



20  
11

MISSISSIPPI  
**Tobacco Data**  
First Quarterly Newsletter

■ INITIATION OF TOBACCO USE | MAY 2011

# 1st Quarterly Report

Initiation of Tobacco Use

---

According to the Centers for Disease Control and Prevention's *Best Practices for Comprehensive Tobacco Control Programs*, the four goals for comprehensive tobacco control programs are:

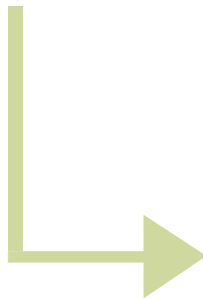
- Preventing initiation among youth and young adults
- Promoting quitting among adults and youth
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related disparities among population groups

This Quarterly Report addresses the first goal—preventing initiation of tobacco use. Most people who start smoking are younger than 18 years of age, so preventing adolescents from initiating tobacco is critical to reducing the burden of tobacco use on this state. This report summarizes trends in the initiation of several tobacco products among Mississippi middle and high school students.

## Key Outcomes

- Initiation of cigarette smoking, cigar smoking, and smokeless tobacco has decreased substantially since statewide tobacco control programs were implemented in 1999.
- Initiation of cigarette smoking among middle school students decreased by 56% since 1998, leading to 34,070 fewer middle school students who had tried smoking.
- Initiation of cigarette smoking among high school students decreased by 32% since 1998, leading to 33,291 fewer middle school students who had tried smoking.

*In 2010, we added a new component to the Mississippi Tobacco Data project. We will release a brief quarterly newsletter that provides an update on tobacco control in Mississippi and that also highlights a specific topic area for surveillance. This quarter the topic area is the initiation of tobacco use and other emerging issues concerning youth. Subsequent quarterly newsletters will include cessation of tobacco use and other emerging issues.*

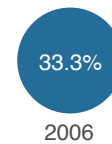
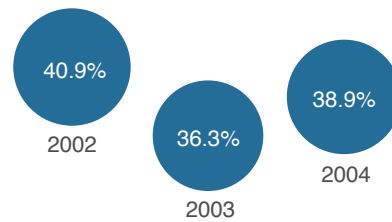
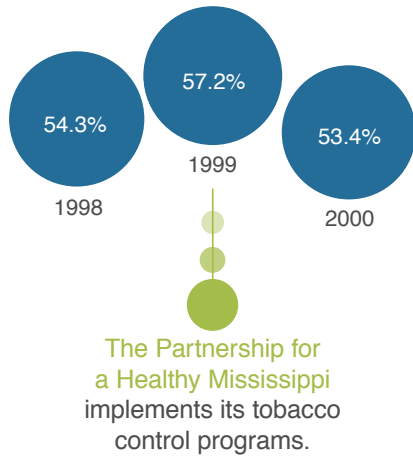


## Updates

- Thirty-eight Mississippi communities have passed comprehensive smoke-free ordinances. Approximately one in five (20%) of Mississippi residents live in a community with a strong smoke-free law.
- Our recent report highlighted substantial decreases in heart attack admissions in Starkville and Hattiesburg following the implementation of a comprehensive smoke-free ordinance. These studies, when considered in the context of 12 similar studies and the Institute of Medicine Report, demonstrate that Mississippi could experience a substantial decrease in heart attacks, as well as substantial cost savings, if more communities and/or the state implemented smoke-free laws.
- The Institute of Medicine:  
Data consistently demonstrates that secondhand smoke exposure increases the risk of coronary heart disease and heart attacks and that smoking bans reduce heart attacks. Given the prevalence of heart attacks, and the resultant deaths, smoking bans save more than half a million lives each year in the U.S. alone. The savings, as measured in human lives, is undeniable.

# 1st Quarterly Report Initiation of Tobacco Use

## Ever Tried A Cigarette | MS Public Middle Schools



State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

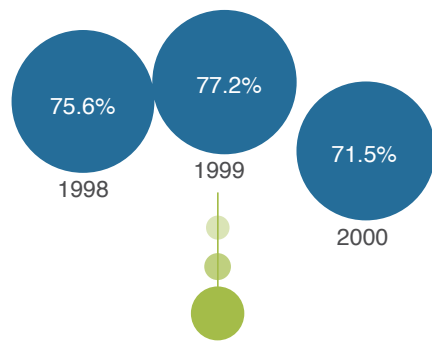
Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

26,785 Mississippi public middle school students have tried at least one cigarette.

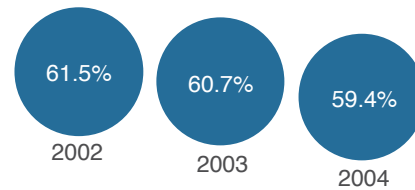
The prevalence of having ever tried a cigarette has decreased by 56% since 1998, leading to 34,070 fewer middle school students who have tried smoking.

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

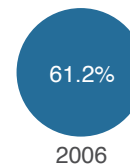
## Ever Tried A Cigarette | MS Public High Schools



The Partnership for a Healthy Mississippi implements its tobacco control programs.

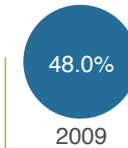


State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.



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

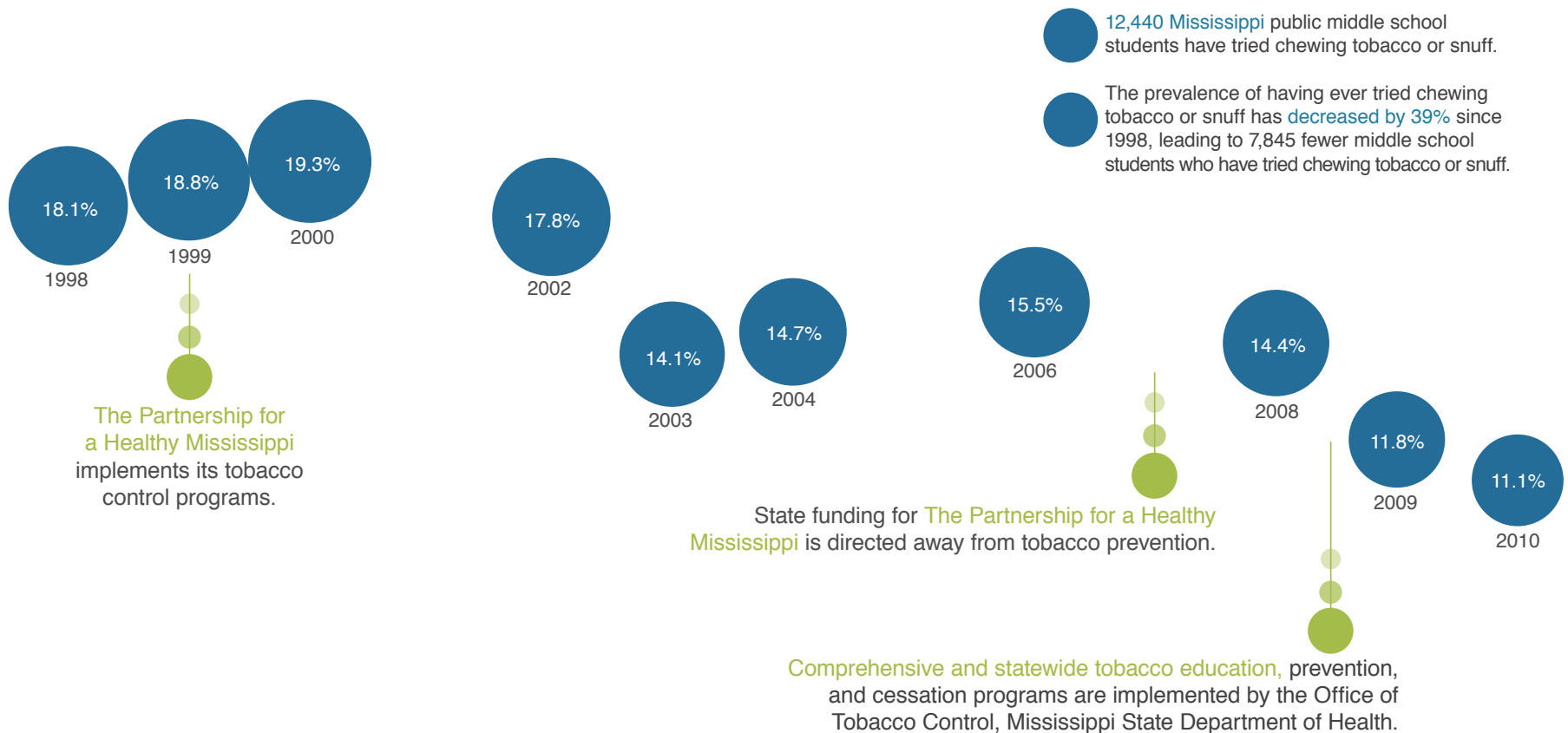
- 69,857 Mississippi public high school students have tried at least one cigarette.
- The prevalence of having ever tried a cigarette has decreased by 32% since 1998, leading to 33,291 fewer high school students who have tried smoking.
- In the past year, the prevalence of having ever tried smoking has not changed significantly.



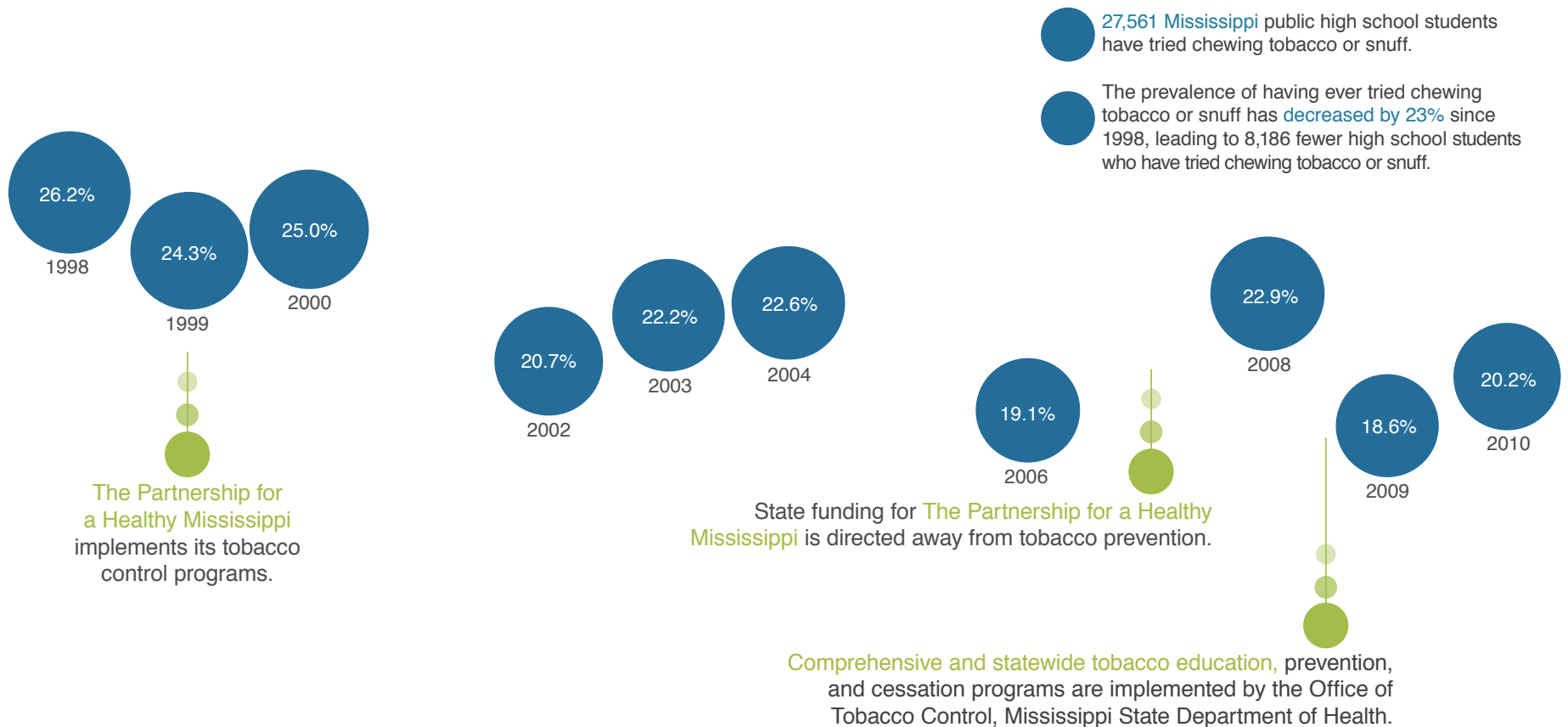
# 1st Quarterly Report

Initiation of Tobacco Use

## Ever Tried Chewing Tobacco or Snuff | MS Public Middle Schools



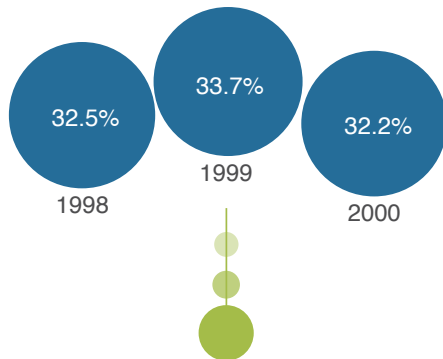
## Ever Tried Chewing Tobacco or Snuff | MS Public High Schools



# 1st Quarterly Report

Initiation of Tobacco Use

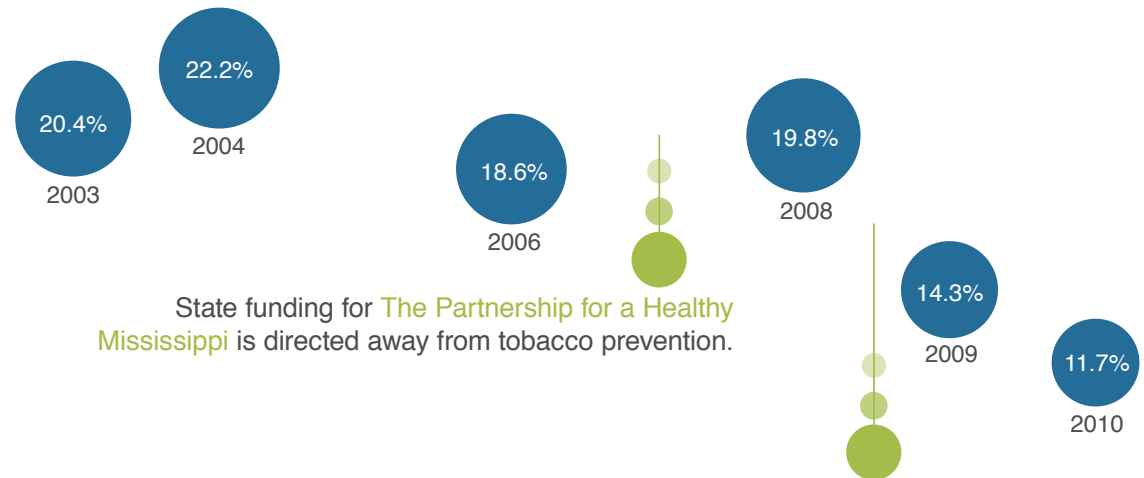
## Ever Tried A Cigar | MS Public Middle Schools



The Partnership for a Healthy Mississippi implements its tobacco control programs.

13,112 Mississippi public middle school students have tried at least one cigar.

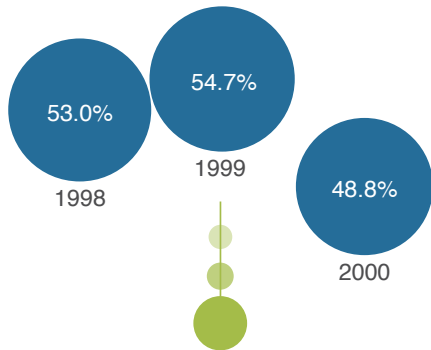
The prevalence of having ever tried a cigar has decreased by 64% since 1998, leading to 23,311 fewer middle school students who have tried at least one cigar.



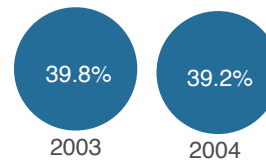
State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

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

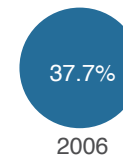
### Ever Tried A Cigar | MS Public High Schools



The Partnership for a Healthy Mississippi implements its tobacco control programs.



State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.



39,704 Mississippi public high school students have tried at least one cigar.

The prevalence of having ever tried a cigar has decreased by 45% since 1998, leading to 32,609 fewer high school students who have tried at least one cigar.



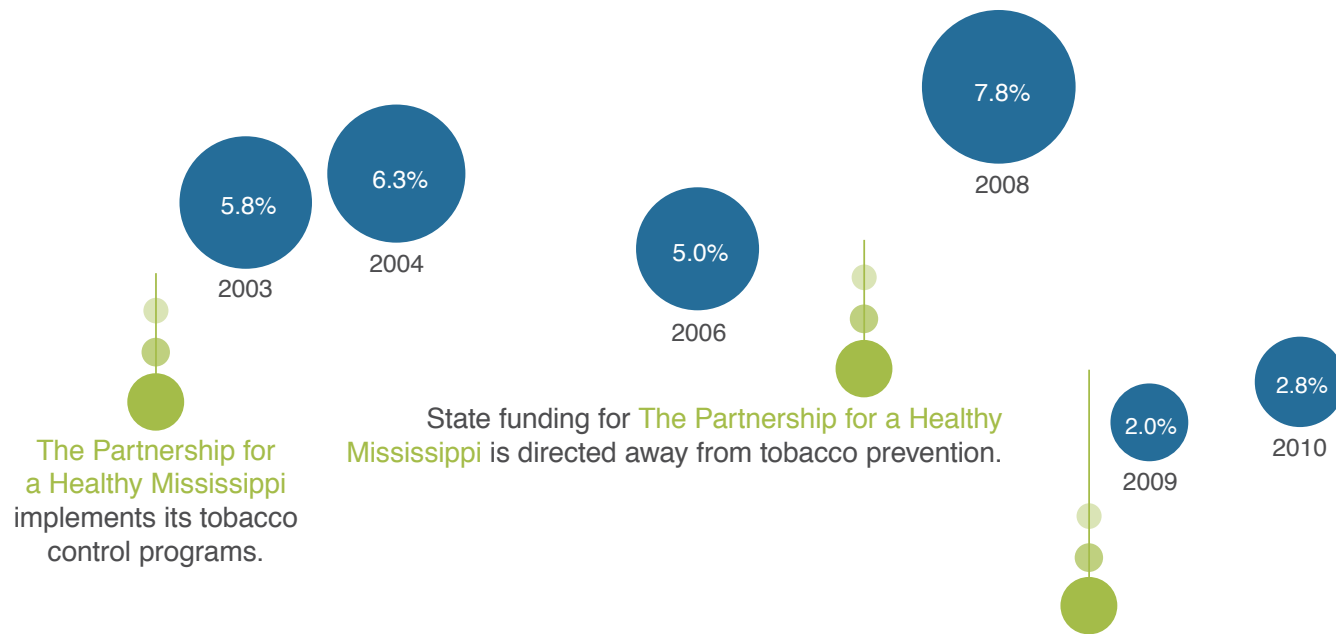
Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.



# 1st Quarterly Report

Initiation of Tobacco Use

## Ever Tried Bidis | MS Public Middle Schools



The Partnership for a Healthy Mississippi implements its tobacco control programs.

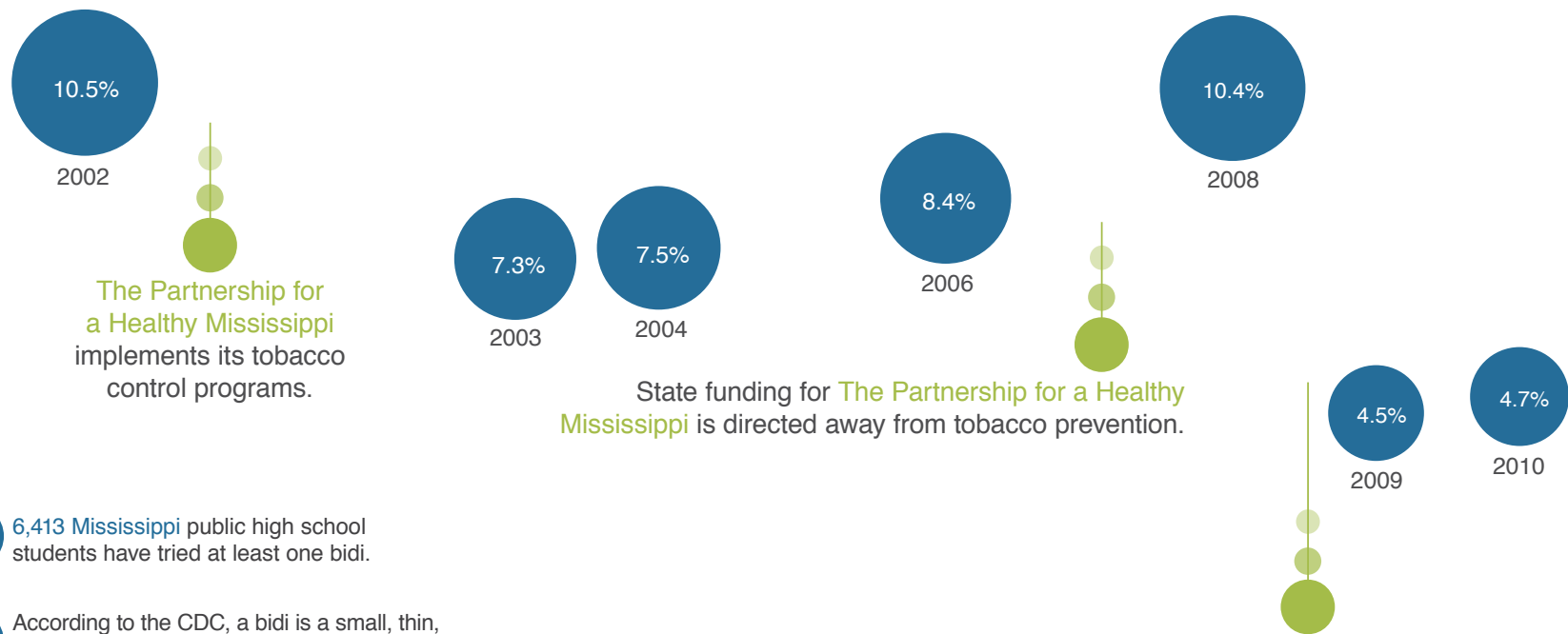
State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

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

3,138 Mississippi public middle school students have tried at least one bidi.

According to the CDC, a bidi is a small, thin, hand-rolled cigarette imported to the U.S. primarily from India and other Southeast Asian countries. Bidis contain tobacco and can be flavored. When smoked, bidis have higher concentrations of nicotine, tar, and carbon monoxide than conventional cigarettes sold in the U.S.

## Ever Tried Bidis | MS Public High Schools



The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

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

6,413 Mississippi public high school students have tried at least one bidi.

According to the CDC, a bidi is a small, thin, hand-rolled cigarette imported to the U.S. primarily from India and other Southeast Asian countries. Bidis contain tobacco and can be flavored. When smoked, bidis have higher concentrations of nicotine, tar, and carbon monoxide than conventional cigarettes sold in the U.S.

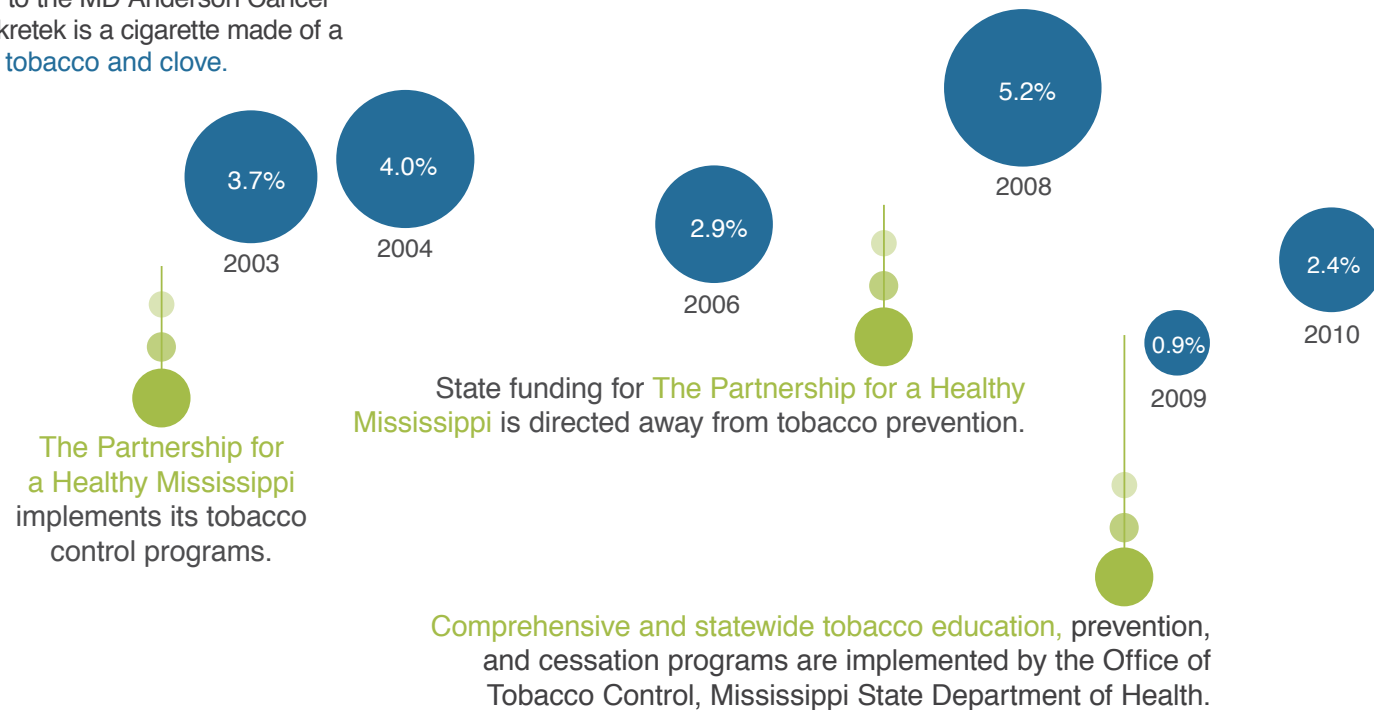
# 1st Quarterly Report

Initiation of Tobacco Use

## Ever Tried a Kretek | MS Public Middle Schools

2,690 Mississippi public middle school students have tried at least one kretek.

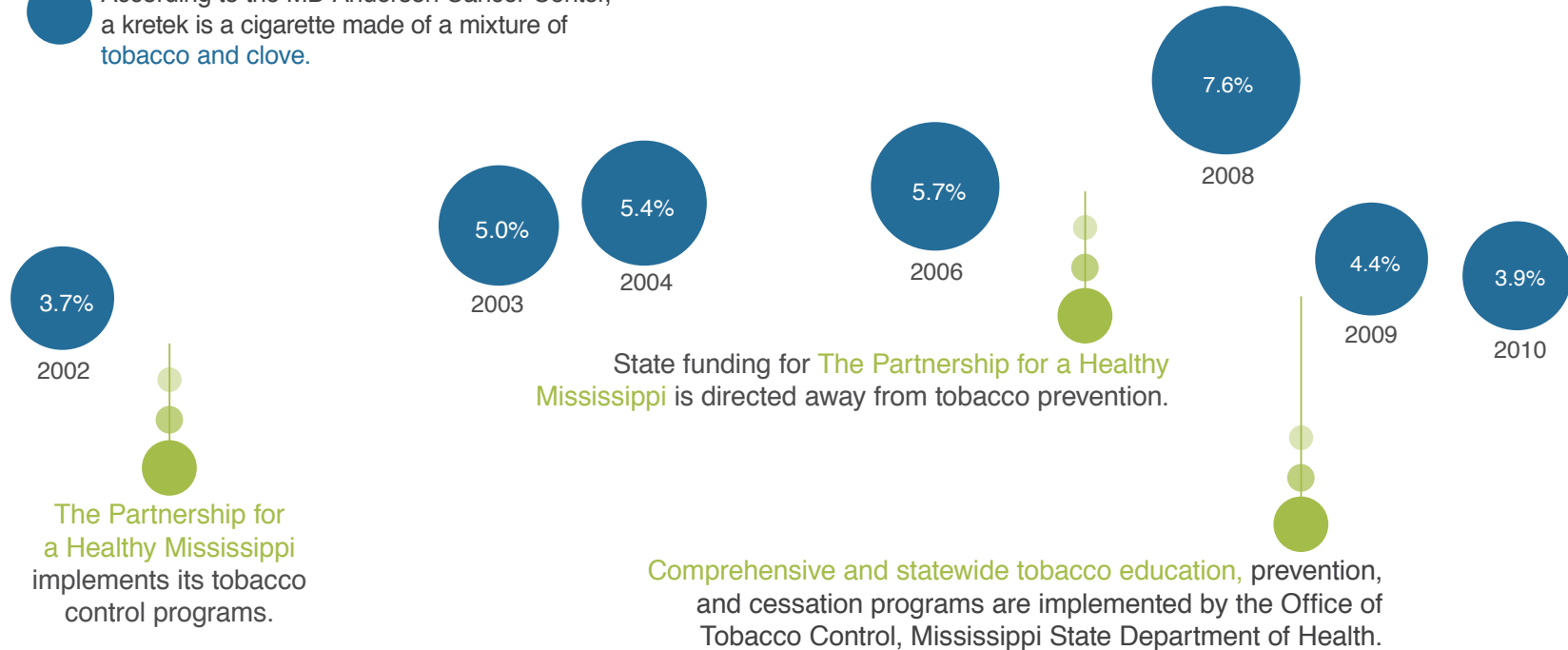
According to the MD Anderson Cancer Center, a kretek is a cigarette made of a mixture of tobacco and clove.



## Ever Tried a Kretek | MS Public High Schools

5,321 Mississippi public high school students have tried at least one kretek.

According to the MD Anderson Cancer Center, a kretek is a cigarette made of a mixture of tobacco and clove.

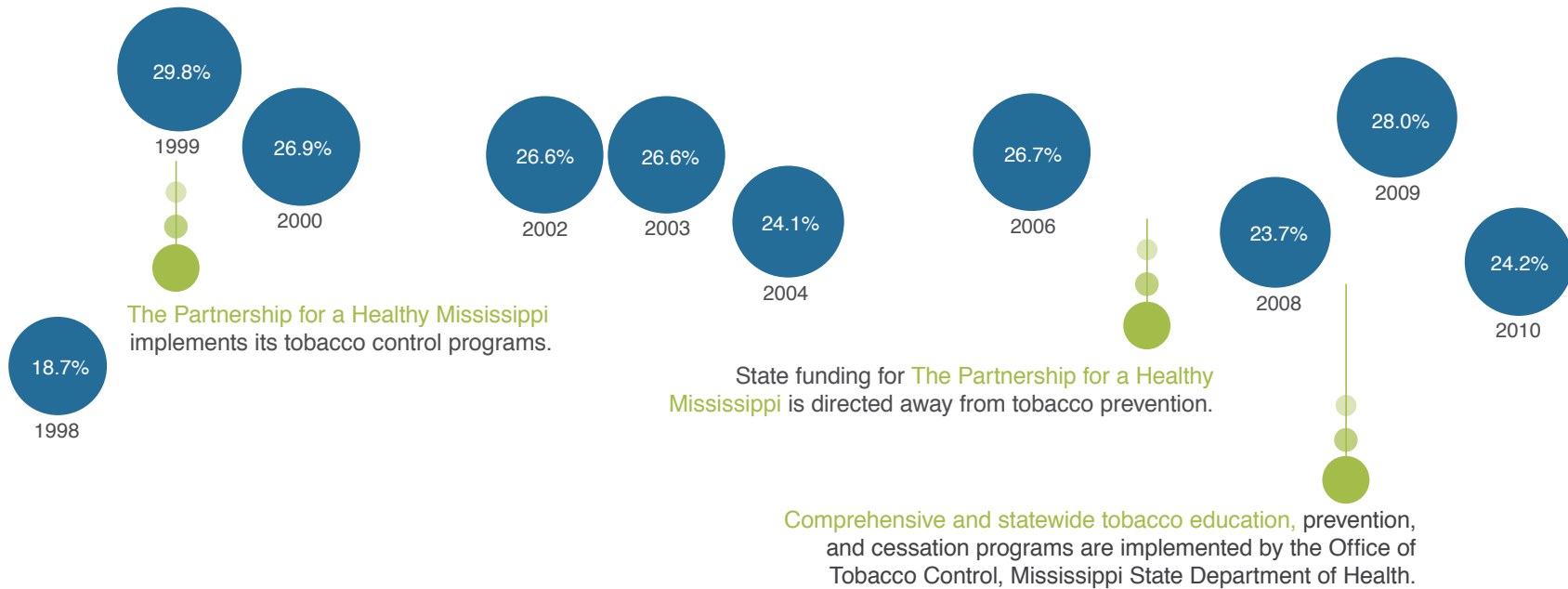


# 1st Quarterly Report

Initiation of Tobacco Use

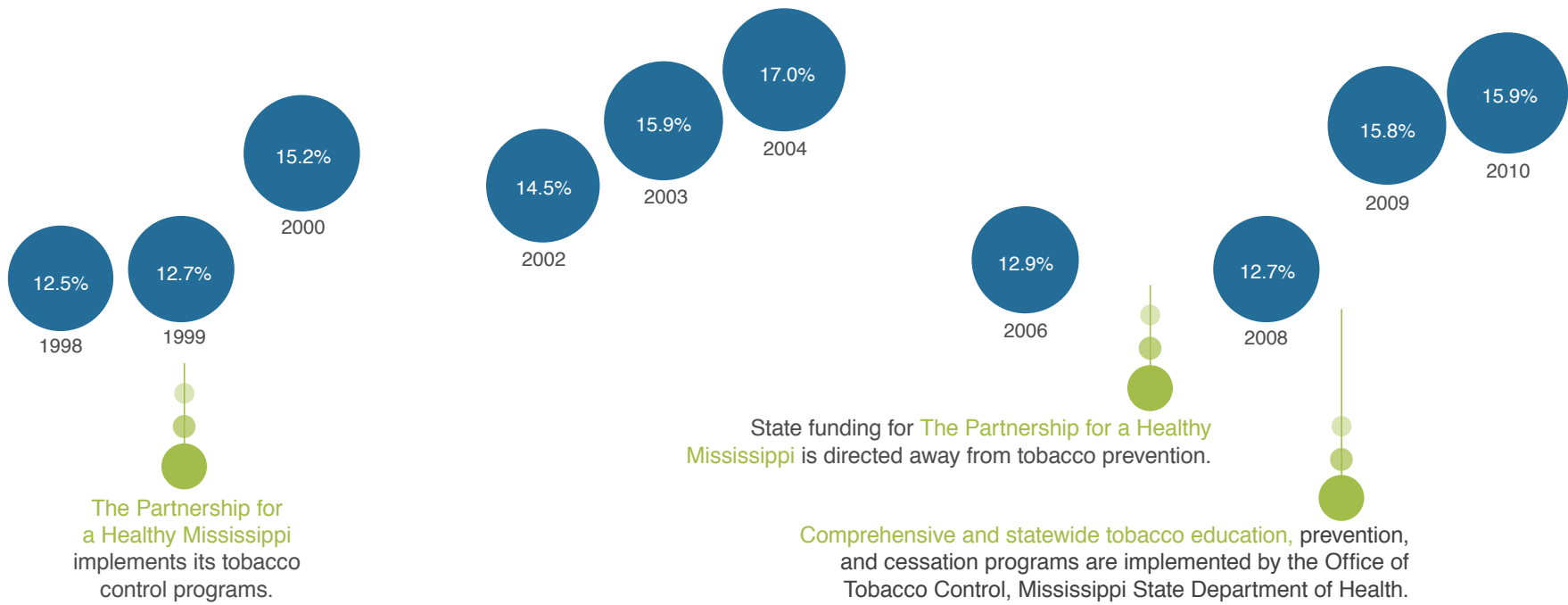
## Initiation Before Age 11 | MS Public Middle Schools

In 2010, 27,121 Mississippi public middle school students who have ever smoked had smoked a whole cigarette before age 11.



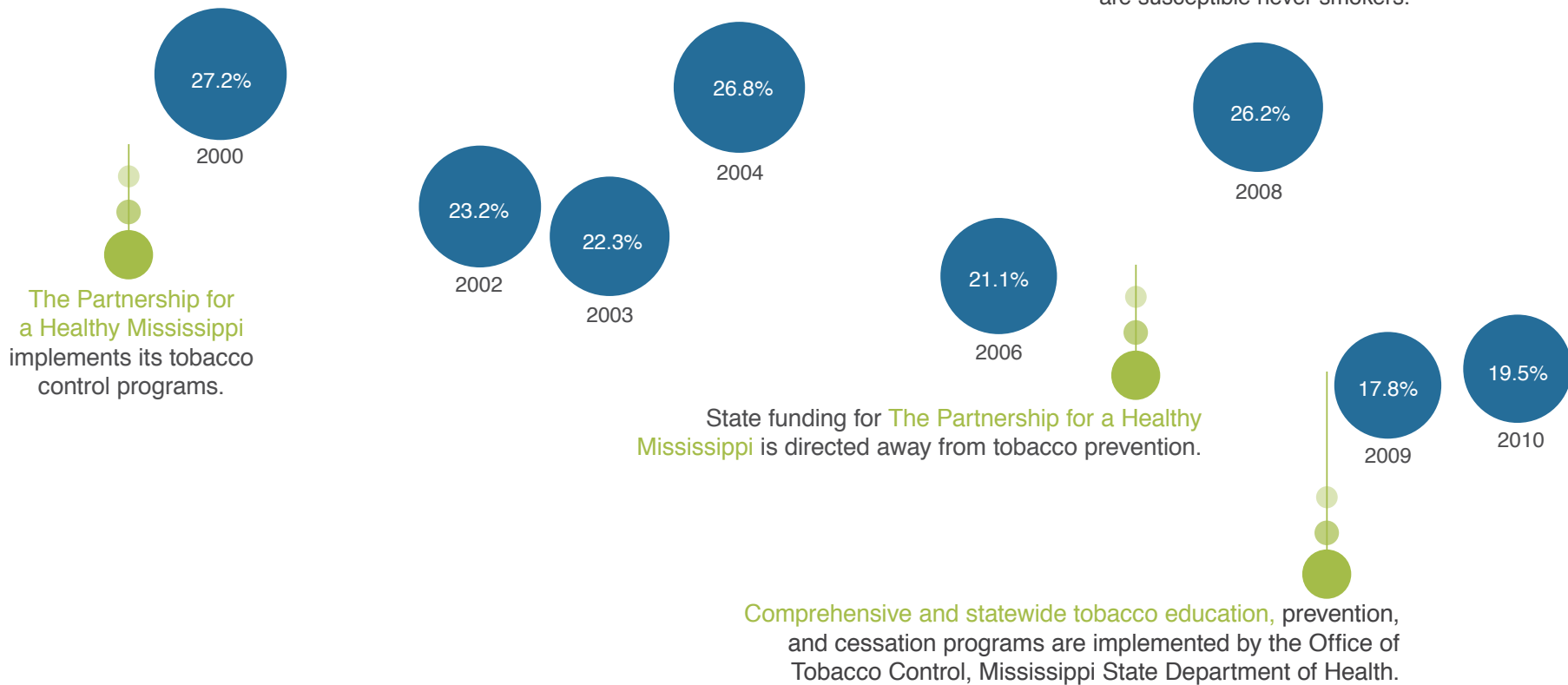
### Initiation Before Age 11 | MS Public High Schools

● 21,694 Mississippi public high school students who have ever smoked cigarettes had smoked a whole cigarette before age 11.



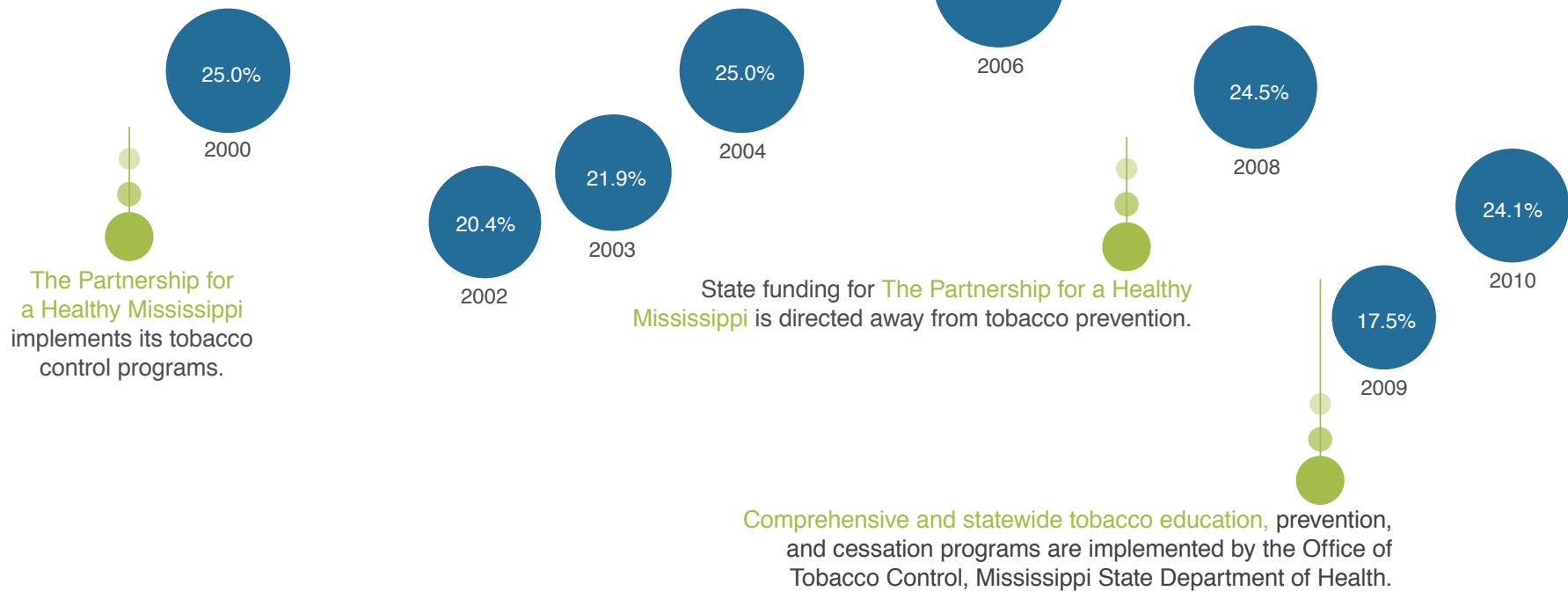
## Susceptible to Smoke | MS Public Middle Schools

- 21,854 Mississippi public middle school students who have never smoked are susceptible to trying cigarettes.
- The prevalence of susceptible never smokers has **decreased by 28%** since 1998, leading to 8,629 fewer middle school students who are susceptible never smokers.



## Susceptible to Smoke | MS Public High Schools

- 32,882 Mississippi public high school students who have never smoked are susceptible to trying cigarettes.
- The prevalence of susceptible never smokers has decreased by 4% since 1998, leading to 1,228 fewer high school students who are susceptible never smokers.



# 1st Quarterly Report

## BACKGROUND

The Centers for Disease Control and Prevention's (CDC) Office on Smoking and Health (OSH) provides technical assistance to the states to administer the Youth Tobacco Survey (YTS). Mississippi has administered this survey in 1998, 1999, 2000, 2002, 2003, 2004, 2006, 2008, 2009, and 2010.

## PURPOSE

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** provides 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:

$$\text{weight} = W1 * W2 * f1 * f2 * f3 * f4$$

**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

Robert McMillen, Ph.D.  
Social Science Research Center  
Mississippi State University

[ROBERT.MCMILLEN@SSRC.MSSTATE.EDU](mailto:ROBERT.MCMILLEN@SSRC.MSSTATE.EDU)

[WWW.SSRC.MSSTATE.EDU](http://WWW.SSRC.MSSTATE.EDU)

[WWW.MSSTATE.EDU](http://WWW.MSSTATE.EDU)

One Research Park, Suite 103  
Starkville, MS 39759

P: **662.325.7127**

F: **662.325.7966**

For more information visit

[MSTOBACCODATA.ORG](http://MSTOBACCODATA.ORG)

