MISSISSIPPI

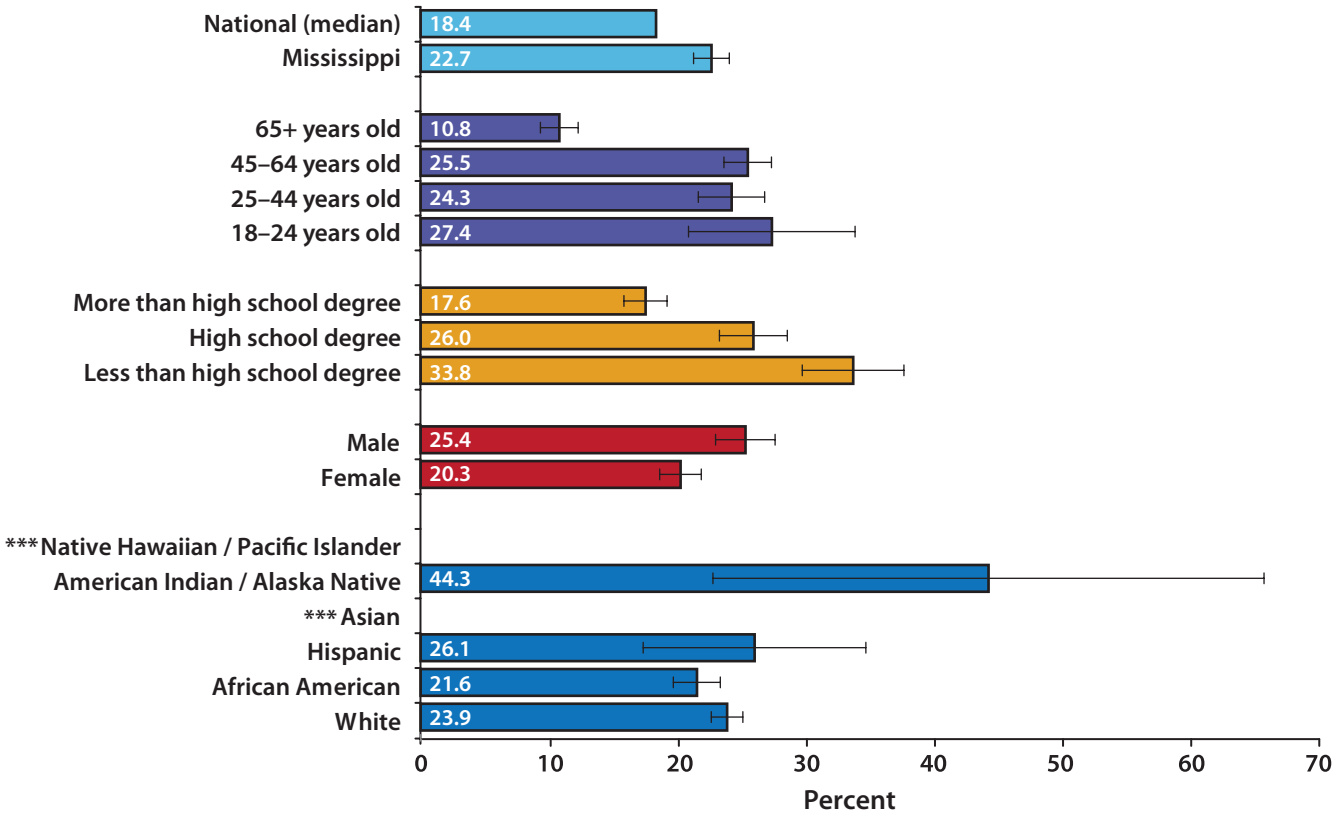
Monitor

In Mississippi, 22.7% of the adult population (aged 18+ years)—over 493,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. Mississippi ranks 45th among the states.

Among youth aged 12–17 years, 9.4% smoke in Mississippi. The range across all states is 6.5% to 15.9%. Mississippi ranks 10th among the states.

Among adults aged 35+ years, over 4,800 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 333.6/100,000. Mississippi's smoking-attributable mortality rate ranks 48th among the states.

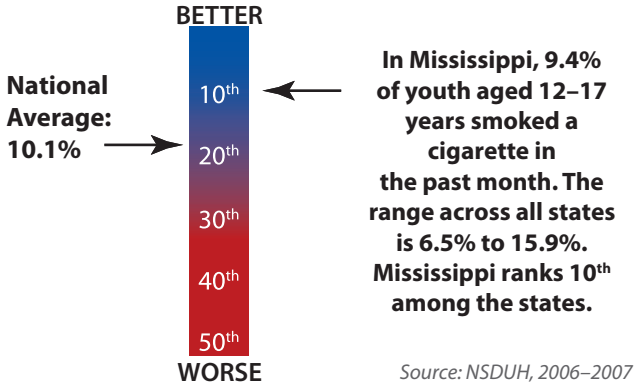
Current Smoking Among Adults by Demographic Characteristics



*** Data not shown because sample size is less than 50.

Source: BRFSS, 2007–2008

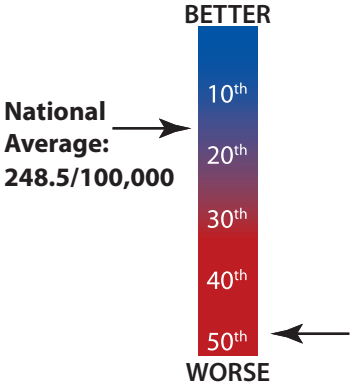
Past-Month Cigarette Use Among Youth Aged 12–17 Years



In Mississippi, 9.4% of youth aged 12–17 years smoked a cigarette in the past month. The range across all states is 6.5% to 15.9%. Mississippi ranks 10th among the states.

Source: NSDUH, 2006–2007

Smoking-Attributable Adult (35+ Years) Mortality



The average annual smoking-attributable mortality rate in Mississippi for 2000–2004 was 333.6/100,000. The range across states is 138.3/100,000 to 370.6/100,000. Mississippi ranks 48th among the states.

Source: SAMMEC

Protect

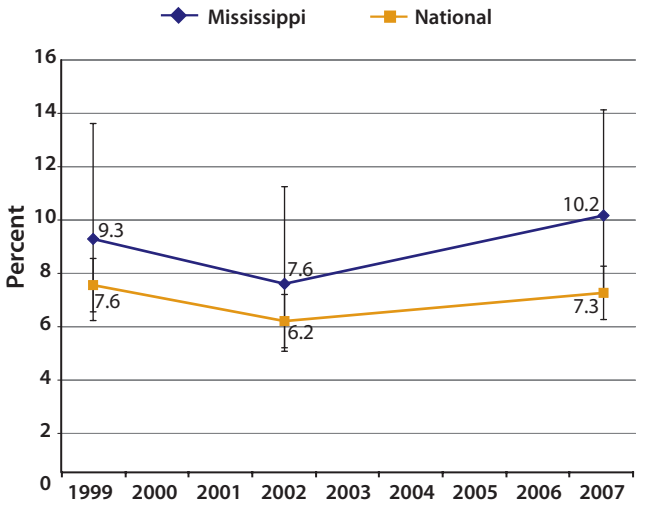
Mississippi does not have a statewide smoke-free law that provides adequate protection against exposure to secondhand smoke in public places.

State Smoke-Free Policy

Smoke-Free Workplaces	Smoke-Free Restaurants	Smoke-Free Bars
X	X	X
No	No	No

Source: STATE System, 2009

Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks

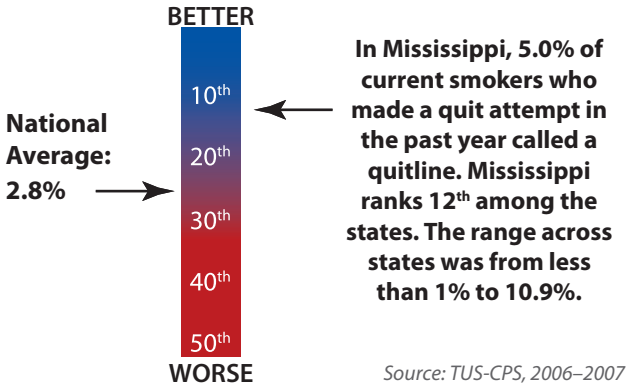


Source: TUS-CPS

Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained higher in Mississippi than in the nation overall. Currently, Mississippi ranks 45th among the states for workplace exposure, at 10.2%.

Offer

Percentage of Smokers Calling Quitline



Source: TUS-CPS, 2006–2007

Best Practices estimates 8% of smokers could access quitlines each year. In Mississippi, 5.0% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in Mississippi provides full coverage for tobacco dependence treatment. Mississippi's Medicaid policy provides coverage for both bupropion and varenicline. Mississippi's Medicaid policy provides coverage for individual and group counseling but not telephone counseling, and this coverage is for pregnant women only.

Medicaid Coverage for Counseling and Medications

Nicotine Replacement	Varenicline	Bupropion	Counseling
✓ Yes	✓ Yes	✓ Yes	Partial

Source: MMWR 2009;58(43):1199–204

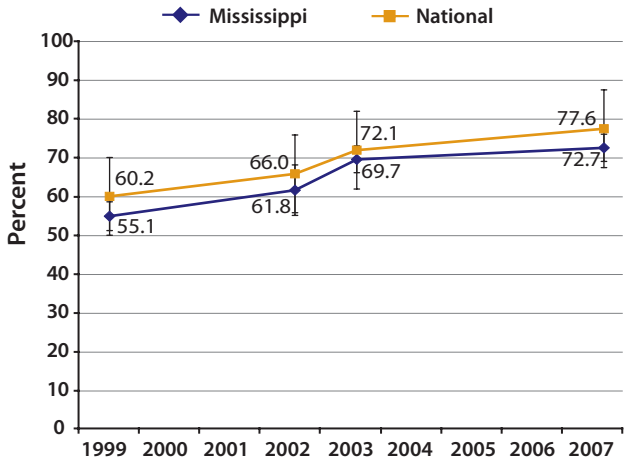
MISSISSIPPI

Warn

Smoke-free home rules represent awareness of the dangers of secondhand smoke. In Mississippi, as in the nation, an increasing number of families have such a rule.

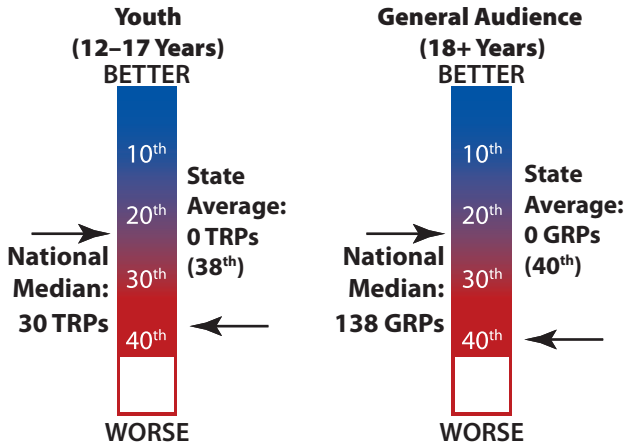
Currently, 72.7% of Mississippi homes have this rule. Mississippi ranks 38th among the states.

Households with No-Smoking Rules



Source: TUS-CPS

Antitobacco Media Campaign Intensity, Per Quarter



Source: CDC/OSH

Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. Mississippi's major media market(s) aired an average of 0 youth TRPs and 0 general audience GRPs per quarter in 2008. Mississippi ties for last for the number of youth TRPs and the number for the number of general audience GRPs aired.

Enforce

Mississippi preempts local regulation of tobacco industry promotions, sampling, and display of tobacco products in commercial establishments.

State Allows Local Advertising and Promotion Laws

Display	Promotion	Sampling
☒ No	☒ No	☒ No

Source: STATE System, 2009

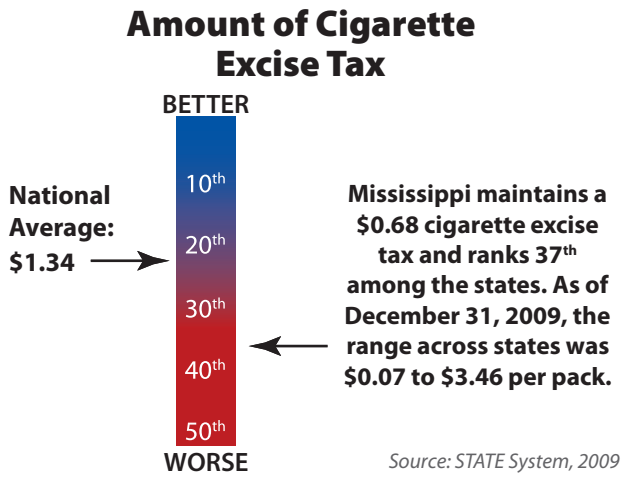
Retail Environment Tobacco Licensure

Over the Counter	Vending Machines
✓ Yes	✓ Yes

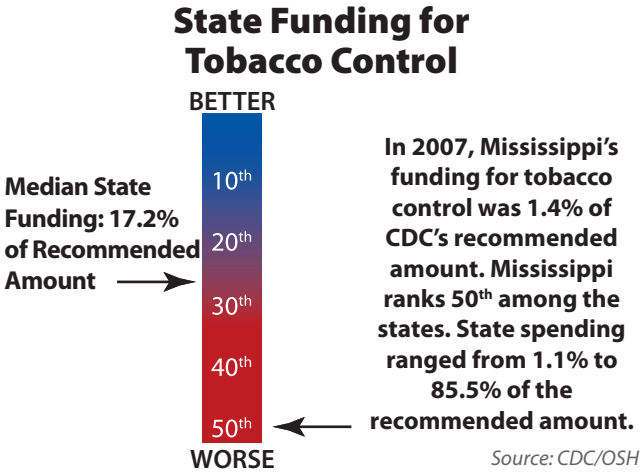
Source: STATE System, 2009

Mississippi requires all establishments selling tobacco products by vending machine and over the counter to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

Raise



Mississippi maintains a $0.68 per pack tax and ranks 37th among the states.

Mississippi has a minimum price law. Wholesalers must mark up cigarettes by 2% and retailers must mark up cigarettes by at least 6%. This law has the effect of limiting the amount of discounting that can be offered through coupons and other types of sales promotions.

Approximately 25% of the annual revenue generated from state excise taxes and settlement payments would fund Mississippi's tobacco control program at the *Best Practices* recommended amount. However, in 2007, Mississippi's funding for tobacco control was 1.4% of the recommended level. Mississippi ranks 50th among the states.