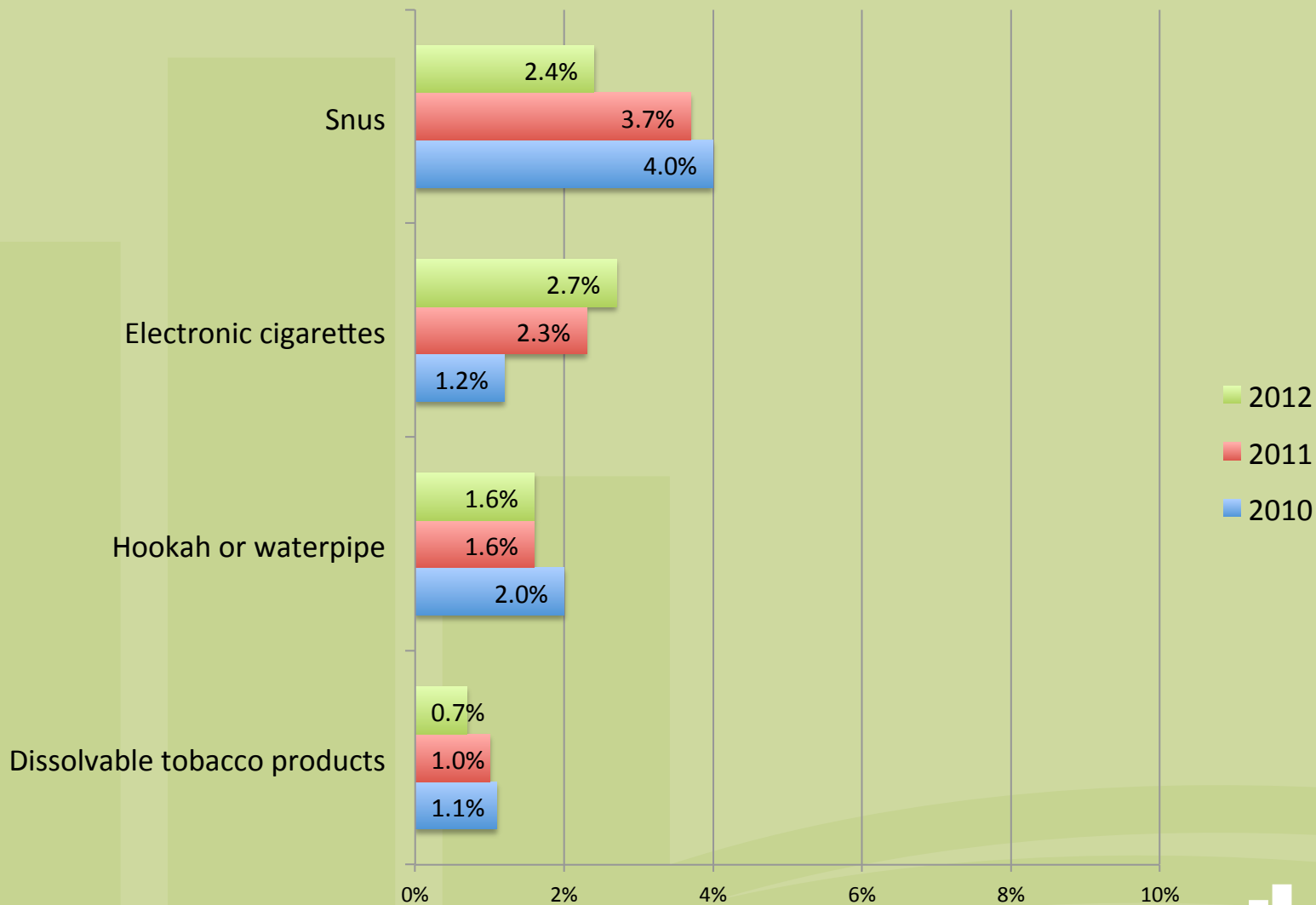
Middle School 2010-2012

Which of the following products have you ever tried?



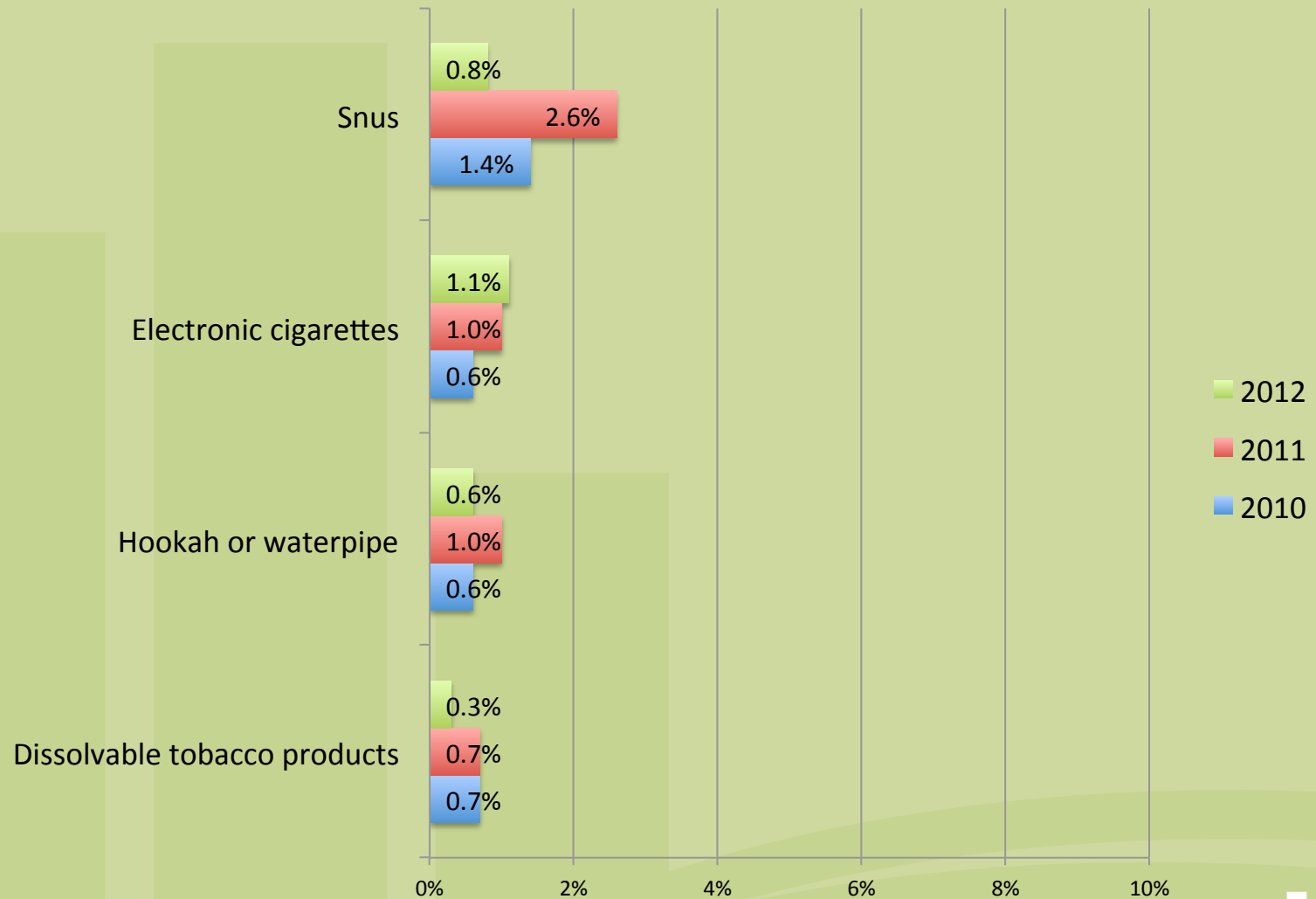
High School 2010-2012

In the last 30 days, which of the following products have you used on at least one day?

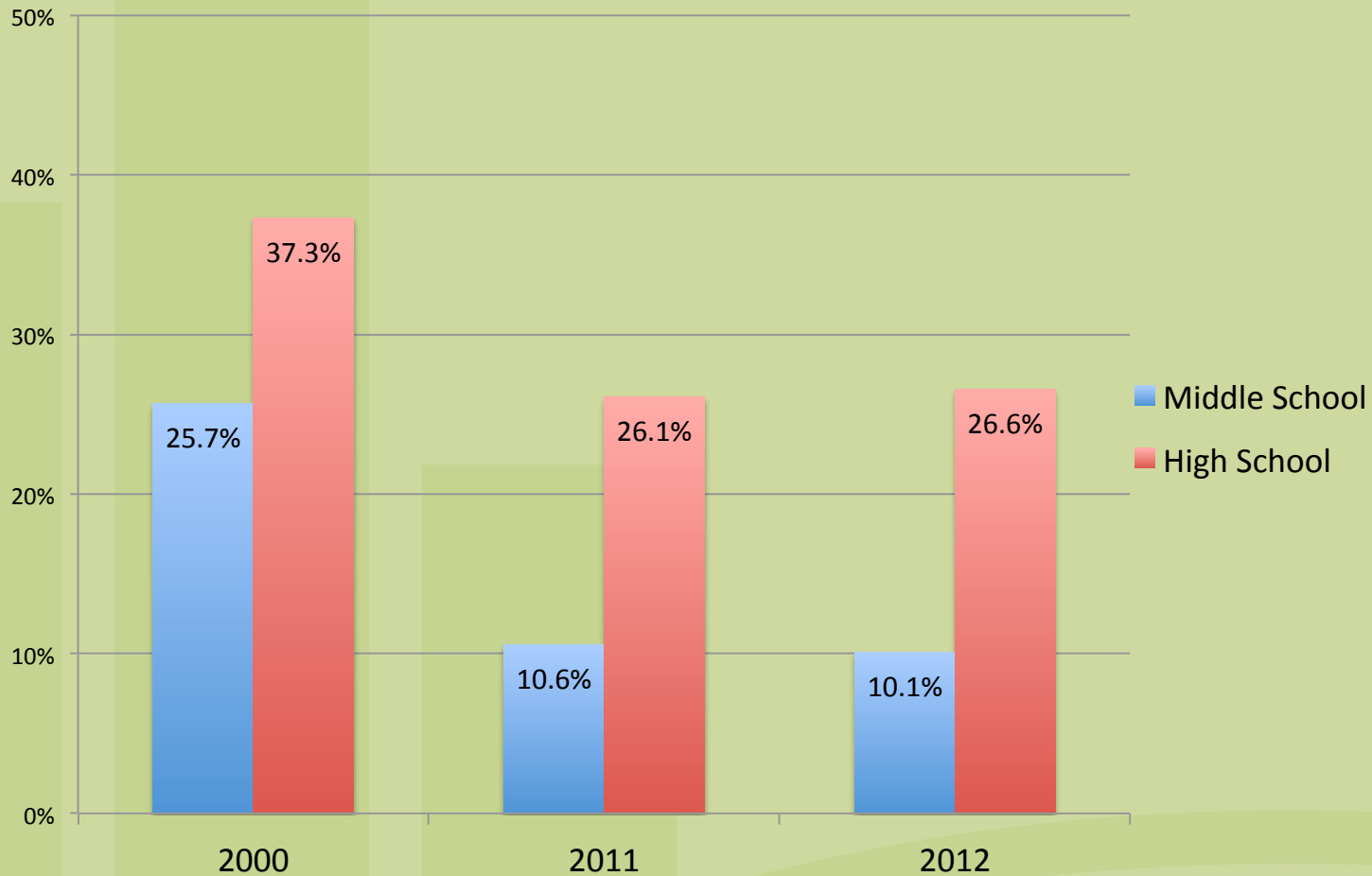


Middle School 2010-2012

In the last 30 days, which of the following products have you used on at least one day?



Current Any Tobacco Use

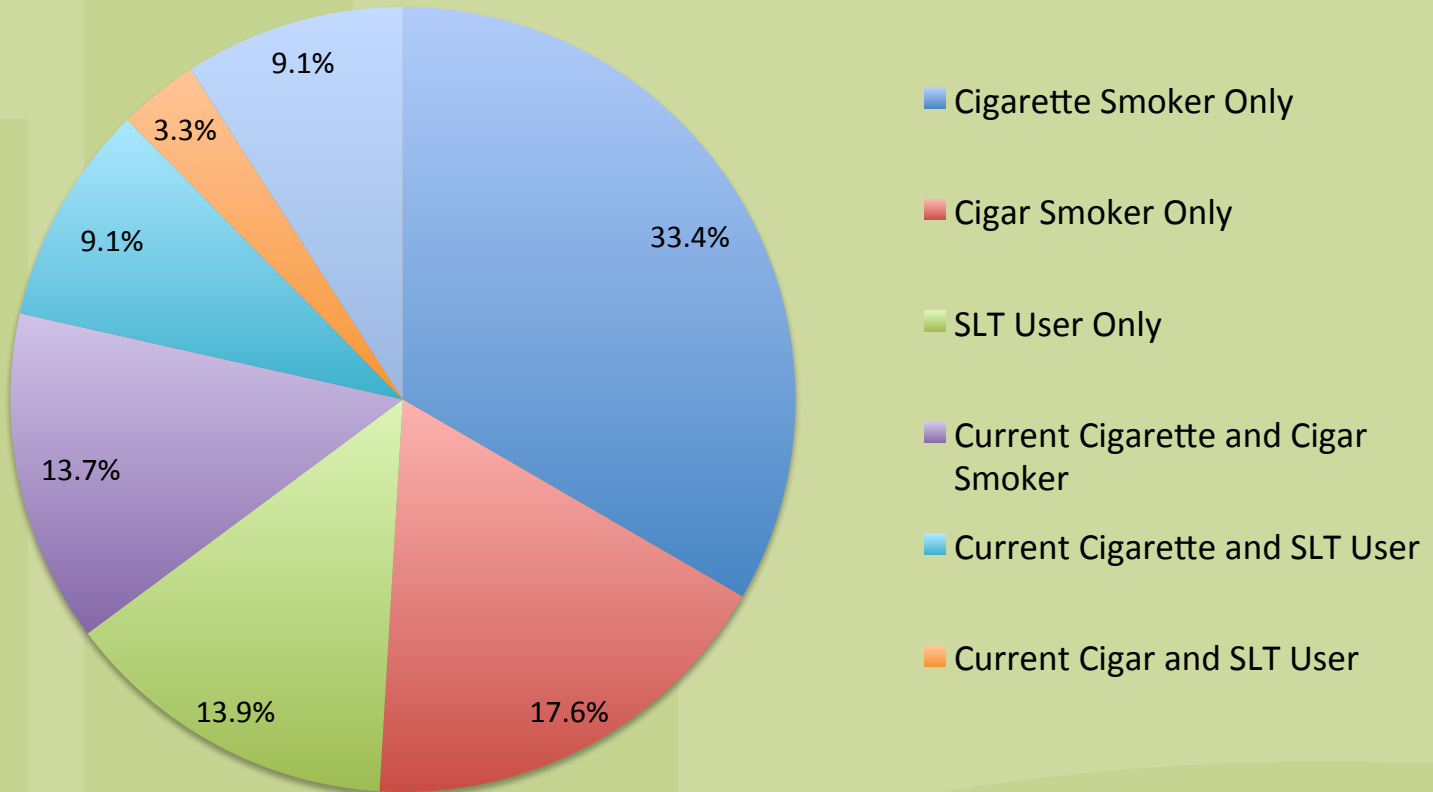


Poly-Tobacco Use

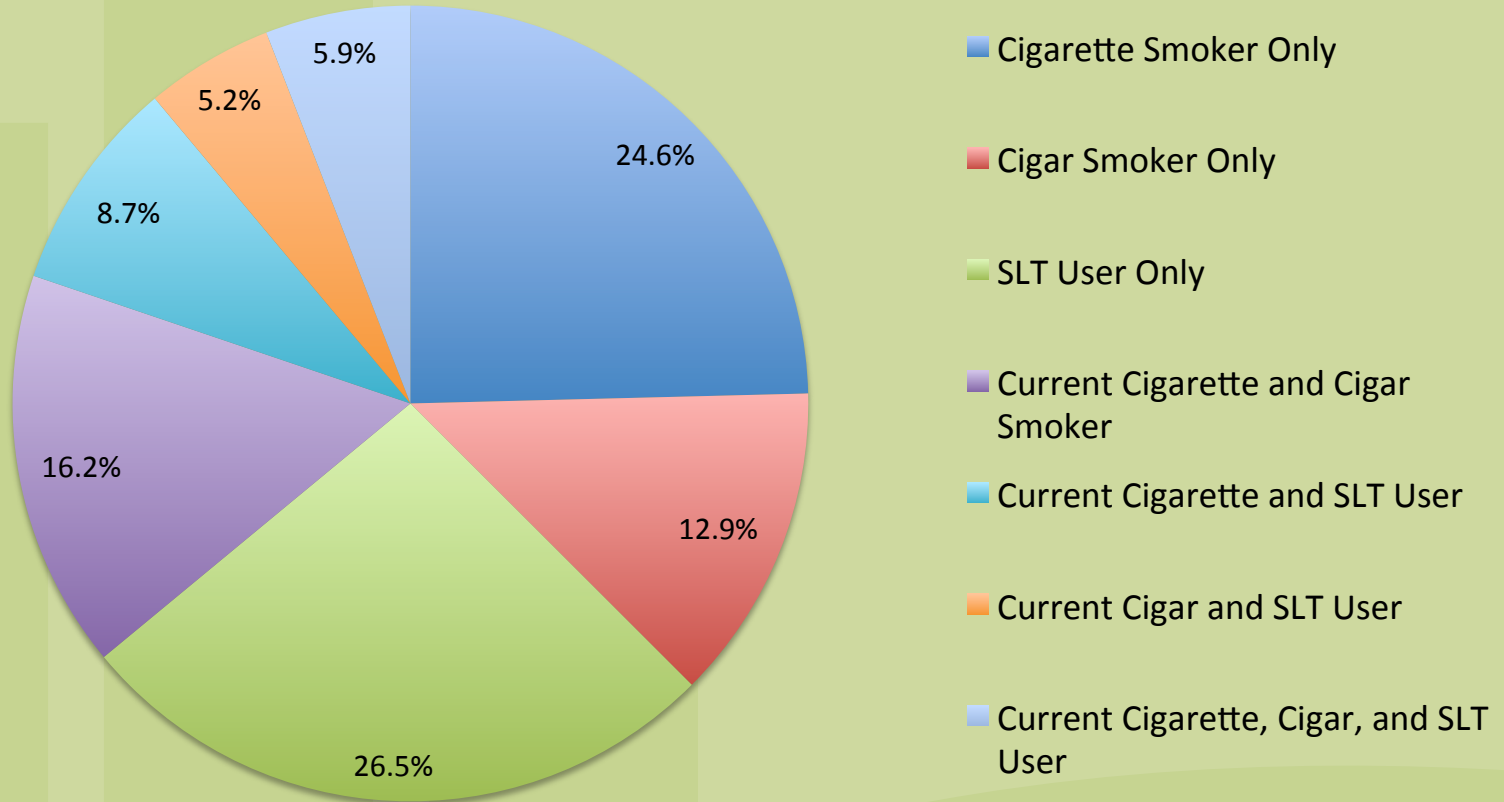
Combined use of different products that contain tobacco

- Increased nicotine exposure and risk of addiction
- Included in this study are the following categories:
 - Cigarettes + Cigar Use
 - Cigarettes + SLT Use
 - Cigar + SLT Use
 - Cigarette + Cigar + SLT Use

Current Any Tobacco Use – 2012 High School



Current Any Tobacco Use – 2012 Middle School



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