

BACKGROUND

n 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 at the conclusion of the pilot program, approximately \$20 million annually was court ordered 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 2006, 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 federal Centers for Disease Control and Prevention. The FY2008 allocated \$8 million for the Office of Tobacco Control, MSDH, to create a state tobacco prevention and cessation program. Funding at this level was sustained for FY2009, FY2010, and FY2011.

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KEY OUTCOMES

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.

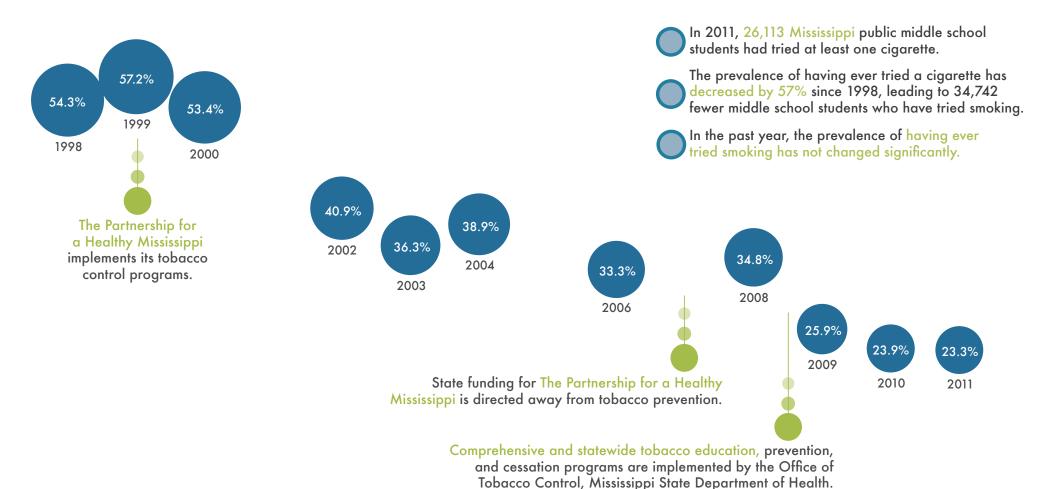
The prevalence of having ever tried smoking has decreased by 57% since 1998, leading to 34,742 fewer middle school students who have tried smoking.

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.

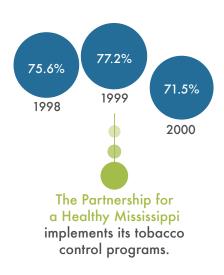
Ever Tried a Cigarette

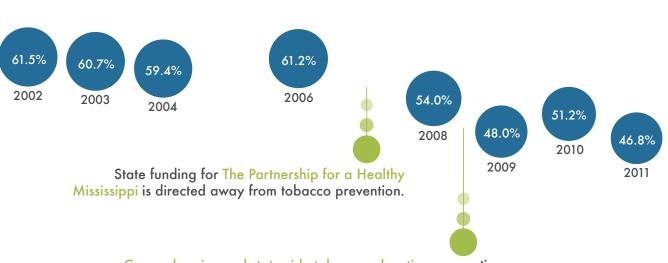
MS PUBLIC MIDDLE SCHOOLS



Ever Tried a Cigarette

MS PUBLIC HIGH SCHOOLS





In 2011, 63,854 Mississippi public high school students had tried at least one cigarette.

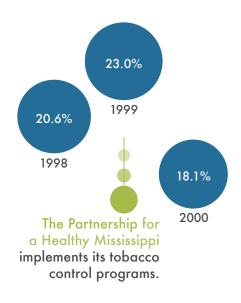
In the past year, the prevalence of having ever tried smoking has not changed significantly.

The prevalence of having ever tried a cigarette has decreased by 38% since 1998, leading to 39,295 fewer high school students who have tried smoking.

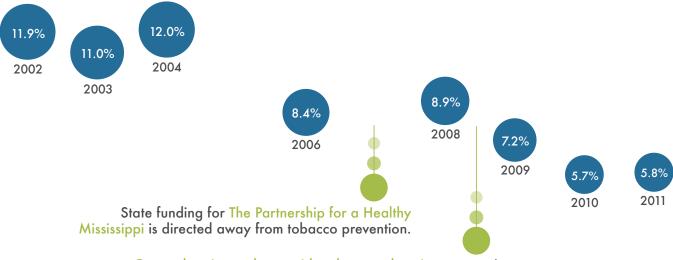
Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

Current Cigarette Smoking

MS PUBLIC MIDDLE SCHOOLS



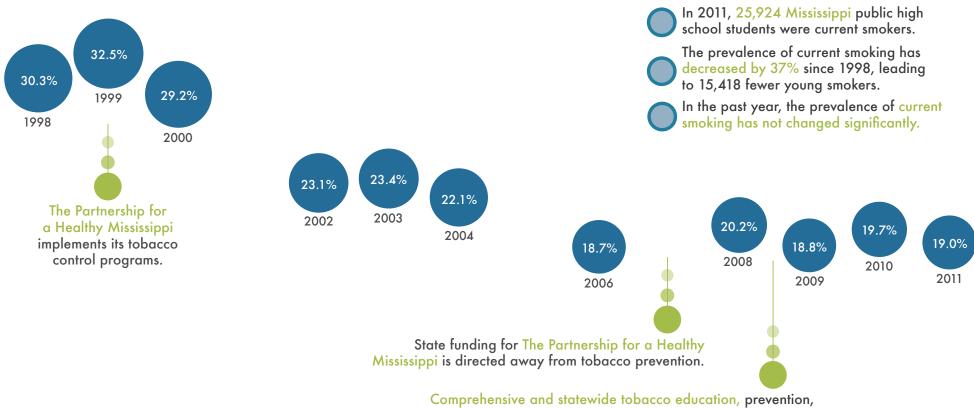




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Current Cigarette Smoking

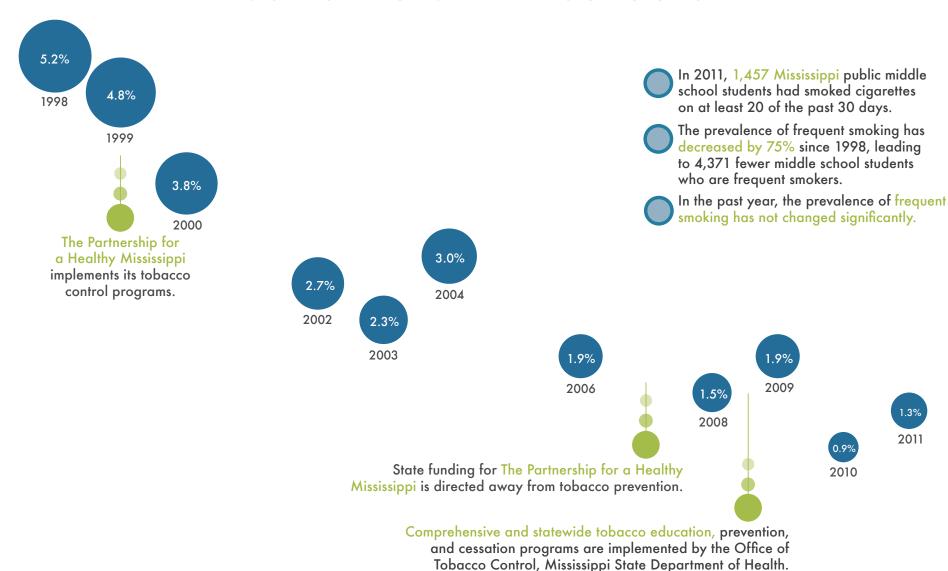
MS PUBLIC HIGH SCHOOLS



and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

Frequent Cigarette Smoking

MS PUBLIC MIDDLE SCHOOLS



Frequent Cigarette Smoking

MS PUBLIC HIGH SCHOOLS



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

Mississippi is directed away from tobacco prevention.

KEY DEMOGRAPHIC DIFFERENCES 2011

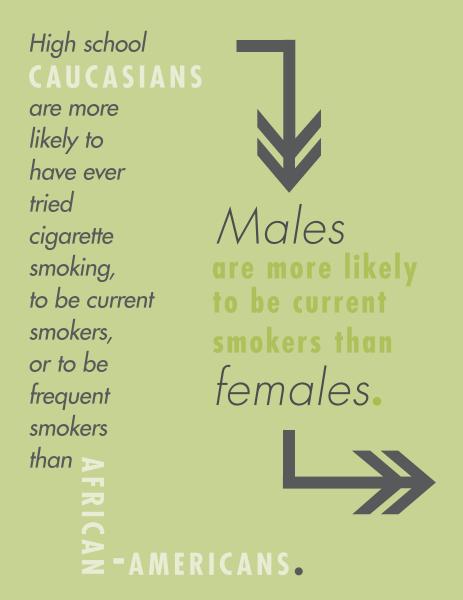


HOWEVER IGRADERS ARE MORE LIKELY TO HAVE TRIED CIGARETTE SMOKING OR TO BE **CURRENT SMOKERS** THAN 6TH GRADERS.

African-Americans

who smoke cigarettes.

KEY DEMOGRAPHIC DIFFERENCES 2011



12TH GRADERS

MORE LIKELY

TO HAVE EVER TRIED

CIGARETTE
SMOKING
Than
9TH GRADERS.

	1998	1999	2000	2002	2003	2004	2006
TOTAL	54.3 (±4.1)	57.2 (±4.2)	53.4 (±3.3)	40.9 (±3.5)	36.3 (±2.5)	38.9 (±3.9)	33.3 (±5.1)
SEX							
FEMALE	51.2 (±5.3)	53.7 (±5.1)	48.6 (±3.4)	38.5 (±4.6)	33.6 (±2.7)	36.4 (±3.9)	32.3 (±6.2)
MALE	57.3 (±4.3)	60.3 (±4.9)	58.1 (±4.8)	43.5 (±3.2)	39.0 (±2.9)	41.5 (±5.0)	34.4 (±6.1)
RACE							
WHITE	52.0 (±6.6)	55.7 (±3.2)	50.1 (±4.6)	39.4 (±3.6)	33.3 (±3.0)	36.2 (±5.8)	30.4 (±6.5)
BLACK	56.3 (±7.1)	58.3 (±7.6)	56.7 (±7.9)	41.8 (±5.8)	39.3 (±2.7)	41.5 (±2.9)	36.2 (±6.2)
GRADE							
6	41.8 (±4.9)	45.1 (±5.2)	40.5 (±7.3)	32.8 (±4.9)	25.5 (±3.1)	29.1 (±5.5)	19.3 (±4.7)
7	55.0 (±7.1)	59.4 (±5.7)	57.9 (±5.8)	46.9 (±5.1)	37.0 (±3.5)	41.5 (±5.3)	36.3 (±6.9)
8	64.0 (±5.6)	66.3 (±6.2)	61.4 (±5.4)	50.7 (±4.5)	46.8 (±2.6)	45.9 (±5.1)	43.2 (±7.3)

	2008	2009	2010	2011
TOTAL	34.8 (±4.8)	25.9 (±3.5)	23.9 (±3.3)	23.3 (±4.7)
SEX				
FEMALE	29.9 (±5.6)	23.8 (±4.5)	21.7 (±4.3)	21.6 (±4.8)
MALE	39.4 (±4.8)	27.9 (±3.8)	26.1 (±3.5)	24.8 (±5.3)
RACE				
WHITE	31.9 (±6.0)	24.4 (±5.3)	25.4 (±4.6)	22.2 (±6.5)
BLACK	37.0 (±5.0)	26.7 (±4.4)	22.3 (±4.5)	24.3 (±5.2)
GRADE				
6	22.5 (±6.7)	18.2 (±4.0)	14.9 (±5.2)	13.1 (±6.3)
7	36.6 (±5.6)	24.9 (±6.1)	23.8 (±5.1)	23.0 (±4.4)
8	45.5 (±6.8)	34.3 (±5.4)	33.1 (±6.4)	32.0 (±9.2)

	1998	1999	2000	2002	2003	2004	2006
TOTAL	75.6 (±3.0)	77.2 (±2.4)	71.5 (±2.2)	61.5 (±2.5)	60.7 (±1.7)	59.4 (±2.5)	61.2 (±3.9)
SEX							
FEMALE	72.6 (±3.7)	73.6 (±3.9)	70.0 (±4.0)	59.3 (±2.9)	57.4 (±2.6)	54.8 (±3.5)	61.0 (±6.9)
MALE	78.7 (±3.3)	80.9 (±3.1)	73.1 (±2.9)	64.0 (±3.7)	64.2 (±1.8)	63.9 (±3.3)	61.2 (±4.2)
RACE							
WHITE	79.4 (±3.3)	81.0 (±3.2)	75.5 (±4.9)	61.4 (±3.5)	63.1 (±2.1)	64.3 (±3.6)	67.1 (±8.6)
BLACK	70.6 (±4.5)	72.3 (±4.4)	65.9 (±3.8)	61.1 (±3.8)	57.5 (±2.7)	54.2 (±4.2)	56.0 (±3.4)
GRADE							
9	73.1 (±4.3)	75.2 (±3.1)	69.3 (±3.5)	54.5 (±4.9)	57.9 (±3.1)	56.3 (±4.8)	59.8 (±6.9)
10	75.0 (±7.7)	77.7 (±6.8)	69.3 (±4.5)	62.4 (±3.7)	59.6 (±2.6)	58.7 (±5.4)	57.2 (±5.6)
11	76.9 (±5.3)	75.8 (±6.9)	72.7 (±8.3)	65.0 (±5.2)	62.3 (±2.9)	58.4 (±6.8)	65.8 (±10.5)
12	78.2 (±5.6)	80.8 (±4.6)	75.9 (±6.8)	66.5 (±4.1)	64.5 (±2.6)	67.1 (±4.9)	63.9 (±7.2)

	2008	2009	2010	2011
TOTAL	54.0 (±4.5)	48.0 (±3.1)	51.2 (±3.2)	46.8 (±5.1)
SEX				
FEMALE	59.7 (±5.3)	43.5 (±4.1)	48.7 (±4.0)	41.8 (±5.4)
MALE	48.2 (±4.2)	53.1 (±3.6)	53.5 (±4.7)	52.4 (±6.4)
RACE				
WHITE	56.2 (±6.3)	53.2 (±5.0)	59.0 (±5.0)	55.5 (±5.7)
BLACK	50.9 (±7.4)	42.6 (±4.1)	44.0 (±4.0)	38.8 (±5.7)
GRADE				
9	51.0 (±9.3)	42.3 (±4.8)	42.9 (±5.4)	41.9 (±8.7)
10	52.1 (±6.8)	50.4 (±4.3)	49.9 (±5.3)	48.5 (±10.0)
11	48.9 (±8.3)	48.0 (±7.1)	56.6 (±6.8)	43.4 (±8.4)
12	66.7 (±7.1)	53.3 (±6.5)	58.7 (±5.9)	55.2 (±6.1)

12

	1998	1999	2000	2002	2003	2004	2006
TOTAL	20.6 (±3.1)	23.0 (±3.2)	18.1 (±2.3)	11.9 (±1.6)	11.0 (±1.2)	12.0 (±2.0)	8.4 (±1.6)
SEX							
FEMALE	18.2 (±4.8)	19.4 (±2.6)	16.9 (±2.6)	11.5 (±2.0)	9.8 (±1.3)	11.0 (±2.5)	7.8 (±2.4)
MALE	23.0 (±3.4)	26.1 (±4.8)	19.2 (±3.5)	12.1 (±1.8)	12.0 (±1.4)	12.8 (±2.8)	9.0 (±2.6)
RACE							
WHITE	22.8 (±4.4)	23.4 (±3.7)	20.9 (±3.6)	13.3 (±2.0)	10.7 (±1.5)	13.5 (±3.4)	9.9 (±2.6)
BLACK	17.6 (±4.0)	21.8 (±5.0)	15.0 (±3.5)	8.8 (±2.9)	10.8 (±1.4)	10.2 (±2.1)	7.0 (±2.3)
GRADE							
6	11.9 (±4.7)	17.7 (±4.5)	13.6 (±4.2)	8.8 (±2.1)	7.1 (±1.3)	6.8 (±1.9)	4.0 (±2.1)
7	21.8 (±7.7)	21.8 (±4.1)	22.0 (±2.7)	14.9 (±2.7)	10.8 (±1.8)	13.6 (±3.5)	7.2 (±2.2)
8	25.8 (±5.3)	29.0 (±5.2)	18.5 (±4.1)	14.7 (±3.7)	14.9 (±1.8)	15.1 (±4.5)	13.5 (±2.6)

	2008	2009	2010	2011
TOTAL	8.9 (±2.0)	7.2 (±1.7)	5.7 (±1.5)	5.8 (±1.8)
SEX				
FEMALE	6.9 (±2.8)	6.2 (±1.8)	4.4 (±1.8)	4.7 (±2.5)
MALE	11.0 (±2.3)	8.0 (±2.5)	6.8 (±1.9)	6.7 (±2.2)
RACE				
WHITE	11.2 (±3.0)	8.8 (±3.1)	6.2 (±2.0)	6.0 (±2.1)
BLACK	6.9 (±1.9)	5.6 (±2.0)	5.2 (±2.4)	5.1 (±2.5)
GRADE				
6	4.4 (±2.8)	3.6 (±2.0)	2.8 (±1.8)	2.4 (±1.2)
7	10.1 (±3.1)	6.7 (±2.7)	6.5 (±1.7)	5.6 (±2.1)
8	12.5 (±3.8)	11.1 (±3.6)	7.8 (±3.2)	8.0 (±3.9)

	1998	1999	2000	2002	2003	2004	2006
TOTAL	30.3 (±3.0)	32.5 (±3.3)	29.2 (±3.6)	23.1 (±2.6)	23.4 (±1.5)	22.1 (±2.6)	18.7 (±5.1)
SEX							
FEMALE	27.1 (±4.6)	30.7 (±5.2)	26.2 (±5.9)	21.1 (±3.6)	20.6 (±2.0)	19.7 (±2.9)	16.9 (±5.5)
MALE	33.9 (±4.0)	34.4 (±4.2)	32.3 (±4.6)	25.1 (±3.1)	26.0 (±1.9)	24.3 (±3.1)	20.1 (±5.5)
RACE							
WHITE	43.8 (±4.2)	42.7 (±4.8)	41.7 (±5.9)	29.3 (±2.7)	31.0 (±2.3)	29.9 (±3.8)	25.9 (±4.7)
BLACK	14.2 (±2.7)	16.6 (±3.2)	13.3 (±3.0)	16.7 (±4.0)	14.1 (±1.4)	14.1 (±2.8)	11.6 (±3.5)
GRADE							
9	27.6 (±5.0)	28.2 (±4.1)	25.3 (±5.3)	20.0 (±4.4)	22.4 (±2.6)	19.8 (±4.3)	17.0 (±4.3)
10	31.4 (±6.6)	30.3 (±5.6)	27.6 (±5.5)	19.7 (±2.7)	21.8 (±2.4)	22.9 (±4.3)	12.9 (±7.4)
11	33.5 (±6.5)	38.3 (±8.3)	32.9 (±8.5)	27.1 (±5.9)	24.2 (±2.8)	22.7 (±4.6)	20.1 (±5.9)
12	29.4 (±6.8)	35.1 (±6.7)	32.6 (±8.9)	26.6 (±5.8)	25.5 (±2.4)	24.6 (±6.4)	27.5 (±6.1)

	2008	2009	2010	2011
TOTAL	20.2 (±4.4)	18.8 (±2.2)	19.7 (±2.5)	19.0 (±3.8)
SEX				
FEMALE	15.7 (±3.8)	15.6 (±3.0)	17.8 (±3.6)	13.9 (±3.3)
MALE	24.8 (±5.8)	22.2 (±3.1)	21.5 (±3.0)	24.3 (±5.3)
RACE				
WHITE	28.9 (±5.4)	27.6 (±3.7)	29.0 (±3.3)	27.9 (±4.5)
BLACK	10.1 (±6.0)	9.8 (±2.5)	11.1 (±2.1)	11.1 (±3.6)
GRADE				
9	17.7 (±7.4)	14.4 (±3.5)	14.7 (±4.2)	12.8 (±5.8)
10	19.0 (±6.1)	20.0 (±3.3)	20.0 (±4.7)	19.2 (±5.7)
11	15.5 (±7.5)	19.8 (±3.1)	22.0 (±4.1)	19.4 (±5.2)
12	29.9 (±8.2)	22.8 (±6.3)	23.9 (±6.3)	27.0 (±5.1)

	1998	1999	2000	2002	2003	2004	2006
TOTAL	5.2 (±2.2)	4.8 (±1.2)	3.8 (±1.1)	2.7 (±0.9)	2.3 (±0.4)	3.0 (±0.7)	1.9 (±0.9)
SEX							
FEMALE	3.6 (±2.7)	3.6 (±1.0)	3.6 (±1.2)	2.2 (±0.8)	1.6 (±0.5)	2.6 (±1.2)	1.9 (±1.0)
MALE	6.8 (±3.1)	5.9 (±1.9)	4.1 (±1.3)	3.2 (±1.2)	2.9 (±0.6)	3.2 (±0.8)	1.9 (±1.2)
RACE							
WHITE	6.4 (±3.5)	6.9 (±1.6)	5.9 (±1.9)	3.8 (±1.6)	2.8 (±0.7)	4.1 (±1.6)	3.5 (±1.4)
BLACK	2.6 (±1.8)	1.7 (±1.2)	1.7 (±0.9)	1.4 (±0.8)	1.6 (±0.5)	1.8 (±0.5)	0.3 (±0.4)
GRADE							
6	1.2 (±0.6)	2.7 (±1.5)	2.8 (±2.1)	1.3 (±0.8)	1.3 (±0.4)	1.1 (±0.9)	0.7 (±0.7)
7	5.1 (±3.2)	4.1 (±1.9)	4.0 (±1.8)	3.4 (±1.0)	1.8 (±0.4)	3.0 (±1.2)	1.2 (±0.8)
8	7.1 (±3.1)	7.5 (±2.1)	4.8 (±1.5)	5.2 (±2.2)	3.8 (±0.7)	4.7 (±2.0)	3.5 (±1.9)

	2008	2009	2010	2011
TOTAL	1.5 (±0.7)	1.9 (±0.8)	0.9 (±0.4)	1.3 (±0.8)
SEX				
FEMALE	0.6 (±0.5)	1.8 (±0.8)	0.4 (±0.3)	0.4 (±0.4)
MALE	2.4 (±1.1)	2.0 (±1.2)	1.4 (±0.8)	2.0 (±1.6)
RACE				
WHITE	2.1 (±1.2)	3.2 (±1.7)	1.3 (±0.8)	1.3 (±0.8)
BLACK	0.8 (±0.6)	0.7 (±0.8)	0.3 (±0.4)	1.0 (±1.3)
GRADE				
6	0.6 (±0.6)	0.7 (±0.6)	0.6 (±0.6)	0.8 (±0.8)
7	1.2 (±0.8)	2.1 (±1.1)	0.7 (±0.6)	1.3 (±0.7)
8	2.7 (±1.6)	3.0 (±1.6)	1.4 (±1.0)	0.8 (±0.5)

	1998	1999	2000	2002	2003	2004	2006
TOTAL	14.3 (±3.0)	16.6 (±3.0)	13.8 (±3.0)	9.0 (±1.6)	10.1 (±1.0)	9.4 (±1.7)	7.6 (±1.9)
SEX							
FEMALE	11.6 (±2.3)	16.9 (±4.2)	12.5 (±3.6)	7.8 (±1.9)	9.1 (±1.2)	7.7 (±2.1)	5.5 (±2.9)
MALE	17.3 (±3.3)	16.1 (±3.6)	15.1 (±3.3)	10.4 (±2.5)	11.0 (±1.4)	11.1 (±2.5)	9.8 (±2.2)
RACE							
WHITE	23.2 (±4.5)	24.8 (±4.3)	21.6 (±4.4)	13.9 (±2.2)	14.9 (±1.7)	13.9 (±2.8)	10.9 (±3.7)
BLACK	3.4 (±2.2)	4.1 (±1.2)	4.3 (±2.1)	4.4 (±1.7)	4.1 (±0.8)	4.7 (±1.5)	4.3 (±2.2)
GRADE							
9	8.3 (±2.7)	12.0 (±3.8)	11.1 (±5.1)	7.7 (±2.7)	7.5 (±1.5)	7.8 (±2.1)	7.1 (±2.1)
10	16.7 (±5.0)	14.8 (±4.0)	14.3 (±4.8)	7.8 (±1.9)	8.6 (±1.3)	9.5 (±2.8)	5.5 (±4.5)
11	17.9 (±5.6)	20.2 (±9.0)	17.0 (±6.3)	7.9 (±3.3)	11.2 (±1.9)	9.5 (±2.9)	7.0 (±2.7)
12	16.1 (±5.4)	21.8 (±7.0)	13.9 (±5.9)	12.8 (±3.8)	14.5 (±2.1)	12.2 (±4.3)	12.2 (±3.4)

	2008	2009	2010	2011
TOTAL	7.8 (±1.8)	7.8 (±1.9)	7.0 (±1.6)	6.5 (±1.8)
SEX				
FEMALE	9.4 (±2.2)	7.4 (±2.5)	6.6 (±1.9)	4.5 (±1.8)
MALE	6.7 (±1.8)	8.2 (±2.5)	7.6 (±1.8)	8.6 (±2.4)
RACE				
WHITE	11.8 (±2.9)	12.9 (±2.8)	11.8 (±2.8)	11.0 (±2.8)
BLACK	3.9 (±2.5)	2.5 (±1.5)	2.5 (±1.2)	2.4 (±1.3)
GRADE				
9	6.0 (±3.1)	5.4 (±2.1)	4.7 (±2.6)	3.4 (±1.9)
10	7.9 (±2.7)	7.6 (±3.1)	6.2 (±2.5)	4.9 (±2.8)
11	6.5 (±3.2)	8.2 (±3.6)	7.5 (±3.1)	6.2 (±2.7)
12	12.7 (±3.4)	11.3 (±3.5)	10.9 (±5.0)	12.9 (±4.0)

METHODS

BACKGROUNE

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.

THE 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.

THE 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 non-response 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:

WEIGHT = W1 * W2 * f1 * f2 * f3 * f4

W1 = inverse of the probability of selecting the school

W2 = inverse of the probability of selecting the classroom within the school

F1 = a school-level non-response adjustment factor calculated by school size (small, medium, large)

F2 = a class adjustment factor calculated by school

F3 = a student-level non-response adjustment factor calculated by class

F4 = a post stratification adjustment factor calculated by gender and grade

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