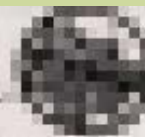


# Tobacco Prevention 2014 FACT Conference

November 7, 2014







STEPHANIE KLEIN-DAVIS | The Roanoke Times

Mellisa 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



You get it from  
tobacco  
companies.

# Tobacco Use as an Infectious Disease

Is tobacco use a disease transmitted by exposure?

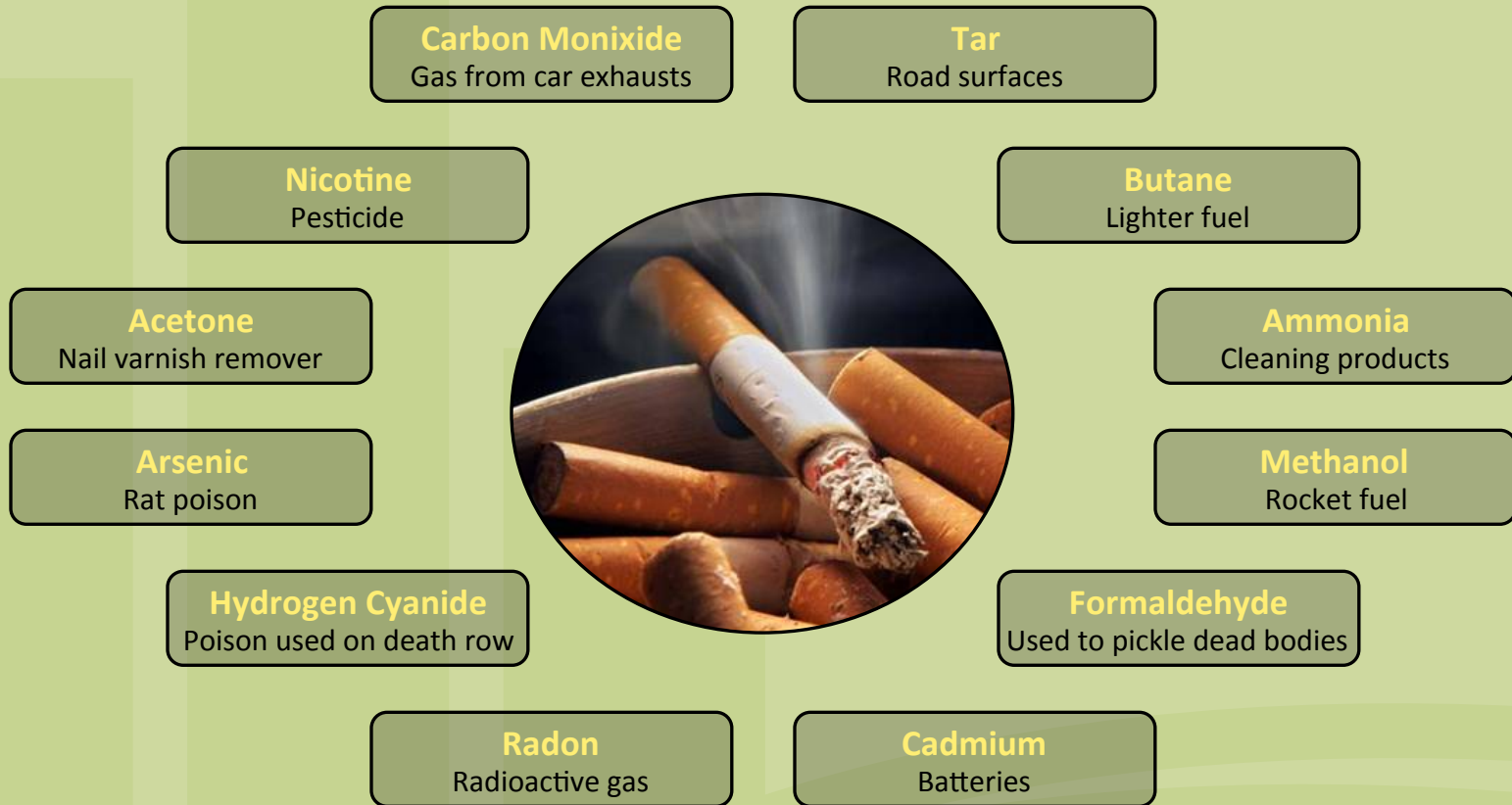
- Increased access to tobacco products for experimentation
- Modeling of tobacco use behaviors
- Normalization of tobacco use

# So What?

Surgeon General's report 2006:  
“no known safe level” of exposure

Over 250 toxic constituents of tobacco  
smoke

# Cigarette smoke components





# Secondhand smoke is toxic: 4000 chemicals

## > 50 Cancer-causing chemicals

- Formaldehyde
- Benzene
- Polonium
- Vinyl chloride

## Toxic metals:

- Chromium
- Arsenic
- Lead
- Cadmium

## Poison Gases:

- Carbon monoxide
- Hydrogen cyanide
- Butane
- Ammonia

# First Hand Smoke

The smoke inhaled into the lungs while smoking

Recognized as harmful in 1950

# Second Hand Smoke

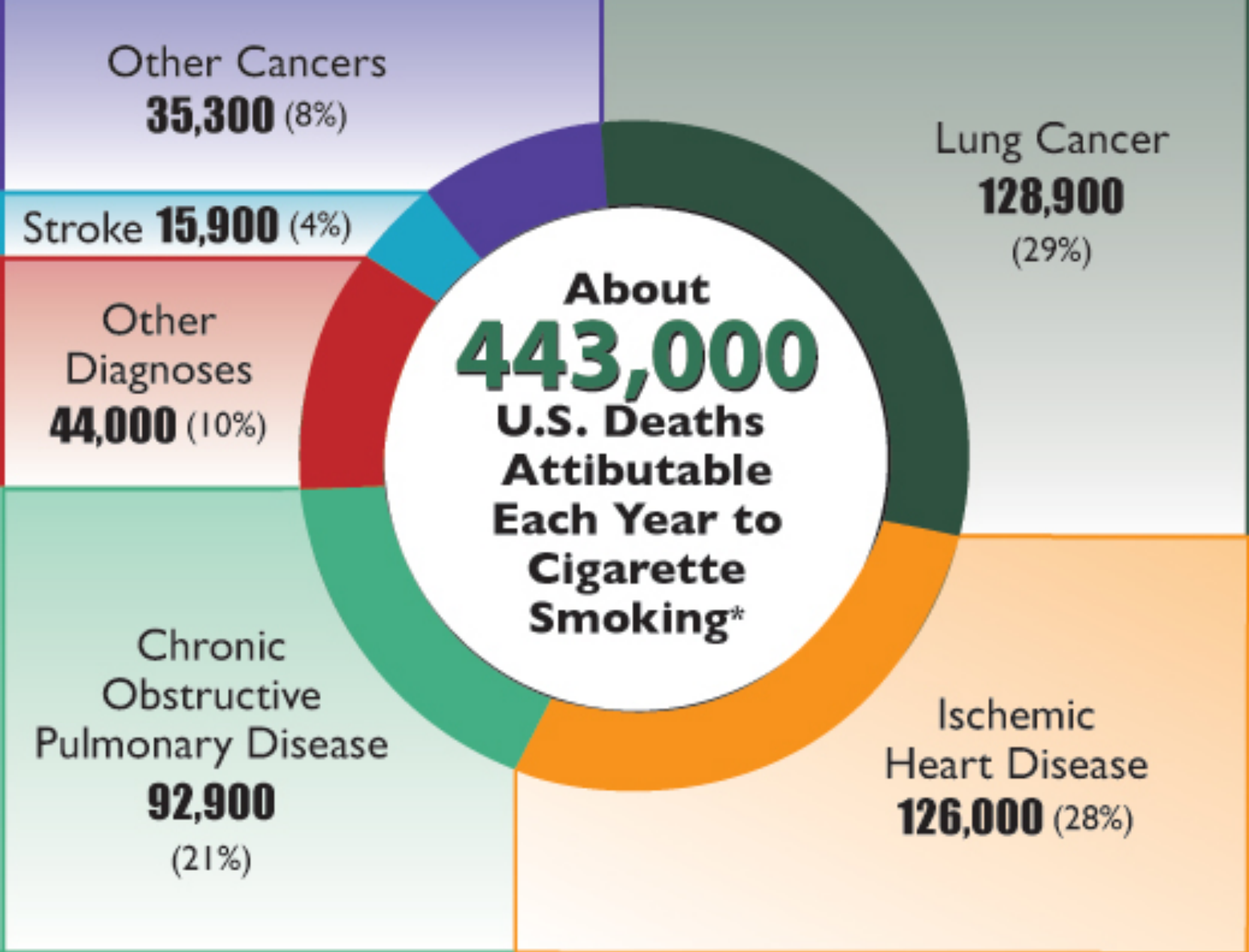
The smoke exhaled from smoking, or from the burning tip of a cigarette

First mentioned in SG report 1972, recognized as harmful to children in 1974, first full report in 1986

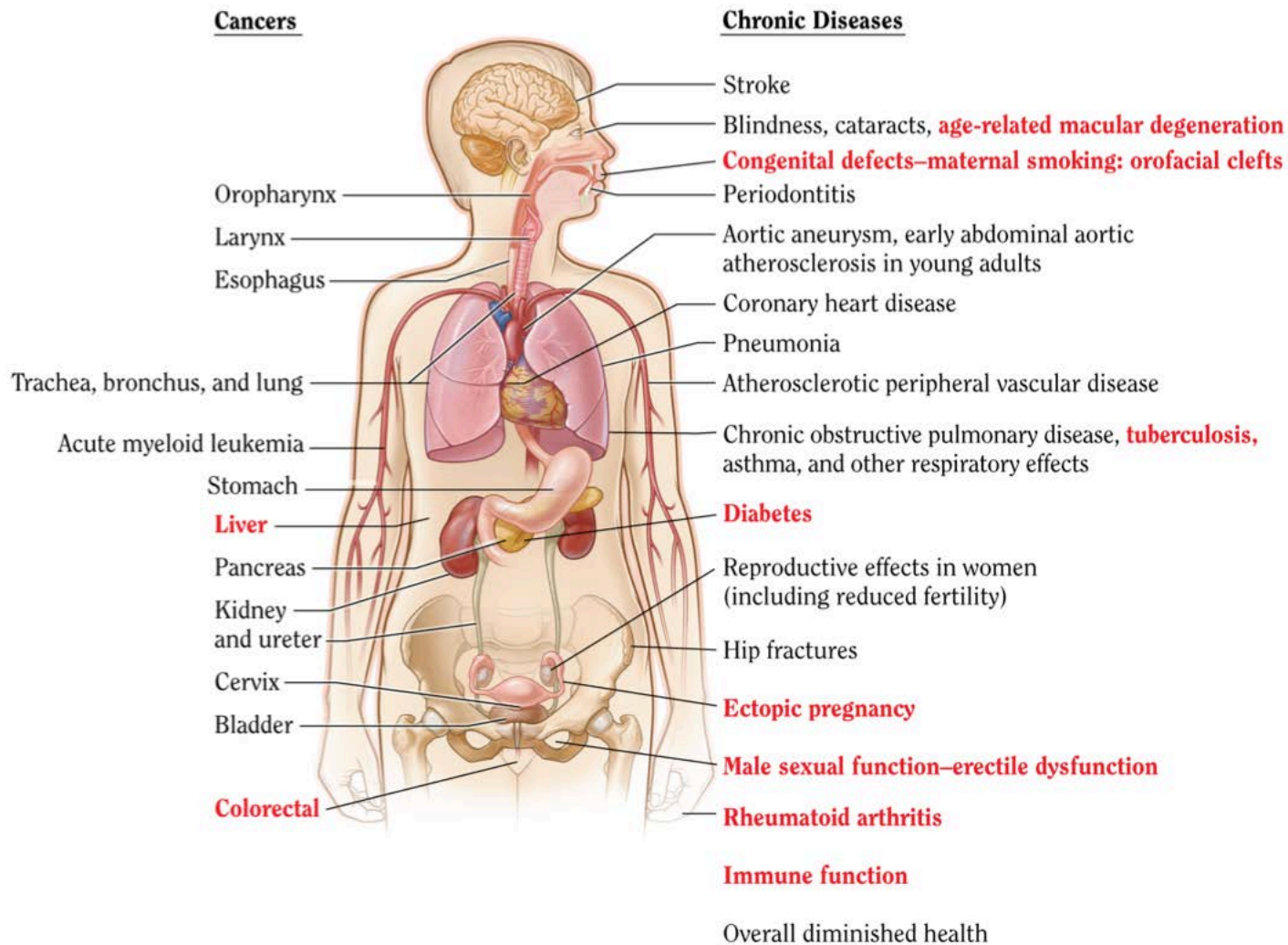
# Third Hand Smoke

Third-hand smoke is the left-over contamination in a room/car/clothing that persists after the cigarette is extinguished

- The condensate on the glass from a smoking chamber was used in one of the first studies linking smoking and cancer
- Homes and cars in which people have smoked may smell of cigarettes for long periods



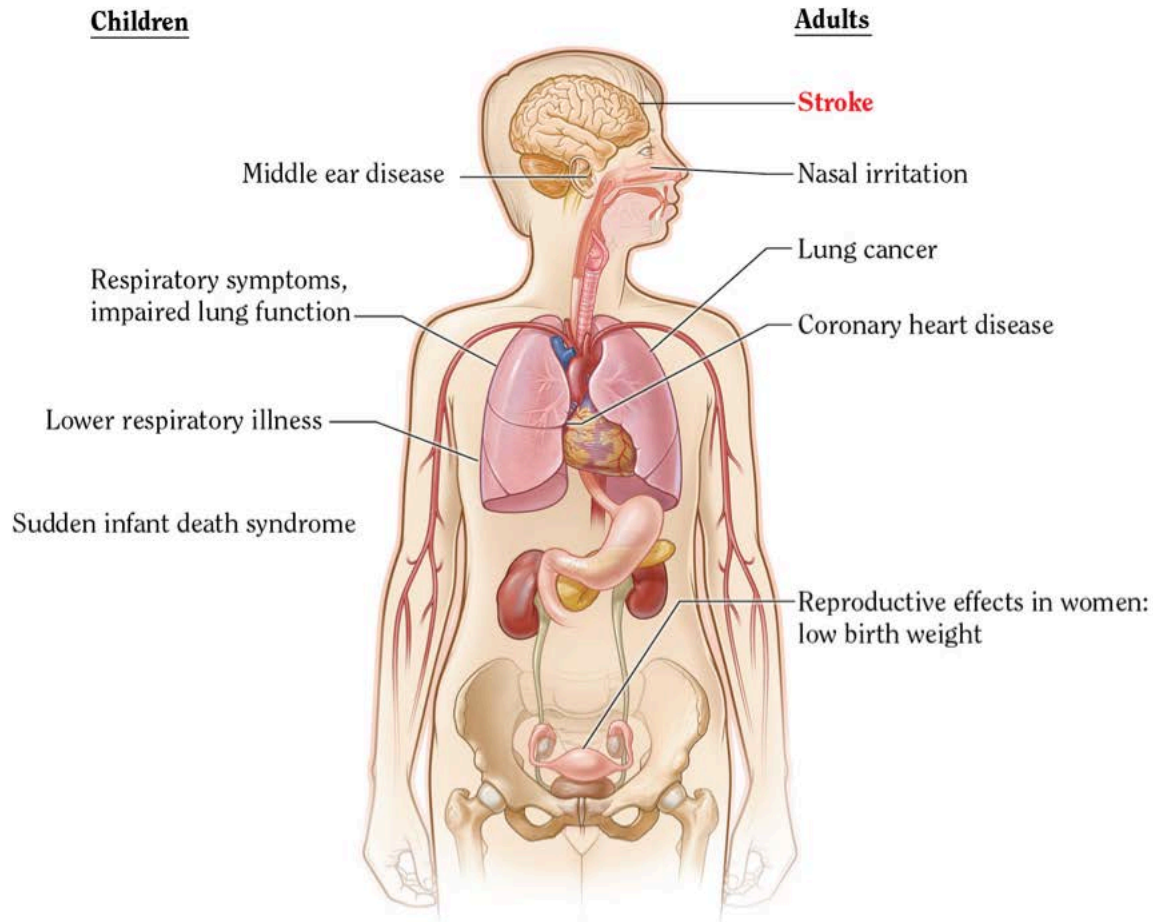
**Figure 1A The health consequences causally linked to smoking**



Source: USDHHS 2004, 2006, 2012.

Note: The condition in **red** is a new disease that has been causally linked to smoking in this report.

**Figure 1B** The health consequences causally linked to exposure to secondhand smoke



Source: USDHHS 2004, 2006.

Note: The condition in red is a new disease that has been causally linked to smoking in this report.

**Table 1 Premature deaths caused by smoking and exposure to secondhand smoke, 1965–2014**

<b>Cause of death</b>	<b>Total</b>
Smoking-related cancers	6,587,000
Cardiovascular and metabolic diseases	7,787,000
Pulmonary diseases	3,804,000
Conditions related to pregnancy and birth	108,000
Residential fires	86,000
Lung cancers caused by exposure to secondhand smoke	263,000
Coronary heart disease caused by exposure to secondhand smoke	2,194,000
<b>Total</b>	<b>20,830,000</b>

*Source:* Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, unpublished data.



# Tobacco and Children

- 18% of U.S. adults smoke.
- Over 30% of U.S. children live with one or more smokers.



# Children & Tobacco Smoke

- Children have little or no control over their exposure.
- Children do not generally understand the health risks posed by SHS.
- Children are regularly exposed in a variety of contexts: home, daycare, family car

# 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

# Population Attributable Risks

Annually:

- 200,000 childhood asthma episodes
- 150,000-300,000 cases of lower respiratory illness
- 790,000 middle ear infections
- 25,000-72,000 low birth weight or preterm infants
- 430 cases of SIDS



# Tobacco Smoke and Children: Short Term Health Effects

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

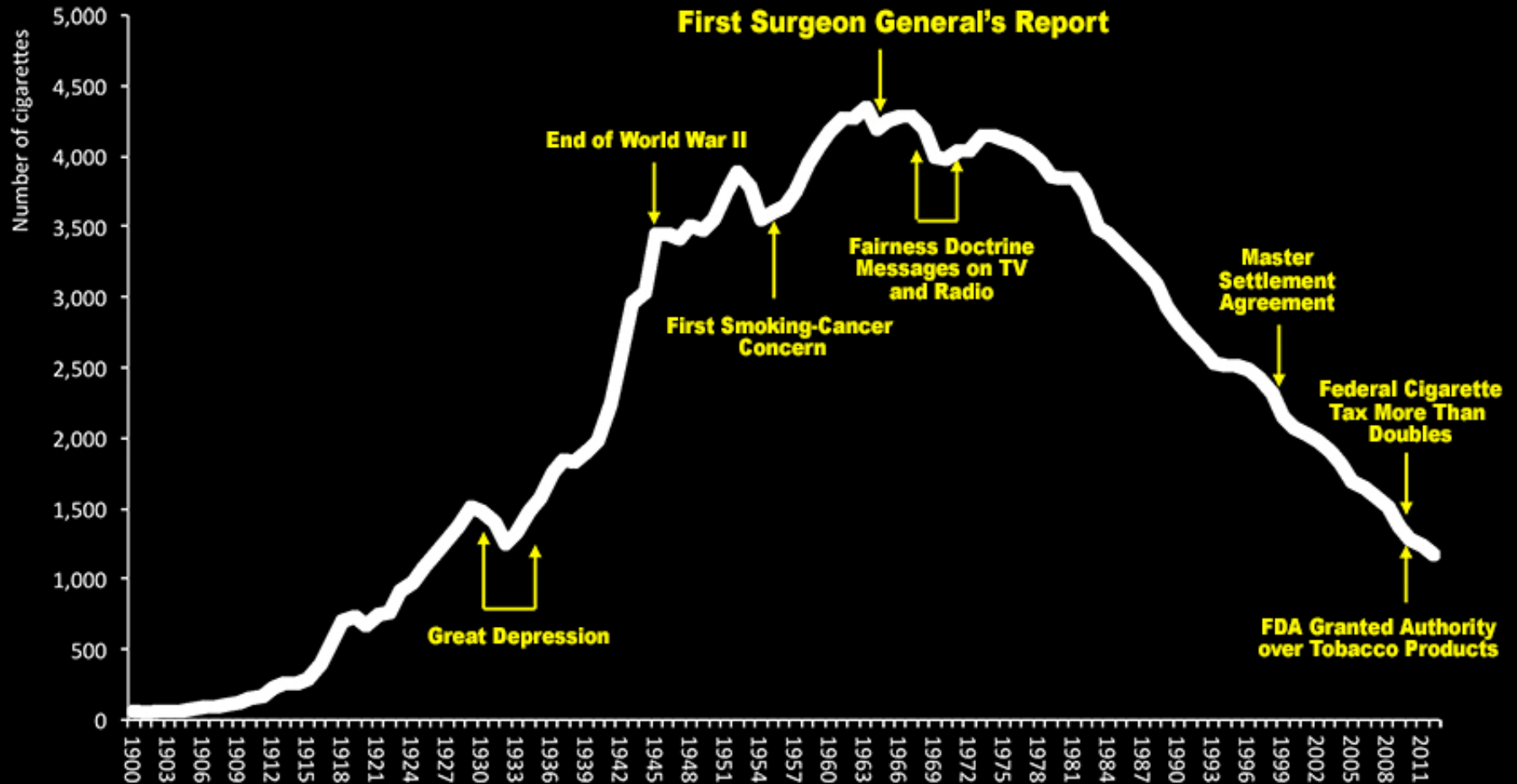




# Adult Per Capita Cigarette Consumption, U.S.

1900 - 2012

Make Tobacco  
**HISTORY**  
Ending the epidemic for good.



Sources: 1900-2002: USDA Tobacco Situation and Outlook Report; 2003-2011: CDC MMWR, Aug. 3, 2012; 2012: TTB and U.S. Census

# Use is Decreasing

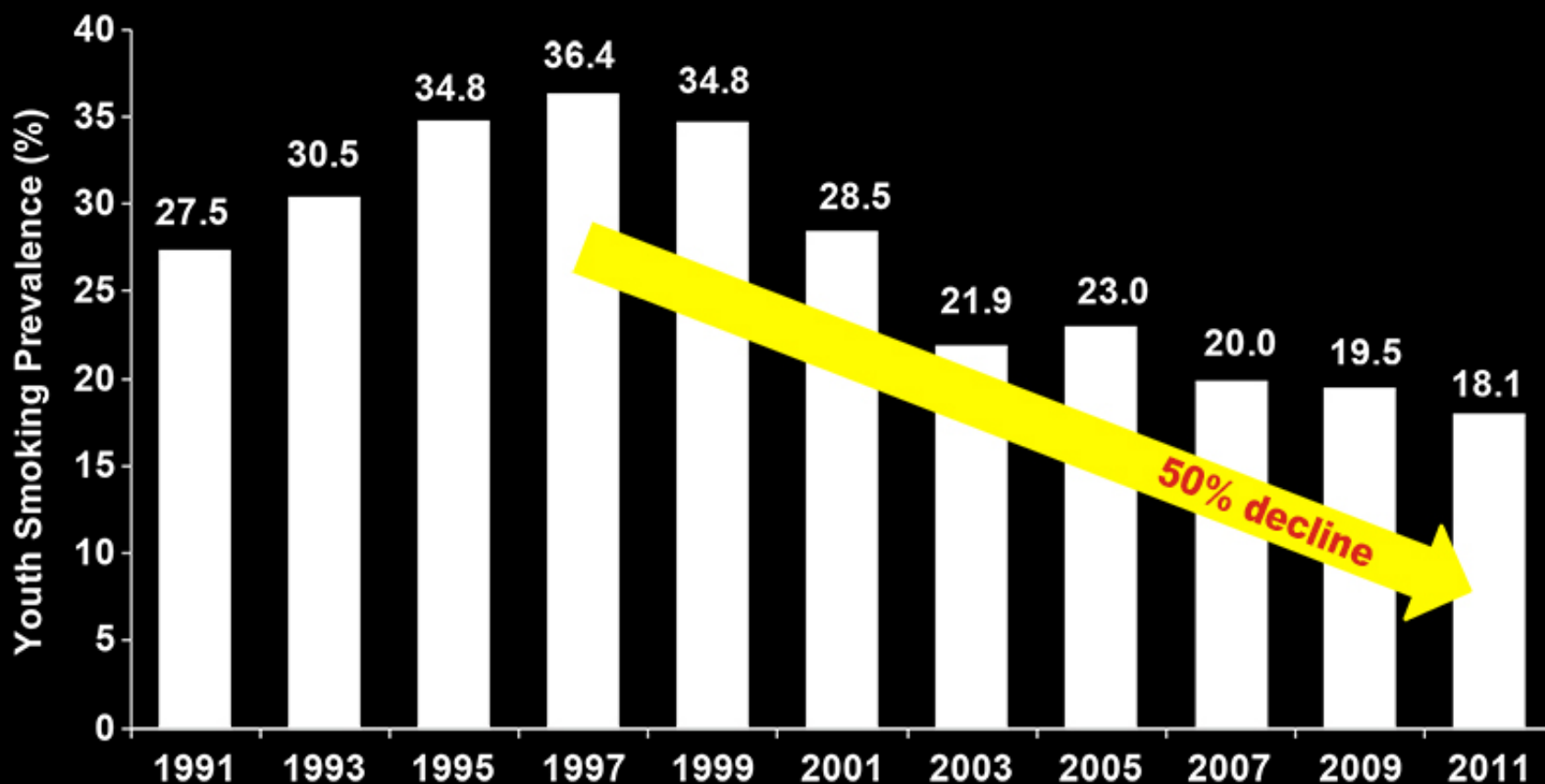
- Current Rates of Tobacco Use
  - Highest rate of tobacco use was in 1966
  - In 1964, a report was released on the dangers of smoking on health
  - 17.8% of adults are currently smokers (2013)
    - In 1965, 42% of people were smokers



# National High School Smoking Trends

1991 - 2011\*

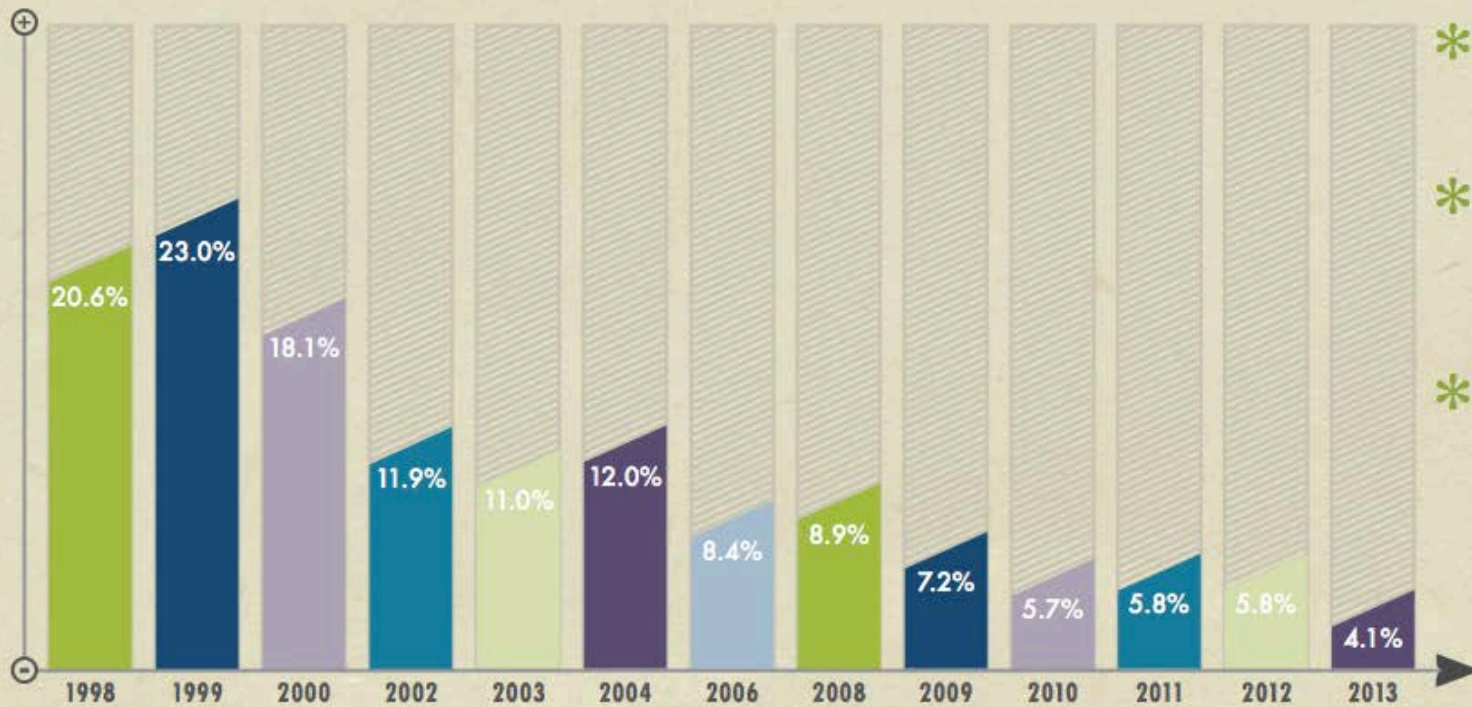
Make Tobacco  
**HISTORY**  
Ending the epidemic for good.



\*Data are from the Youth Risk Behavior Surveillance Survey (1991-2011)

# current cigarette smoking

## MS PUBLIC MIDDLE SCHOOLS



- \* In 2013, 4,595 Mississippi public middle school students were current smokers.
- \* The prevalence of current smoking has *decreased by 80%* since 1998, leading to 18,492 fewer young smokers.
- \* In the past year, the prevalence of current smoking *has not changed significantly*.

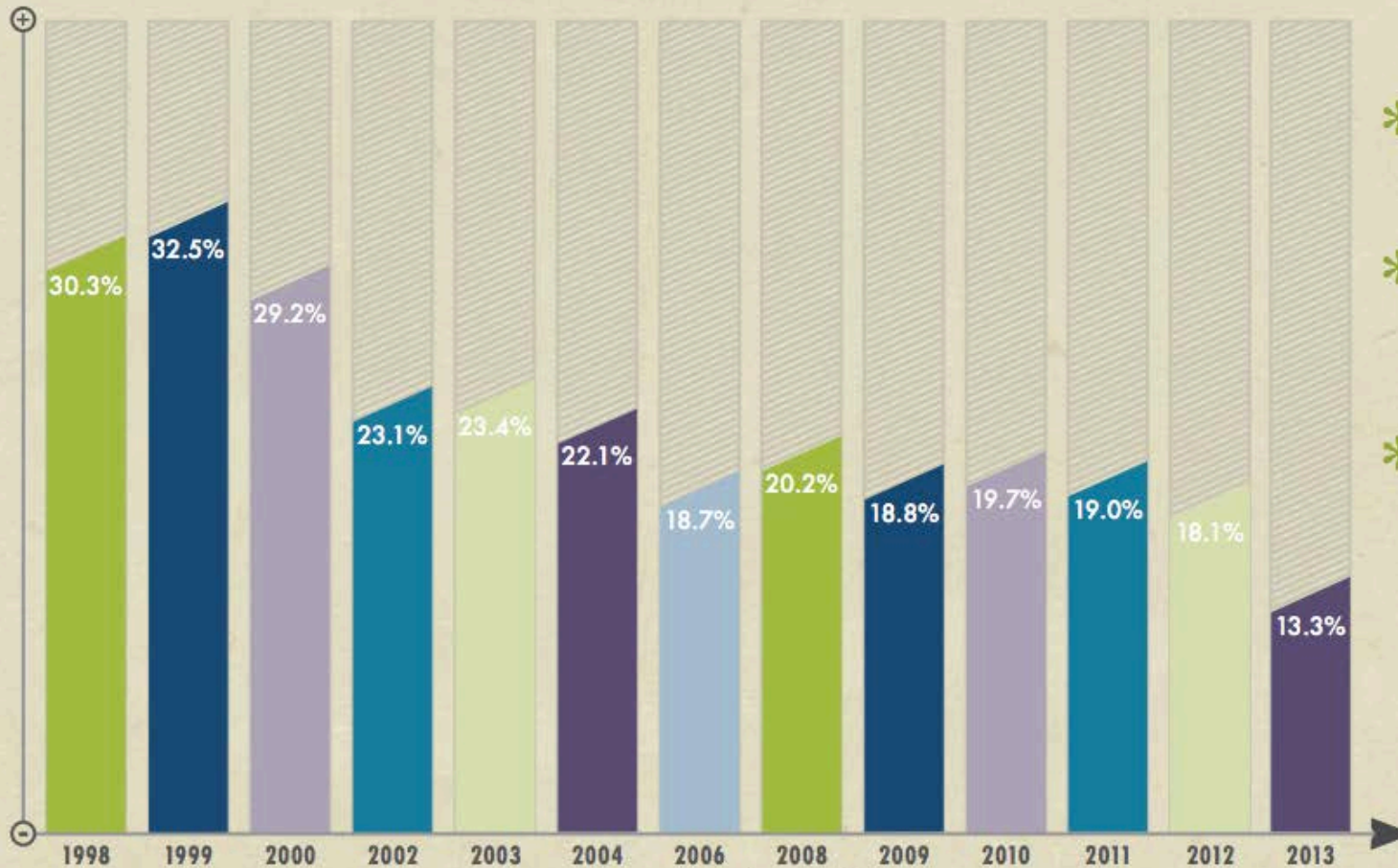
The Partnership for a Healthy Mississippi implements its tobacco control programs.

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.

# current cigarette smoking

## MS PUBLIC HIGH SCHOOLS



- \* In 2013, 18,147 Mississippi public high school students were current smokers.
- \* The prevalence of current smoking has *decreased by 56%* since 1998, leading to 23,195 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.

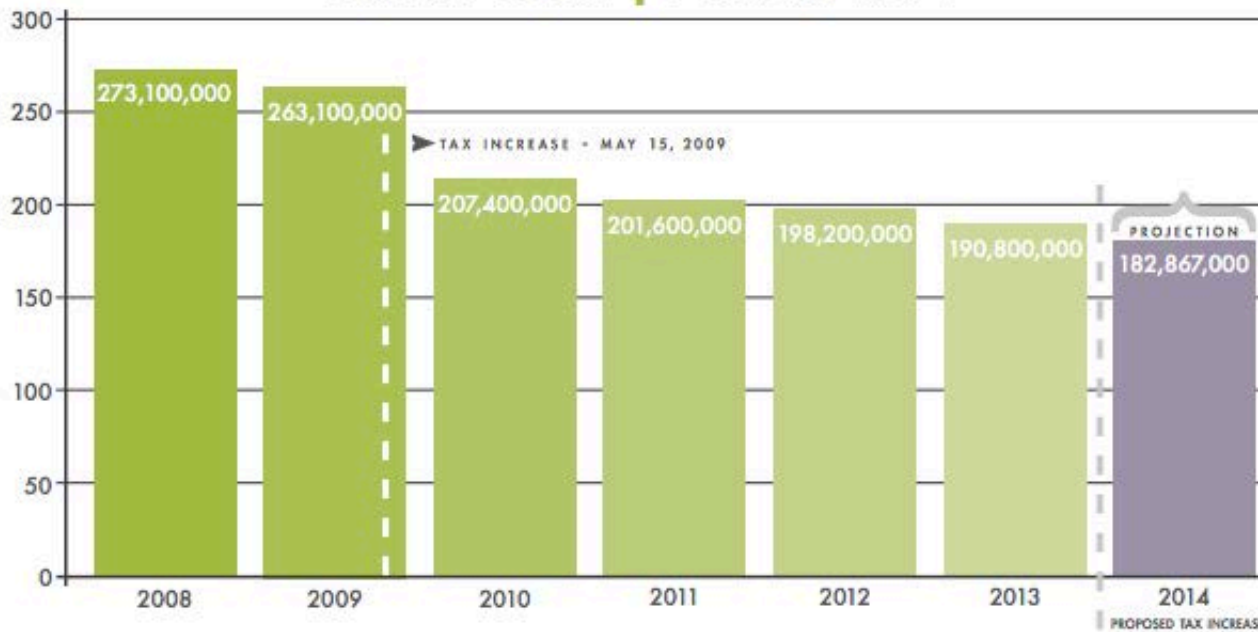
# BUT ...

- Between 1965 and 1999 there was a 62% reduction of smoking rates in families with the highest income level, compared to 9% reduction among low income level families

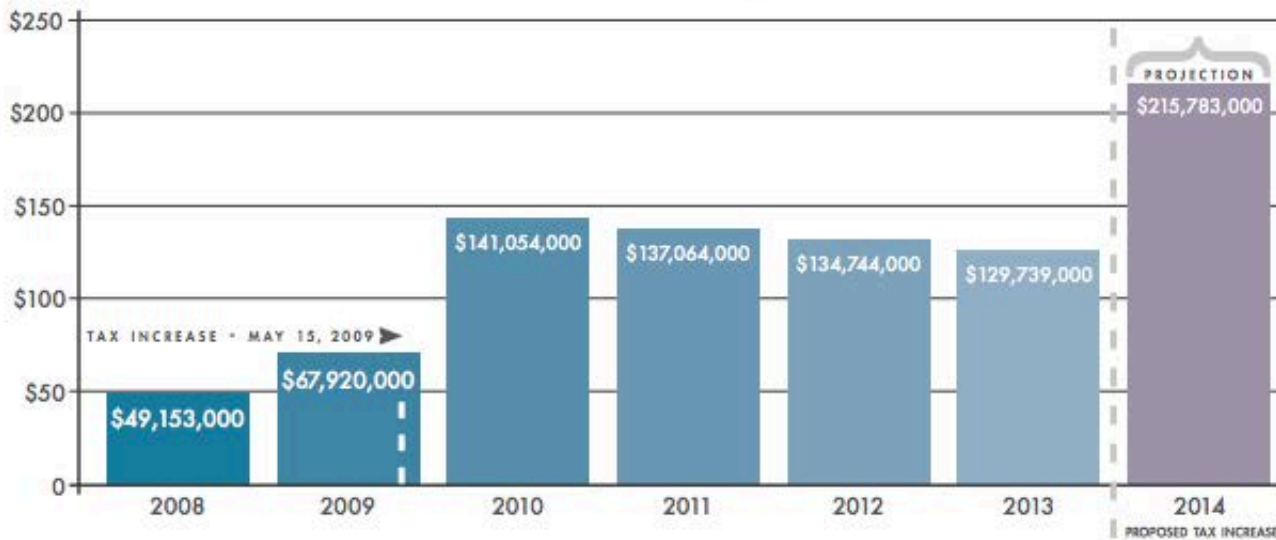
# Why the Decrease?

- Education
- Taxation
- Policy and Regulation

# Packs Sold | 2008-2014



# Revenues Collected | 2008-2014



# 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%

# 100% Smoke-free COMMUNITIES in Mississippi

UPDATED | SEPTEMBER 2014

## There are 88 smoke-free COMMUNITIES in Mississippi

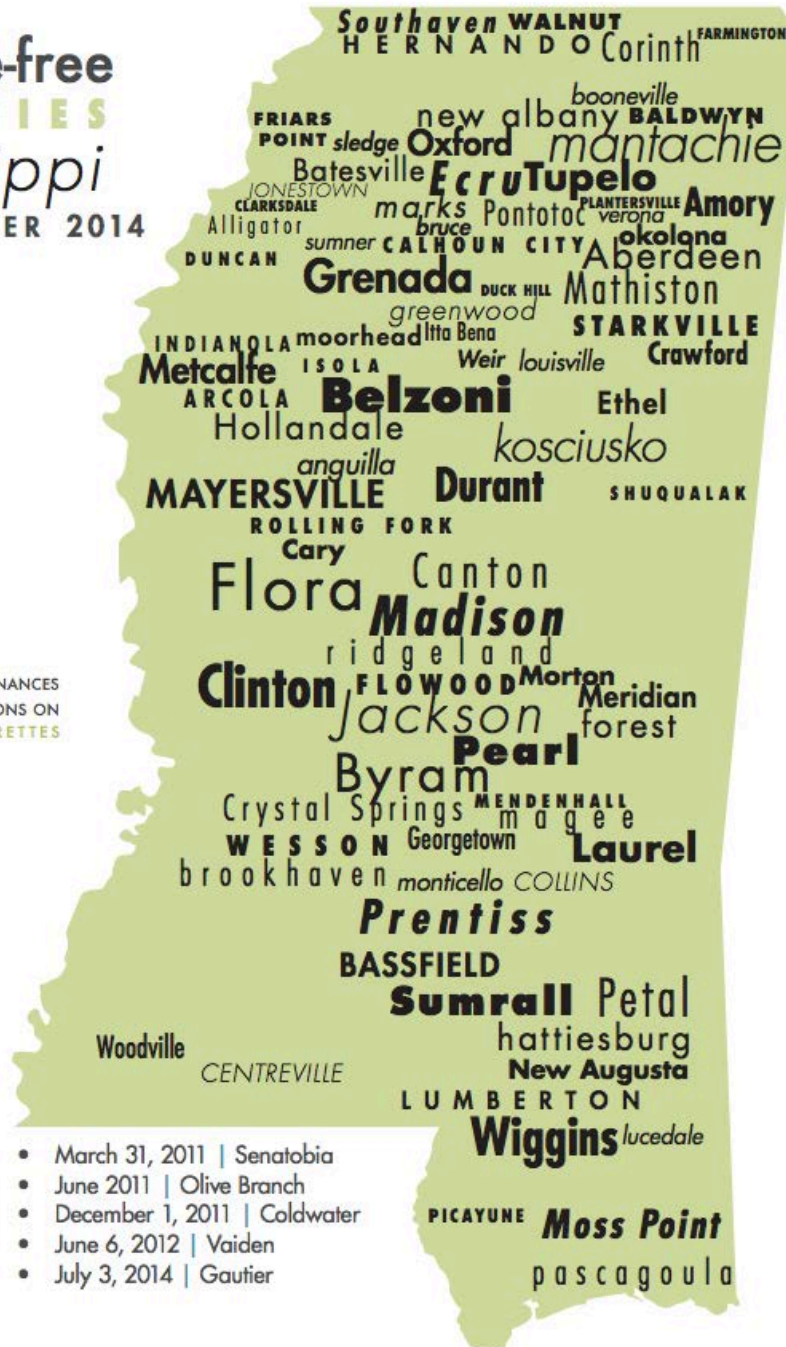


\*39 OF WHICH HAVE ORDINANCES  
THAT INCLUDE RESTRICTIONS ON  
ELECTRONIC CIGARETTES

## 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



# 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%

# Mississippi ranks 35<sup>th</sup> 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%

# Age of Sale for Tobacco

- Nicotine addiction in adolescents is a multi-year process
- A policy that made obtaining cigarettes more difficult could interrupt the progression to daily smoking
- A person who is not daily smoking at age 21 is not likely to progress to daily smoking
  - 90% of those who buy for kids are under the age of 21

Source: Rob Crane, OSU

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 7<sup>th</sup> in current smoking among adults

# 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 - 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+

# 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 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](http://mstobacodata.org)