

Tobacco and the State of the State

August 27, 2014



100% Smoke-free COMMUNITIES in Mississippi

UPDATED | AUGUST 2014

There are 87
smoke-free
COMMUNITIES
in Mississippi



*38 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



29.4% of
Mississippians
are protected

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%

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.

Mississippi ranks 35th in protection

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%
20	TEXAS	14.1%	11.9%	16.8%
21	NEW HAMPSHIRE	13.8%	11.6%	16.4%
22	CONNECTICUT	13.5%	11.1%	16.3%
23	NEW JERSEY	12.9%	10.8%	15.3%
24	GEORGIA	12.8%	9.8%	16.6%
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

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%

2013 Mississippi Social Climate Survey

Electronic Cigarettes

Issues

- Smokers maintaining dependence
- May increase risk of relapse among former smokers
- May frustrate treatment - electronic cigarettes are not approved nor incorporated into clinical practice guidelines
- Use among nonsmokers raises concerns about them being at risk for nicotine dependence
- Youth initiation
- No current regulations on marketing
- Exposure of e-cigarette aerosol to nonusers

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%

2013 Mississippi Social Climate Survey

In your opinion, should smoking be allowed...

- In resident's apartments and condos
Yes = 36.3%
No = 63.7%
- In indoor common hallways, stairways of apartment or condo buildings
Yes = 9.2%
No = 90.8%
- On private apartments' balconies or patios
Yes = 56.0%
No = 44.0%

Does your property manager...

- Allow smoking in your apartment or condo units?
Yes = 55.7%
No = 44.3%
- Allow smoking on the property?
Yes = 81.7%
No = 18.3%

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%

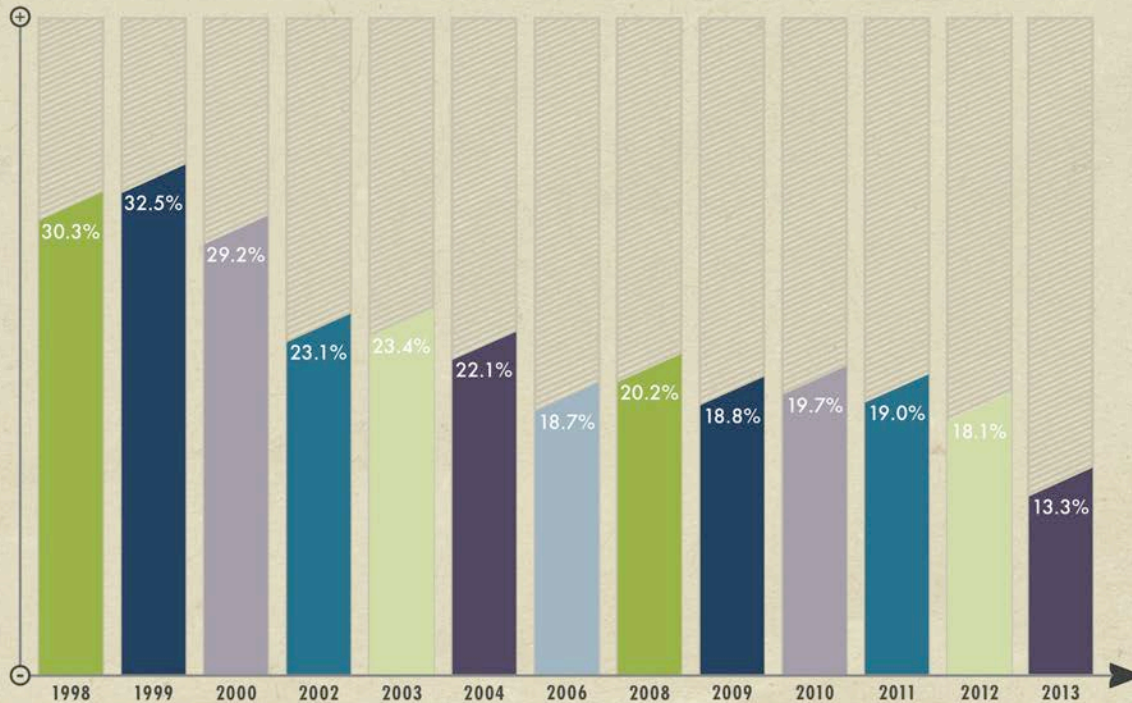
Youth Tobacco Survey

Where we are now:

- Early current tobacco use decreases have leveled off in recent years (1998-2012)
- Large, but non-significant decreases in current tobacco use in 2013

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.

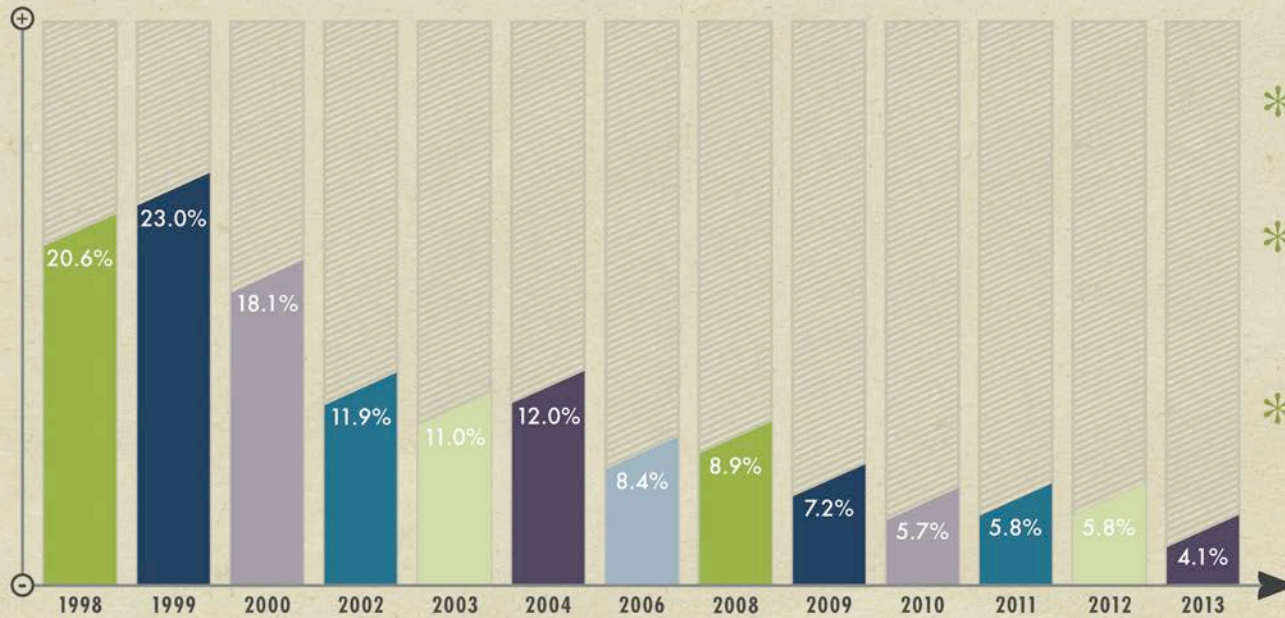
State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

➤ 2013 MISSISSIPPI YOUTH TOBACCO SURVEY

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.

► 2013 MISSISSIPPI YOUTH TOBACCO SURVEY

High School Ever Use

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Cigarettes	51.2%	46.8%	46.7%	39.8%
Cigars	29.1%	28.7%	29.5%	25.0%
SLT	20.2%	19.5%	17.8%	15.8%
Electronic cigarettes	1.9%	5.9%	8.4%	9.7%
Dissolvable tobacco products	1.4%	1.6%	0.9%	1.1%
Snus	8.2%	8.5%	6.3%	5.2%
Hookah or waterpipe	4.1%	4.4%	5.2%	6.2%
Flavored little cigars	12.0%	12.1%	9.2%	9.7%
Clove cigars	2.4%	2.5%	1.4%	2.6%
Flavored cigarettes (crush)	15.2%	15.5%	12.5%	12.8%
Roll your own	10.2%	9.8%	8.7%	8.0%

Electronic Cigarettes Ever Use

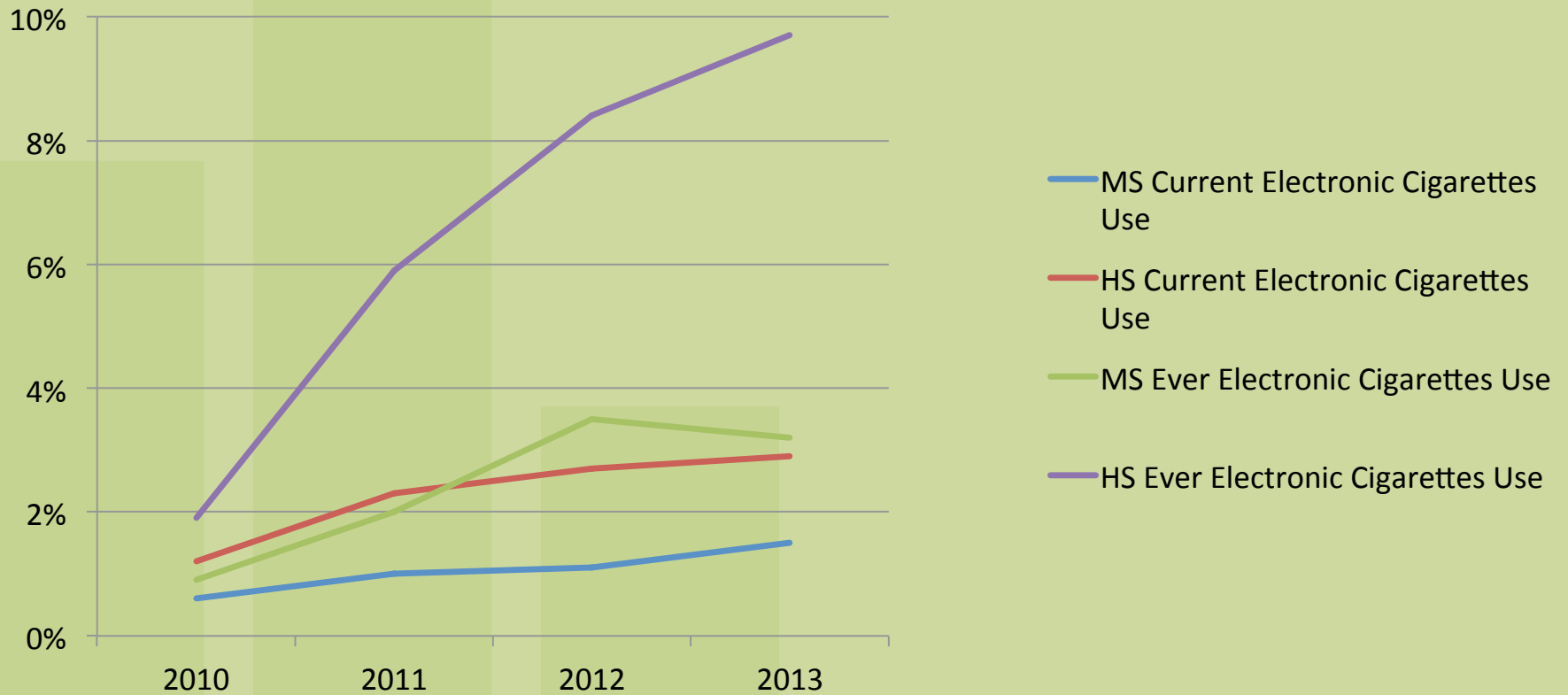
High School Students

- 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

Electronic Cigarettes



Electronic Cigarettes



Electronic Cigarettes



Electronic Cigarettes



Gummy Candy E-Liquid

From: ~~\$15~~ \$11.95

If you want an e-liquid that you can vape all day, our Gummy Candy E-Liquid is a top seller for people who like Gummy Candy Flavors.

Nicotine

Level

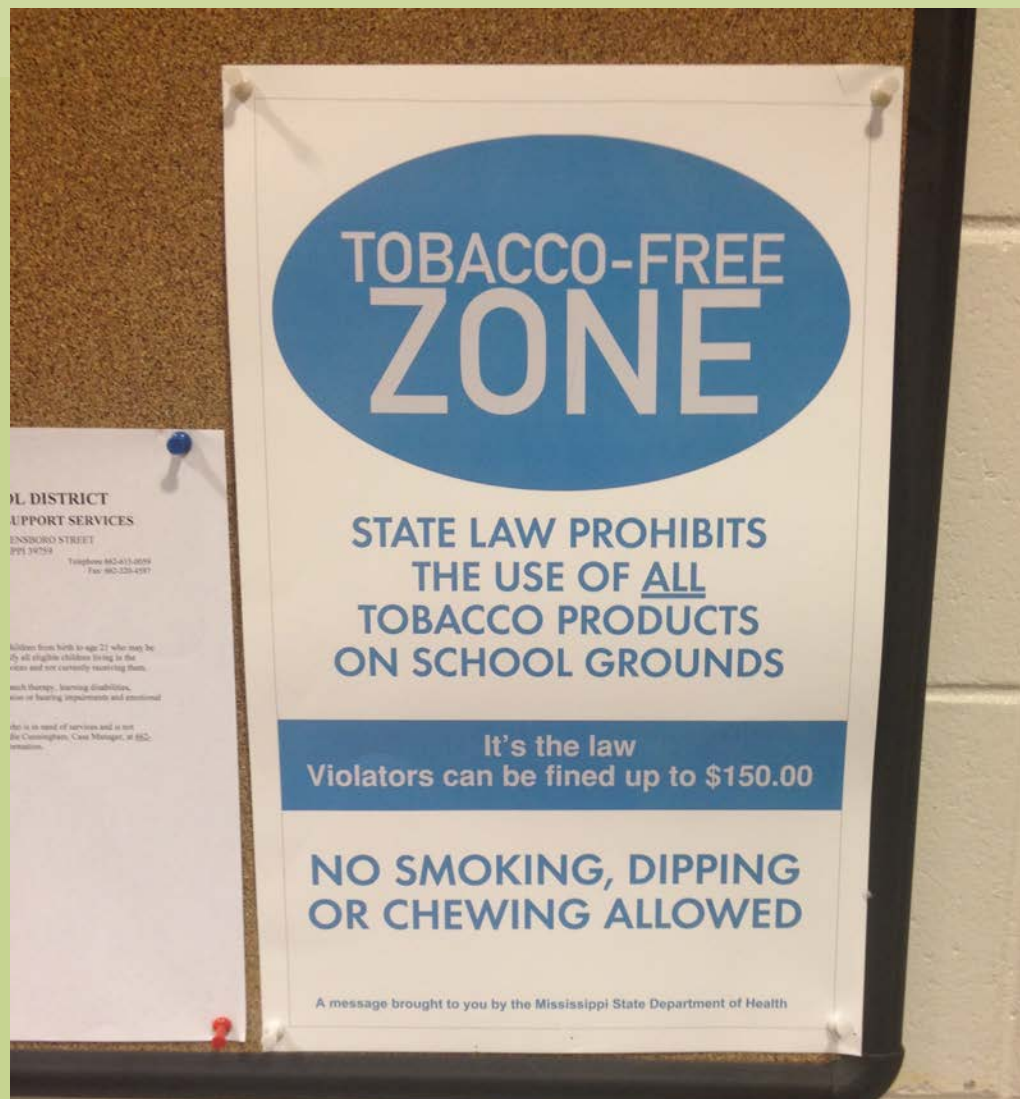
Category: [E-Liquid](#)

Choose an option... ▾

Choose an option...

- High (18mg)
- Low (6mg)
- Medium (12mg)
- None (0mg)
- XTRA Strength (24mg)

Future Directions



For More Information

- Visit mstobacodata.org