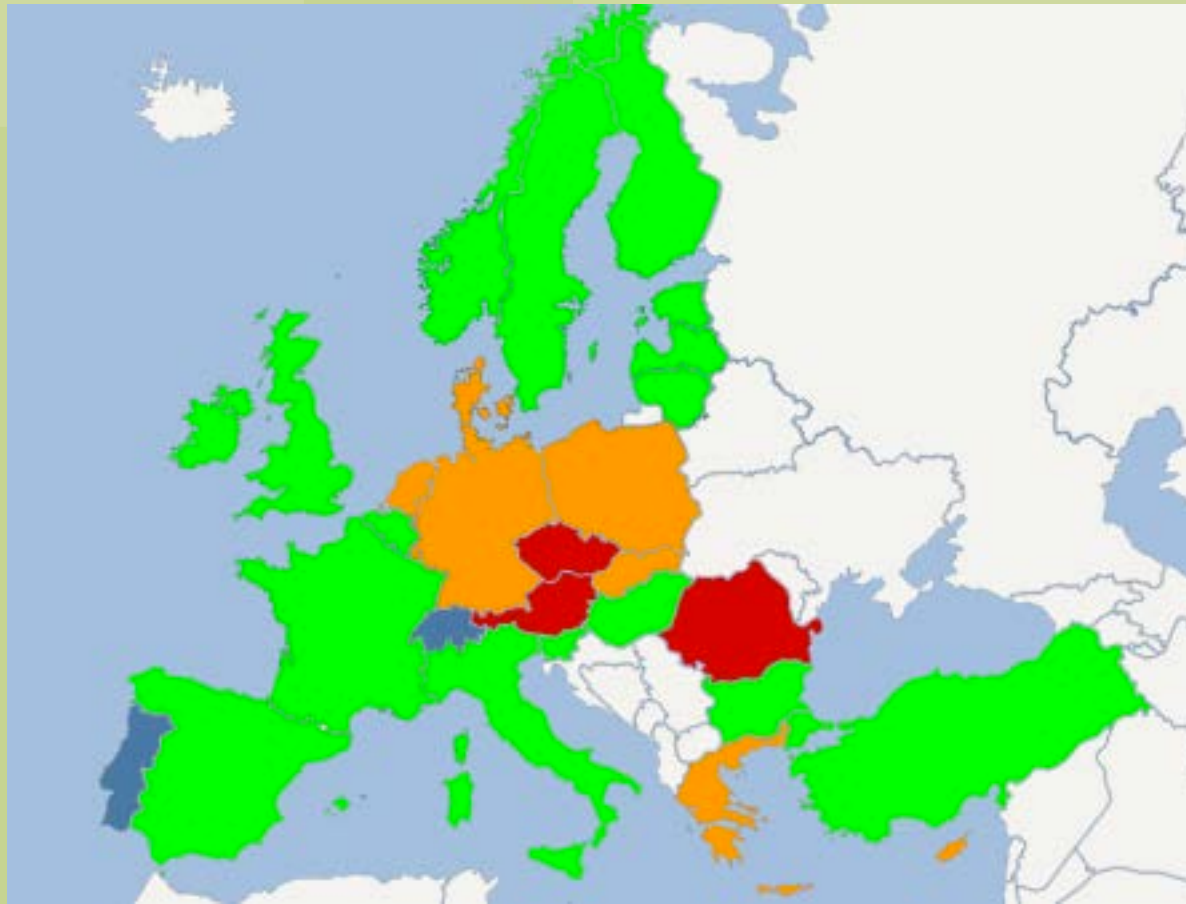


# The Role of Communication and Media in the Fight for Smoke-Free Air

Lauren Colvin  
Emily McClelland  
Robert McMillen  
Miranda Means  
Nell Valentine

# Smoke-Free Laws Across Europe

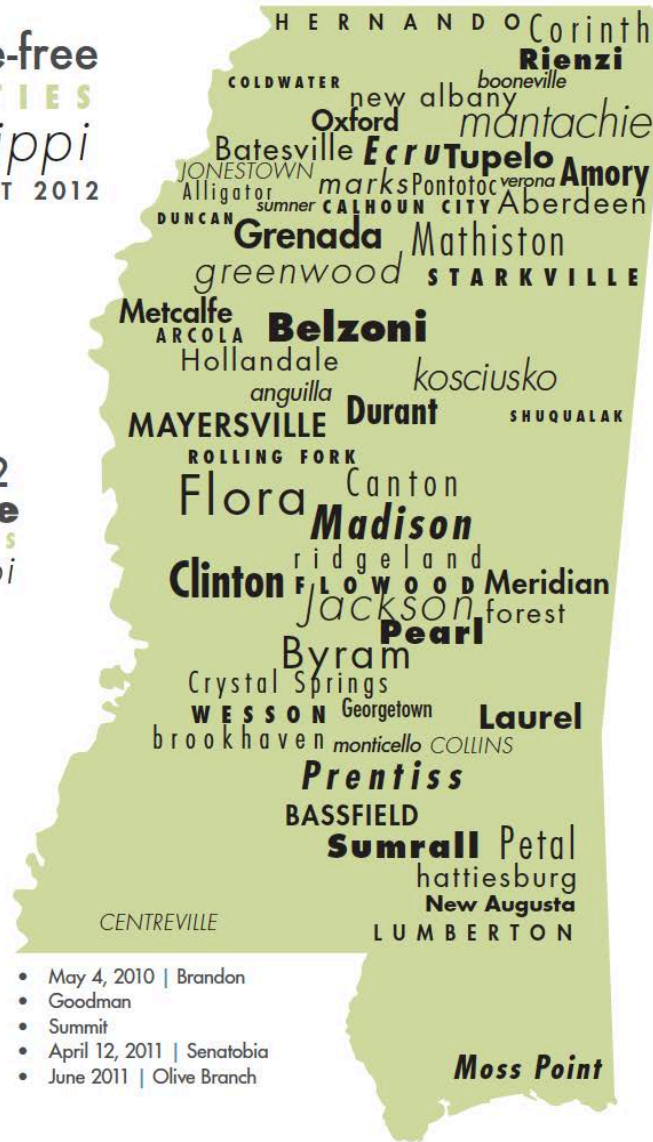


**100% Smoke-free**  
**COMMUNITIES**  
*in Mississippi*  
 UPDATED | AUGUST 2012

**There are 62**  
**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



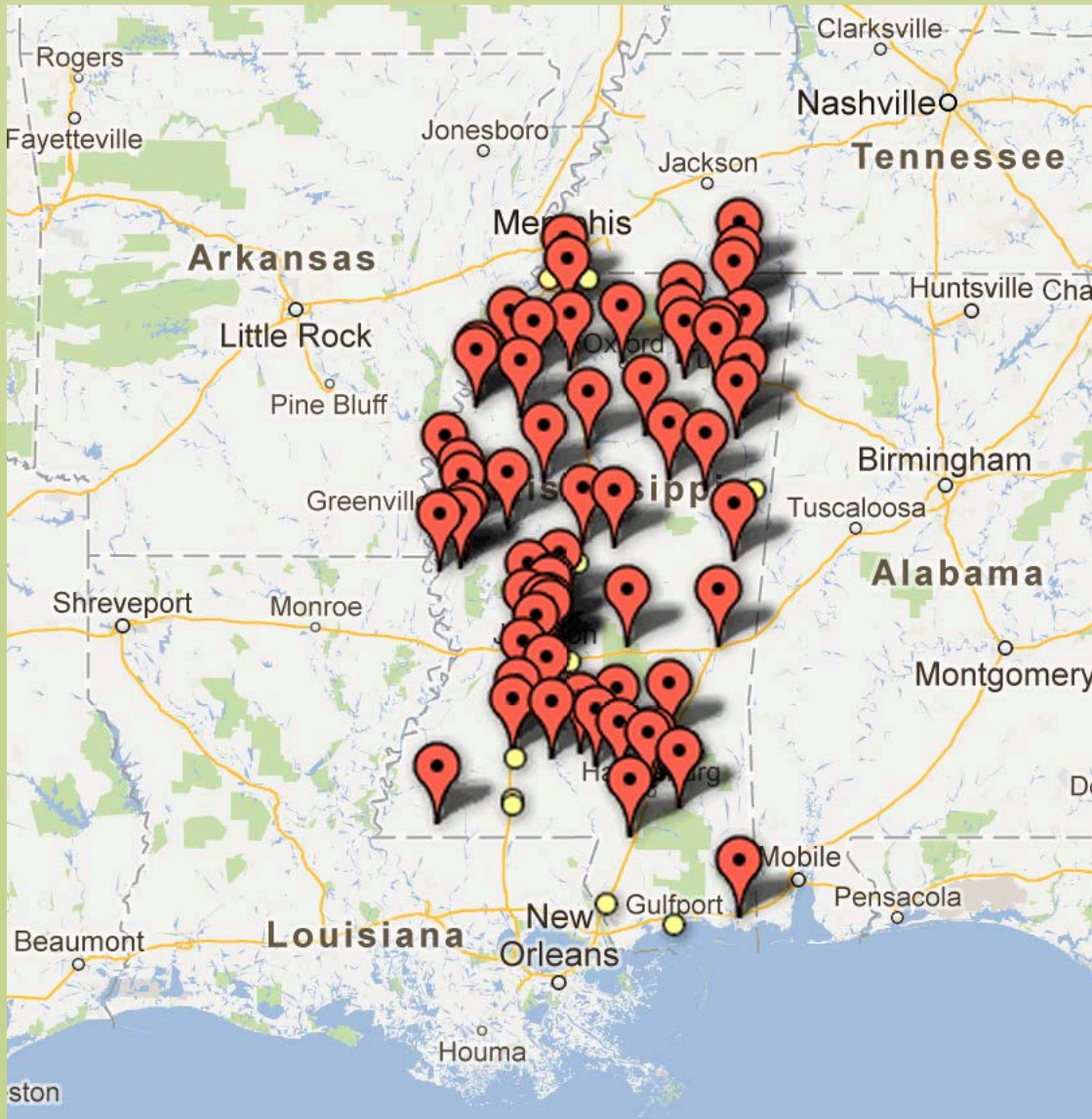
24%  
 protected

# Funding for Media

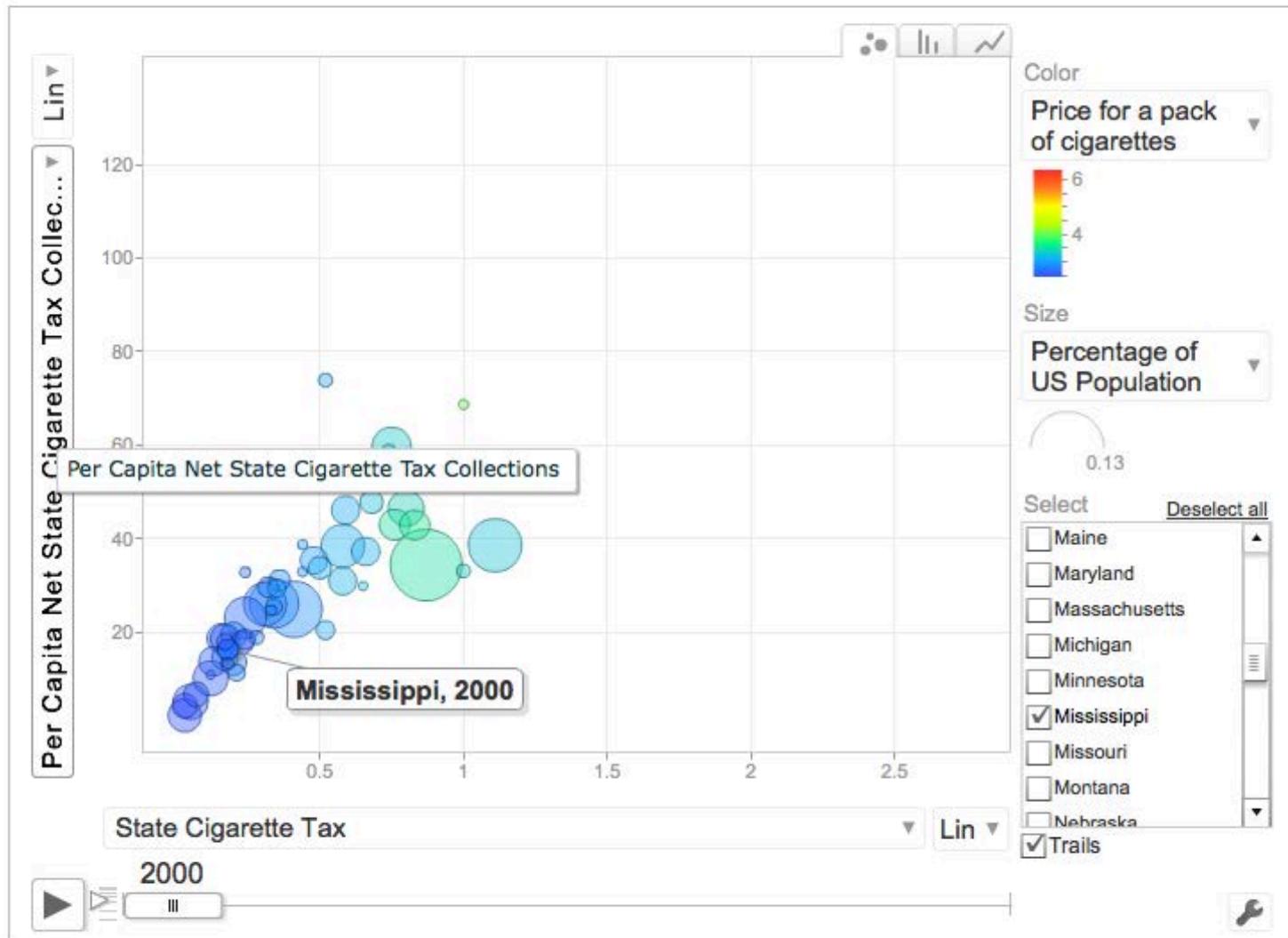
- Tobacco Industry: \$12.4 Billion or €9.6 Billion in the United States per year
- Mississippi Tobacco Data: \$0 or €0



# Google Tools



# Revenue and State Cigarette Tax



Google Docs

# Mississippi Tobacco Data

This workgroup provides surveillance and evaluation services for the Mississippi Comprehensive Tobacco Control Program.

# Importance of Graphic Design & Branding

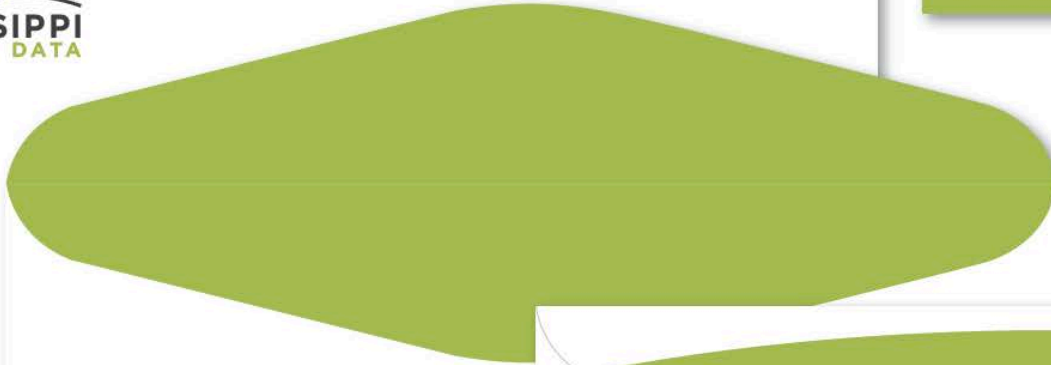






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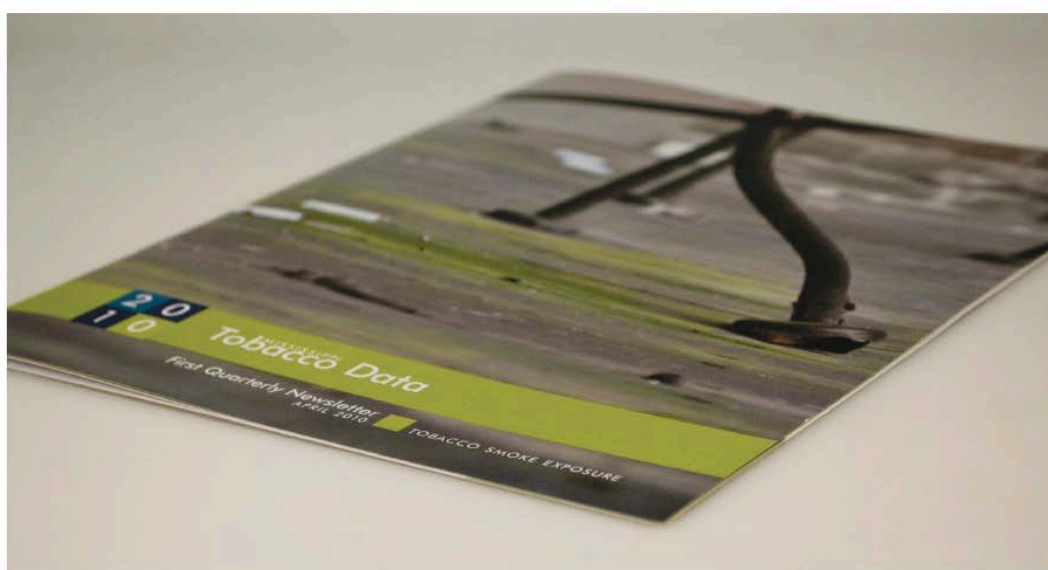
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Tobacco Data

mstobaccodata.org



MISSISSIPPI STATE  
UNIVERSITY

SSRC  
SOCIAL SCIENCE RESEARCH CENTER







20  
12

# MISSISSIPPI Tobacco Data

State Rankings   JUNE 2012



20  
12

# MISSISSIPPI Tobacco Data

THE MISSISSIPPI YOUTH TOBACCO SURVEY

1998–2011

# The Palace Casino

GROWTH ONE YEAR AFTER IMPLEMENTING A SMOKE-FREE POLICY

The Palace Casino in Biloxi implemented a smoke-free policy when it reopened on June 14, 2011. The casino voluntarily prohibited smoking inside all of the casino facility, with the exception of a smoking lounge located off of the casino floor. The purpose of this brief is to summarize the available data about the potential economic impact of this new policy.

The Mississippi Gaming Commission releases quarterly reports that provide data on all of the non-reservation casinos. Although these reports do not release revenue data, the commission does release data on the number of employees, number of slot games,

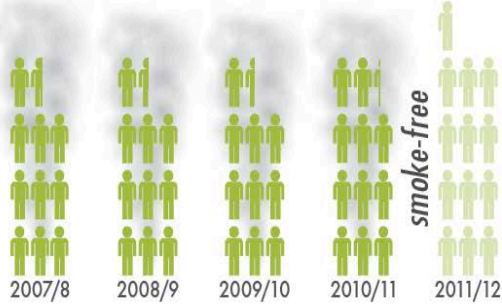
and number of table games for each casino. This brief examines these data for the Palace Casino, in the context of the Coastal Region Casinos.

## COASTAL REGION CASINOS

1. Beau Rivage
2. Boomtown
3. Grand Casino
4. Hard Rock Casino
5. Hollywood Casino
6. Imperial Palace
7. Island View Casino
8. Isle of Capri
9. Palace Casino
10. Sliver Slipper
11. Treasure Bay

### NUMBER OF EMPLOYEES AT THE PALACE CASINO

538      525      519      566      642



Number of employees at the Palace Casino *increased by 20%* after going smoke-free.

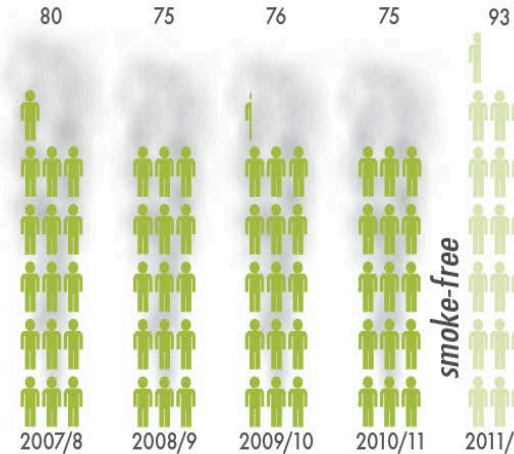
= 50 Employees

### PERCENT OF TOTAL (COASTAL) EMPLOYEES AT THE PALACE CASINO



Percent of coastal employees who work at the Palace Casino *increased by 24%* after going smoke-free.

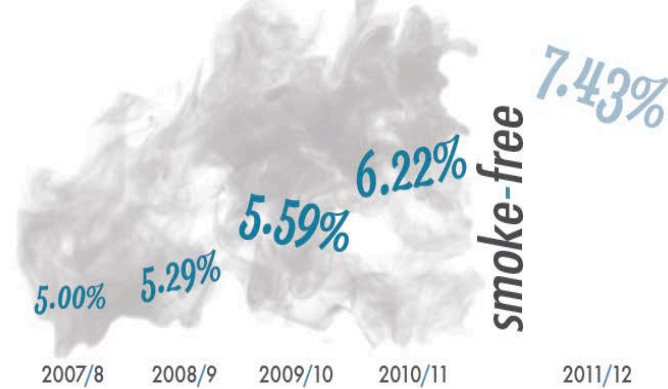
### NUMBER OF HOTEL EMPLOYEES AT THE PALACE CASINO



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

= 5 Employees

### PERCENT OF TOTAL (COASTAL) HOTEL EMPLOYEES AT THE PALACE CASINO



Percent of coastal hotel employees who work at the Palace Casino *increased by 34%* after going smoke-free.

### NUMBER OF SLOTS AT THE PALACE CASINO



Number of slots at the Palace Casino *increased by 31%* after going smoke-free.

= 100 Slots



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

AN EXAMINATION OF TOURISM & ECONOMIC DEVELOPMENT TAX REVENUES

LOCATION	DATE OF ORDINANCE*	AVERAGE % CHANGE (DURING THE SAME PERIOD) IN THE AGGREGATED NO-ORDINANCE COMPARI-		DIFFERENCE
		% CHANGE IN SMOKE-FREE COMMUNITIES	SON COMMUNITIES	
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%
<b>TOTAL</b>		<b>10.22%</b>	<b>-0.11%</b>	<b>10.33%</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 95%. 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 10.2% 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 (-.1%).

No  
reduction  
in tax  
revenue

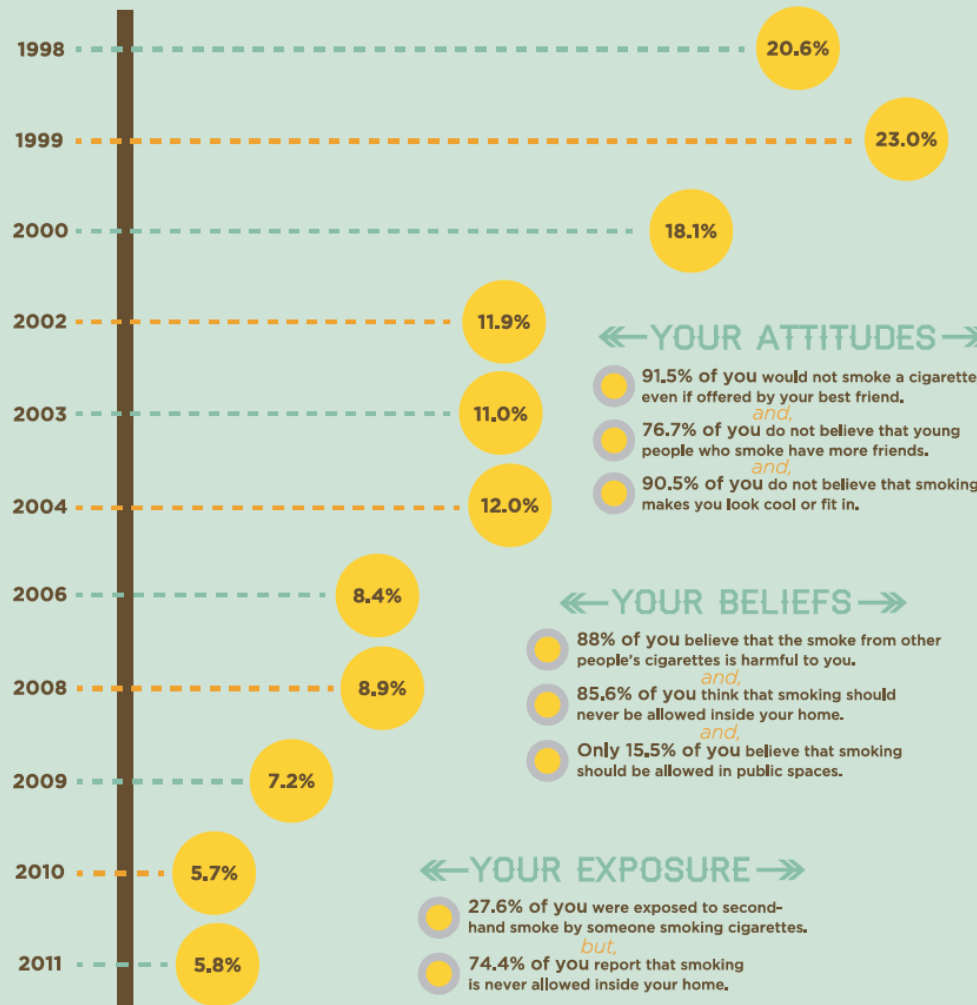


# ← MISSISSIPPI →

## MIDDLE SCHOOL STUDENTS

### YOUR CURRENT SMOKING STATUS (1998 to TODAY)

← Over 94% of you do not smoke. →



#### ← YOUR ATTITUDES →

- 91.5% of you would not smoke a cigarette, even if offered by your best friend.
- and, 76.7% of you do not believe that young people who smoke have more friends.
- and, 90.5% of you do not believe that smoking makes you look cool or fit in.

#### ← YOUR BELIEFS →

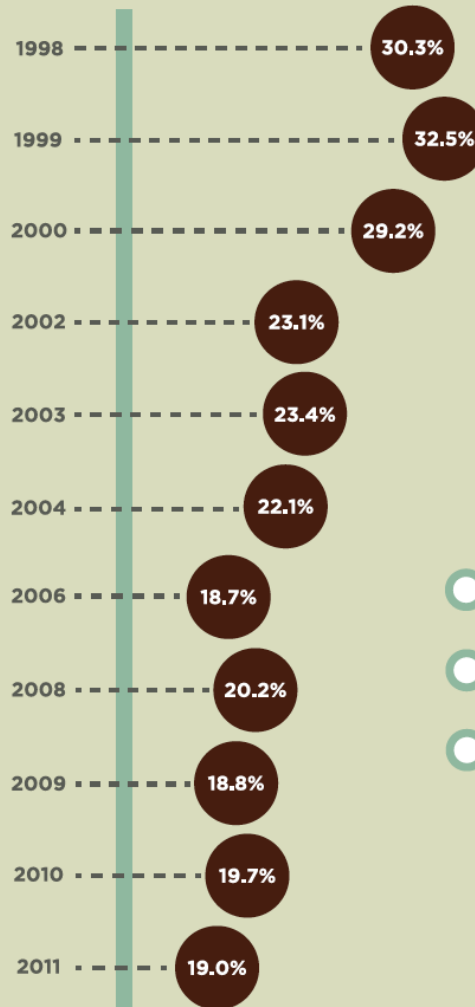
- 88% of you believe that the smoke from other people's cigarettes is harmful to you.
- and, 85.6% of you think that smoking should never be allowed inside your home.
- and, Only 15.5% of you believe that smoking should be allowed in public spaces.

#### ← YOUR EXPOSURE →

- 27.6% of you were exposed to second-hand smoke by someone smoking cigarettes.
- but, 74.4% of you report that smoking is never allowed inside your home.

# Mississippi high school Students

YOUR **CURRENT** SMOKING STATUS (1998 to TODAY)



**81% OF YOU  
DO NOT SMOKE.**

## (YOUR **ATTITUDES**)

- 77.8% OF YOU WOULD NOT SMOKE A CIGARETTE, EVEN IF OFFERED BY YOUR BEST FRIEND.
- 73.7% OF YOU DO NOT BELIEVE THAT YOUNG PEOPLE WHO SMOKE HAVE MORE FRIENDS.
- 87.6% OF YOU DO NOT BELIEVE THAT SMOKING MAKES YOU LOOK COOL OR FIT IN.

## (YOUR **BELIEFS**)

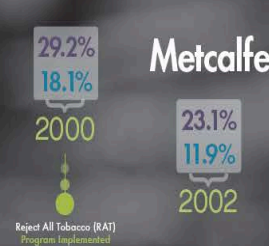
- 87.2% OF YOU BELIEVE THAT THE SMOKE FROM OTHER PEOPLE'S CIGARETTES IS HARMFUL TO YOU.
- 79.3% OF YOU THINK THAT SMOKING SHOULD NEVER BE ALLOWED INSIDE YOUR HOME.
- ONLY 15.2% OF YOU BELIEVE THAT SMOKING SHOULD BE ALLOWED IN PUBLIC SPACES.

## (YOUR **EXPOSURE**)

- 35.1% OF YOU WERE EXPOSED TO SECOND-HAND SMOKE BY BEING IN THE SAME ROOM AS SOMEONE SMOKING CIGARETTES.
- 72.1% OF YOU REPORT THAT SMOKING IS NEVER ALLOWED INSIDE YOUR HOME.

# Linkage Between Declines in Youth Smoking & Mississippi Tobacco Control

Nell Valentine, MS,<sup>1,2</sup> Robert McMillen, PhD,<sup>1,2</sup> Lei Zhang, PhD, MBA<sup>3</sup> | Social Science Research Center,<sup>1</sup> Mississippi State University,<sup>2</sup> Mississippi State Department of Health<sup>3</sup>



## Background

In 1998, the state of Mississippi approved a tobacco prevention pilot program that resulted in the formation of The Partnership for a Healthy Mississippi. The Partnership implemented most of its tobacco control programs by 1999, and in the continuation of the pilot program, approximately \$20 million annually was voted to go directly to The Partnership from the state's tobacco settlement. In addition to these funds, The Mississippi Department of Health (MSDH) received funds from Centers for Disease Control and Prevention through a cooperative agreement to implement and enhance tobacco prevention and cessation efforts.

In 2005, Governor Haley Barbour, the state Division of Medicaid, and the Health Care Trust Fund filed motions to vacate the December 2000 order and direct the \$20 million away from tobacco prevention and into the trust fund. This motion was successful. As of June 1, 2006, counter-marketing campaigns were no longer airing, and the college program for the 18 to 24-year-old market ended. As of November 30, 2006, The Partnership ceased funding of cessation programs, including a statewide quitline and regional tobacco cessation treatment clinics, law enforcement program, and numerous statewide and after-school programs.

In 2007, the Mississippi Legislature called for the development, implementation, and funding of a comprehensive and statewide tobacco education, prevention, and cessation program that is consistent with the Best Practices for Tobacco Control Programs of the National Centers for Disease Control and Prevention. The FY2008 allocated \$2 million for the Office of Tobacco Control (OTC) to create a state tobacco prevention and cessation program. Funding at this level was sustained for FY2009, FY2010, and FY2011.

## 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, and 2011.

**YTS 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.

**YTS YTS COLLECTS DATA** from young people 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 nonresponse 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:

- 1) inverse of the probability of selecting the school
- 2) inverse of the probability of selecting the classroom within the school
- 3) a school-level nonresponse adjustment factor calculated by school size (small, medium, large)
- 4) a class adjustment factor calculated by school
- 5) a student-level nonresponse adjustment factor calculated by class
- 6) a post-stratification adjustment factor calculated by gender and grade

## Discussion

In 1998, Mississippi began implementing statewide tobacco control programs and also implemented the first Youth Tobacco Survey (YTS). For the past 13 years, the Mississippi YTS has served as one evaluation tool for these programs. Initiation of cigarette smoking, current smoking, and frequent smoking all decreased substantially during the period. These decreases coincided with the implementation of youth programs, an increase in the state cigarette tax, and 47 communities implementing comprehensive and/or partial ordinances.

**KEY FINDINGS:**  
Cigarette smoking among Mississippi youth has decreased substantially since statewide tobacco control programs were implemented in 1999. Current smoking among public middle school students has decreased by 72% since 1998, leading to 16,587 fewer young smokers. Current smoking among public high school students has decreased by 37% since 1998, leading to 15,418 fewer young smokers. The prevalence of having ever tried smoking has decreased by 57% since 1998, leading to 34,742 fewer middle school students who have tried smoking. The prevalence of having ever tried smoking has decreased by 38% since 1998, leading to 39,295 fewer high school students who have tried smoking. Frequent smoking has decreased by 75% since 1998, leading to 4,371 fewer middle school students who are frequent smokers. Frequent smoking has decreased by 55% since 1998, leading to 10,642 fewer high school students who are frequent smokers.

**YOUTH PROGRAMS**  
RAT (Reject All Tobacco) is the only tobacco-free campaign in the country created especially for children in grades K-12. All the age studies have shown that kids love to get facts and teach the adults in their lives. RAT also aims to change children's attitudes about tobacco before they reach the age of experimenting with cigarettes and chewing tobacco. At the grassroots level, the centerpiece of the RAT program is the RAT Pack Show, a live troupe of singing, dancing kids led by a computer-animated rat named Terrance. Audiences get to

**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.**

**50 Cent State Tobacco Tax Increase**

**Smoke-Free Air MS Campaign Implemented**

**Generation Free Program Implemented**

**STATE CIGARETTE TAX INCREASE**  
On May 15, 2009, Mississippi raised its state cigarette tax from 18 to 68 cents. The state form tax records demonstrates that the 2009 increase in the state cigarette tax has been followed by reduced cigarette consumption. From 2008 to 2011, the number of packs sold decreased from 293 million to 202 million – a 30% decrease in cigarette consumption.

**SMOKE-FREE ORDINANCES**  
As of July 2012, there were 61 communities in Mississippi that are 100% smokefree. The ordinances put into effect by these communities protect 242 of Mississippians from indoor public exposure to environmental tobacco smoke.

**Key**  
High School Current Cigarette Smoking  
Middle School Current Cigarette Smoking

**MISSISSIPPI STATE UNIVERSITY**  
**SSRC** SOUTH STATE RESEARCH CENTER  
**MISSISSIPPI TOBACCO DATA**

**POSTER DESIGNED BY: MIRANDA MEANS | GRAPHIC DESIGNER**



# Robert McMillen

@mstobaccodata

*Links to news articles relevant to tobacco control in Mississippi*

Mississippi · <http://mstobaccodata.org>

## Tweets

**ISSIS:  
OBACCO**

**Robert McMillen** @mstobaccodata

5h

Learn more about the use of emerging tobacco products. [fb.me/1jHizYuhl](http://fb.me/1jHizYuhl)

[Collapse](#) [← Reply](#) [🗑 Delete](#) [★ Favorite](#)

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Mississippi Tobacco Data Timeline Now

Manage Page



# Mississippi Tobacco Data

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### Educational Research

Our surveillance efforts are designed to measure and detail progress towards these goals using numerous primary and secondary data sources.



About

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Events

# Blog

01 MARCH 2012

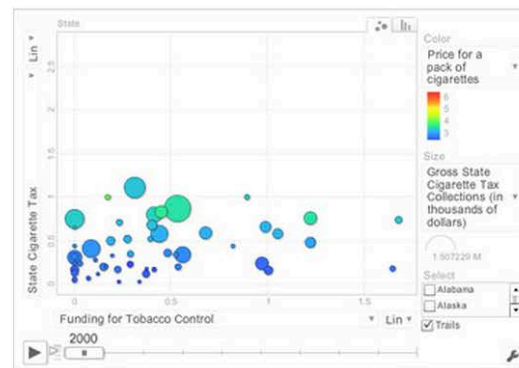
## Science Guiding Advocacy

As social scientists, we are trained to use objective scientific methods to collect and analyze data on social issues. We produce academic papers, give professional talks, and even occasionally produce reports for policy makers (with the expectation that others will actively apply our findings to policy issues, but rarely do we actually get in front of a social issue and become active advocates). I've spent the past decade conducting research on tobacco, and my way of thinking about the role of a social scientist has shifted drastically. Stan Glantz, the eminent cardiologist and one of the people at the epicenter of the our Nation's first smoke free movement in California, once advised me, "So long as the science guides the advocacy rather than the reverse, it's perfectly acceptable for a scientist to advocate for health policies."

## Mississippi Tobacco Data

The goals of the Mississippi Comprehensive Tobacco Control Program are to reduce initiation of tobacco use among youth, promote tobacco cessation among youth and adults, eliminate exposure to secondhand smoke, and reduce disparities among specific populations.

This workgroup provides surveillance and evaluation services for the Mississippi Comprehensive Tobacco Control Program. As the primary contractor, the Social Science Research Center partners with evaluation experts from the University of Southern Mississippi and media tracking experts at Southern Research Group to form a surveillance and evaluation workgroup.



New interactive charts are featured on the [Interactive Tobacco Control Data Charts](#) page. X and Y axes can be adjusted to see how the data changes accordingly.

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### Feature Publications

[The Palace Casino | Growth One Year After Implementing a Smoke-Free Policy](#) (PDF, 1.3 MB)

[2012 Final Report | Surveillance & Evaluation Services for the MS Comprehensive Tobacco Control Program](#) (PDF, 946 KB)

[Before & After: A Look at Mississippi's Only Smoke-Free Casino | Poster Presented at 2012 NCTOH Conference](#) (PDF, 2.4 MB)

[Economic Effects of Smoke-Free Ordinances in Mississippi Communities | Poster Presented at 2012 NCTOH Conference](#) (PDF, 901 KB)

[Linkage between Declines in Youth Smoking & Mississippi Tobacco Control | Poster Presented at 2012 NCTOH Conference](#) (PDF, 7.1 MB)

[100% Smoke-Free Communities in Mississippi](#) (PDF, 250 KB)

[The 2012 MS Youth Tobacco Survey Publication | Youth Cigarette Smoking \(1998-2011\)](#) (PDF, 3.6 MB)

[Secondhand Smoke Exposure | SCS-TC](#) (PDF, 151 KB)



## Surveillance

### Goals

The goals of the Mississippi Comprehensive Tobacco Control Program are to reduce initiation of tobacco use among youth, promote tobacco cessation among youth and adults, eliminate exposure to secondhand smoke, and reduce disparities among specific populations.

### Data

Our surveillance efforts are designed to measure and detail progress towards these goals using numerous primary and secondary data sources. These data sets include the following:

- [Youth Tobacco Survey](#)
- [Youth Risk Behavior Surveillance System](#)
- [Mississippi University Student Survey](#)
- [Social Climate Study](#) (Adults)
- [Behavioral Risk Factor Surveillance System](#) (Adults)
- [Tobacco Use Supplement](#)
- [Per Capita Consumption](#)

### Dr. Robert McMillen's Blog

- [Latest Updates](#) - August 29, 2012
- [61](#) - July 16, 2012
- [60](#) - July 16, 2012
- [59](#) - July 13, 2012
- [PRAMS, 2008](#) - July 11, 2012
- [Our Latest Fact Sheet on Mississippi's Only Smoke-Free Casino](#) - June 25, 2012
- [Latest Youth Trend Data](#) - June 19, 2012
- [Smoke-Free Ordinances in Neighboring States](#) - June 14, 2012
- [Latest Data from the YRBS](#) - June 14, 2012
- [Our latest map in another format](#) - June 8, 2012

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# MS Tobacco Data (e-newsletter)

AUGUST NEWSLETTER | AUGUST 2011



## Recent Releases

With the conclusion of the 2010/11 fiscal year, we have released our [2011 Final Report](#). Other releases include a [summary](#) of per capita consumption and revenue from tobacco tax trends, a [quarterly newsletter](#) on the topic of initiation of tobacco use among youth, and an [updated version](#) of list of smoke-free Mississippi communities.

## Upcoming Releases

Later this month, look for our reports from the 2011 University Surveys. Also, the 2011 Mississippi Social Climate Survey of Tobacco Control is being fielded in August and September. This year, the survey will include a dual frame, in order to ensure coverage of households without landline telephones.



## Highlights

Although the state did not pass comprehensive, state-wide smoke-free legislation this year, there has been substantial activity at the local level across the state. Forty Mississippi communities have passed comprehensive smoke-free ordinances. [PDFs](#) of the ordinances and a [grid](#) highlighting provisions of these ordinances are available on our website.

Our recent report on [Cigarette Consumption & Cigarette Tax Revenue](#) provides trend data from 1955 to 2010. These data clearly demonstrate a substantial decrease in consumption and a substantial increase in revenue following the May 15, 2009 increase in the state cigarette tax.



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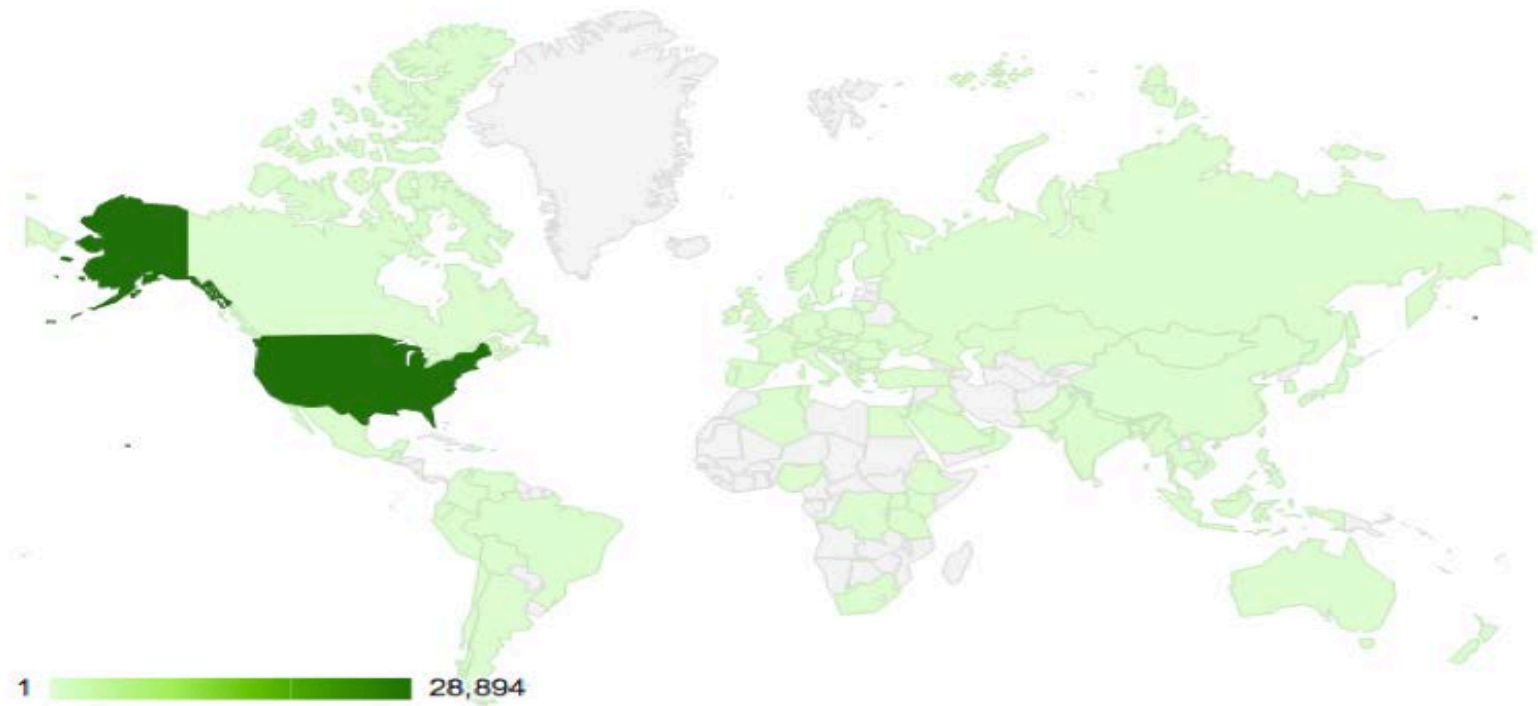
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This email was sent to [miranda.means@ssrc.msstate.edu](mailto:miranda.means@ssrc.msstate.edu) by [robert.mcmillen@ssrc.msstate.edu](mailto:robert.mcmillen@ssrc.msstate.edu) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Mississippi Tobacco Data | One Research Boulevard | Suite 103 | Starkville | MS | 39759





**Visits**  
**30,218**  
 % of Total: 100.00% (30,218)

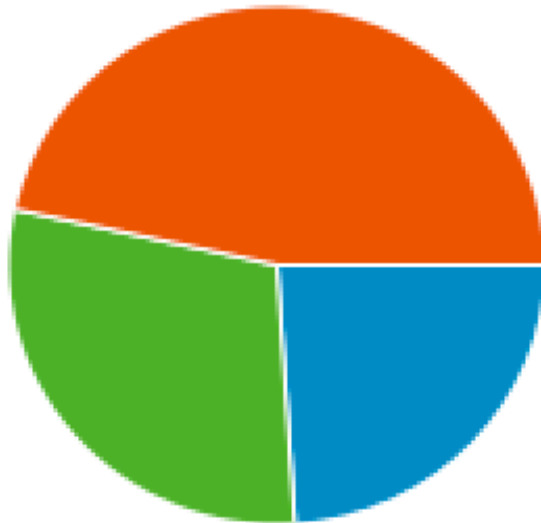
**Pages / Visit**  
**2.09**  
 Site Avg: 2.09 (0.00%)

**Avg. Visit Duration**  
**00:01:53**  
 Site Avg: 00:01:53 (0.00%)

**% New Visits**  
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 Site Avg: 34.44% (0.00%)

1.	■ Internet Explorer	16,487	54.56%
2.	■ Firefox	6,571	21.75%
3.	■ Safari	4,159	13.76%
4.	■ Chrome	2,634	8.72%
5.	■ Mozilla Compatible Agent	101	0.33%
6.	■ Opera	79	0.26%
7.	■ Android Browser	66	0.22%
8.	■ Mozilla	44	0.15%
9.	■ Opera Mini	25	0.08%
10.	■ (not set)	22	0.07%

## 30,218 people visited this site



■ **23.94% Search Traffic**

7,234 Visits

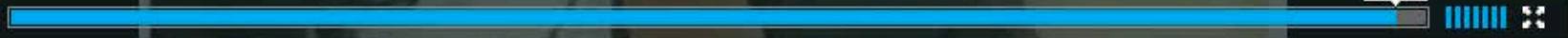
■ **29.51% Referral Traffic**

8,918 Visits

■ **46.55% Direct Traffic**

14,066 Visits







## Secondhand Smoke and the Effects on Children



MSU SSRC



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697 views

4 likes, 0 dislikes



## Smoke-Free Mississippi- Economic Impact



MSU SSRC



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240 views

0 likes, 0 dislikes



HEALTH

# New Smoke Alarm.

The residue cigarette smoke leaves behind may be just as unhealthy as secondhand smoke



**THIRDHAND SMOKE**

Carpets, clothes and surfaces retain residues of nicotine and other tobacco compounds that could lead to health problems like sudden infant death syndrome and asthma

**SHELF LIFE**

Unlike secondhand smoke, which gets inhaled when someone nearby is puffing away, thirdhand smoke can remain active long after the cigarette has been stamped out

BY ALICE PARK

HAVE YOU EVER STEPPED INTO an elevator with someone who just finished a cigarette? Or hopped into the car of a smoker or hugged a relative who recently lit up? If so, then you've been exposed to thirdhand smoke. According to a growing number of experts, the harmful compounds in tobacco residue that get embedded in clothing, hair, furniture and almost any other exposed surface may still be active enough to cause health problems, particularly in young children.

Unlike secondhand smoke, which is what nonsmokers breathe in when they're near someone who is puffing away, thirdhand smoke can be inhaled long after the cigarette has been stamped out. Scientists are just starting to study this residual smoke, but so far the evidence is sobering. Researchers at the Lawrence

Berkeley National Laboratory found that nicotine levels remained relatively constant in a room where smokers lit up regularly, suggesting that the residue didn't dissipate along with the smoke. It's also known that children living in apartment buildings who have smoking neighbors but no smokers in their own unit have double the level of cotinine—a remnant of metabolized nicotine—in their blood compared with children living in single-family dwellings without smokers.

"We have always concentrated on what is in the air," says Suzaynn Schick, a professor of occupational and environmental medicine at the University of California, San Francisco, who has studied nicotine's lasting effects. "But there may be an entirely different level of exposure via contact with surfaces and ingestion of

particles from surfaces."

Given that secondhand smoke has been shown to increase the risk of sudden infant death syndrome as well as asthma, allergies and other respiratory ailments, the challenge facing researchers is to link such health problems to the residue smoke leaves in carpets and other materials. "We don't know how bad it is, but there is enough evidence that it sets alarm bells off for people who pay attention to the health of all kids," says Dr. Susanne Tanski, a pediatrician at Dartmouth Medical School and co-author of one of the first papers, published last year

in *Pediatrics*, to explore the concept of thirdhand smoke.

But until scientists can confirm a link, they say the current evidence surrounding thirdhand smoke should be enough to convince parents that no level of cigarette-smoke exposure is safe for their children, not to mention themselves. "We need to understand that smoke doesn't just disappear," says Dr. Jonathan Winickoff, a professor of pediatrics at Harvard Medical School and lead author of the 2009 paper. "It goes somewhere and can get into children's bodies."

So here's a bit of advice for the families of the more than 22 million children in the U.S. who are exposed to smoke in the home: it's not enough to have smokers stand outside on the porch—unless they're planning to take a shower and change their clothes before they rejoin the party in the living room. ■

**'We need to understand that smoke doesn't just disappear.'**

—DR. JONATHAN WINICKOFF, HARVARD MEDICAL SCHOOL



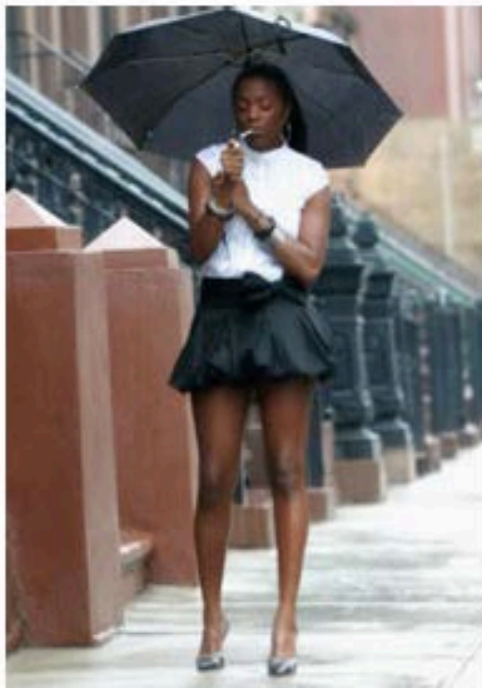
HOT TOPICS LIFESTYLE

## Sound-Off: A Slow Sweet Death

Thursday, May 12, 2011 - 11:00 AM by Danielle Moodie-Mills

Like 20

14



As Black women, it's often a struggle to find places where images of ourselves are reflected at us in the media. Advertisements in magazines or on television seldom illustrate our beauty or intrigue. At least this was the case until menthol cigarette companies, or dare I say "pushers," saw us as a wide-open market.

They labeled African-Americans a "deprived population" that was desperately seeking immediate gratification that they were all too happy to fill. Thanks to the predatory cigarette [industry](#), we began to see ourselves everywhere. Images reflected of young, sexy Black men and women playing cards, drinking liquor, or singing jazz -- all with smoke seeping out of our their mouths and hovering over their heads. The captions read "be authentic," "be bold."

Their ads enticed us. They beckoned us, telling us that in their ads we were visible, if nowhere else. And now

an estimated 19.2 percent of African-American women smoke. But even more disturbing is that men generally have higher rates of [smoking](#) than women, except when it comes to menthol cigarettes. An estimated 85 percent of African-American women smokers puff on menthols -- the highest rate among all smokers in the [United States](#).

## Healthwatch

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### Studies blast menthol cigarettes as FDA weighs ban

By Julian Pecquet - 05/12/11 12:35 PM ET

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A trio of public health organizations called on the Food and Drug Administration to ban menthol cigarettes Thursday after several studies highlighted their disproportionate effect on minorities.

According to the studies published in the *American Journal of Public Health*, a ban could prevent as much as 600,000 smoking-related premature deaths by 2050,

bp

### Gulf Coast Restoration

Rollover to Read the Latest



*Smoking in movies radiates “mania, sex, sophistication, cool, toughness, rebelliousness, self-abuse and social inferiority”?*

Hey, try acting.

**A** published study of movie industry professionals finds that they confuse smoking on screen with the words in the headline. But for the audience, smoking in the movies can mean only one of two things: corruption or stupidity. Here's why.



*Julia Roberts and Brad Pitt have both taught young audiences how to smoke on screen. Scores of other Hollywood professionals, including many stars, addicted before tobacco's health dangers were fully known, have died from smoking.*

U.S. movies are a major vehicle for multinational tobacco companies seeking global market share. Their biggest future profits are in countries where smoking's harm is little known — places where the Marlboro Man has replaced Uncle Sam as the American icon, thanks in large part to Hollywood movies. Hollywood itself now generates 50% of its income overseas.

Still believe it's an “artistic choice” that Hollywood movies are smokier today than at any time since the 1960s?

# Most think film smoking sways kids: survey

Tue Feb 13, 2007 2:36am ET

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By Brooks Boliek

WASHINGTON (Hollywood Reporter) - The vast majority of Americans think more kids are likely to take up smoking if they see actors in the movies fire up a butt, according to a new survey by the American Medical Assn.

According to the AMA study, 81% of American adults think smoking in the movies will encourage teens to smoke and 70% think onscreen smoking should automatically garner a film an R rating. Sixty percent of respondents want to see tobacco taken out of the movies entirely.

"This research is our latest effort to bring national attention to the harmful effects that smoking in movies has on our youth," AMA alliance president Nita Maddox said.

The survey of 1,800 adults nationwide was conducted by Mississippi State University's Social Science Research Center for American Medical Association Alliance -- the 26,000-member grass-roots arm of the AMA.

Officials at the Motion Picture Assn. of America (MPAA), the trade arm of the major Hollywood studios, said they were working with health care professionals to discourage teenage smoking, but refused to commit to any changes in the ratings system.

"Everyone agrees that smoking is a very serious health problem, and the MPAA is currently exploring ways to discourage teen smoking with the Harvard School of Public Health and others," MPAA spokeswoman Gail Osterberg said.

In 2005, one in six top-grossing U.S. movies showed or mentioned a tobacco brand. Two out of three U.S. live-action movies featured tobacco in 2006, including 68% of youngster-oriented, PG-13 films, the AMA said.

Reuters/Hollywood Reporter

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## FILM NEWS

["Hustle & Flow" Brewer has "Black Snake" challenge](#)

[Nigerian director wins Africa's top film prize](#)

[Radcliffe signs for final two Potter films](#)

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## CORRESPONDENCE

### The Joint Commission's New Tobacco-Cessation Measures

N Engl J Med 2012; 366:2428-2429 | June 21, 2012 | DOI: 10.1056/NEJMc1205421

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**Table 1.** Proportion of Visits to Primary Care Clinicians by 1082 Adults and 359 Children in Which Questions about Secondhand Smoke Were Asked or Relevant Advice Was Given.\*

Intervention	Visits %
<b>For adult patient</b>	
Asked whether household members smoke	23.2
Advised to keep home smoke-free	17.3
Advised to keep car smoke-free	15.5
Advised smoker to quit	66.7
<b>For parent of child</b>	
Asked whether household members smoke	43.6
Asked whether smoking allowed in home	27.2
Asked whether smoking allowed in car	19.5
Advised to keep home smoke-free	20.8
Advised to keep car smoke-free	18.2
Advised smoking parent to quit	49.6

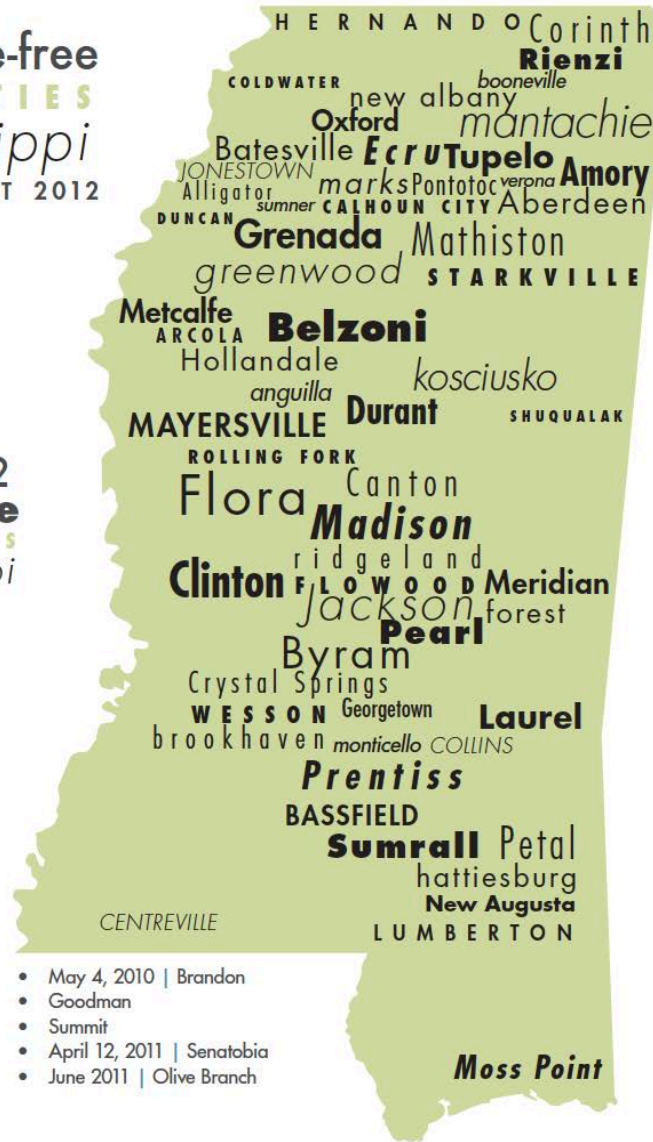
\* Data are from the Social Climate Survey of Tobacco Control.<sup>5</sup>

**100% Smoke-free**  
**COMMUNITIES**  
*in Mississippi*  
 UPDATED | AUGUST 2012

**There are 62**  
**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%  
 protected

mstobaccodata.org