# MISSISSIPPI

Robert McMillen | Emily McClelland | Nell Valentine

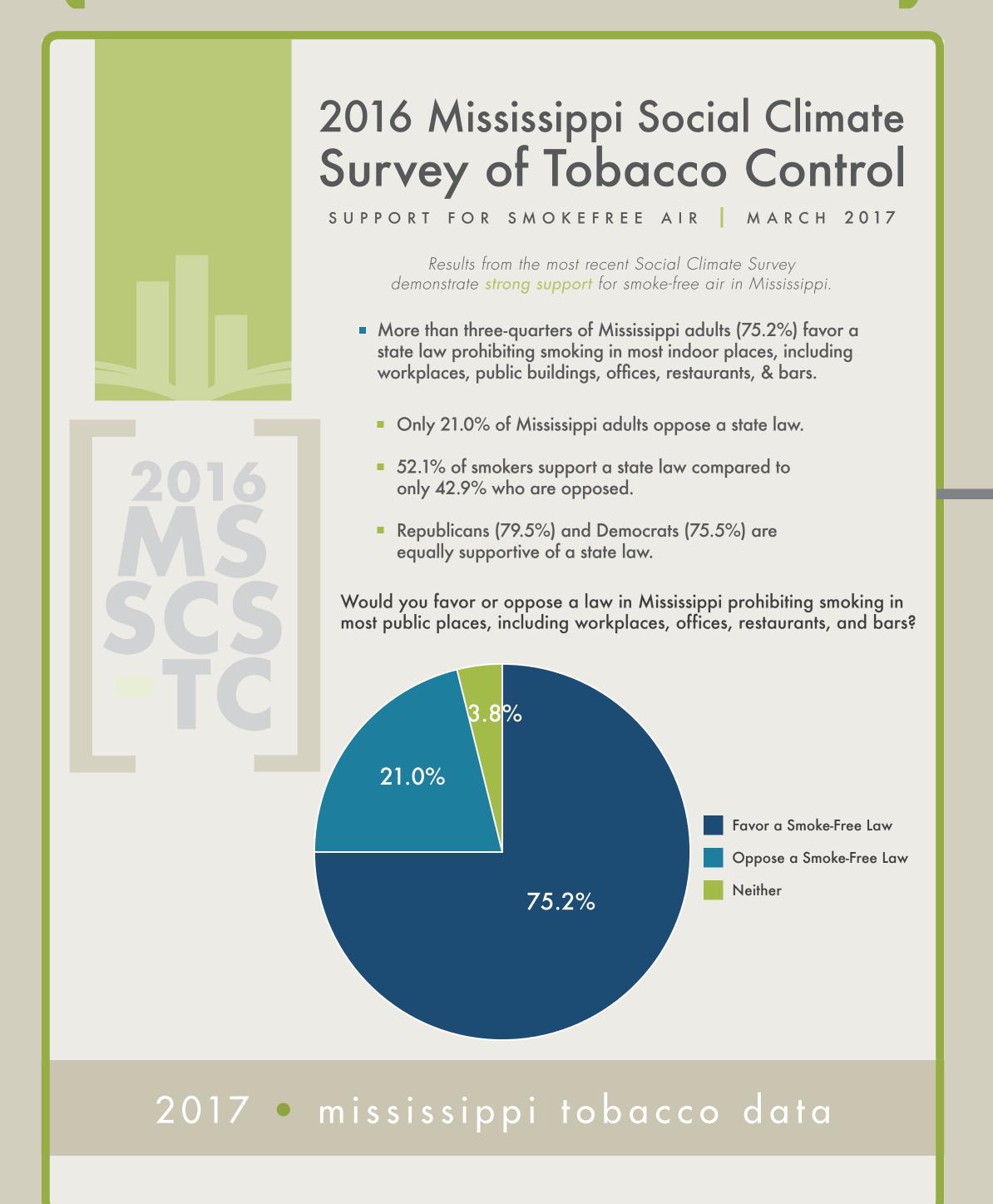
{INTRODUCTION}

Mississippi State University has provided surveillance and evaluation services to Mississippi statewide tobacco control programs since 1999. In addition to informing programmatic decisions and monitoring progress towards outcome objectives, our survey and administrative data have shaped local and state policy decisions and health care practices. This poster illustrates how we have used data from adult surveys to demonstrate strong public support for clean air legislation, increasing state taxes on tobacco, and raising the age of sale for tobacco to 21. To complement public opinion data, we have also used heart attack admissions data and sales tax data to highlight health benefits and debunk loss of revenue myths about smoke-free legislation. We have also utilized tax revenue and per capita sales records to highlight the benefits of increases in the tax on tobacco.

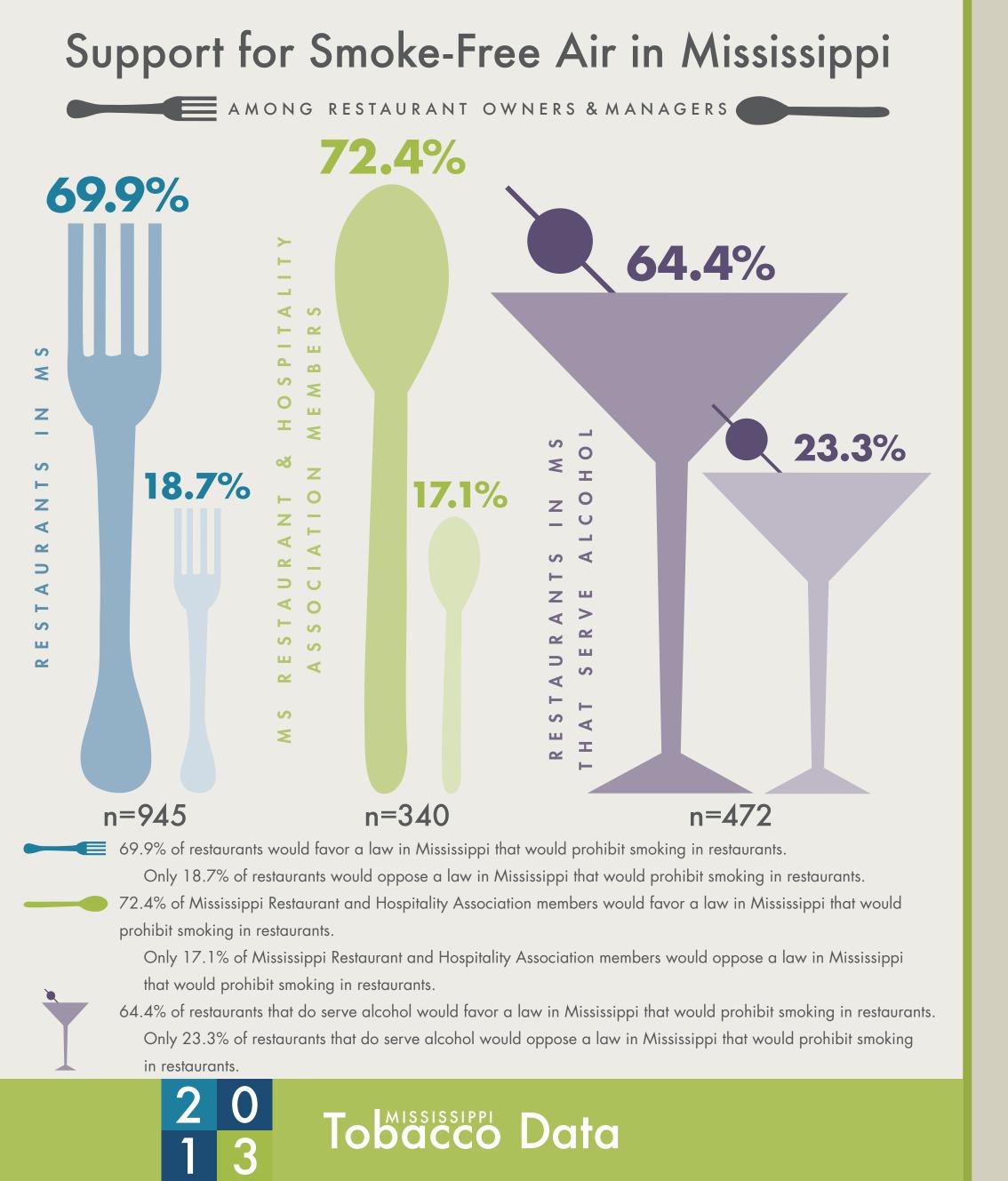
In collaboration with stakeholders, we summarized the implications of our analyses and then our graphic designer develops attractive fact sheets and infographics for dissemination to advocates and policy makers. Dissemination strategy involves social media and collaborative distribution to local coalition directors, statewide legislative liaisons from the voluntary health organizations, and other partners within the Mississippi Tobacco Control Network. We also publish research articles in the editor-reviewed Journal of the Mississippi Medical Association in order to educate health care providers on issues related to youth tobacco use, emerging tobacco products, and economic issues associated with smoke-free local ordinances. Finally, we actively inform local and statewide policy decisions through invited testimony to legislative meetings and local hearings.

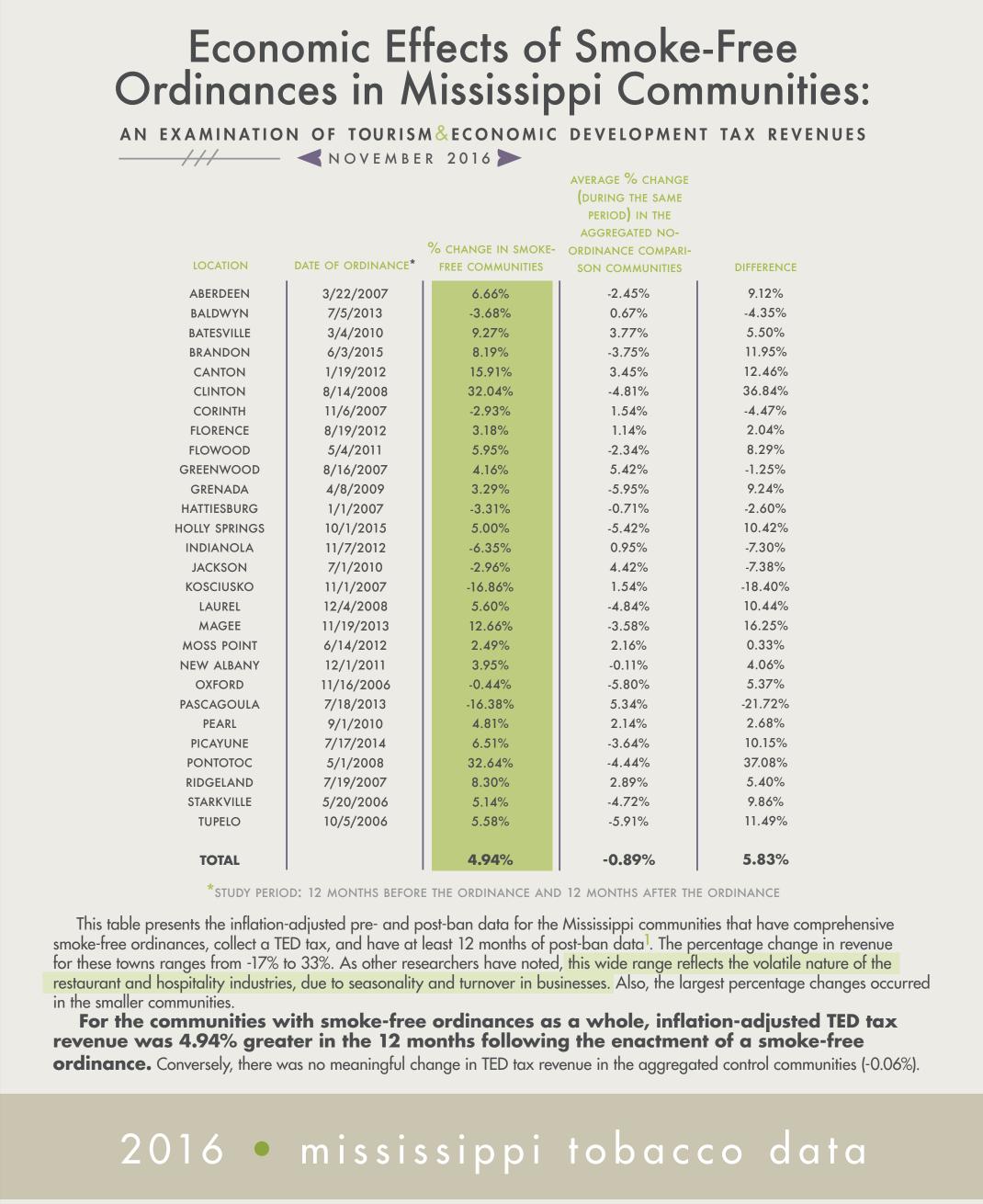
- Mississippi Social Climate Survey of Tobacco Control
- Survey of Mississippi Restaurants
- Hospital Discharge Data
- Mississippi Department of Revenue
- Medicaid

# SUPPORTING SMOKE-FREE INITIATIVES



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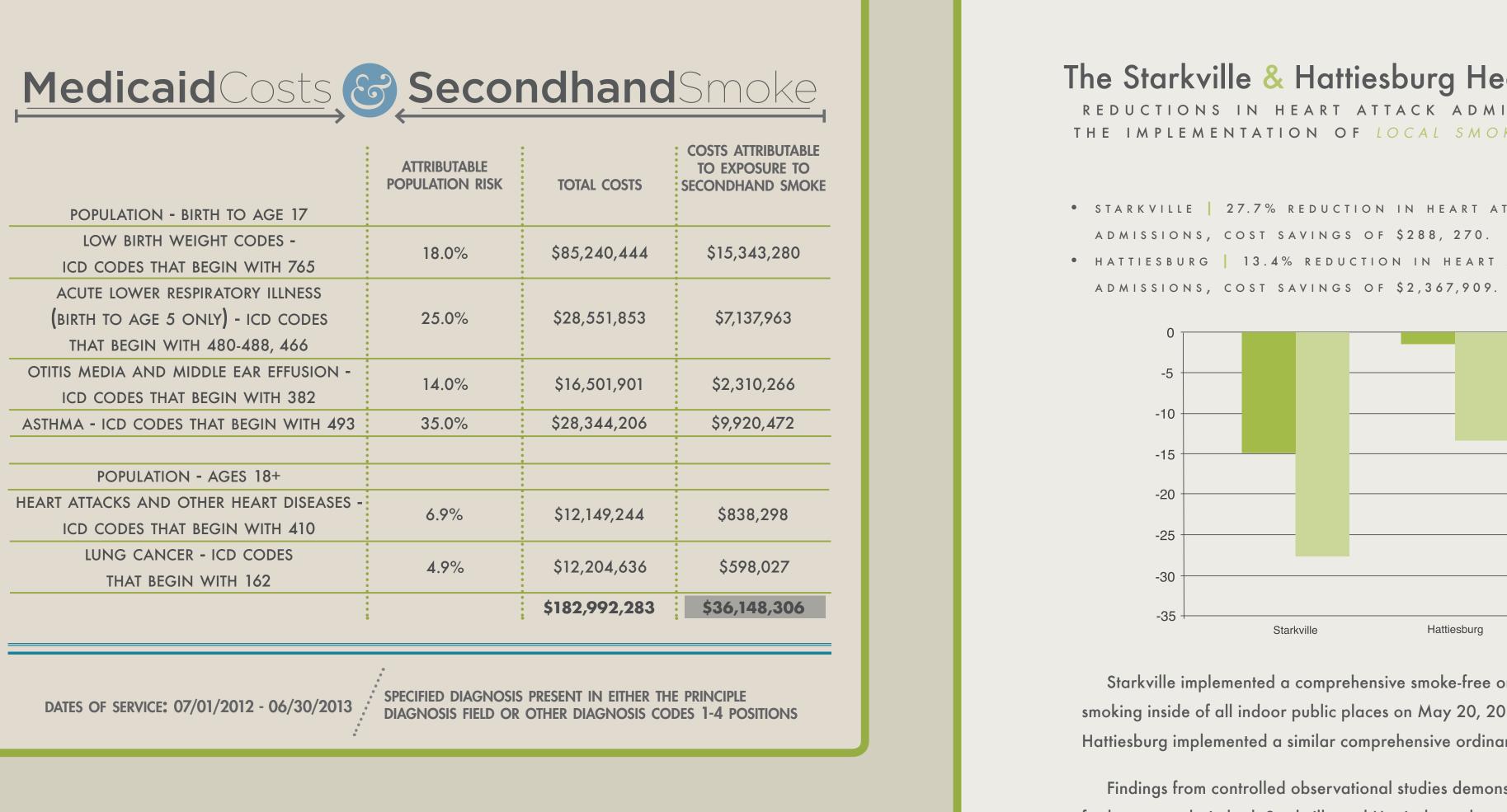




SUPPORT FOR RAISING THE AGE OF SALE OF TOBACCO TO 21 • Scientific Articles •



## {SUCCESSES}





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Tax Revenue in Mississippi Communities Following Implementation of Smoke-free

Ordinances: An Examination of Tourism and

**Economic Development Tax Revenues** 

Robert McMillen, PhD; Signe Shackelford, MPH

adjusted tax revenues increased during the 12 months follow- merous studies from states and communities, based on objec-

evenue. Most communities that collect a TED tax impose this

tax on both restaurants and hotels/motels. Some communities collect the same percentage of tax from each sector, while oth-

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