

FY15 Statewide Tobacco Control Grantees Meeting

October 2, 2014



100% Smoke-free COMMUNITIES in Mississippi

UPDATED | SEPTEMBER 2014

There are 88 smoke-free COMMUNITIES in Mississippi

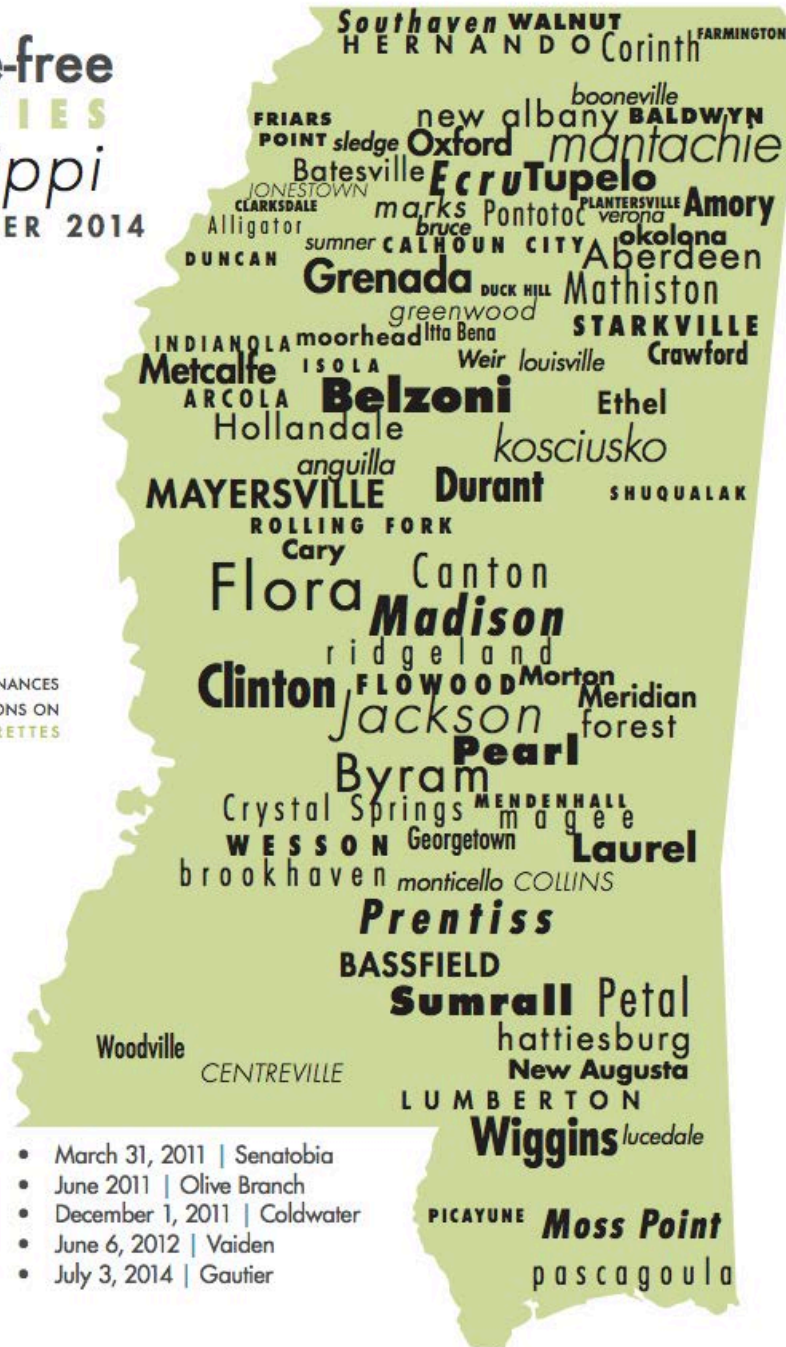


*39 OF WHICH HAVE ORDINANCES
THAT INCLUDE RESTRICTIONS ON
ELECTRONIC CIGARETTES

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
- May 5, 2010 | Brandon
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi

- March 31, 2011 | Senatobia
- June 2011 | Olive Branch
- December 1, 2011 | Coldwater
- June 6, 2012 | Vaiden
- July 3, 2014 | Gautier



29.44% of
Mississippians
are protected

Mississippi ranks 35th in protection

Prior to 2006, less than 0.01% of the Mississippi population was protected from tobacco smoke by 100% smokefree air laws in indoor public places. Mississippi currently ranks 35th in percent of the population protected from tobacco smoke in indoor public places.

SOURCE

American Nonsmokers' Rights Foundation, July, 2014

Please note that the criteria ANR uses is more strict than that of MTD. Therefore, our estimate is higher.

RANK	STATE	PERCENT PROTECTED
1	ARIZONA	100.0%
	DELAWARE	100.0%
	HAWAII	100.0%
	ILLINOIS	100.0%
	IOWA	100.0%
	KANSAS	100.0%
	MAINE	100.0%
	MARYLAND	100.0%
	MASSACHUSETTS	100.0%
	MICHIGAN	100.0%
	MINNESOTA	100.0%
	MONTANA	100.0%
	NEBRASKA	100.0%
	NEW JERSEY	100.0%
	NEW YORK	100.0%
	NORTH DAKOTA	100.0%
	OHIO	100.0%
	OREGON	100.0%
	RHODE ISLAND	100.0%
	SOUTH DAKOTA	100.0%
	UTAH	100.0%
	VERMONT	100.0%
	WASHINGTON	100.0%
	WASHINGTON D.C.	100.0%
	WISCONSIN	100.0%
26	WEST VIRGINIA	54.0%
27	ALASKA	43.9%
28	NEW MEXICO	36.6%
29	TEXAS	35.4%
30	KENTUCKY	33.1%
31	SOUTH CAROLINA	30.7%
32	INDIANA	27.7%
33	CALIFORNIA	27.1%
34	MISSOURI	21.2%
35	MISSISSIPPI	19.5%
36	IDAHO	13.6%
37	ALABAMA	11.4%
38	COLORADO	10.1%
39	LOUISIANA	4.4%
40	GEORGIA	2.3%
41	WYOMING	0.3%
42	ARKANSAS	0.1%
43	CONNECTICUT	0.0%
	FLORIDA	0.0%
	NEVADA	0.0%
	NEW HAMPSHIRE	0.0%
	NORTH CAROLINA	0.0%
	OKLAHOMA	0.0%
	PENNSYLVANIA	0.0%
	TENNESSEE	0.0%
	VIRGINIA	0.0%

Mississippi ranks 7th 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
2012 Behavior Risk Factor Surveillance System, Centers for Disease Control and Prevention

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	KENTUCKY	26.3%	26.9%	29.7%
2	WEST VIRGINIA	26.2%	26.7%	29.7%
3	ARKANSAS	25.0%	23.3%	26.8%
4	TENNESSEE	24.9%	23.3%	26.4%
5	LOUISIANA	24.8%	23.2%	26.3%
6	INDIANA	24.0%	22.8%	25.2%
7	MISSISSIPPI	24.0%	22.5%	25.4%
8	MISSOURI	23.9%	22.3%	25.5%
9	ALABAMA	23.8%	22.3%	25.2%
10	MICHIGAN	23.3%	22.1%	24.6%
11	OHIO	23.3%	22.2%	24.4%
12	OKLAHOMA	23.3%	22.0%	24.5%
13	SOUTH CAROLINA	22.5%	21.4%	23.7%
14	SOUTH DAKOTA	22.0%	20.5%	23.4%
15	WYOMING	21.8%	19.9%	23.7%
16	PENNSYLVANIA	21.4%	20.4%	22.3%
17	NORTH DAKOTA	21.2%	19.6%	22.9%
18	NORTH CAROLINA	20.9%	19.9%	21.9%
19	ALASKA	20.5%	18.8%	22.3%
20	GEORGIA	20.4%	18.8%	21.9%
21	WISCONSIN	20.4%	18.7%	22.1%
22	MAINE	20.3%	19.2%	21.4%
23	DELAWARE	19.7%	18.2%	21.3%
24	MONTANA	19.7%	18.5%	20.9%
25	NEBRASKA	19.7%	18.9%	20.6%
26	WASHINGTON D.C.	19.6%	17.4%	21.9%
27	KANSAS	19.4%	18.4%	20.4%
28	NEW MEXICO	19.3%	18.2%	20.4%
29	VIRGINIA	19.0%	17.7%	20.3%
30	MINNESOTA	18.8%	17.8%	19.8%
31	ILLINOIS	18.6%	16.9%	20.2%
32	TEXAS	18.2%	17.0%	19.3%
33	IOWA	18.1%	16.9%	19.3%
34	NEVADA	18.1%	16.5%	19.7%
35	OREGON	17.9%	16.4%	19.4%
36	COLORADO	17.7%	16.8%	18.7%
37	FLORIDA	17.7%	16.3%	19.1%
38	RHODE ISLAND	17.4%	16.0%	18.9%
39	NEW JERSEY	17.3%	16.4%	18.3%
40	NEW HAMPSHIRE	17.2%	15.8%	18.6%
41	WASHINGTON	17.2%	16.3%	18.1%
42	ARIZONA	17.1%	15.6%	18.5%
43	VERMONT	16.5%	15.1%	17.8%
44	IDAHO	16.4%	14.6%	18.3%
45	MASSACHUSETTS	16.4%	15.5%	17.2%
46	MARYLAND	16.2%	15.0%	17.4%
47	NEW YORK	16.2%	14.8%	17.6%
48	CONNECTICUT	16.0%	14.8%	17.2%
49	HAWAII	14.6%	13.3%	15.8%
50	CALIFORNIA	12.6%	11.8%	13.4%
51	UTAH	10.6%	9.8%	11.3%

Mississippi ranks 7th in current smoking among adults

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	WEST VIRGINIA	19.6%	16.8%	22.7%
2	ARKANSAS	19.1%	16.4%	22.2%
3	NORTH DAKOTA	19.0%	16.6%	21.7%
4	OKLAHOMA	18.5%	15.5%	22.0%
5	ALABAMA	18.0%	15.5%	20.8%
6	KENTUCKY	17.9%	15.0%	21.2%
7	WYOMING	17.4%	14.7%	20.4%
8	MISSISSIPPI	17.2%	14.5%	20.4%
9	SOUTH DAKOTA	16.5%	12.5%	21.4%
10	SOUTH CAROLINA	16.0%	13.3%	19.0%
11	TENNESSEE	15.4%	13.0%	18.3%
12	MONTANA	15.2%	13.4%	17.2%
13	OHIO	15.1%	11.5%	19.6%
14	NORTH CAROLINA	15.0%	12.8%	17.3%
15	MISSOURI	14.9%	12.9%	17.2%
16	NEW MEXICO	14.4%	12.2%	17.0%
17	DELAWARE	14.2%	12.5%	16.0%
18	ARIZONA	14.1%	11.8%	16.6%
19	ILLINOIS	14.1%	11.3%	17.4%
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25	MAINE	12.8%	11.3%	14.5%
26	IDAHO	12.2%	9.8%	15.0%
27	LOUISIANA	12.1%	9.5%	15.2%
28	MARYLAND	11.9%	11.4%	12.4%
29	MICHIGAN	11.8%	8.9%	15.5%
30	WISCONSIN	11.8%	9.9%	14.1%
31	VIRGINIA	11.1%	9.6%	12.7%
32	NEBRASKA	10.9%	9.1%	12.9%
33	FLORIDA	10.8%	9.7%	12.0%
34	MASSACHUSETTS	10.7%	9.5%	12.1%
35	ALASKA	10.6%	8.2%	13.4%
36	NEW YORK	10.6%	9.3%	12.2%
37	HAWAII	10.4%	9.1%	11.9%
38	NEVADA	10.3%	8.1%	13.2%
39	KANSAS	10.2%	8.8%	11.9%
40	RHODE ISLAND	8.0%	5.8%	11.0%
41	UTAH	4.4%	3.2%	5.9%

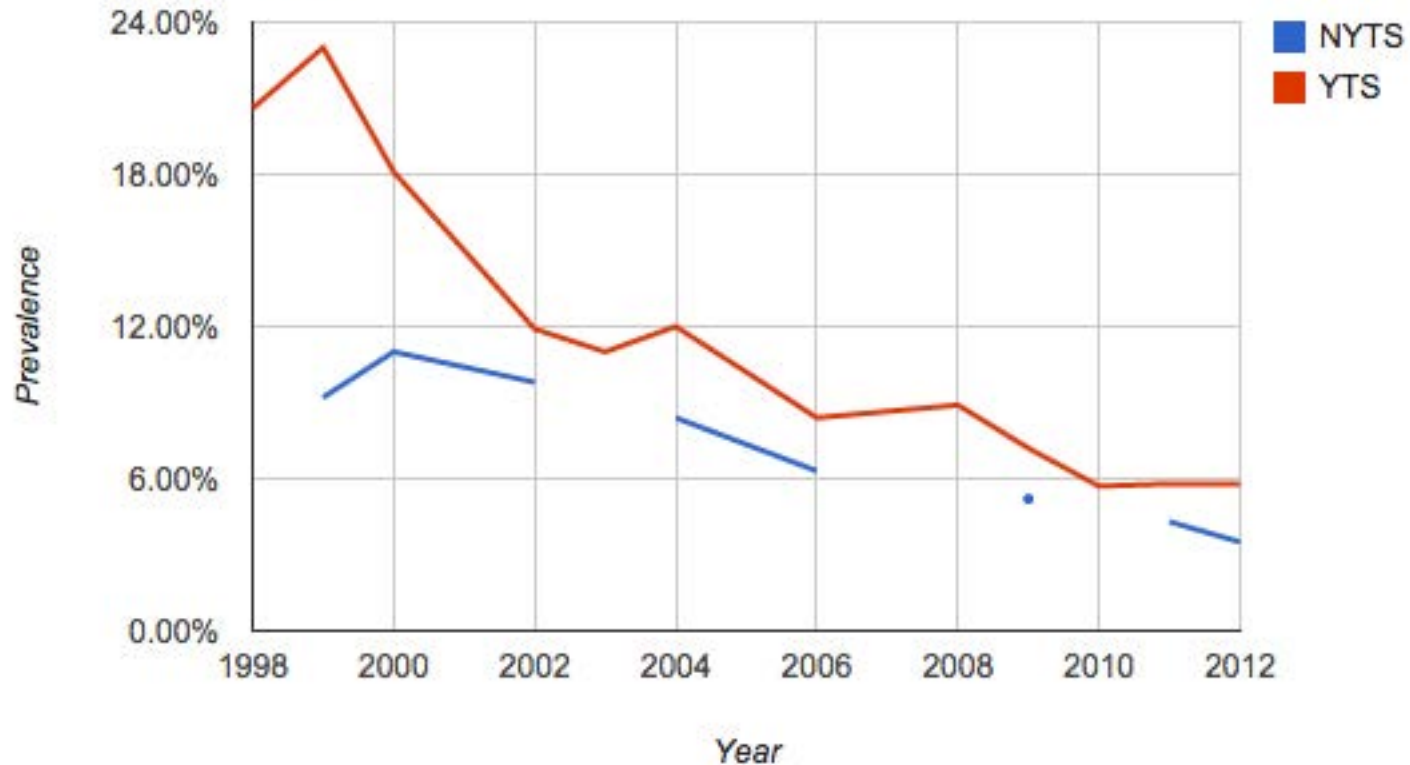
Mississippi ranks 8th in the prevalence of current smoking among public high school students (41 states administered the YRBSS in 2013). State rankings, however, should be interpreted with caution. Rank differences do not necessarily reflect meaningful differences between states.

SOURCE
Youth Risk Behavior Surveillance System, Centers for Disease Control and Prevention

Mississippi ranks 8th in current smoking among youth

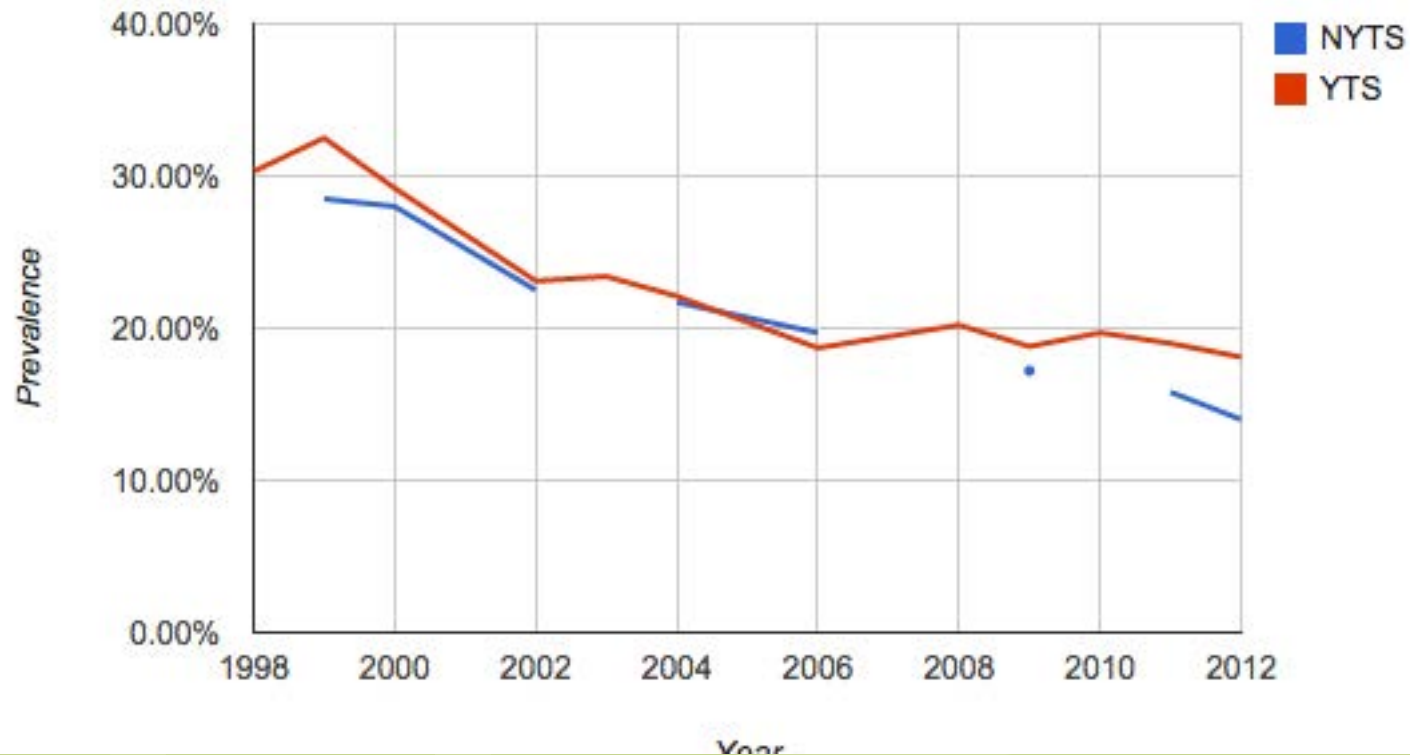
Current Youth Smoking

Middle School Current Smoking NYTS vs. MS YTS

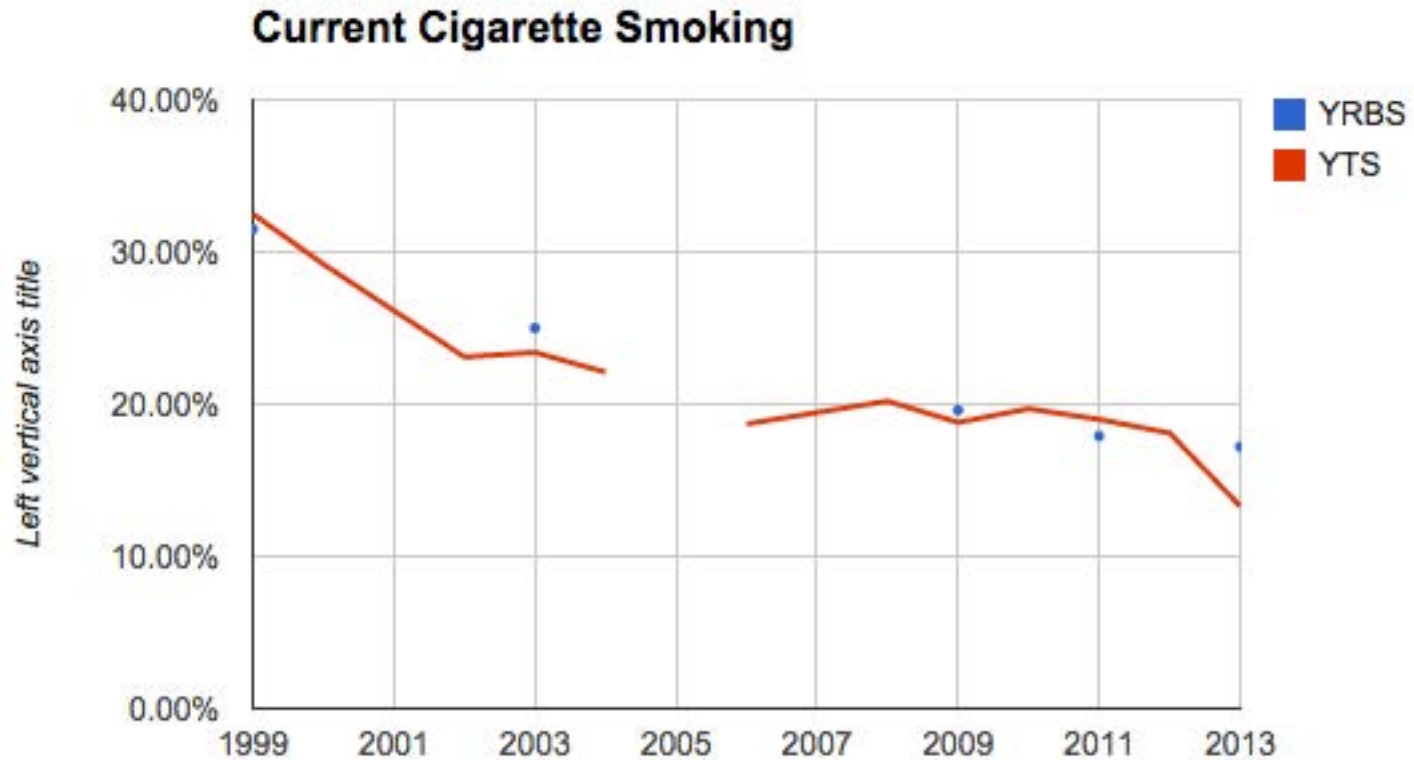


Current Youth Smoking

High School Current Smoking - NYTS vs. MS YTS

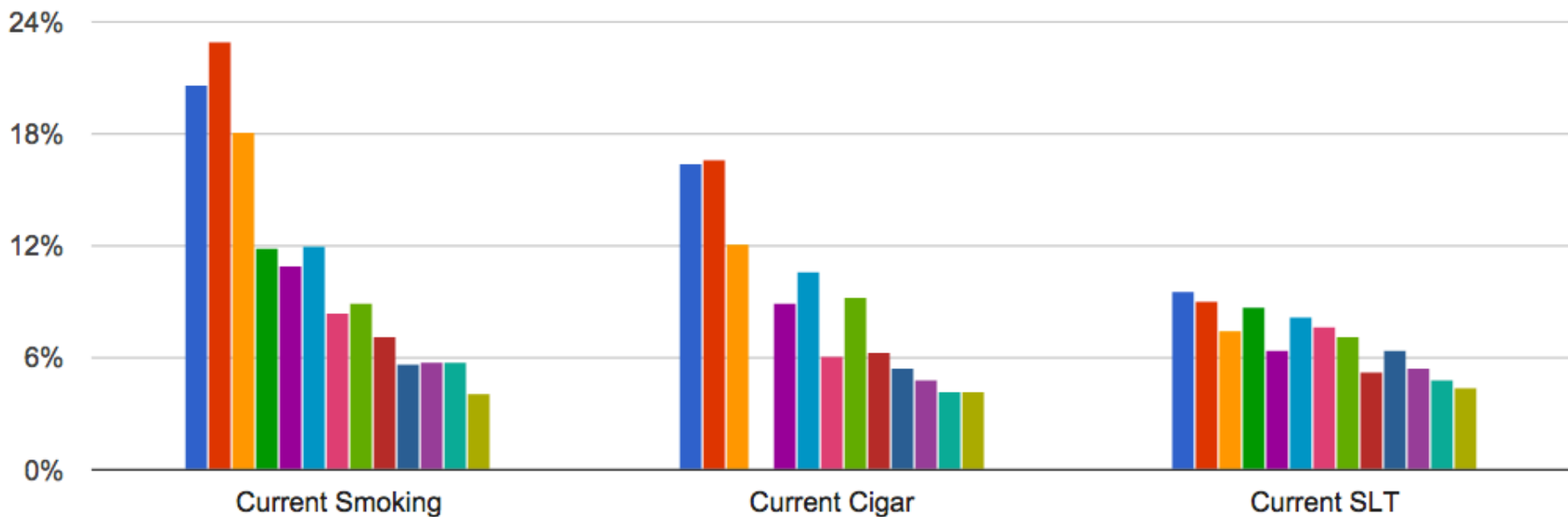


Current Youth Smoking



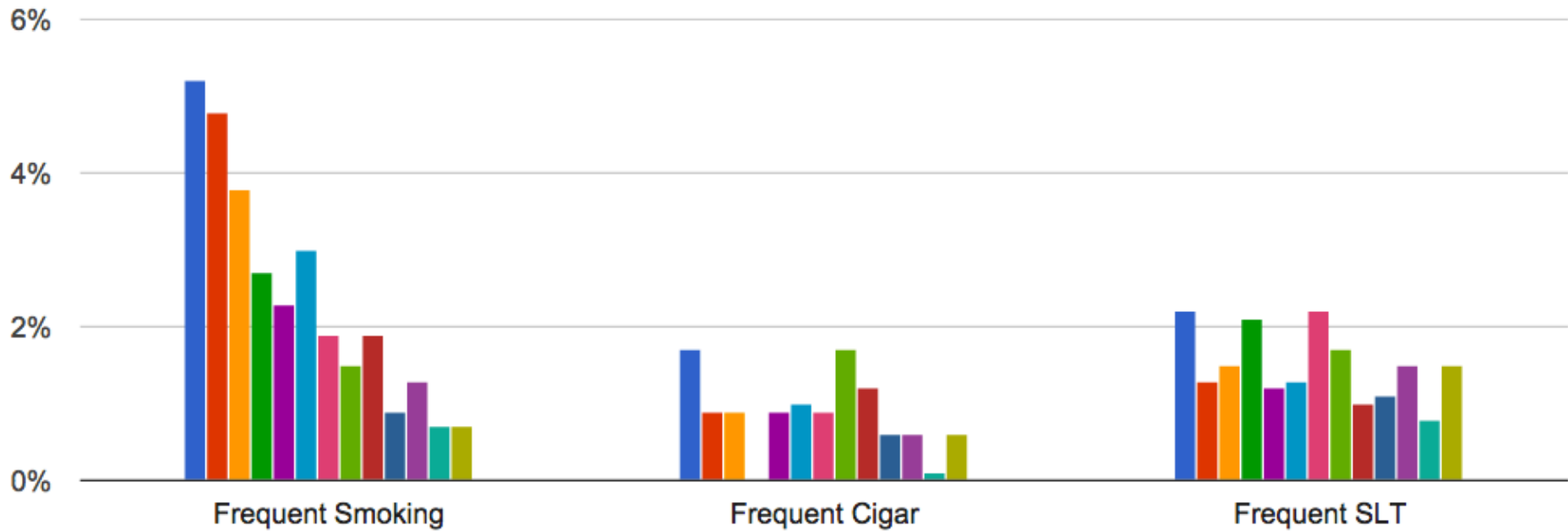
Current Cigarette, Cigar, & SLT Use Middle School

MS Current Use, 1998-2013



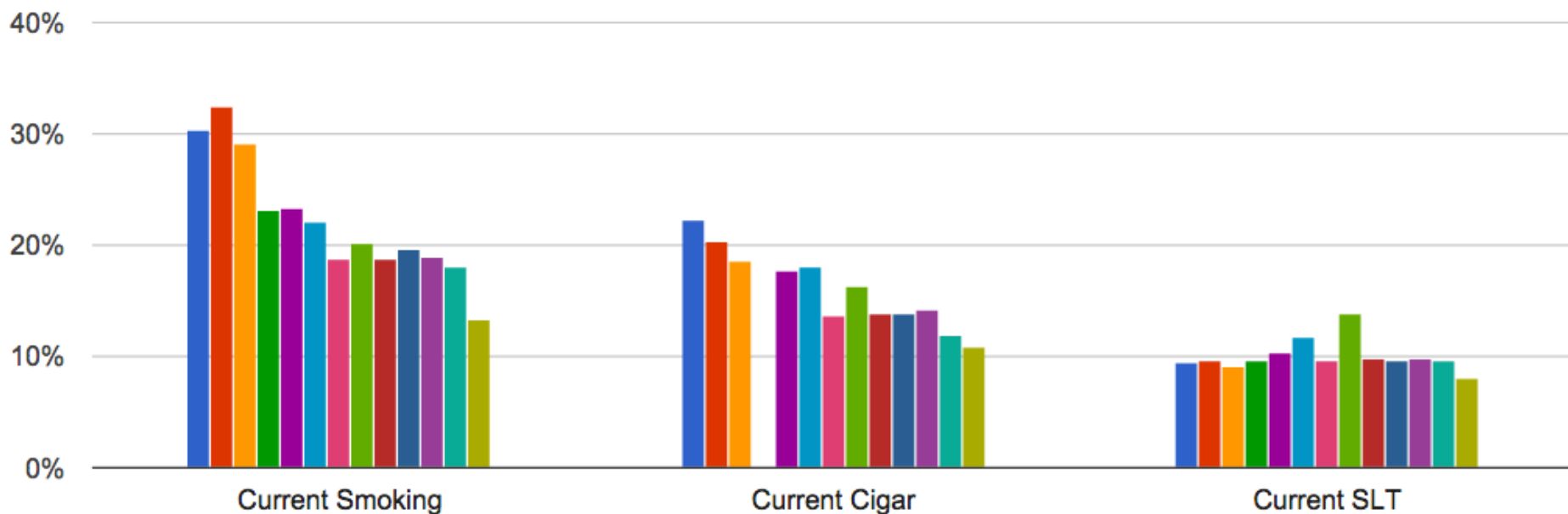
Frequent Cigarette, Cigar, & SLT Use Middle School

MS Frequent Use, 1998-2013



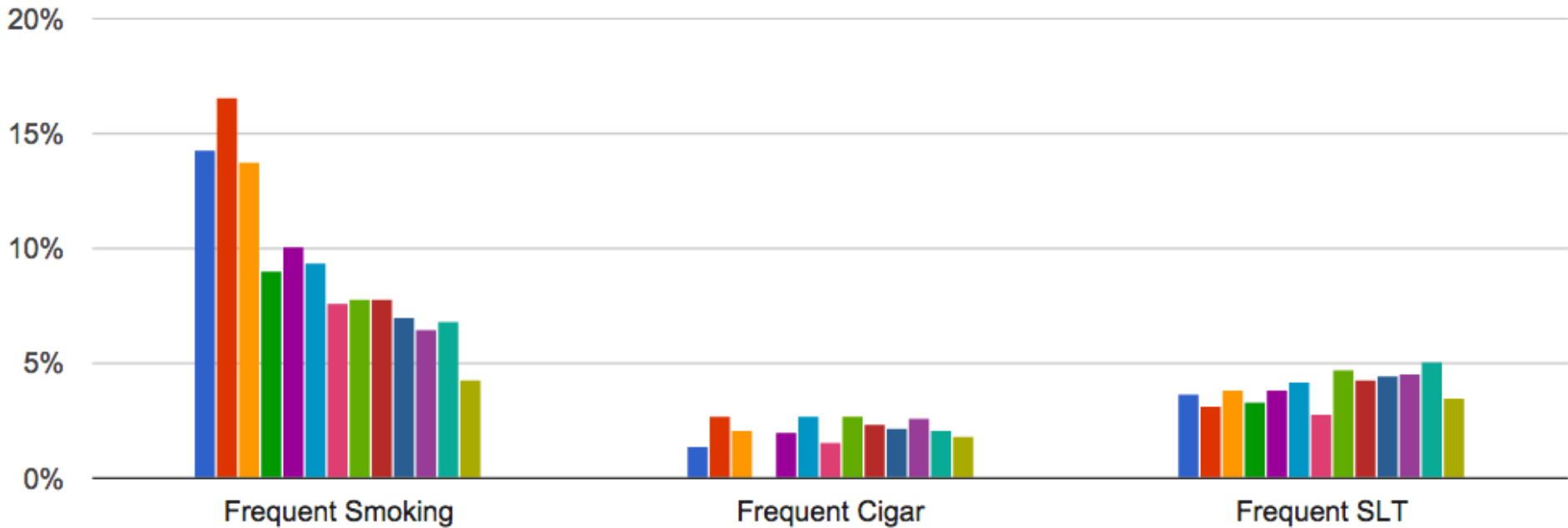
Current Cigarette, Cigar, & SLT Use High School

HS Current Use, 1998-2013



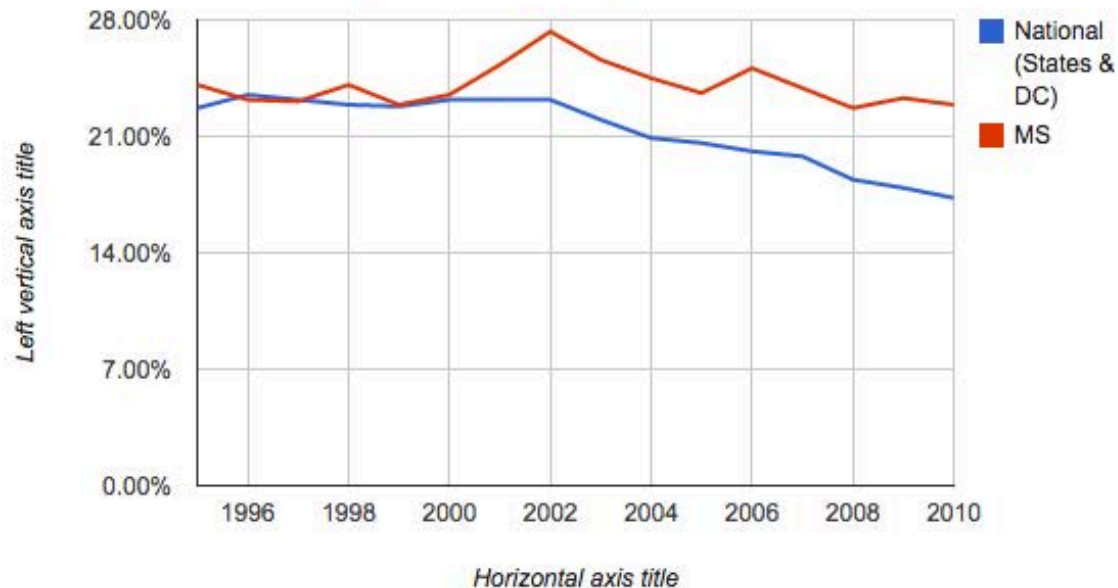
Frequent Cigarette, Cigar, & SLT Use High School

HS Frequent Use, 1998-2013

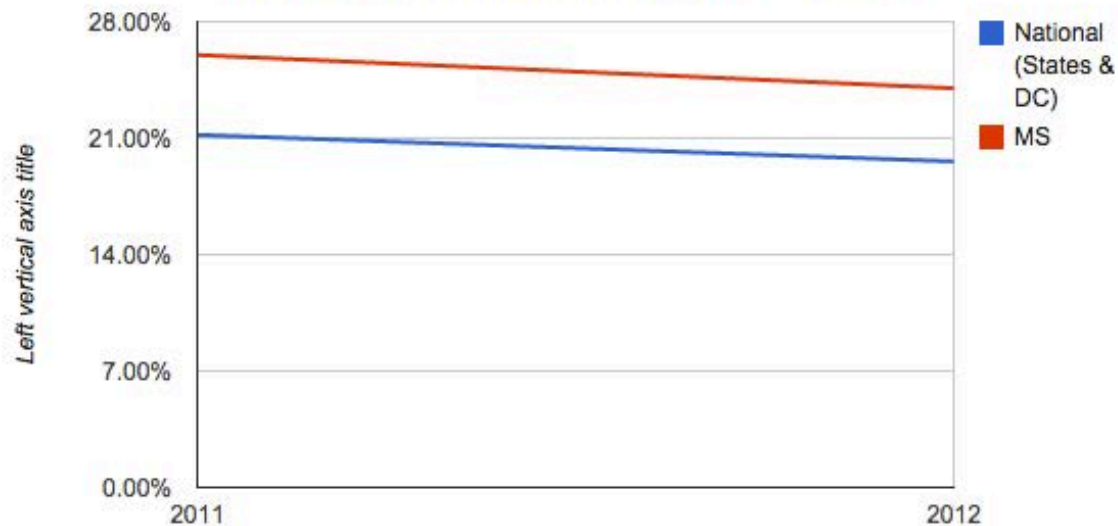


Current Adult Smoking

Current Cigarette Smoking - BRFSS US vs. MS



Current Cigarette Smoking - BRFSS US vs. MS



Primary Data for 2014

- Youth Tobacco Survey – Fall 2014
 - New items
 - Status
- Social Climate Survey of Tobacco Control – Late 2014
 - Attitudinal questions about e-cigarettes
 - More detailed questions about use of e-cigarettes
 - Questions about smokefree casinos
- University Surveys – Spring 2015

2013 Mississippi Social Climate Survey

- The age to buy tobacco should be raised to 21.

Agree = 81.8%

Disagree = 18.2%

- Pipe tobacco, smokeless tobacco, and cigars should be taxed at the same rate as cigarettes.

Agree = 88.3%

Disagree = 11.7%

2013 Mississippi Social Climate Survey

Would you favor or oppose a law in MS that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants, and bars?

Favor = 82.1%

Oppose = 14.0%

Neither favor nor oppose = 3.9%

2013 Mississippi Social Climate Survey

How much additional tax on a pack of cigarettes would you be willing to support?

More than 2 dollars per pack = 25.6%

Two dollars per pack = 12.0%

One dollar per pack = 10.2%

50 to 99 cents a pack = 4.8%

Less than 50 cents a pack = 4.4%

No tax increase = 42.9%

2014 Mississippi Student Tobacco Survey

- Participating Universities
 - Mississippi State University
 - University of Mississippi
 - University of Southern Mississippi

2014 Mississippi Student Tobacco Survey

Mississippi State University

Current smoker	23.9%
Ever tried hookah or water pipe	43.9%
Current hookah	12.7%
Ever tried snus	21.1%
Current snus	3.3%
Ever tried e-cigarette	34.6%
Current vaper	9.6%

2014 Mississippi Student Tobacco Survey

University of Southern Mississippi

Current smoker	24.6%
Ever tried hookah or water pipe	37.4%
Current hookah	9.2%
Ever tried snus	13.5%
Current snus	1.4%
Ever tried e-cigarette	33.3%
Current vaper	11.5%

2014 Mississippi Student Tobacco Survey

University of Mississippi

Current smoker	37.3%
Ever tried hookah or water pipe	51.6%
Current hookah	8.8%
Ever tried snus	23.0%
Current snus	4.4%
Ever tried e-cigarette	40.8%
Current vaper	12.3%

2013 Mississippi Social Climate Survey

Electronic Cigarettes

	2012	2013
MS Ever Use	9.5%	12.1%
US Ever Use	10.6%	13.0%
MS Current Use	4.1%	5.7%
US Current Use	2.6%	6.8%

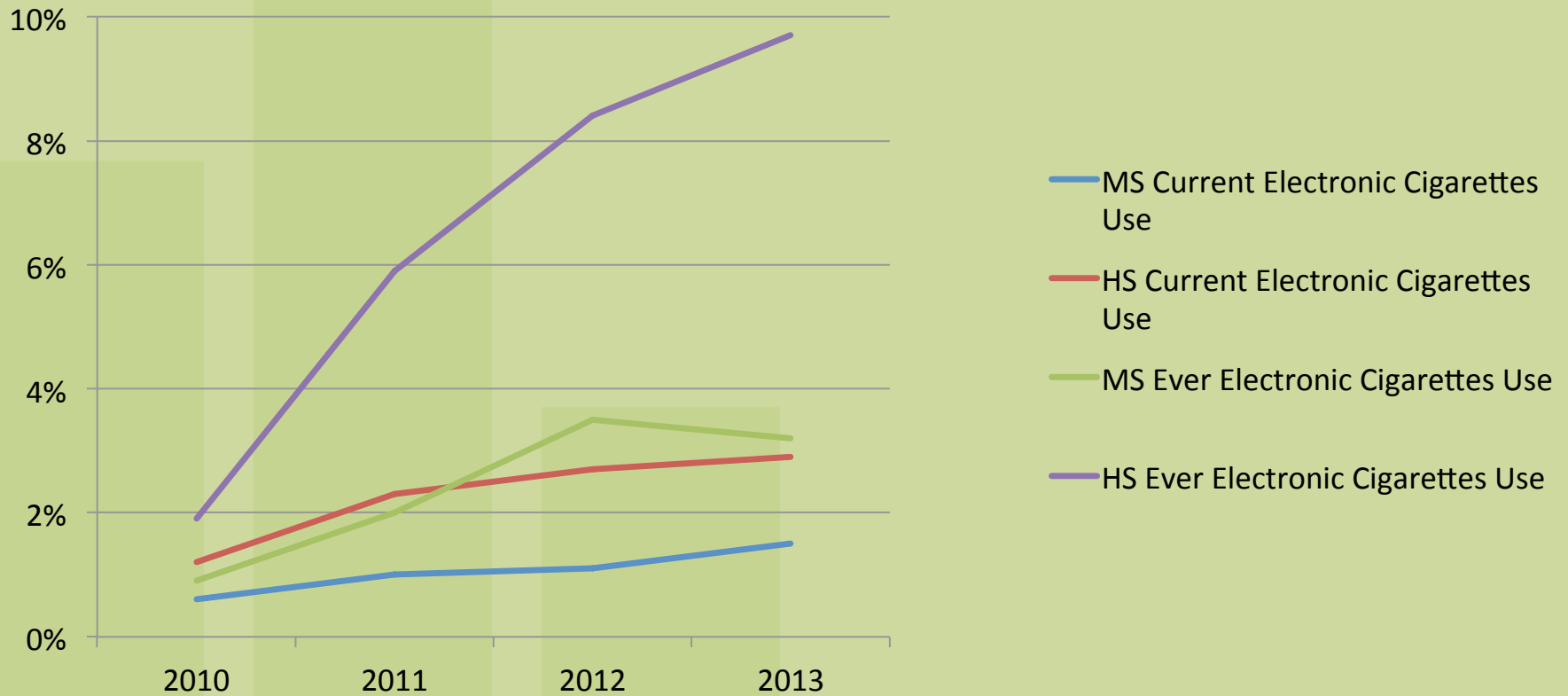
Electronic Cigarettes - FDA

- Register with FDA and report product and ingredient listings (but it is not clear if this applies to the FDA or to the consumer)
- Only market new products after FDA review
- Not distribute free samples
- Include a health warning label
- Restrict sale of electronic cigarettes to 18+

Electronic Cigarettes

- “There is currently an enormous gap between what people hoped would be the public health potential of these products and the reality of what has gone on in the marketplace.”
- Matthew Myers, president of the Campaign for Tobacco-Free Kids.
- Although less harmful than combustible cigarettes, these products are not a safe alternative to combustible tobacco. On a continuum of harm, electronic cigarettes are simply less harmful than combustible cigarettes. This does not imply that they are safe.

Electronic Cigarettes



Electronic Cigarettes Ever Use

High School Students

- Mississippi
 - 2011: 5.9%; 2012: 8.4%; 2013: 9.7%
- United States
 - 2011: 4.7%; 2012: 10.0%; 2013: n/a

Middle School Students

- Mississippi
 - 2011: 2.0%; 2012: 3.5%; 2013: 6.2%
- United States
 - 2011: 1.4%; 2012: 2.7%; 2013: n/a

For More Information

- Visit mstobacodata.org