

2017 ANNUAL REPORT



MISSISSIPPI
STATE DEPARTMENT OF HEALTH
OFFICE OF TOBACCO CONTROL

Table of Contents.



<i>Introduction</i>	<i>page 3</i>
<i>Overview</i>	<i>page 4</i>
<i>Mission + Values</i>	<i>page 5</i>
<i>Infrastructure, Administration, and Management</i>	<i>page 6</i>
<i>Economic Impact</i>	<i>page 12</i>
<i>Tobacco Tax Revenue</i>	<i>page 16</i>
<i>Adult Tobacco Data</i>	<i>page 20</i>
<i>Statewide Interventions</i>	<i>page 25</i>
<i>Cessation Interventions</i>	<i>page 28</i>
<i>Community Interventions</i>	<i>page 30</i>
<i>Youth Tobacco Data</i>	<i>page 32</i>
<i>Youth Programs</i>	<i>page 36</i>
<i>Mass Reach Health Communication Interventions</i>	<i>page 40</i>
<i>Enforcement</i>	<i>page 42</i>
<i>Protecting the Public</i>	<i>page 44</i>
<i>Surveillance + Evaluation</i>	<i>page 51</i>
<i>Appendix I: Tobacco Control Advisory Council</i>	<i>page 52</i>
<i>Appendix II: Mississippi Tobacco-Free Coalitions</i>	<i>page 53</i>

Introduction.

Since the publication of the Surgeon General's first report on smoking and health in 1964, smoking rates have significantly dropped in the United States (43 percent to 14 percent), and the general public has a much greater understanding of the dangers of tobacco use. Despite this progress, tobacco use continues to be the single most preventable cause of death, disability, and disease in this country. Emerging products like e-cigarettes entice youth to smoke and cause formerly quit adults to begin smoking again. This year alone, nearly 5,400 Mississippi adults will die prematurely because of smoking. More than 40 million Americans are tobacco dependent. Each day, more than 3,200 youth smoke their first cigarette. The annual economic costs due to tobacco exceed \$3 billion in Mississippi.

The CDC's *Best Practices for Comprehensive Tobacco Control Programs – 2014* provides the framework for developing an evidence-based, comprehensive tobacco control program. The war against tobacco is a winnable battle, meaning that when fully funded and implemented, coordinated, sustained efforts can decrease smoking rates and reduce tobacco-related diseases and deaths. This comprehensive approach combines educational, clinical, regulatory, economic, and social strategies to establish smoke-free policies and norms, promote and assist tobacco users to quit, and prevent the initiation of tobacco use. When used together, these efforts increase the individual effectiveness of each strategy and the return on investment. According to the CDC, for every dollar spent on tobacco prevention, states can reduce tobacco-related health care costs by up to \$55. For this reason and many others, tobacco prevention and control activities are a public health “best buy” for the people of Mississippi.

Overview.



In 2007, the Mississippi State Legislature responded to the growing health and financial crisis associated with tobacco use with definitive action by mandating a comprehensive statewide tobacco education, prevention, and cessation program in §41-113-1 of the Mississippi Code of 1972. Additionally, the Legislature established a 13-member Tobacco Control Advisory Council. (Appendix I).

The Mississippi Legislature recognizes the devastating impact that tobacco use has on the citizens of our state. Tobacco use is the single most preventable cause of death and disease in this country and this state. Each year, thousands of Mississippians lose their lives to diseases caused by tobacco use, and the cost to the state is hundreds of millions of dollars. Tobacco use is also a large burden on the families and businesses of Mississippi. It is therefore the intent of the Legislature that there be developed, implemented and fully funded a comprehensive and statewide tobacco education, prevention and cessation program that is consistent with the Best Practices for Comprehensive Tobacco Control Programs of the federal Centers for Disease Control and Prevention, as periodically amended.

(Mississippi Code of 1972).

← Mission + Values.

Mission

The mission of the Office of Tobacco Control (OTC) is to promote and protect the health of all Mississippians by reducing tobacco-related disease and death. The Office of Tobacco Control accomplishes this mission by utilizing a systemic approach to tobacco prevention and control that focuses on evidence-based practices outlined in the Centers for Disease Control and Prevention's Best Practices for Comprehensive Tobacco Control Programs 2014, (CDC's Best Practices). Program components include:

- Infrastructure, Administration, and Management
- State and Community Interventions
- Cessation Interventions
- Mass-Reach Health Communication
- Surveillance and Evaluation



Values

- Smoke-free air is essential for all Mississippians.
- We respect the effort it takes to quit smoking and stay quit.
- We are committed to providing innovative leadership.
- We cultivate cooperative relationships with traditional and nontraditional partners.
- We do not accept funding from, or partner with, the tobacco industry.

Comprehensive Tobacco Control Programs.

Infrastructure

Administration

Management

- The CDC's *Best Practices* recognizes that a ***strong internal capacity within a state health department*** is essential for program sustainability, efficacy, and efficiency. •

The Office of Tobacco Control utilized the funds directly appropriated from the Tobacco Control Program Fund (\$9.13 million) in FY 2017 to reduce usage of tobacco products throughout the state. The Office of Tobacco Control's administration and management activities, in compliance with the CDC's *Best Practices*, include the following:



- Strategic planning to guide program efforts and resources
- Developing qualified and diverse technical, program, and administrative staff
- Awarding and monitoring program contracts and grants, coordinating implementation across program areas, and assessing grantee program performance
- Maintaining a real-time fiscal management system that tracks allocations and expenditure of funds
- Increasing capacity at the local level by providing ongoing training and technical assistance to local coalitions and partners
- Maintaining a comprehensive communication system
- Educating the public and decision makers on the health effects of tobacco and evidence-based program and policy interventions

Prevention.

DEATHS IN MISSISSIPPI CAUSED BY SMOKING	
Adults who die each year from their own smoking	5,400
Kids now under 18 and alive in Mississippi who will ultimately die prematurely from smoking	68,000

Source: Campaign for Tobacco-Free Kids, 2017

Since 2007, Mississippi’s Office of Tobacco Control (OTC) has worked to develop and implement evidence-based tobacco education, prevention, and cessation programs. Statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates and tobacco-related deaths and diseases. These initiatives operate with the following objectives:

Objectives

- Reduce the number of individuals who start using tobacco.
- Help current tobacco users quit.
- Promote a smoke-free environment to reduce adverse health effects of secondhand smoke.
- Address increasing youth smokeless tobacco prevalence.
- Identify and eliminate tobacco-related disparities among population groups.

Programs.



In fiscal year 2016-2017, OTC oversaw the following programs and activities:

Mississippi Tobacco-Free Coalitions (MTFC's):

- 34 coalitions with a presence in each of the state's 82 counties
- Charged with providing awareness activities, advocacy and policy work, offering cessation assistance, programmatic activities, and communications for adults and youth in their service areas

Youth Programs:

- Administered through a grant provided to the Partnership for a Healthy Mississippi (PHM)
- Generation FREE activities in grades 7-12
- RAT Troupe shows for grades K-6
- Development and Implementation of youth conferences (IFLY and LEAD)

State Partners:

- Mississippi Academy of Family Physicians Foundation (MAFPF)
- Mississippi Chapter of the American Academy of Pediatrics (MSAAP)
- The Institute for Disability Studies (IDS)
- Mississippi Nurses Foundation (MNF)
- Mississippi Primary Health Association (MPRHA)

Mississippi Tobacco Quitline:

- Provides training and presentations in conjunction with state-wide partners and MTFC's
- Professional counselors evaluate and develop treatment plans for callers who phone the Quitline and/or use the web-based services

ACT Center for Tobacco Treatment, Education, and Research (ACT):

- Provides treatment including Nicotine Replacement Therapy (NRT) as well as non-nicotine medications.
- Professional counselors provide face-to-face cessation treatment
- Provides training and presentations in conjunction with state-wide partners and MTFC's

Research shows that the more states spend on comprehensive tobacco control programs, the greater the reductions in tobacco use. Additionally, the longer states invest in such programs, the greater and faster the impact.

← Appropriations.

From the tobacco settlement installment payments that the State of Mississippi receives during each calendar year, the sum of Twenty Million Dollars (\$20,000,000.00) shall be expended solely for the purposes specified in Section 2.a-f of 41-113-1 of the Mississippi Code of 1972. None of the funds in the special fund may be transferred to any other fund or appropriated or expended for any other purpose.

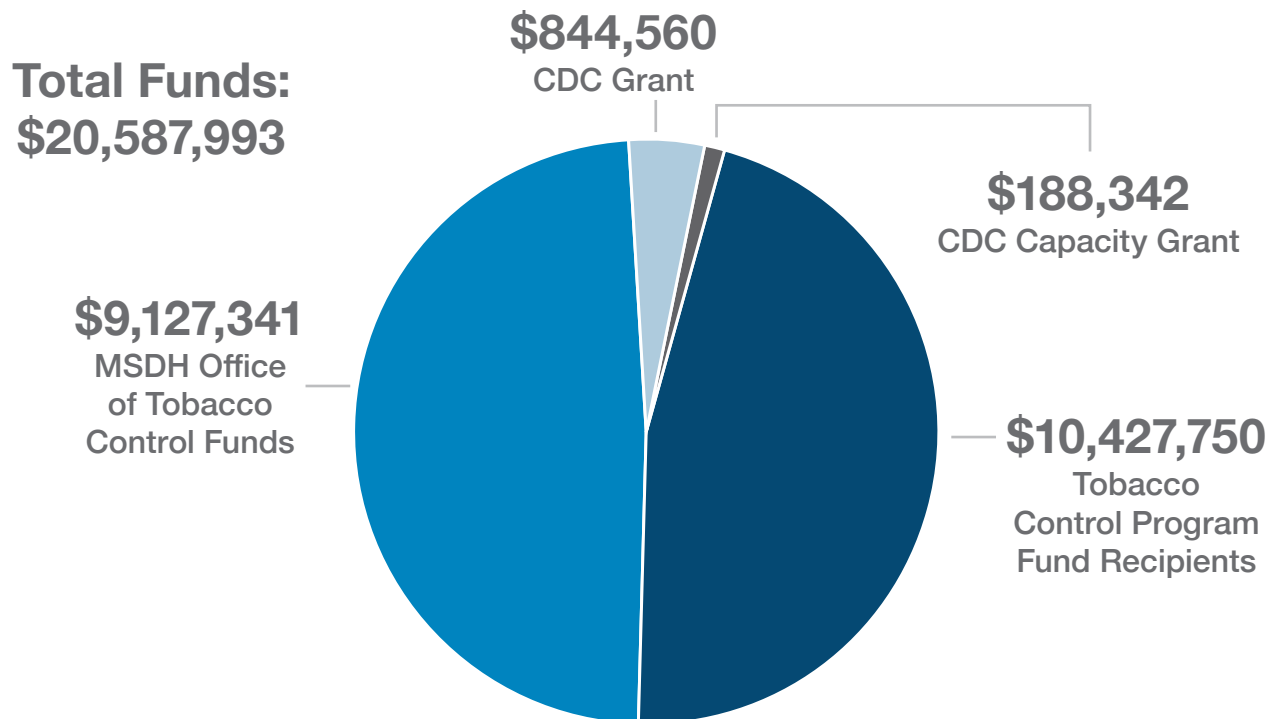
FY14	FY15	FY16	FY17	FY18	RECIPIENT
\$9,400,000	\$9,400,000	\$9,400,000	\$9,127,341	\$7,165,000	MSDH OTC
\$5,000,000	\$5,000,000	\$5,000,000	\$4,918,750	\$4,250,000	University of MS Medical Center Cancer Institute
--	--	--	--	\$3,400,000	MS Qualified Health Center Grant Program
\$3,600,000	\$3,600,000	\$3,600,000	\$3,541,500	\$3,060,000	Mary Kirkpatrick Haskell-Mary Sprayberry Public School Nurse Program
\$800,000	\$800,000	\$800,000	\$787,000	\$680,000	MS Attorney General's Office of Alcohol and Drug Enforcement
\$700,000	\$700,000	\$700,000	\$688,625	\$595,000	University of MS Medical Center ACT Center
\$200,000	\$200,000	\$200,000	\$196,750	\$382,500	Myocardial Infarction Program (STEMI)
\$300,000	\$300,000	\$300,000	\$295,125	\$255,000	Skool ADS - School Poster Program (62 schools)
--	--	--	--	\$212,500	MS Health Care Alliance for the Stroke System of Care Plan

Source: 41-113-1 of the Mississippi Code of 1972



• In FY 2017, *Mississippi ranked 16th* among all • states in the funding of tobacco prevention programs.

- In each of the five fiscal years that tobacco control has been charged to the MSDH Office of Tobacco Control, the Mississippi State Legislature has appropriated \$20 million from the Tobacco Control Program Fund.
- Additionally, the state received funding from the Centers for Disease Control and Prevention as follows:
 - \$844,560 CDC Core Grant funding was used to prevent initiation of tobacco use by youth, to promote cessation, to eliminate tobacco-related disparities, and to reduce exposure to secondhand smoke.
 - \$188,342 CDC Capacity Grant funding was utilized to increase access to Mississippi Tobacco Quitline services and ensure that every participant received services. The activities included hiring and training qualified Quitline staff to ensure adequate coverage for all participants during peak hours of operation.





TOBACCO CONTROL FUNDING (IN \$ MILLIONS)

Per Capita Funding	Health Communication	Cessation Interventions	State & Community	Surveillance & Evaluation	Administration & Management
CDC <i>Best Practices</i> , 2017 Recommendations	\$1.37	\$5.06	\$4.19	\$1.06	\$0.53
MS Tobacco Control Program fund FY 2017	\$0.00	\$0.83	\$1.61	\$0.34	\$0.34

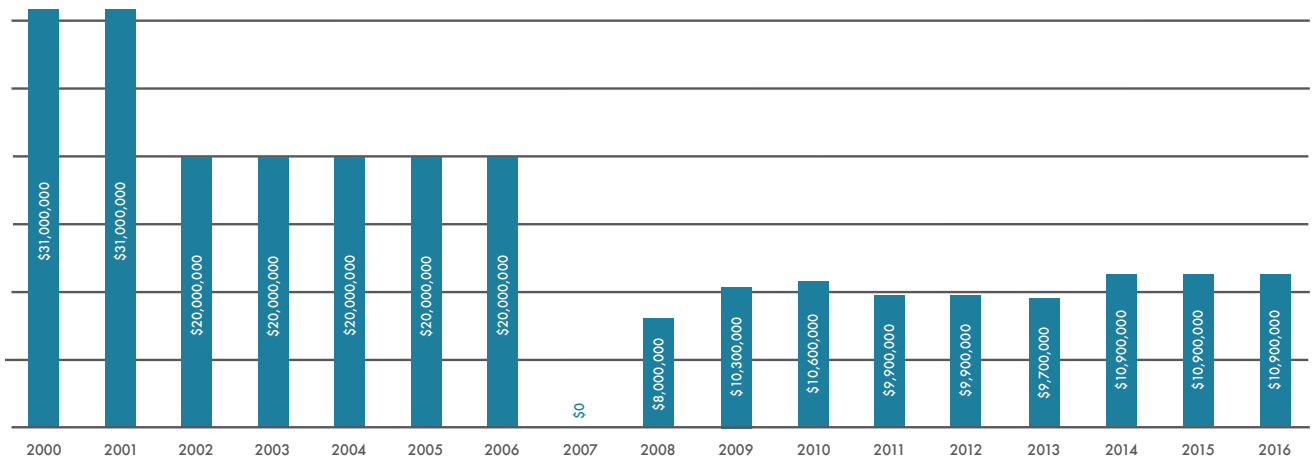
During FY 2017, total tobacco funding from federal and state sources was \$20,587,993 in Mississippi. While \$20 million was appropriated for tobacco control, only \$9.13 million was available to the MSDH Office of Tobacco Control to implement an evidence-based comprehensive tobacco program. The Centers for Disease Control recommends \$36.5 million based on the CDC *Best Practices*.

Economic Impact.

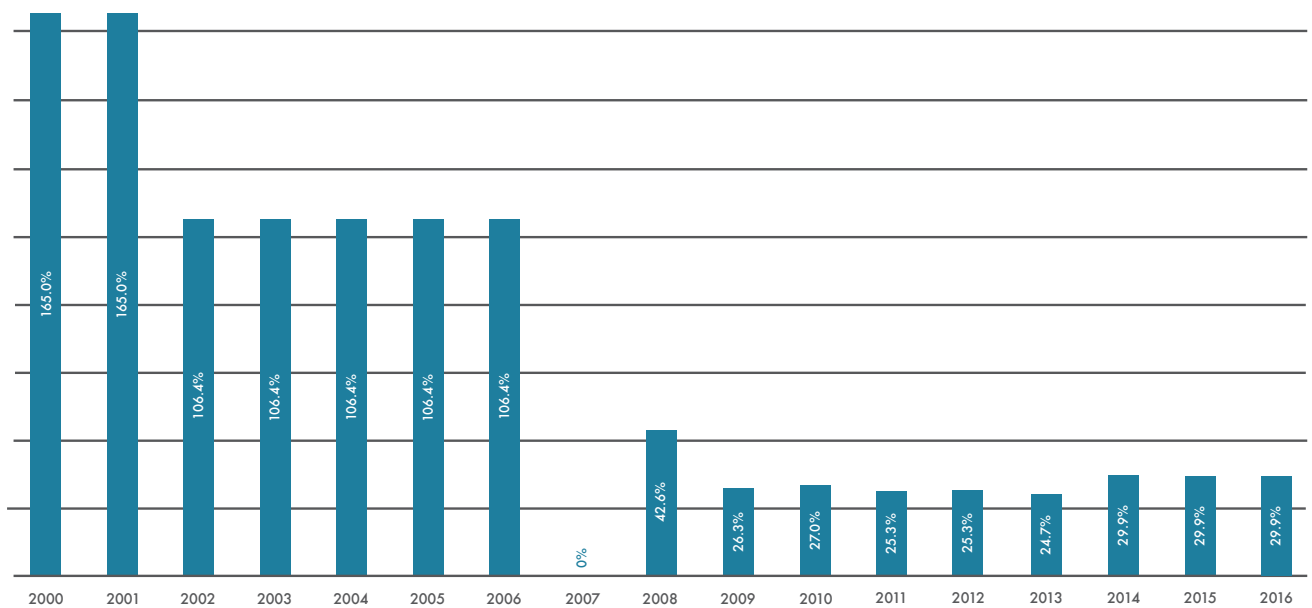


{ SPENDING FOR TOBACCO CONTROL TRENDS }

ANNUAL STATE SPENDING FOR TOBACCO PREVENTION FOR MS | 2000-2016



PERCENT OF CDC MINIMUM RECOMMENDED FUNDING | 2000-2016



Source: Campaign for Tobacco-Free Kids

← Economic Impact.

ANNUAL ECONOMIC BURDEN

Healthcare costs in Mississippi directly caused by smoking	\$1.23 billion
Portion covered by the state Medicaid program	\$319.7 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,031 per household
Smoking-caused cost to Mississippi businesses: lost productivity	\$1.80 billion

Source: Campaign for Tobacco-Free Kids, 2017

Economic Impact.

Medicaid Costs & Secondhand Smoke

	ATTRIBUTABLE POPULATION RISK	TOTAL COSTS	COSTS ATTRIBUTABLE TO EXPOSURE TO SECONDHAND SMOKE
POPULATION - BIRTH TO AGE 17			
LOW BIRTH WEIGHT CODES - ICD CODES THAT BEGIN WITH 765	18.0%	\$85,240,444	\$15,343,280
ACUTE LOWER RESPIRATORY ILLNESS (BIRTH TO AGE 5 ONLY) - ICD CODES THAT BEGIN WITH 480-488, 466	25.0%	\$28,551,853	\$7,137,963
OTITIS MEDIA AND MIDDLE EAR EFFUSION - ICD CODES THAT BEGIN WITH 382	14.0%	\$16,501,901	\$2,310,266
ASTHMA - ICD CODES THAT BEGIN WITH 493	35.0%	\$28,344,206	\$9,920,472
POPULATION - AGES 18+			
HEART ATTACKS AND OTHER HEART DISEASES - ICD CODES THAT BEGIN WITH 410	6.9%	\$12,149,244	\$838,298
LUNG CANCER - ICD CODES THAT BEGIN WITH 162	4.9%	\$12,204,636	\$598,027
		\$182,992,284	\$36,148,306

DATES OF SERVICE: 07/01/2012 - 06/30/2013

SPECIFIED DIAGNOSIS PRESENT IN EITHER THE PRINCIPLE DIAGNOSIS FIELD OR OTHER DIAGNOSIS CODES 1-4 POSITIONS

- According to the U.S. Surgeon General, our nation's leading authority on health, the scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke and eliminating smoking in indoor spaces fully protects nonsmokers from exposure to secondhand smoke.
- Most Mississippi adults support a statewide law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars (77.3%), while only 14.7% oppose such a law.
- Moreover, a recent survey of Mississippi restaurant owners and managers found that 69.9% of restaurateurs support this law, while less than 20 percent (18.7) oppose.

Source: 2014 Medicaid Costs & Secondhand Smoke Factsheet | Mississippi Tobacco Data

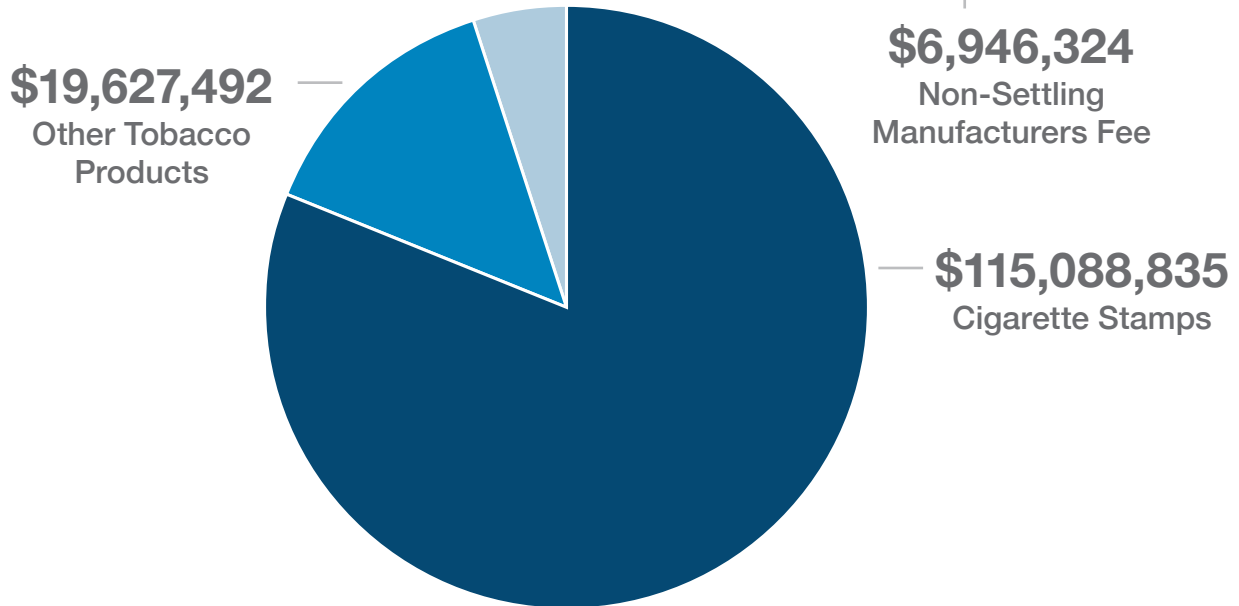
Economic Impact.



Tobacco Tax Revenue.

Tax Generated From The Sale Of Tobacco Products

Total Revenue
\$141,662,651

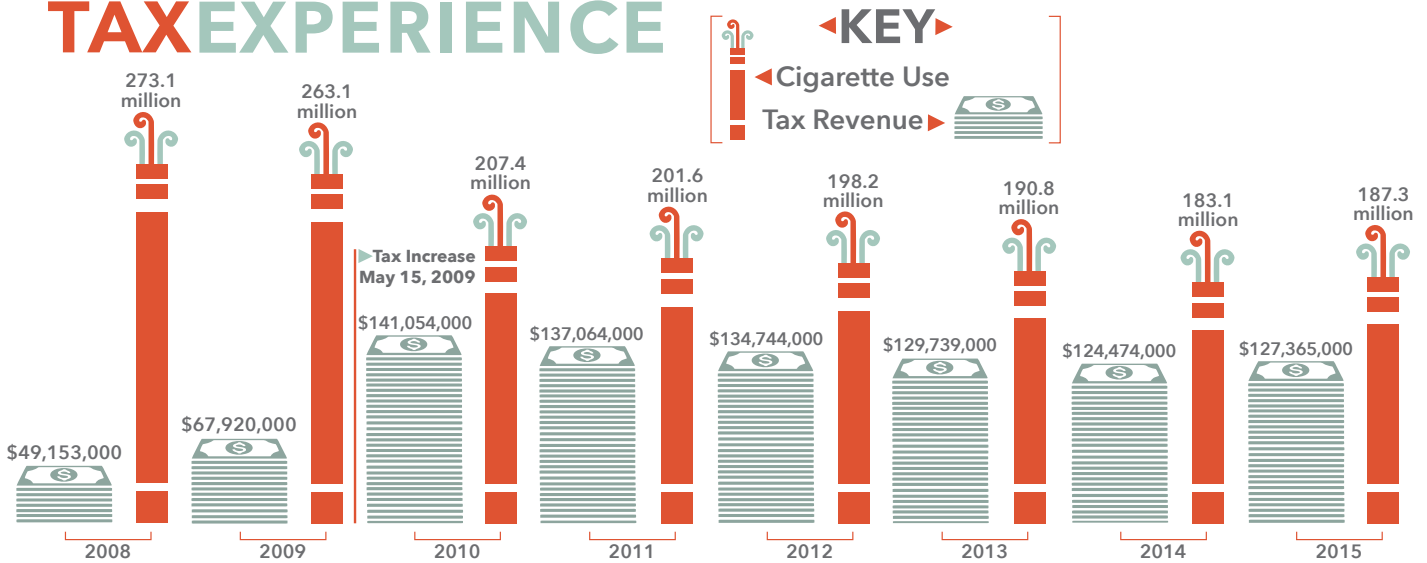


- \$115,088,835 from cigarette stamps (Cigarette stamps are purchased by wholesalers.)
- \$19,627,492 from other tobacco products (Excluding cigarettes.)
- \$6,946,324 from non-settling manufacturers fee (Fee covers tobacco manufacturers that were not part of the master settlement.)

← Tobacco Tax.

- *Increasing tobacco tax decreases cigarette use and increases tax revenue.* •

THE MISSISSIPPI TAX EXPERIENCE



These data from tax records clearly demonstrate that following the 2009 increase in the state cigarette tax, the number of packs of cigarettes sold in Mississippi decreased by more than 30%, while tax revenue from cigarette sales almost tripled.

Tobacco Tax.



State Cigarette Excise Tax

rates & rankings : 2017



Mississippi ranks 38th, with 37 states placing a higher state tax on cigarettes. Moreover, the 68 cent tax in Mississippi is substantially lower than the average state cigarette tax of \$1.69.

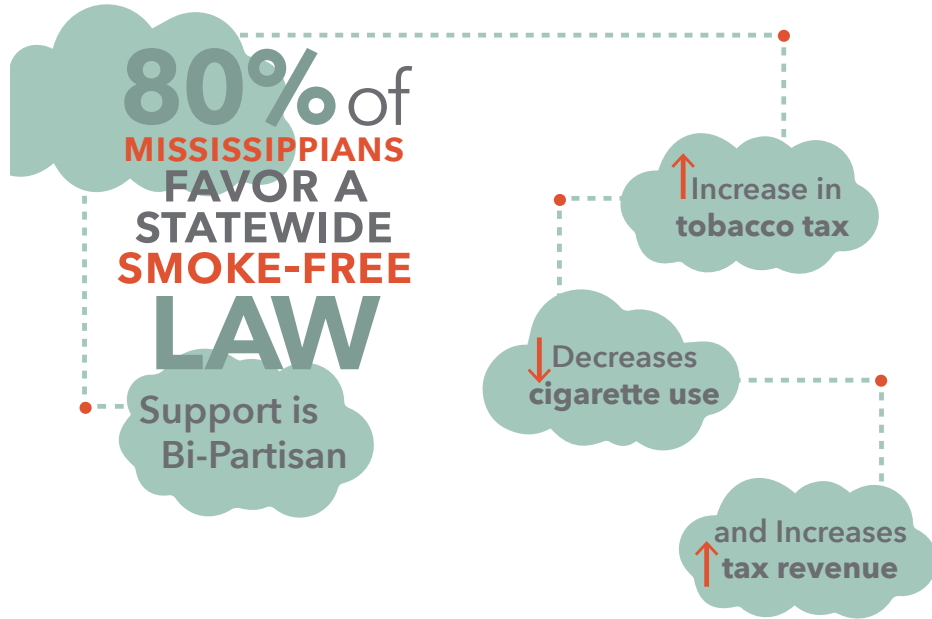
SOURCE

State Cigarette Excise Tax Rates and Rankings,
Campaign for Tobacco-Free Kids, 2017

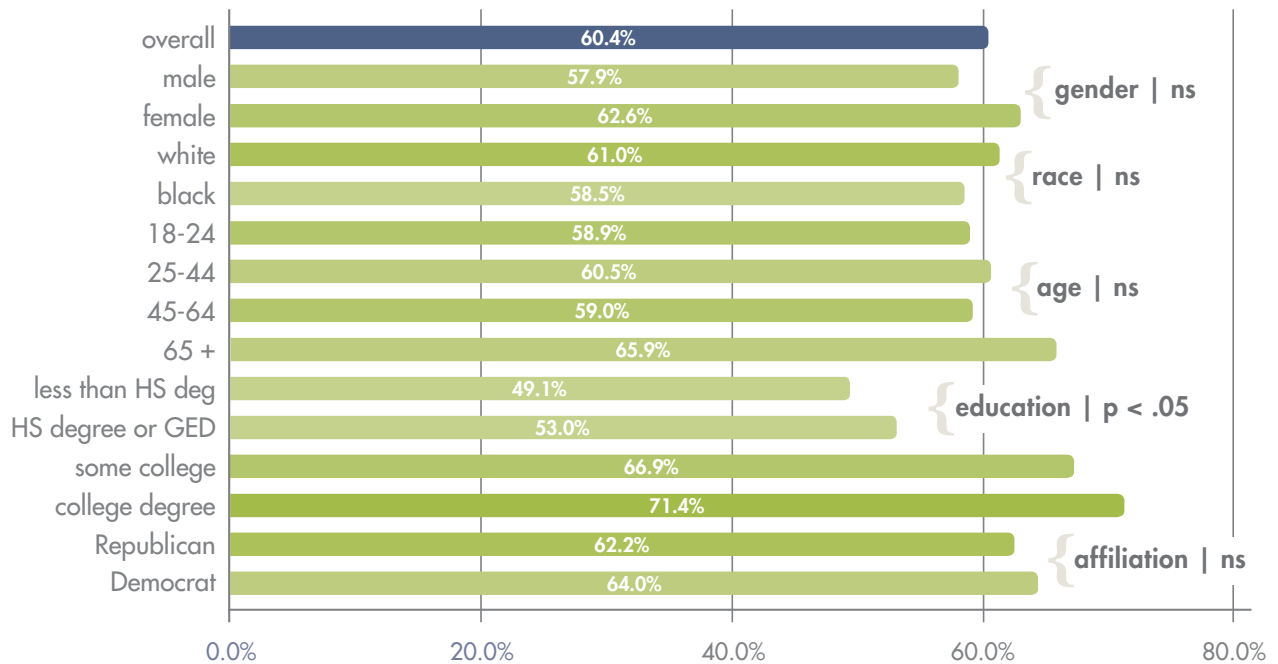
RANK	STATE	CIGARETTE TAX
1	NEW YORK	\$4.35
2	CONNECTICUT	\$3.90
3	RHODE ISLAND	\$3.75
4	MASSACHUSETTS	\$3.51
5	HAWAII	\$3.20
6	VERMONT	\$3.08
7	MINNESOTA	\$3.04
8	WASHINGTON	\$3.025
9	CALIFORNIA	\$2.87
10	NEW JERSEY	\$2.70
11	PENNSYLVANIA	\$2.60
12	WISCONSIN	\$2.52
13	ALASKA	\$2.00
	ARIZONA	\$2.00
	MAINE	\$2.00
	MARYLAND	\$2.00
	MICHIGAN	\$2.00
18	ILLINOIS	\$1.98
19	NEVADA	\$1.80
20	NEW HAMPSHIRE	\$1.78
21	MONTANA	\$1.70
	UTAH	\$1.70
23	NEW MEXICO	\$1.66
24	DELAWARE	\$1.60
	OHIO	\$1.60
26	SOUTH DAKOTA	\$1.53
27	TEXAS	\$1.41
28	IOWA	\$1.36
29	FLORIDA	\$1.339
30	OREGON	\$1.32
31	KANSAS	\$1.29
32	WEST VIRGINIA	\$1.20
33	ARKANSAS	\$1.15
34	LOUISIANA	\$1.08
35	OKLAHOMA	\$1.03
36	INDIANA	\$0.995
37	COLORADO	\$0.84
38	MISSISSIPPI	\$0.68
39	ALABAMA	\$0.675
40	NEBRASKA	\$0.64
41	TENNESSEE	\$0.62
42	KENTUCKY	\$0.60
	WYOMING	\$0.60
44	IDAHO	\$0.57
	SOUTH CAROLINA	\$0.57
	NORTH CAROLINA	\$0.45
47	NORTH DAKOTA	\$0.44
48	GEORGIA	\$0.37
49	VIRGINIA	\$0.30
50	MISSOURI	\$0.17

← Tobacco Tax.

IT'S TIME TO *Clear* THE *Air*.



support for a (\$1) increase in the state cigarette tax | 2016



Source: 2016 Mississippi Social Climate Survey of Tobacco Control | Mississippi Tobacco Data

Tobacco Data.

(Adults)



Current Smoking

cigarette smoking among adults : 2016

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	WEST VIRGINIA	24.8%	23.6%	26.1%
2	KENTUCKY	24.5%	23.1%	25.8%
3	ARKANSAS	23.6%	21.3%	25.8%
4	LOUISIANA	22.8%	20.8%	24.8%
5	MISSISSIPPI	22.7%	21.0%	24.5%
6	OHIO	22.5%	21.3%	23.8%
7	MISSOURI	22.1%	20.5%	23.8%
	TENNESSEE	22.1%	20.5%	23.7%
9	ALABAMA	21.5%	20.2%	22.9%
10	INDIANA	21.1%	20.0%	22.3%
11	MICHIGAN	20.4%	19.4%	21.4%
12	SOUTH CAROLINA	20.0%	18.9%	21.2%
13	MAINE	19.8%	18.4%	21.1%
	NORTH DAKOTA	19.8%	18.3%	21.2%
15	OKLAHOMA	19.6%	18.2%	21.0%
16	WYOMING	19.0%	17.0%	20.9%
	ALASKA	19.0%	16.8%	21.3%
18	MONTANA	18.5%	17.0%	20.0%
19	SOUTH DAKOTA	18.1%	16.3%	20.0%
20	PENNSYLVANIA	18.0%	16.7%	19.2%
	NEW HAMPSHIRE	18.0%	16.4%	19.6%



Mississippi ranks 5th 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.

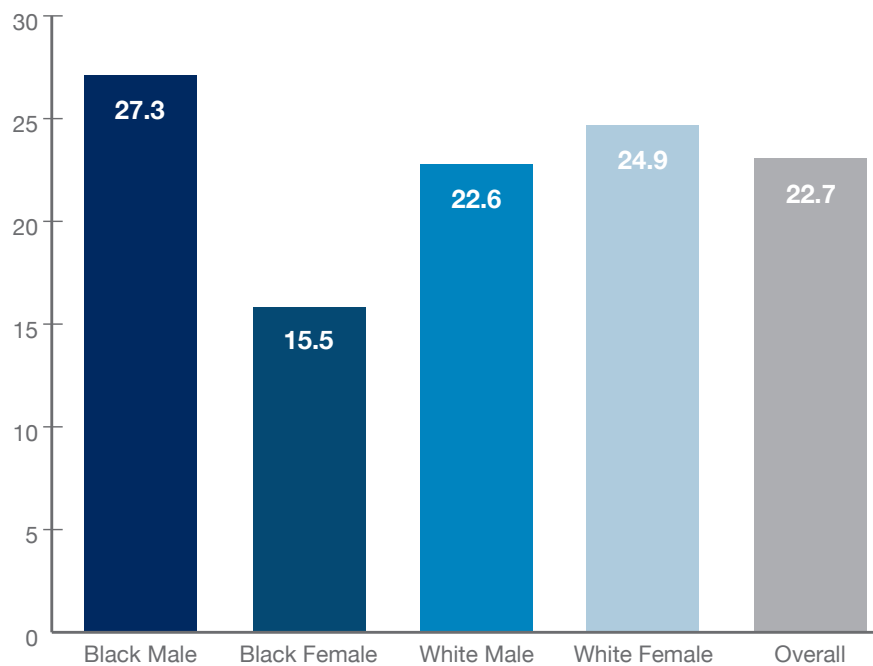
SOURCE

2016 Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention

MS Tobacco Data.

(Adults)

• Current Cigarette Use by Race + Gender •

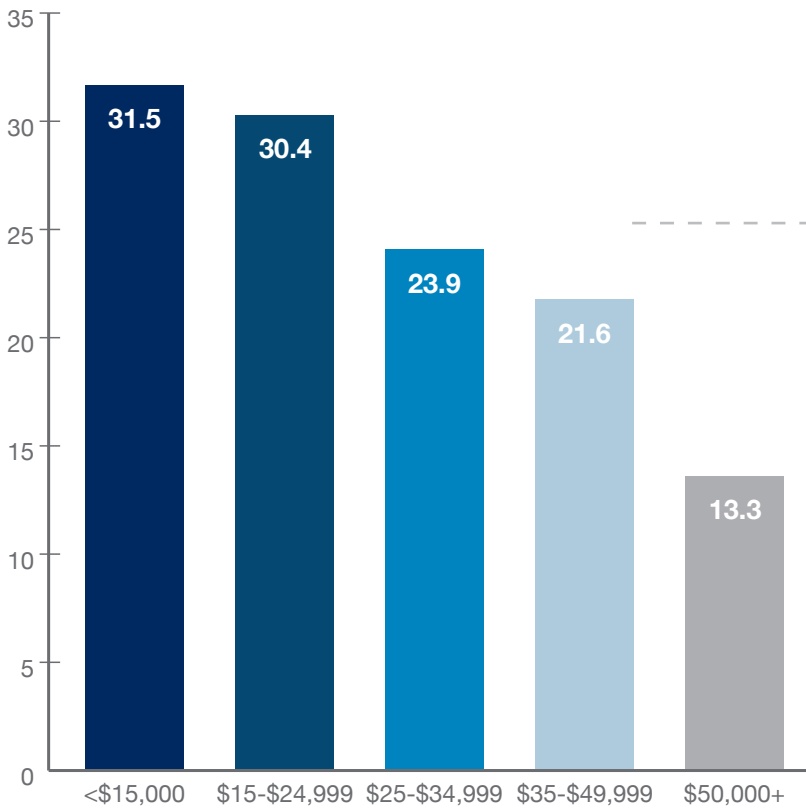


Source: 2016 Behavioral Risk Factor Surveillance Survey (BRFSS)

The percentage of Mississippi adults who reported being current smokers was significantly higher among black males (27.3) compared to other gender and race groups, and the percentage among black females (15.5%) was significantly lower compared to their counterparts.

MS Tobacco Data.

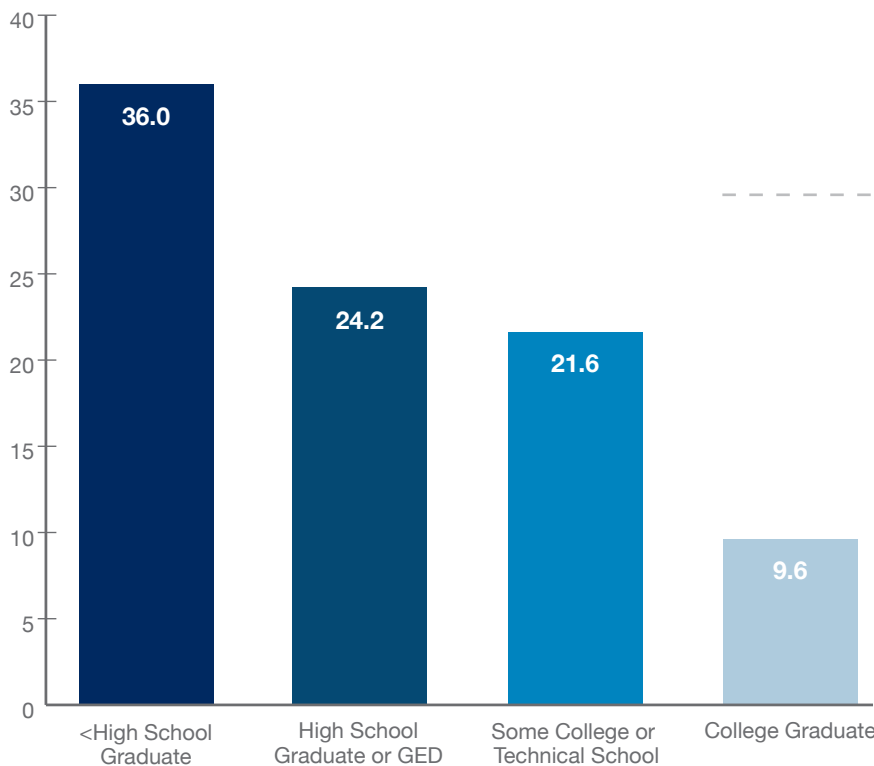
(Adults)



Current Cigarette Use by Income

Source: 2016 Behavioral Risk Factor Surveillance Survey (BRFSS)

The percentage of Mississippi adults who reported current cigarette smoking was significantly higher among those with an annual household income of less than \$15,000 compared to those with incomes of \$35,000 or more.



Current Cigarette Use by Education

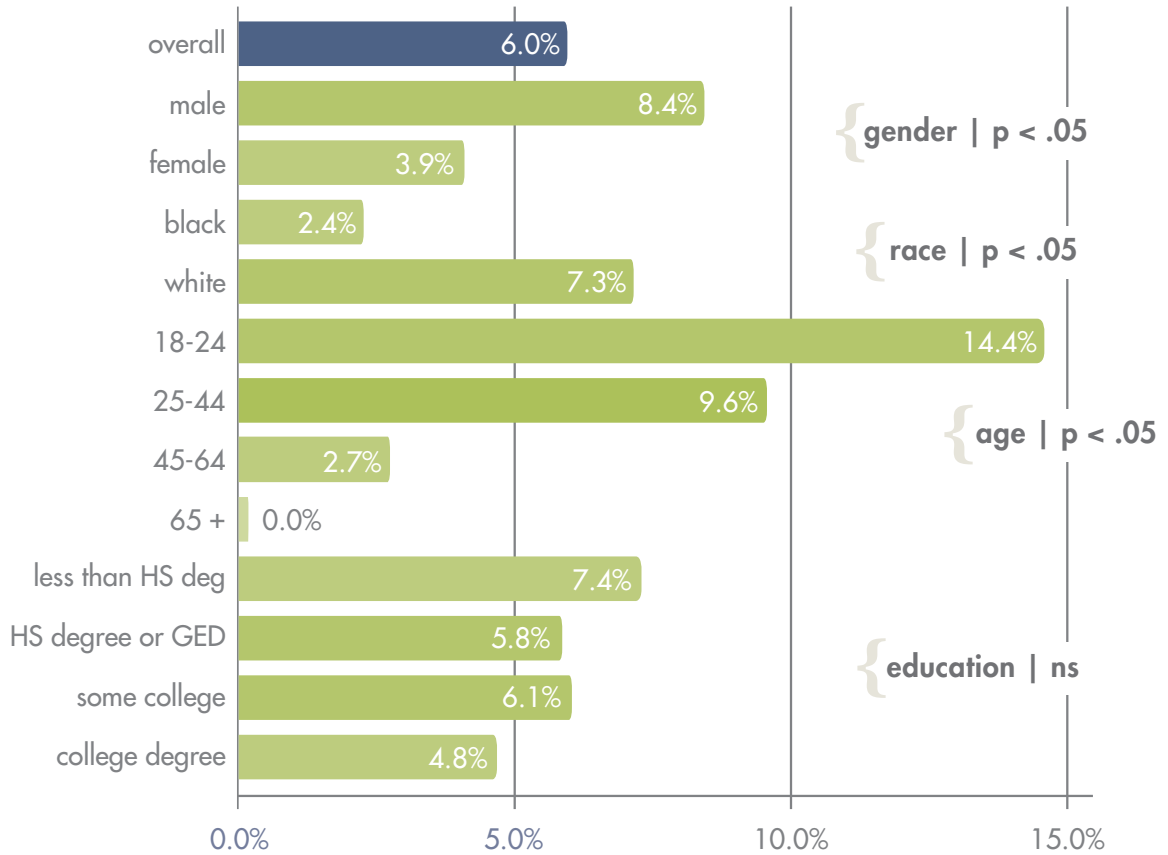
Source: 2015 Behavioral Risk Factor Surveillance Survey (BRFSS)

The percentage of Mississippi adults who reported current cigarette smoking was significantly higher among those with less than high school (36.0%) compared to other educational levels.

MS Tobacco Data.

(Adults)

Current E-Cigarette Use



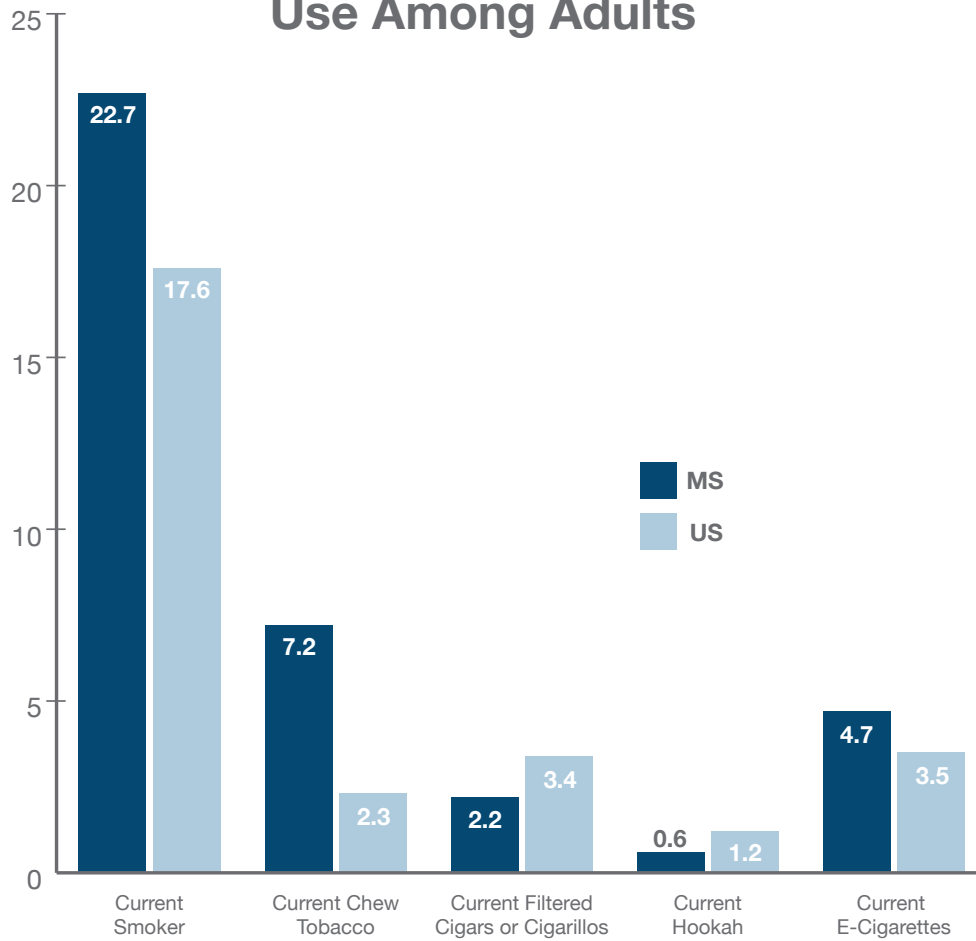
Source: 2016 Mississippi Social Climate Survey of Tobacco Control

MS Tobacco Data.

(Adults)



• Tobacco Product Use Among Adults •



Source: 2016 Behavioral Risk Factor Surveillance Survey (BRFSS), 2016 Mississippi Social Climate Survey of Tobacco Control, 2015 CDC Morbidity and Mortality Weekly Report (MMWR)

← Statewide Interventions.

8,389 people impacted

The CDC's Best Practices recommend that state programs provide funding to organizations that can effectively reach, involve, and mobilize identified specific populations. The Office of Tobacco Control provides funding for several health-related organizations to increase the number of Mississippians receiving tobacco control messages and services through their healthcare providers, staff, and related programs.

“Tobacco cessation more than doubles when evidence-based intervention programs are utilized.”

- AAFP

Engaging Mississippi's Family Physicians

Family physicians have real power in the fight against tobacco, smoking, and nicotine.

- **At least 70% of people** who use tobacco products in the United States see a physician each year.
- **Approximately 42,000 lives could be saved**, if physicians would advise 90% of smokers to quit, and offer them medication or other assistance.

Source: www.aafp.org

Studies have shown that physicians and their staffs can be trained to successfully deliver office-based smoking cessation interventions and that these interventions significantly improve smoking cessation rates. The Office of Tobacco Control provides funding to the Mississippi Academy of Family Physicians Foundation (MAFPF) to train physicians on providing tobacco dependency training, effectively distributing educational literature on tobacco use and secondhand smoke. The OTC also offers technical support on project objectives. The project has impacted 43 family physician clinics.

Mississippi Academy of Family Physicians Foundation

**85 education, awareness activities, chart reviews, technical assistance/
2,143 people impacted with over
17,000 items distributed**



The Mississippi Chapter Of The American Academy Of Pediatrics (MSAAP)

The Office of Tobacco Control provided funding to the Mississippi Chapter of the American Academy of Pediatrics (MSAAP) to administer the Tobacco-Free Mississippi: Engaging Mississippi's Pediatricians project. The overall goal of this project was to implement the Public Health Service Guidelines for Treating Tobacco Use and Dependence recommendations in pediatric practice in Mississippi.

The Mississippi Chapter of the American Academy of Pediatrics

61 continuing education presentations, trainings, Lunch and Learns, community advocacy/ 567 people impacted with over 16,000 items distributed

The Mississippi Primary Health-care Association

60 awareness, capacity building, chart reviews, Lunch and Learn, cessation promotions/ 274 people impacted with over 1,200 items distributed

The Mississippi Primary Health Care Association (MPHCA)

The Office of Tobacco Control provided funding to the Mississippi Primary Health Care Association (MPHCA) to administer the Tobacco-Free Mississippi: Engaging Federally Qualified Health Centers project. The MPHCA engaged Federally Qualified Health Center (FQHC) clinicians to conduct clinical tobacco cessation programs and activities, as recommended by the CDC's Best Practices. Because many FQHCs serve low-income populations with limited medical resources, these centers are able to enhance access to cessation services and mitigate barriers for tobacco control interventions among disparate populations. Through MPHCA, the Tobacco-Free Mississippi Project has the potential to impact more than 120 primary care sites and over 300,000 Mississippians.

“I look at my work as planting seeds. Those seeds are planted in the hearts and minds of our Tobacco Champions and Co-Champions, the front-line responders in the fight to educate, motivate and empower tobacco users to quit. If I can keep the work and the challenge before them, then they will keep it before our patients.”

WAYNE MILEY | MISSISSIPPI PRIMARY HEALTHCARE ASSOCIATION



Engaging Mississippi's Nurses

“If the 3.6 million working nurses in the U.S. each helped one person per year quit smoking, nurses could greatly increase the U.S. quit rate.”
– American Nurses Association

Nurses are uniquely provided with the opportunity to intervene in a patients’ tobacco use, due to the fact that they are on the front lines working with and interacting with patients daily. The Office of Tobacco Control funded the Mississippi Nurses Foundation (MNF) to train nursing instructors at colleges and universities throughout Mississippi on tobacco control and tobacco cessation programs in nursing curriculums and to provide cessation resource information to nurses who use tobacco.

The Mississippi Nurses Foundation

133 awareness and programmatic activities and trainings - 642 people impacted with over 40,021 items distributed

Tobacco Control Strategies For Mississippians With Disabilities

People with serious mental illness treated in the public health system die a startling 25 years earlier than those without mental illness. Tobacco-related illnesses including cancer, heart disease and lung disease are among the most common causes of death in this population. Adults with disabilities are more likely to be cigarette smokers than those without disabilities. In 2016, the prevalence of current cigarette smoking among adults with disabilities was 35.7% compared with 19.4% among adults with no disability. The Office of Tobacco Control funded the Institute for Disability Studies (IDS) at the University of Southern Mississippi to implement a tobacco control program to reduce the initiation of tobacco use, promote cessation, eliminate exposure to secondhand smoke, and lessen tobacco-related disparities among Mississippians with disabilities.

The University of Southern MS Institute for Disability Studies IDS

90 monthly education classrooms, leadership meetings, community expos/ 4,763 impacted with over 38,000 items distributed

Cessation Interventions.



Mississippi Tobacco Quitline

The Mississippi Tobacco Quitline, 1-800-QUITNOW provides free telephone and web-based treatment to adult Mississippi residents. The CDC's Best Practices recommendations for tobacco cessation interventions clearly outline the importance of quitlines. In FY 2017, the Mississippi Tobacco Quitline received 13,577 calls for treatment (MS Tobacco Quitline, 2017).

The Office of Tobacco Control provides funding for Information and Quality Healthcare (IQH) to provide services for individuals who wish to utilize the Mississippi Tobacco Quitline. Masters-level professional counselors evaluate and develop a treatment plan with callers. Services that callers receive include access to Nicotine Replacement Therapies, routine behavior change therapy with an assigned counselor, referrals to physicians with experience in tobacco cessation counseling, and/or referrals to the nearest ACT Center for Tobacco Treatment, Education and Research.

A Spanish Quitkit was developed and made available for those callers whose first language is Spanish and who wish to receive all information and counseling in Spanish. The MS Quitline collaborated with the MSDH Office of Tobacco Control and Office of Communications to implement media promotions of Quitline services via television, social media, and specialty media.

The Act Center For Tobacco Treatment, Education and Research

A program of the University of Mississippi Medical Center in Jackson, Mississippi, the ACT Center provides intensive treatment including Nicotine Replacement Therapy (NRT) and non-nicotine medications to Mississippi residents interested in quitting tobacco. Through funds provided by the Office of Tobacco Control, the ACT Center subcontracts with hospitals throughout the state for satellite tobacco treatment clinics (Appendix IV). In FY 2017, approximately 1,543 Mississippi residents participated in the intensive tobacco treatment program provided by the ACT Center.

“Tobacco use is not only a strong behavior, but a very well-defined addiction to nicotine. Our program allows those who are ready to quit to have an option of treatment that individualizes the treatment plan, uses qualified counselors and support to help them make a solid attempt at quitting. It is important for callers to know that we are a tobacco cessation treatment program that happens to be telephonic or online - we are not a crisis line or a tip line. It is real treatment.”

PAMELA LUCKETT | DIRECTOR OF THE MS TOBACCO QUITLINE



Tri-Lakes Medical Center
Batesville 662.712.1472

Region 1 Mental Health
Clarksdale 662.627.7267

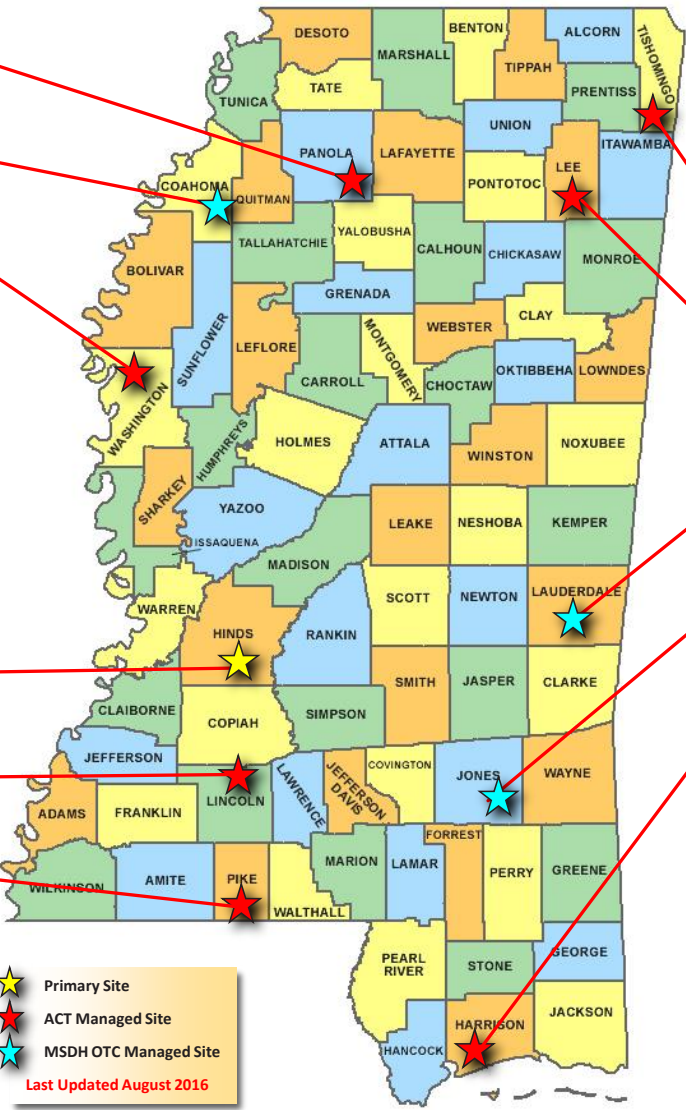
Delta Regional Medical Center
Greenville 662.725.2178

ACT Center Tobacco Treatment Sites

University of MS Medical Center
Jackson 601.815.1180

King's Daughters Medical Center
Brookhaven 601 835 9380

SW MS Regional Medical Center
McComb 601.249.1868



North MS Medical Center
Iuka 662.423.4675

North MS Medical Center
Tupelo 662.377.5787

Greater Meridian Health Center
Meridian 601.693.0118

Laurel Family Health Center
Laurel 601.399.1970

Memorial Hospital
Gulfport 228.867.4022

ACT Center programs are funded by the Mississippi State Legislature, University of Mississippi Medical Center, and Mississippi State Department of Health



Community Interventions.



Mississippi Tobacco Free-Coalitions

The Office of Tobacco Control (OTC) and its partners work with the Mississippi Tobacco-Free Coalitions (MTFCs) to educate citizens - both young and old - on the dangers of tobacco use. The OTC provides funding to 34 MTFCs that work in all 82 Mississippi counties to implement tobacco control programs at the grassroots level (Appendix III).

Each MTFC:

- Conducted tobacco control programmatic and awareness activities throughout the year that contain messages for youth and adults
- Worked to increase tobacco-free policies in municipalities statewide
- Promoted the use of tobacco prevention curricula in schools throughout the state



Mississippi Tobacco Free Coalitions (MTFC's) Fiscal Year 2016-2017
347,061 people impacted (154,333 adults; 192,728 children)

- 34 MTFC's with a presence in each of the 82 counties
- 2,935 General Awareness presentations/activities with 210,013 people in attendance
- 1,609 Advocacy and Policy activities with 38,386 people impacted
- 902 Cessation activities with 14,704 adults impacted
- 18 Smoke-Free Ordinances passed (14 Comprehensive, two e-cigarette Amendments, one Partial, and one smoke-free Vehicle (with minors) totaling 51,376 residents impacted
- 1 Community College went smoke-free this year (Meridian)

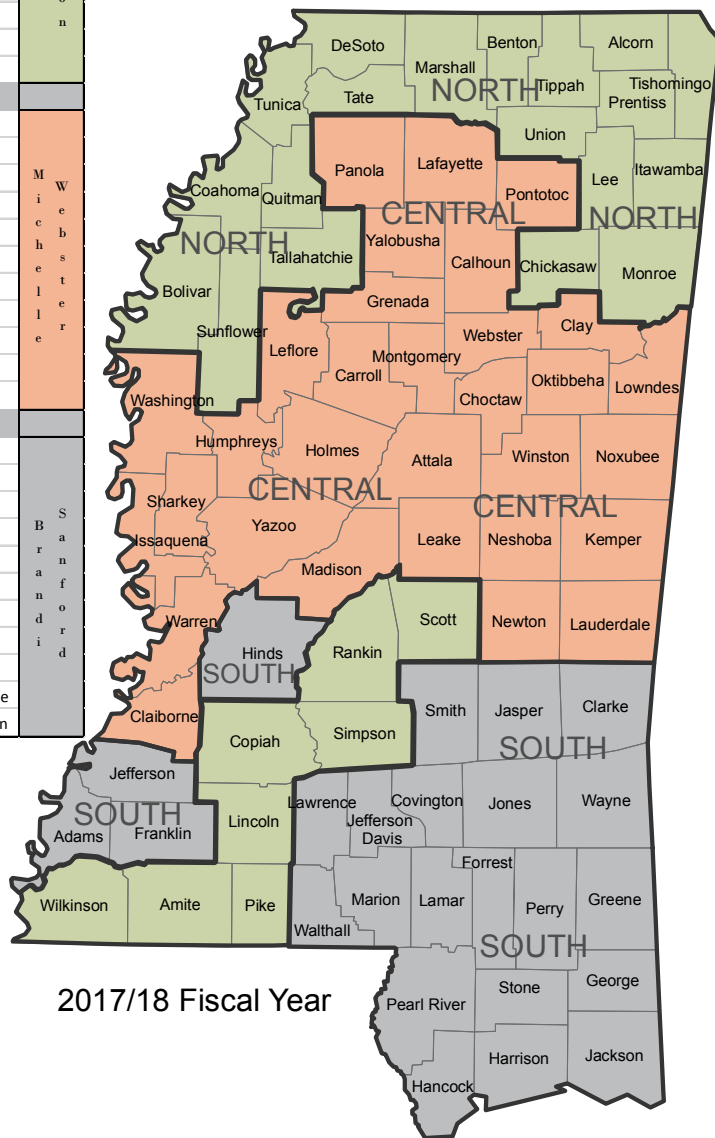
Collectively, the MTFC's directly impacted 282,982 Mississippians through their work with youth teams (72,969) and awareness activity presentations/activities (210,013) alone. Some of the activities include but are not limited to:

Awareness Presentations 2,935 events with 210,013 people in attendance; Health Fairs; Field Days; School/teacher orientations; RAT jeopardy with youth; Sawmill Festival; Watermelon Festival; Open House; Tobacco information disseminated; Second hand smoke presentations; Church events, etc.



Mississippi Tobacco-Free Coalition Regions & Directors

	County	Directors	Officers	
NORTH	Itawamba & Monroe Counties	Helen Boerner	A C H E R E T O N	
	Chickasaw & Lee Counties	Shatara Agnew		
	Bolivar & Sunflower Counties	Beverly Johnson		
	Alcorn & Tippah Counties	Stacy Brooks		
	Prentiss & Tishomingo Counties	Jennifer Palmer		
	Coahoma & Tunica Counties	Jasmine Pittman		
	Desoto & Tate	Marcus Ross		
	Union, Benton & Marshall	Linda Turner		
	Pike, Amite & Wilkinson	Tabitha Wilson		
	Rankin, Scott & Simpson	Jon Weeks		
	Copiah & Lincoln	Meishia Smith		
	Tallahatchie & Quitman	Pearl Watts		
CENTRAL	Issaquena, Sharkey & Washington	Tasha Bailey	M W E B S T E R	
	Noxubee, Kemper & Neshoba	Beverly Knox		
	Attala, Leake & Winston	Vacant		
	Grenada, Yalobusha & Calhoun	Sue Mashburne		
	Montgomery, Webster & Choctaw	Vacant		
	Madison, Yazoo & Holmes	Rochelle Culp		
	Lauderdale & Newton	Nicole Henley		
	Warren & Claiborne	Vacant		
	Leflore, Humphreys & Carroll	Desiree Norwood		
	Panola, Lafayette & Pontotoc	Justin Pope		
Oktibbeha, Clay & Lowndes	Yolanda Pruitt			
SOUTH	Lamar & Marion	Vacant	S B R A N D I D	
	Hancock & Pearl River	Shakeizia Jones		
	Covington & Smith	Rhonda Hayes		
	Jackson County	Kellie Lamb		
	Forrest, Jones & Perry	Wendy Magee		
	Harrison County	Kim Hart		
	Greene, George & Stone	Stephanie Mayfield		
	Hinds County	Jacqueline Carter		
	Adams, Jefferson & Franklin	Paige Dickey		
	Clarke, Jasper & Wayne	Pamela Lang-Prestage		
	Jeff Davis, Lawrence & Walthall	Casey Ward Hamilton		



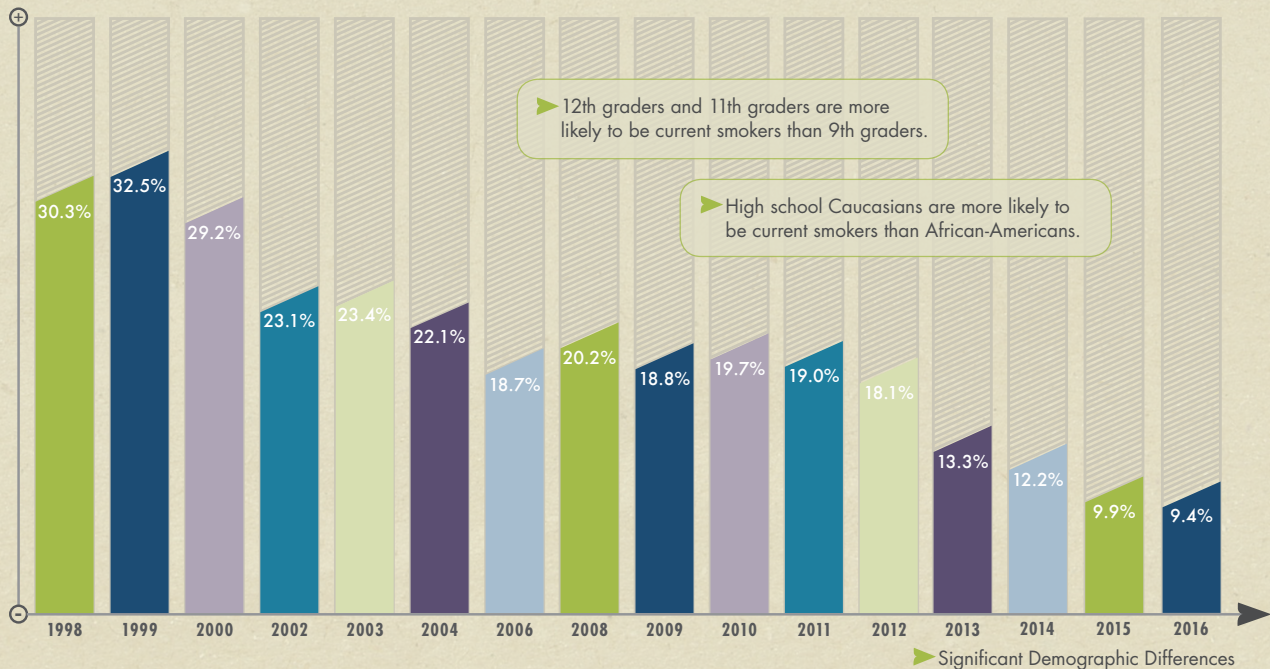
2017/18 Fiscal Year

Prepared by: Mississippi Tobacco Data Evaluation Team, Mississippi State University; Social Science Research Center



Current Cigarette Smoking

MS PUBLIC HIGH SCHOOLS



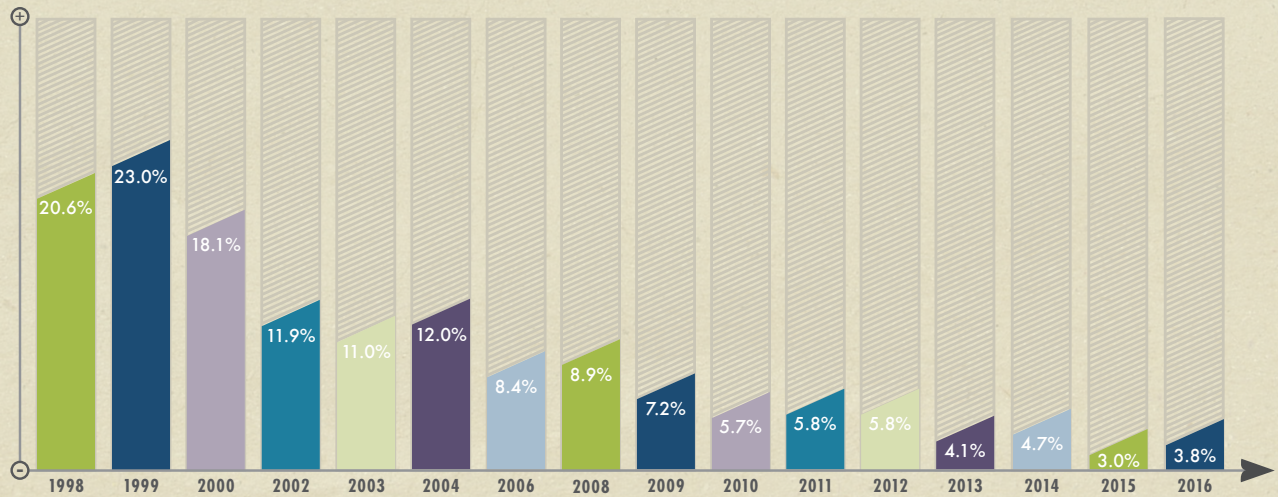
- * In 2016, 12,624 Mississippi public high school students were current smokers.
- * The prevalence of current smoking has decreased by 69% since 1998, leading to 28,069 fewer young smokers.
- * In the past year, the prevalence of current smoking has not changed significantly.

Source: 2017 Youth Tobacco Survey Data Book | Mississippi Tobacco Data



Current Cigarette Smoking

MS PUBLIC MIDDLE SCHOOLS



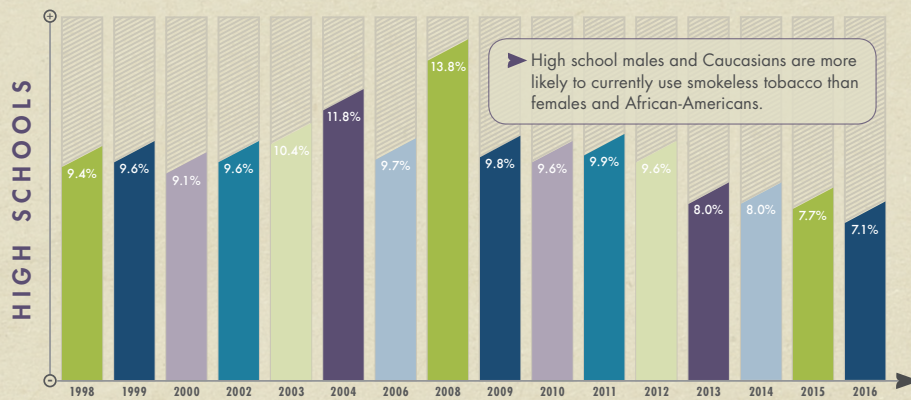
- * In 2016, 4,072 Mississippi public middle school students were current smokers.
- * The prevalence of current smoking has *decreased by 82%* since 1998, leading to 18,002 fewer young smokers.
- * In the past year, the prevalence of current smoking *has not changed significantly*.

Source: 2017 Youth Tobacco Survey Data Book | Mississippi Tobacco Data

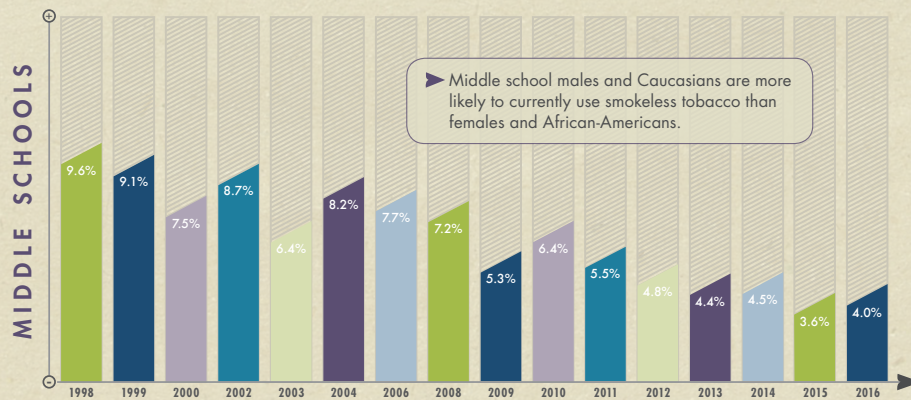


Current Smokeless Tobacco Use

MISSISSIPPI PUBLIC SCHOOLS



- * In 2016, **9,536 Mississippi public high school students** were current SLT users.
- * Since 1998, the prevalence of current SLT use *has not changed significantly*.
- * In the past year, the prevalence of current SLT use *has not changed significantly*.



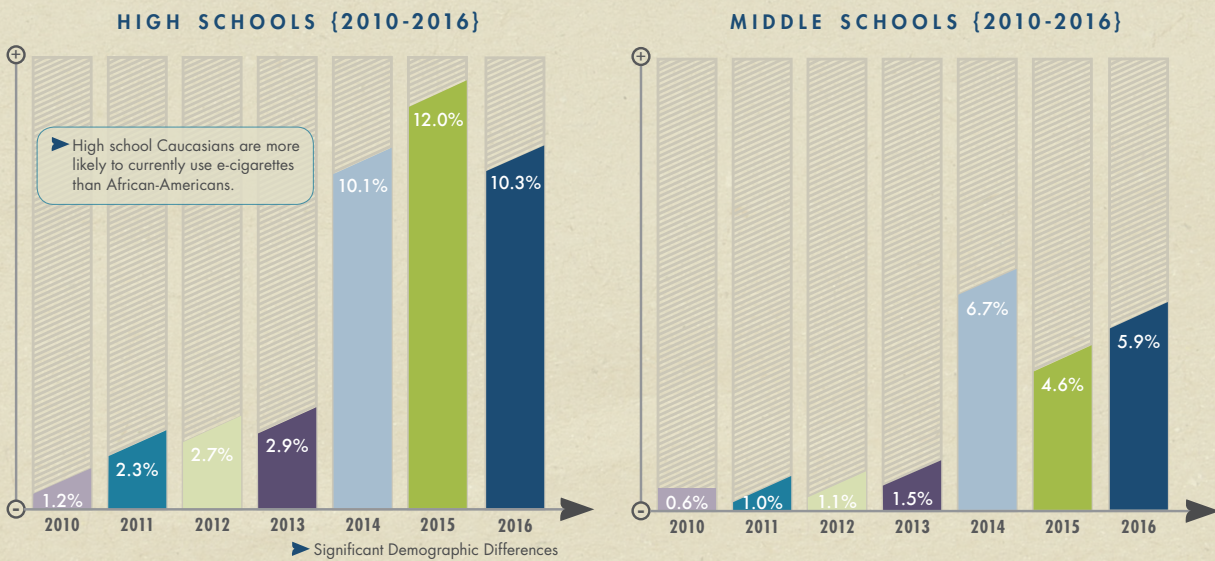
- * In 2016, **4,286 Mississippi public middle school students** were current SLT users.
- * The prevalence of current SLT use has **decreased by 58%** since 1998, leading to **6,001 fewer young SLT users**.
- * In the past year, the prevalence of current SLT use *has not changed significantly*.

▶ Significant Demographic Differences

Source: 2017 Youth Tobacco Survey Data Book | Mississippi Tobacco Data



Current Electronic Cigarette Use MISSISSIPPI PUBLIC SCHOOLS



Source: 2017 Youth Tobacco Survey Data Book | Mississippi Tobacco Data



Youth Programs

The Partnership for a Healthy Mississippi (PHM) partners with the Office of Tobacco Control to educate Mississippi’s youth about the dangers of tobacco use. This is accomplished in two primary ways: the development of RAT (Reject All Tobacco) activities and programs designed for children in grades K-6 and Generation

FREE activities and conferences, designed for youth in grades 7-12. Curriculum is developed and distributed to MTFC’s so that youth teams can be established. Additionally, PHM is responsible for RAT Troupe shows for children enrolled in public and private elementary schools (K-6) across the state. In FY 2016-2017, 69 RAT Troupe shows were conducted reaching approximately 23,739 children all around the state (see map 7). Five teachers were selected from each performance to fill out a questionnaire. When asked what they liked best about the performance, teacher responses included:

- The student involvement
- Interaction with students and student knowledge of information
- Live performers, conveying an important message to the students

Five LEAD Conferences were held in October and November 2016. Locations were Hattiesburg, Oxford, Starkville, and Greenwood. iFLY events were held in Hattiesburg, Vicksburg, Oxford, Starkville, and Greenwood.

With over 85,000 students participating in MTFC youth teams in school and community settings, the reach of the Partnership extends beyond the numbers reflected here.



The Partnership for a Healthy Mississippi Youth Activities
45,052 youth impacted

- 69 RAT Troupe Performances for 23,739 K-6th graders
- 5 LEAD conferences with 1,064 9th-12th students attending
- 5 iFLY conferences with 809 7th & 8th grade students attending
- 164 FreeStyle Events reaching 17,851 in 7th-12th grade
- 40 RAT Troupe members and 10 YAB members
- Facebook, Instagram, Twitter, and Website users (679)





The Office of Tobacco Control (OTC) collaborates with the Mississippi High School Activities Association (MHSAA) to provide coaches, athletes and spectators with tobacco education in order to help reduce tobacco initiation/prevalence rates with citizens from across Mississippi.

The partnership with OTC and MHSAA focuses on reducing smokeless tobacco rates with MHSAA coaches and athletes. Coaches are very influential in the lives of their athletes and their health choices. MHSAA serves over 600 middle and high schools, approximately 55,000 athletes and over 4,000 coaches. OTC attended conferences and championship games hosted by MHSAA to reach targeted audiences across Mississippi.

The following list contains the various tobacco education delivery methods that were used during MHSAA events:

- On site information table/booth at the Mississippi Association of Athletic Administrators Conference for distribution of information on youth tobacco-prevention programs
- On site information table/booth and Full page ad in Soccer and Basketball Championship game programs
- Tobacco-Free announcements prior to and during each Baseball Championship game at Trustmark Park
- Generation Free 30-second commercial focusing on tobacco usage reduction aired on outfield video board at least twice per game during Football Championship games
- RAT coloring sheet focusing on smokeless tobacco usage reduction included in soccer and baseball game program
- On site information table/booth for Mississippi Tobacco Quitline for distribution of information/incentives to game attendees
- Terrance the RAT mascot on site to interact with youth
- Access to all State Basketball championship games for OTC FREEstyle interactive activities at games
- Access to Trustmark Park for OTC FREEstyle interactive activities at baseball games





Care for Their Air Program is a program for Mississippi child care centers and Head Start centers to educate parents and caregivers about the health risks to children from secondhand smoke exposure. It is also designed to encourage them to commit to providing a smoke-free environment in their homes and cars. An estimated 11 percent of U.S. children ages six years and younger are regularly exposed to secondhand smoke in homes and cars. Exposure to secondhand smoke can cause asthma, increases the risk for Sudden Infant Death Syndrome (SIDS), and leads to increased risk of respiratory infections and middle ear infections.



Mass-Reach Health Communication Interventions.

The Mississippi State Department of Health, Office of Tobacco Control implemented a statewide media campaign to prevent the initiation of tobacco use among youth and to promote tobacco cessation services among Mississippians.

The CDC's *Best Practices* recommends that an effective state health communication intervention should deliver strategic, culturally appropriate, high-impact messages in sustained and adequately funded campaigns integrated into the overall state tobacco control program. The Office of Tobacco Control (OTC) works with the MSDH Office of Communications to provide a statewide media campaign that builds on existing prevention programs.

- RAT website activities, social media (Facebook), and monthly RAT team binder inserts
- Generation FREE social media (Facebook, Twitter, Instagram, and Snapchat), and monthly FREE team binder inserts
- Rescue Social Change Agency Smokeless Tobacco Campaign, Facebook
- National CDC Tips From Former Smokers Campaign: TV, newspaper, radio, online, and theatres



FREE



Rescue Social Change Agency (Rescue)

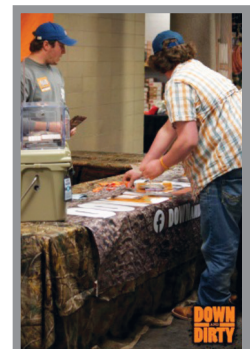
In FY17 the Office of Tobacco Control (OTC) continued its partnership with Rescue. Down and Dirty (D&D), the youth tobacco prevention program, continues with its aims of changing what it means to be a Country teen and shifting social norms by breaking the association between tobacco use and the Country culture. D&D specifically targets this peer crowd because prior research indicated Mississippi Country teens are at significantly higher risk of using chewing tobacco and cigarette smoking than their peers. This targeting is completed through social media and event attendance.

Through the use of social media, highly targeted paid digital advertising, and experiential “event” marketing, D&D targets the high-risk Country teen peer crowd with anti-tobacco messages that align with the audience’s values, interests, attitudes and beliefs. In FY17, four Message Packages were implemented to communicate a different tobacco-free lifestyle message that aligned with specific Country values. Each message package ran for 5-8 weeks and was supported by a paid social ad campaign. The messages helped to further strengthen the brand’s credibility among Country teens while providing better integration of social marketing activities.



D&D Event Activities and Metrics

D&D has participated in twelve events across the state, including a Demolition Derby near Kiln, two fishing tournaments on the Mississippi coast, and rodeos in Pontotoc and Southaven. In February, D&D attended the annual Dixie National Rodeo in Jackson. The events are staffed by brand ambassadors: young people who embody the Country peer crowd image and live a tobacco-free lifestyle. During the events, these ambassadors interact with local youth to build relationships through the delivery of a tobacco-free lifestyle message.



Event Metric	Total
Total Estimated Event Attendance	78,000
Total Contact Cards Collected	1,553
Total Brand Ambassadors Trained	37
Total Mailing Addresses Collected	1,464
Total Email Addresses Collected	1,435

Youth Prevention.



The Synar Amendment

Federal lawmakers passed Section 1926 of Title XIX of the Federal Public Health Service Act, commonly called the Synar Amendment, in 1992. The Synar Amendment requires states to pass and enforce laws that prohibit the sale of tobacco to individuals less than 18 years of age.

The Mississippi Department of Mental Health, Division of Alcohol and Drug Abuse, is the agency responsible for compliance with the Synar Amendment. The Annual Synar Report was submitted to the Substance Abuse and Mental Health Administration Center for Substance Abuse Prevention.



Mississippi is required to provide detailed information on progress made in enforcing youth tobacco access laws and future plans to ensure compliance with the Synar requirements to reduce youth tobacco access rates.

The Synar Regulation Requires States To:

- Enforce such laws in a manner that can reasonably be expected to reduce the extent to which tobacco products are available to individuals under the age of 18.
- Have in effect a law prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual under the age of 18.
- Conduct annual random, unannounced inspections to ensure compliance with the law. These inspections are to be conducted in such a way as to provide a valid sample of outlets accessible to youth.
- Develop a strategy and time frame for achieving an inspection failure rate of less than 20 percent of outlets accessible to youth.
- Submit an annual report detailing the state's activities to enforce their laws; the state's overall success during the previous fiscal year in reducing tobacco availability to youth; the state's method of conducting inspections and identifying outlets to inspect; and the state's plans for enforcing the law in the coming fiscal year.

For a full copy of the Mississippi Synar Report go to www.dmh.state.ms.us.



State Laws

In an effort to prohibit the sale of tobacco to minors, *The Mississippi Juvenile Tobacco Access and Prevention Act of 1997* was passed and became effective February 1, 1998. Major provisions included in this legislation were:

- Tobacco retailers must obtain permits to sell tobacco.
- Tobacco retailers must notify their employees of the state tobacco laws.
- Possession of tobacco by minors is illegal.
- Stiff penalties exist for noncompliance by retailers or youth.
- Tobacco vending machines are only permitted in places inaccessible to minors.
- Warning signs are required at each point of sale of tobacco.

Since January 1998, Mississippi state law has authorized the Office of the Attorney General to conduct random, unannounced inspections to ensure compliance with the state statute prohibiting the sale of tobacco to minors. It is the lead enforcement agency involved in enforcing youth alcohol and tobacco laws.



Protecting the Public.



Secondhand Smoke

Secondhand smoke is a serious health hazard. Of the more than 7,000 chemicals it contains, at least 70 are known to cause cancer. Secondhand smoke is classified by the Environmental Protection Agency as a known carcinogen. Exposure to secondhand smoke can lead to heart disease, stroke, decreased immune function, impaired lung function, asthma, ear infections, lower respiratory illness, low birth weight, and sudden infant death syndrome (SIDS). Inhaling secondhand smoke causes approximately 3,000 lung cancer deaths and 46,000 heart disease deaths each year among adult nonsmokers. Secondhand smoke may increase the risk of breast cancer, nasal sinus cavity cancer, and nasopharyngeal cancer in adults and increase the risk of leukemia, lymphoma, and brain tumors in children. The Surgeon General has stated that there is no safe level of exposure to secondhand smoke (Surgeon General Report, 2014).

<http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>



Developing Municipal Comprehensive Smoke-Free Ordinances In Mississippi

The Office of Tobacco Control, in collaboration with the Mississippi Municipal League, engaged municipalities within Mississippi to increase the number of individuals in the state protected by comprehensive smoke-free air ordinances.

Through *Developing Municipal Comprehensive Smoke-free Ordinances in Mississippi*, municipalities worked with tobacco control partners to educate citizens and elected officials about the dangers of secondhand smoke (Appendix II).

The CDC's *Best Practices* recognizes the importance of community support and involvement at the grassroots level in implementing highly effective policy interventions, such as creating smoke-free environments. In 2015, Mississippi received national recognition from Americans for Nonsmokers' Rights for passing the most smoke-free ordinances of any state.





100% Smoke-free COMMUNITIES in Mississippi

UPDATED | JUNE 2017

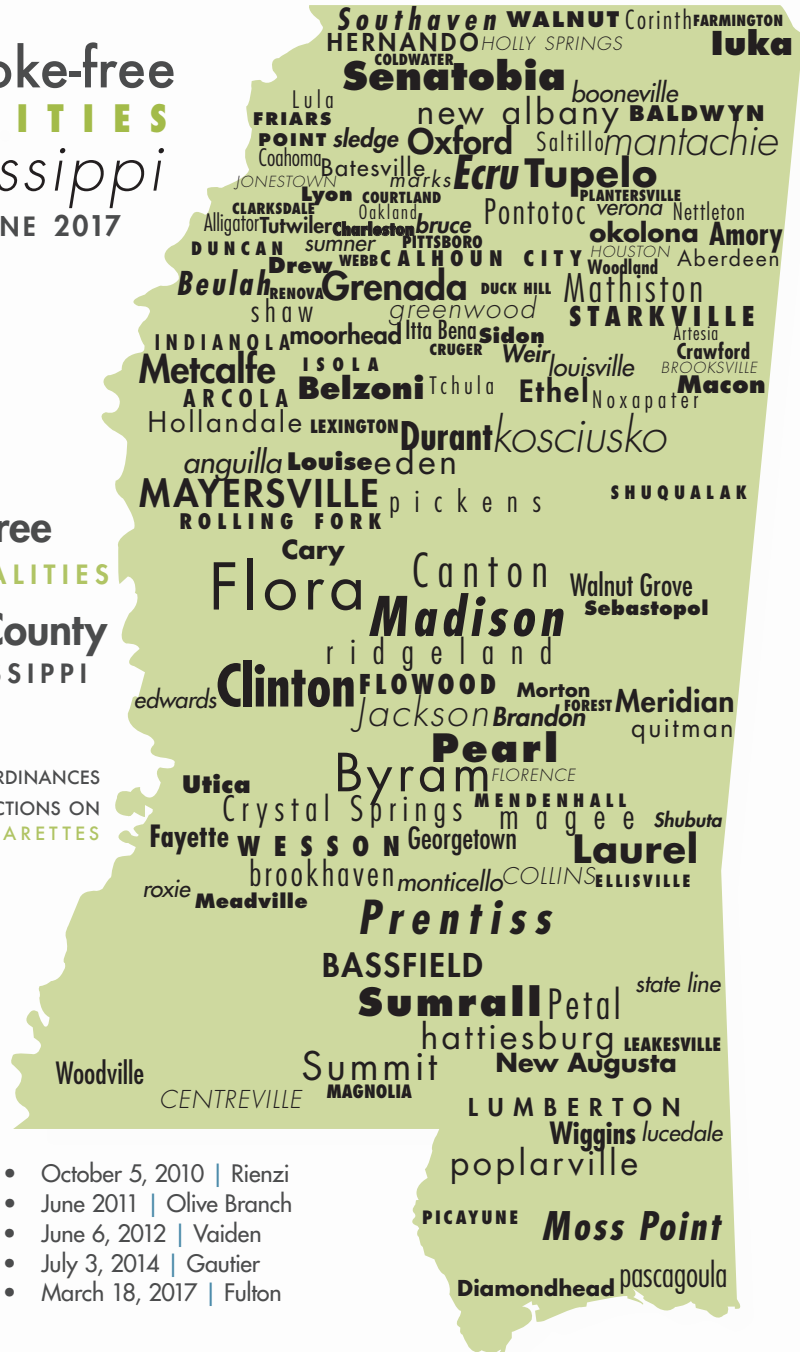
There Are **138** Smoke-Free
MUNICIPALITIES
and **(1)** Smoke-Free County
IN MISSISSIPPI



*96 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
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- June 2011 | Olive Branch
- June 6, 2012 | Vaiden
- July 3, 2014 | Gautier
- March 18, 2017 | Fulton



2017 • mississippi tobacco data



100% Smoke-free COMMUNITIES in Mississippi TIMELINE DATA

key

YEAR | LOCAL ORDINANCES | DATE IMPLEMENTED | % OF MS POP. PROTECTED
2002 | METCALFE | SEPTEMBER 3RD | 0.03%

2002 METCALFE SEPTEMBER 3RD 0.03%	2010 PEARL SEPTEMBER 1ST 19.76%
2005 MAYERSVILLE SEPTEMBER 16TH 0.05%	2010 JONESTOWN OCTOBER 13TH 19.80%
2006 STARKVILLE MAY 20TH 0.91%	2011 OKOLONA APRIL 15TH 19.88%
2006 TUPELO OCTOBER 5TH 2.21%	2011 CENTREVILLE APRIL 17TH 19.94%
2006 MANTACHIE NOVEMBER 4TH 2.24%	2011 FLOWOOD MAY 4TH 20.23%
2006 OXFORD NOVEMBER 16TH 3.02%	2011 MARKS JULY 14TH 20.28%
2007 HATTIESBURG JANUARY 1ST 4.59%	2011 CALHOUN CITY SEPTEMBER 1ST 20.34%
2007 HERNANDO MARCH 8TH 5.12%	2011 BROOKHAVEN NOVEMBER 17TH 20.75%
2007 ABERDEEN MARCH 22ND 5.30%	2011 NEW ALBANY DECEMBER 1ST 21.05%
2007 MATHISTON APRIL 15TH 5.32%	2011 BYRAM DECEMBER 10TH 21.43%
2007 RIDGELAND JULY 19TH 6.14%	2011 ROLLING FORK DECEMBER 15TH 21.50%
2007 GREENWOOD AUGUST 16TH 6.62%	2012 MONTICELLO JANUARY 18TH 21.55%
2007 KOSCIUSKO NOVEMBER 1ST 6.86%	2012 CANTON JANUARY 19TH 22.01%
2007 AMORY NOVEMBER 1ST 7.10%	2012 GEORGETOWN MARCH 12TH 22.02%
2007 CORINTH NOVEMBER 6TH 7.59%	2012 DUNCAN APRIL 5TH 22.03%
2007 FLORA DECEMBER 13TH 7.66%	2012 ANGUILLA APRIL 27TH 22.06%
2007 PETAL DECEMBER 20TH 8.01%	2012 DURANT MAY 3RD 22.14%
2008 ECRU MARCH 12TH 8.05%	2012 VERONA MAY 3RD 22.24%
2008 PONTOTOC MAY 1ST 8.25%	2012 ARCOLA MAY 10TH 22.25%
2008 COLLINS JUNE 6TH 8.34%	2012 SHUQUALAK MAY 31ST 22.27%
2008 CLINTON AUGUST 14TH 9.18%	2012 BOONEVILLE JUNE 1ST 22.56%
2008 LAUREL DECEMBER 4TH 9.81%	2012 NEW AUGUSTA JUNE 12TH 22.58%
2009 GRENADA APRIL 8TH 10.23%	2012 MOSS POINT JUNE 14TH 23.03%
2009 HOLLANDALE DECEMBER 3RD 10.32%	2012 SUMNER JULY 5TH 23.04%
2010 MERIDIAN FEBRUARY 18TH 11.63%	2012 ALLIGATOR JULY 5TH 23.05%
2010 BATESVILLE MARCH 4TH 11.87%	2012 FOREST SEPTEMBER 6TH 23.24%
2010 BASSFIELD MARCH 10TH 11.88%	2012 FLORENCE SEPTEMBER 19TH 23.35%
2010 PRENTISS APRIL 17TH 11.91%	2012 ETHEL NOVEMBER 1ST 23.40%
2010 MADISON JUNE 3RD 12.78%	2012 INDIANOLA NOVEMBER 7TH 23.72%
2010 CRYSTAL SPRINGS JUNE 15TH 12.95%	2012 CARY DECEMBER 8TH 23.73%
2010 JACKSON JULY 1ST 18.61%	2013 MOORHEAD JANUARY 11TH 23.81%
2010 WESSON JULY 1ST 18.67%	2013 WIGGINS JANUARY 17TH 23.96%
2010 BELZONI JULY 1ST 18.74%	2013 LUCEDALE FEBRUARY 1ST 24.06%
2010 LUMBERTON JULY 3RD 18.81%	2013 BALDWIN JULY 5TH 24.17%
2010 SUMRALL JULY 3RD 18.87%	2013 PLANTERSVILLE JULY 6TH 24.21%

AMENDED DEFINITION OF SMOKING TO INCLUDE E-CIGARETTES WITHIN ORIGINAL ORDINANCE.

CREATED A NEW ORDINANCE THAT PROHIBITED E-CIGARETTE USE IN PLACES WHERE ORIGINAL ORDINANCE PROHIBITED SMOKING.

ORIGINAL ORDINANCE INCLUDED E-CIGARETTES.



100% Smoke-free
COMMUNITIES
in Mississippi
 TIMELINE DATA



key

YEAR LOCAL ORDINANCES DATE IMPLEMENTED % OF MS POP. PROTECTED
 2002 | METCALFE | SEPTEMBER 3RD | 0.03%

2013 PASCAGOULA JULY 18TH 24.95%	2015 FAYETTE JUNE 11TH 30.28%
2013 MORTON OCTOBER 31ST 25.06%	2015 BROOKSVILLE JULY 2ND 30.32%
2013 MAGEE NOVEMBER 19TH 25.21%	2015 STATE LINE JULY 2ND 30.34%
2013 WALNUT DECEMBER 5TH 25.23%	2015 PICKENS JULY 2ND 30.38%
2013 WOODVILLE DECEMBER 30TH 25.27%	2015 EDEN AUGUST 13TH 30.38%
2014 BRUCE JANUARY 1ST 25.33%	2015 MACON SEPTEMBER 17TH 30.47%
2014 FRIARS POINT JANUARY 8TH 25.36%	2015 SALTILLO SEPTEMBER 18TH 30.63%
2014 ITTA BENA JANUARY 16TH 25.43%	2015 HOLLY SPRINGS OCTOBER 1ST 30.89%
2014 FARMINGTON FEBRUARY 20TH 25.50%	2015 LOUISE OCTOBER 1ST 30.90%
2014 LOUISVILLE APRIL 3RD 25.71%	2015 LYON OCTOBER 2ND 30.91%
2014 MENDENHALL APRIL 4TH 25.80%	2015 LEXINGTON OCTOBER 11TH 30.96%
2014 DUCK HILL APRIL 9TH 25.84%	2015 SHAW OCTOBER 30TH 31.02%
2014 WEIR APRIL 10TH 25.86%	2015 ELLISVILLE NOVEMBER 5TH 31.17%
2014 NOXAPATER MAY 1ST 25.87%	2015 SHUBUTA DECEMBER 2ND 31.19%
2014 SLEDGE JUNE 4TH 25.89%	2015 LULA DECEMBER 4TH 31.20%
2014 COAHOMA JULY 3RD 25.90%	2016 DIAMONDHEAD JANUARY 2ND 31.47%
2014 PICAYUNE JULY 17TH 26.25%	2016 COLDWATER MARCH 3RD 31.52%
2014 SOUTHAVEN AUGUST 4TH 28.04%	2016 LEAKESVILLE MARCH 3RD 31.56%
2014 CRAWFORD SEPTEMBER 2ND 28.06%	2016 CRUGER APRIL 6TH 31.57%
2014 BEULAH SEPTEMBER 4TH 28.07%	2016 ARTESIA MAY 5TH 31.58%
2014 ISOLA SEPTEMBER 4TH 28.09%	2016 TCHULA AUGUST 13TH 31.65%
2014 CLARKSDALE SEPTEMBER 10TH 28.63%	2016 HOUSTON SEPTEMBER 1ST 31.77%
2014 POPLARVILLE NOVEMBER 5TH 28.73%	2016 SEBASTOPOL SEPTEMBER 1ST 31.77%
2014 SENATOBIA NOVEMBER 20TH 29.00%	2016 RENOVA SEPTEMBER 2ND 31.80%
2015 IUKA JANUARY 1ST 29.10%	2016 MAGNOLIA SEPTEMBER 6TH 31.88%
2015 NETTLETON FEBRUARY 5TH 29.16%	2016 UTICA SEPTEMBER 8TH 31.91%
2015 SIDON FEBRUARY 5TH 29.18%	2016 WOODLAND NOVEMBER 3RD 31.91%
2015 CHARLESTON MARCH 7TH 29.25%	2016 EDWARDS DECEMBER 14TH 31.94%
2015 MEADVILLE MARCH 12TH 29.26%	2017 OAKLAND MARCH 9TH 31.96%
2015 TUTWILER APRIL 2ND 29.30%	2017 WEBB MARCH 9TH 31.98%
2015 COURTLAND APRIL 2ND 29.32%	2017 SUMMIT MARCH 16TH 32.03%
2015 DREW APRIL 2ND 29.37%	2017 QUITMAN MARCH 23RD 32.11%
2015 WALNUT GROVE APRIL 3RD 29.43%	2017 ROXIE JULY 6TH 32.12%
2015 PITTSBORO MAY 5TH 29.43%	
2015 BRANDON JUNE 3RD 30.23%	2017 NOXUBEE COUNTY JUNE 24TH 0.23%

AMENDED DEFINITION OF SMOKING TO INCLUDE E-CIGARETTES WITHIN ORIGINAL ORDINANCE.

CREATED A NEW ORDINANCE THAT PROHIBITED E-CIGARETTE USE IN PLACES WHERE ORIGINAL ORDINANCE PROHIBITED SMOKING.

ORIGINAL ORDINANCE INCLUDED E-CIGARETTES.

Source: June 2017 100% Smoke-Free Communities in Mississippi Factsheet | Mississippi Tobacco Data

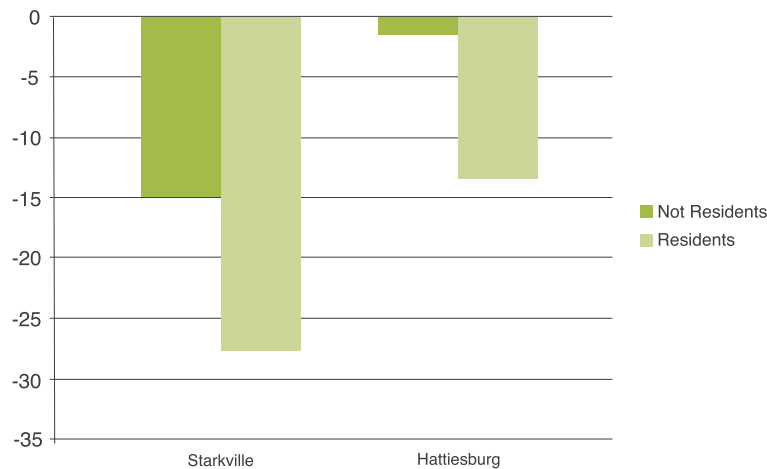


The Starkville & Hattiesburg Heart Attack Studies

REDUCTIONS IN HEART ATTACK ADMISSIONS FOLLOWING THE IMPLEMENTATION OF LOCAL SMOKE-FREE ORDINANCES

JANUARY 2012

- STARKVILLE | 27.7% REDUCTION IN HEART ATTACK ADMISSIONS, COST SAVINGS OF \$288,270.
- HATTIESBURG | 13.4% REDUCTION IN HEART ATTACK ADMISSIONS, COST SAVINGS OF \$2,367,909.



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.



2016 Mississippi Social Climate Survey of Tobacco Control

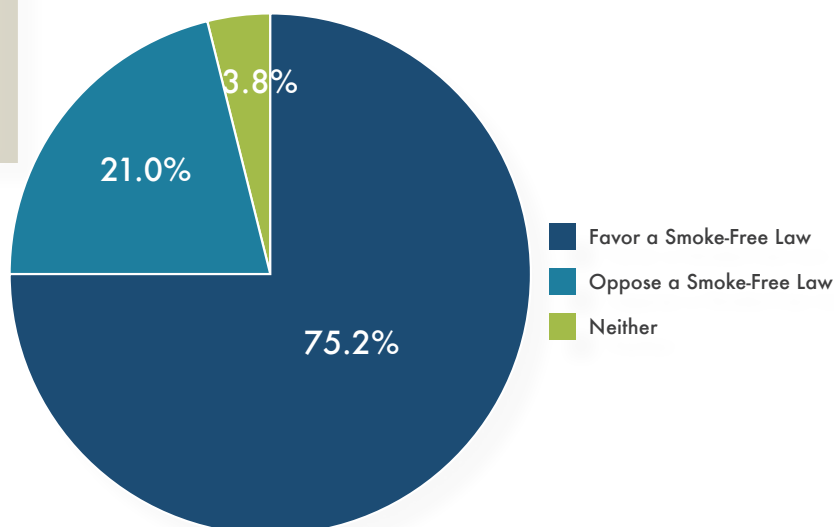
SUPPORT FOR SMOKEFREE AIR | MARCH 2017

Results from the most recent Social Climate Survey demonstrate *strong support* for smoke-free air in Mississippi.

- More than three-quarters of Mississippi adults (75.2%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, & bars.
- Only 21.0% of Mississippi adults oppose a state law.
- 52.1% of smokers support a state law compared to only 42.9% who are opposed.
- Republicans (79.5%) and Democrats (75.5%) are equally supportive of a state law.



Would you favor or oppose a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars?

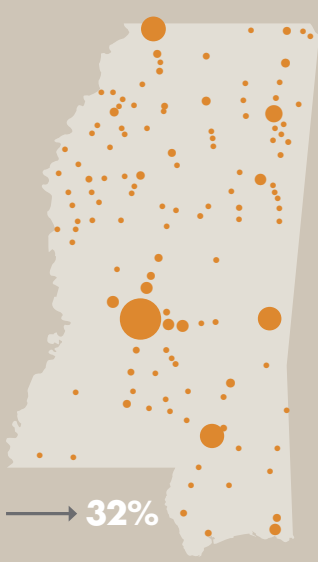


Source: 2016 Mississippi Social Climate Survey of Tobacco Control Mississippi Tobacco Data

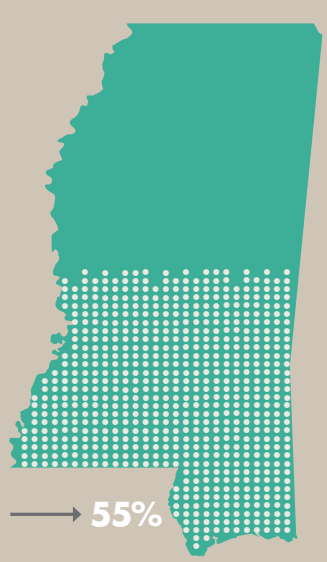


A PATH → TO 100% PROTECTED

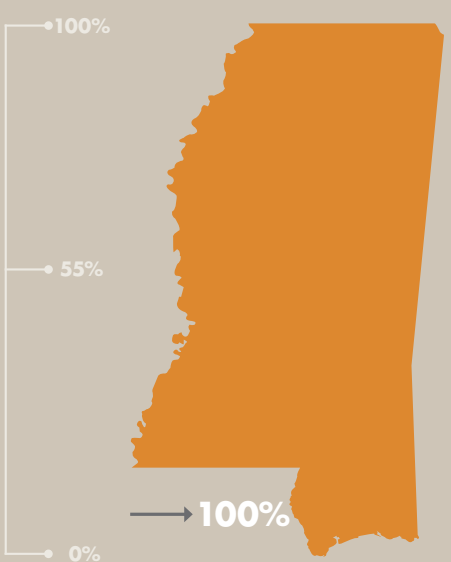
← june 2016



As of June 21, 2016, 123 municipalities in Mississippi have implemented comprehensive, smoke-free ordinances. These ordinances **protect 32%** of Mississippi.



If every Mississippi municipality passed a comprehensive smoke-free ordinance, **only 55%** of Mississippians would be protected. The rest live in rural areas outside of municipalities.



The only way to protect all Mississippians is to pass a **state-wide comprehensive smoke-free law.**

Source: June 2016 100% Smoke-Free Communities in Mississippi Factsheet Mississippi Tobacco Data

◀ Surveillance & Evaluation.

The Office of Tobacco Control implements an annual surveillance and evaluation system, as recommended by the CDC's *Best Practices*, to monitor and provide short-term, intermediate, and long-term intervention outcomes. The data is used to influence program and policy direction, ensure accountability, and demonstrate effectiveness.

Collecting baseline data related to each objective and performance indicator is critical to ensuring that program-related effects can be clearly measured. Surveillance and Evaluation services are provided by the Mississippi State University (MSU) Social Science Research Center (SSRC).

Surveillance efforts are designed to measure and detail progress toward goals using numerous primary and secondary data sources. These data sets include the:

- Mississippi Youth Tobacco Survey
- Youth Risk Behavior Surveillance System
- Mississippi University Student Survey of Tobacco Control
- Mississippi Social Climate Survey of Tobacco Control
- Behavioral Risk Factor Surveillance System

The Tobacco Control Unit of the MSU SSRC administers the following surveys:

- Mississippi Social Climate Survey of Tobacco Control
- Mississippi Youth Tobacco Survey
- Mississippi University Student Survey of Tobacco Control

In addition, this unit maintains a website that serves four primary functions:

- Serves as a repository for reports, slides, and fact sheets generated by the evaluation and surveillance efforts, and provides supporting links and references for tobacco control data
- Serves as an interactive programmatic data collection mechanism for evaluation efforts
- Contains a data query module that allows visitors to generate interactive tables from primary data
- Contains several interactive charts that provide vivid illustration of the profound changes states have experienced after raising their state cigarette tax or passing statewide smoke-free laws.

The recent Surveillance and Evaluation Report, along with other state specific tobacco control surveillance and evaluation data, can be accessed at www.mstobaccodata.org.

Appendix I.

(Tobacco Control Advisory Council)



The Mississippi Tobacco Control Advisory Council consists of 13 members who are appointed by state and university officials. The Mississippi Tobacco Control Advisory Council has maintained an active role in the development and implementation of the programs within the Office of Tobacco Control.

TOBACCO CONTROL ADVISORY COUNCIL		
Name	Location	Affiliation/Appointment
Berthold “Bert” Beisel, MD	Columbia	Governor Appointment
Mohammad Shahbazi, PhD	Jackson	Jackson State University/ School of Public Health
“Bob” K. Collins, MD	MS State University	American Lung Association Appointment
Nancy Collins, Senator	District 6 Lee, Pontotoc	State Senate/ Lieutenant Governor
Scott Clements	Jackson	State Director, Office of Healthy Schools, MS Department of Education
Gena Vail	New Albany	MS Nurses Association/ Lt. Governor Appointment
Michael Forster, PhD	Hattiesburg	University of Southern MS Appointment

** Vacant council positions are being reviewed and reappointed.*



Appendix II.

(Mississippi Tobacco-Free Coalitions)

Fiscal Agent

Adams County Coalition for Children and Youth
 Aiming for Healthy Families
 American Lung Association, Southeast Chapter
 Caffee Caffee & Associates
 Community Educational Support Systems of MS
 Delta Health Alliance

Montgomery Institute
 Grenada County School District
 Innovative Behavioral Services
 Lawrence County School District
 Washington County Planning Department
 Mississippi Community Education Center

Family Resource Center of Northeast MS

National Council on Alcoholism and Drug
 Dependence
 Northeast Mississippi Healthcare
 New Beginning Ministries
 North Delta Planning and Development District
 Partnership for a Healthy Mississippi

Olive Branch Family YMCA

County/Counties

Adams, Jefferson, and Franklin
 Alcorn, Tippah, Prentiss, and Tishomingo
 Hancock, Jackson, Pearl River, and Harrison
 Forrest, Jones, Perry, Covington, Smith, Lamar, and Marion
 Wayne, Clarke, and Jasper
 Coahoma, Tunica, Bolivar, Sunflower, Quitman, and
 Tallahatchie

Noxubee, Kemper, and Neshoba
 Grenada, Yalobusha, and Calhoun
 Lauderdale, Newton, Hinds, Rankin, Scott, and Simpson
 Lawrence, Jefferson Davis, and Walthall
 Washington, Sharkey, and Issaquena
 Montgomery, Choctaw, Webster, Claiborne, Warren,
 Attala, Winston, and Leake

Oktibbeha, Lowndes, Clay, Lee, Monroe, Chickasaw, and
 Itawamba

Copiah and Lincoln

Union, Benton, and Marshall
 George, Green, and Stone
 Panola, Lafayette, and Pontotoc
 Madison, Yazoo, Holmes, Leflore, Carroll, Humphreys,
 Pike, Amite, and Wilkinson
 Desoto and Tate



MISSISSIPPI STATE DEPARTMENT OF HEALTH

Tobacco Control