## The Impact of Research on Local Policies ENGAGING AND INFORMING COMMUNITIES AND POLICY-MAKERS ON THE BENEFITS OF SMOKE-FREE AIR

**ABSTRACT** 

The Mississippi State Department of Health's Office of Tobacco Control, working with the Social Science Research Center at MSU, collected local and state data. Utilizing local data from surveys, tax revenue, and hospital admissions, we educated policy-makers, citizens, and legislators on the dangers of exposure to secondhand smoke and benefits of smoke-free air. Educational outreach included broadcast and social media campaigns, scientific reports on public support and economic impact, and newspaper editorials.

### 100% SMOKE-FREE COMMUNITIES IN MS





Lunch will be served. Speakers include healthcare providers, elected officials, business owners and people who have been dramatically affected by exposure to secondhand smoke. Come learn how you can help make Mississippi a healthier place to live!

Please RSVP by calling 1-866-724-6115 or emailing signe.shackelford@msdh.state.ms.us. www.SmokefreeAirMS.com



### TARGETED LOCAL SURVEYS

### SUPPORT FOR SMOKE-FREE JANUARY 2011AIR

#### Smokefree Communities | Starkville SUPPORT FOR SMOKEFREE AIR OCTOBER 2010

Results from the Social Climate Survey of Tobacco Control demonstrate broad voter support for smoke-free laws. More than 7 in 10 Starkville adults support a law that would prohibit smoking in all indoor workplaces, including offices, restaurants, and bars; while three-quarters of Starkville adults support a law that would prohibit smoking within twenty feet of a public doorway. Support for these laws is strong among Republicans and Democrats, and the majority of smokers support these laws.

OVERALL	77.0%	
REPUBLICANS	68.3%	
DEMOCRATS	85.0%	
NOT CURRENT SMOKERS	80.3%	NC
CURRENT SMOKERS	56.5%	

offices, restaurants, and bars?

Would you favor a law that would prohibit Would you favor a law that would prohibit smoking in all indoor workplaces, including smoking within twenty feet of a public doorway?







Eliminating Exposure to Secondhand Smoke in All Public Places Including Workplaces

There is no safe level of exposure to secondhand smoke. Join us to discuss a new public health initiative. Everyone deserves to breathe smokefree air.



# UNIVERSITY













### STATE RANKINGS

### STATE RANKINGS



State Rankings Report : 2011



### REPLICATING NATIONALLY RECOGNIZED STUDIES IN LOCAL COMMUNITIES

<b>The Starkville &amp; Hattiesburg Heart Attack Studies</b> Reductions in Heart Attack Admissions Following the Implementation of Local Smoke-Free Ordinances OCTOBER 2010
Starkville implemented a comprehensive smoke-free ordinance that prohibited smoking inside of all indoor public places on May 20, 2006. Seven months later, Hattiesburg implemented a similar comprehensive ordinance on January 1, 2007.
Findings from controlled observational studies demonstrate that hospital admissions for heart attacks in both Starkville and Hattiesburg decreased substantially following the implementation of the smoke-free ordinances. Moreover, the observed decrease in these communities was much higher than that observed in control communities that did not have a smoke-free ordinance.
1 0 Tobacco Data
MISSISSIPPI TOBACCO DATA ESCARCE RESEARCH CENTER MISSISSIPPI STATE UNIVERSITY

### WORKING WITH PARTNERS

MS TOBACCO-FREE COALITIONS
MS ACADEMIC OF FAMILY PHYSICIANS FOUNDATION
MS NURSES FOUNDATION
MS RURAL HEALTH ASSOCIATION
INSTITUTE FOR DISABILITY STUDIES
MS PRIMARY HEALTH CARE ASSOCIATION
THE PARTNERSHIP FOR A HEALTHY MS
AMERICAN LUNG ASSOCIATION
AMERICAN CANER SOCIETY
AMERICAN HEART ASSOCIATION
MS MUNICIPAL LEAGUE
MS CHAPTER OF THE AMERICAN ACADEMY OF PEDIATRICS
NORTH DELTA PLANNING AND DEVELOPMENT DISTRICT

MISSISSIPPI STATE DEPARTMENT OF HEALTH