



Meeting Minutes



Meeting Title:	Tobacco Control Advisory Council Meeting	
Meeting Location:	Zoom	
Meeting Date:	Tuesday, April 15, 2025	
Time:	9:00 am - 10:30 am	
Council Attendees:	Gena Vail Robert Collins Felix Twum Dr. Chawla Mason Robert Lock Matthew Wesson	
Non-Council Attendees:	Sharonda Banks Vickie Tucker Tiffany Johnson Amy Ellis Jalysa Edwards Kimberly Hughes Emily McClelland Rhonda Shirley Robert McMillen Paola Klein Calandra Davis Ashley McKenzie Rochelle Thompson	



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	AGENDA TOPIC	NOTES
I	Introductory Remarks	The MS TCAC Meeting was called to order at 9:00 a.m. and was presided over by Sharonda Banks. Tiffany Johnson, OTC Office Director, provided an update to meeting attendees on OTC activities and the status of federal funding, including the announcement of the elimination on The Office on Smoking and Health (OSH). The future of funding is uncertain. The OTC receives about 1.3 million in funding from the CDC. Those funds are used to carry out strategies related to youth prevention, cessation treatment services, health communications media/messaging, etc. The OTC is strategizing how state funds may be utilized to supplement the potential loss of any federal funding.
II	Legislative Updates Advocacy Partners	Rhonda Shirley with the Partnership for a Healthy MS (state update): The 2025 Legislative Session adjourned April 3, 2025. There was no budget passed during the legislation. A special session to address the FY '26 budget is pending. This will include the appropriations bill for the MS State Department of Health, with funding for the Office of Tobacco Control. The appropriations bill that died during conference weekend, among all other state agencies' appropriations bills, had the Office of Tobacco Control at level funding (the recommendation set forth by the legislative budget committee). Additionally, there is language that would allow the agency discretion for utilization of funds. The crowning achievement of the 2025 Legislative Session was the passing of the tax overhaul bill (tax reform bill), which will phase out the personal state income tax over fourteen years. It will reduce the sales tax on groceries from seven to five percent, it will increase the tax on gasoline by nine cents. There was also language about the public employees' retirement system. The bill did not include or address taxation on tobacco and vaping products. Senate Bill 2691 was successful. This bill amended the MS Juvenile Tobacco Access Prevention Act that was passed in the late '90s and amended in 2020 to increase the minimum legal sale age of purchase for tobacco and vaping products from 18 to 21, which conforms with federal law. There were some issues with the bill, which were addressed during the session. The code section on signage requirements and retailer compliance enforcement was changed. House Bill 916 passed unanimously: Requires the Commission of Revenue to establish separate directories for cigarettes and electronic nicotine delivery systems. Some people feel that this will allow the big tobacco industry to monopolize the vaping market, and smokers to buy



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		e-cigarettes exclusively from three manufacturers. It bans virtually all flavored vaping products. Among the provisions in the legislation is the requirement that the manufacturers of vape products sold in MS must be authorized by the FDA. There are three manufacturers of e-cigarettes currently authorized by the FDA, Logic Technology Development, LLC, NJOY, LLC, and R.J. Reynolds Vapor Company. Beginning October 1, 2025, or the date the Commissioner of Revenue makes the directory available for public inspection on their website, products not included in the directory cannot be sold either directly or through an importer/distributor/wholesaler/retailer. Retailers will have 60 days to remove or sell unauthorized products from their inventory, or they will be subject to forfeiture and destruction of the products. House Bill 1896: Defines kratom and sets tax breaks for those products that contain opioid-like substances. An amendment was added to one of the bills that deal with how taxes on certain types of tobacco products such as cigars can be paid to the Department of Revenue. With this amendment, the manufacturers must pay the MS excise tax to the Department of Revenue at the point of sale. It also requires consumers who purchase other tobacco products outside of the state to remit the MS excise tax to the Department of Revenue within 48 hours of purchase and manufacturers that purchase other tobacco products outside of the state must remit the MS excise tax to the Department of Revenue by the 20th of the following month. It was also mentioned to increase the legal sell age of purchase to 21. Kimberly Hughes with the American Cancer Society (Federal update): They will keep everyone posted when the legislators reconvene, and they work on the appropriations for the Office of Tobacco Control. They are closely monitoring the cuts at the federal level.
III	Data Update	In a report from the American Lung Association: State of Tobacco Control, MS received an F rating for tobacco prevention and cessation funding, smokefree air, tobacco taxes, access to cessation services, and flavored tobacco products. MS State University's evaluation reflects tobacco control efforts such as local policies, health impacts, statewide policies, tobacco-use trends, and cessation. Local policies received an A. MS currently has 192 smoke-free municipalities; 37% of MS's population is protected. Health impacts received an A-. There has been a decrease in hospital admissions for heart attacks and a decrease in lung cancer mortality



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		rate since the implementation of smoke-free ordinances. Cessation received a B+. There has been an increase in the utilization of the MS Quitline and the Baby & Me Tobacco Free program. MS also exceeds the North American Quitline Consortium (NAQC) goal of 30%. Tobacco Use Trends received a B+. There has been a decrease in adult smoking rates, youth cigarette/cigar smoking, and smokeless tobacco rates. There is still an increase in youth vaping rates. Statewide Policies received a C. There is no statewide smoke-free law for restaurants, bars, and workplaces. MS ranks 40th in the U.S. state cigarette tax ranking. The 2024/2025 Youth Tobacco Survey & Social Climate Survey of Tobacco Control is in progress. High school's current smoking rate is down. There are similar trends with cigars and smokeless tobacco. E-cigarette use remains elevated. Over half of high school (54.4%) and middle school (56.2%) students who used an e-cigarette in the past 30 days have never tried a cigarette. One-fifth (20.1%) of middle school students have a close friend who uses e-cigarettes. Almost one-third (32.4%) of high school students have a close friend who uses e-cigarettes. In the past 7 days, one-fifth of high school students were exposed to an aerosol from an e-cigarette inside a car they were riding in (20.3%) or an indoor public place such as a school, store, restaurant, or sports arena (19.1%). Over half (59.1%) of high school students who used an e-cigarette in the past 30 days preferred an e-cigarette with a fruit flavor. Over two-thirds of middle school (77.6%) students who used an e-cigarette in the past 30 days preferred an e-cigarette with a fruit flavor. Over one-third of high school students (38.0%) and middle school students (37.6%) who used an e-cigarette in the past 30 days used an e-cigarette because it came in flavors. One-fifth of high school students who used an e-cigarette in the past 30 days got their e-cigarettes from a gas station or convenience store (21.4%) or a friend or family member (19.1%). Over one-quarter (26.1%) of middle school students who used an e-cigarette in the past 30 days got their e-cigarettes from a friend or family member. One-fifth (20.6%) of high school students who used an e-cigarette in the past 30 days used an e-cigarette because they thought it might be less harmful than cigarettes. From 2014 to 2023, there was an increase in e-cigarette use. The current adult smoking rate has slowly decreased between 2011-2022 to 17%. A lot of the adult decline is from the youth programs. The



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		current adults have never smoked because of those efforts. There are some educational disparities related to smoking rates. The age-adjusted lung cancer incidence and mortality have been declining over the past few years. In 2023, 12.8% of adults at high risk for lung cancer were screened with annual low-dose CT scans, nearly matching the national rate of 12.9%. Current cigarette smoking among high school students (2021 YRBS): 4th at 5.9%. Current cigarette smoking among adults (2023 BRFSS): 5th at 15.6%. Per Capita cigarette consumption (2023): 7th at 46.3. State cigarette excise tax (2025): 39th at \$0.68; the average is \$1.97, and the highest is NY at \$5.35. Population covered by 100% smoke-free laws: 36th at 31.9% as of January 2025.
V	Business (Old)	No Quorum
VI	Business (New)	No Quorum
VII	Closing Remarks/Comments/Feedback	Closing remarks were made, and the evaluation link was provided via a QR code to participants during the meeting for completion.
VIII	Adjourn	All agenda items were addressed, and the meeting adjourned at 10:30 a.m.

ACTION ITEMS			
#	Step	Person (s) Responsible	Due Date
2	Email meeting minutes to council members.	Sharonda Banks	5/1/2025
	Email a “save the date” for the next meeting.	Sharonda Banks	5/1/2025



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Instructions for Form 1075, Meeting Notes

Revision Date, 1/22/18

Purpose: The MSDH Meeting Minutes are optional and not mandated for use; however, it is strongly recommended to meet adequate documentation standards as a PHAB accredited agency. The form serves as strong documentation that a meeting took place and what was discussed. This documentation is particularly important for continuing accreditation.

Instructions: Prior to the meeting, prepare the agenda with topics to be discussed and times for discussion. Meeting Title, Location, Date and Time should match what is listed on the Meeting Agenda (Form 1074). Agenda topics should also be listed in the table provided, and corresponding discussion and/or decisions made should be entered into the notes section of the table. The Action Items table should be completed to list actions to be taken after the meeting, as well as who is responsible for their completion and any relevant deadlines associated. There is space in the footer for the name of the person who compiled the minutes and submitted them to the group for review and approval.

Office Mechanics and Filing: To be determined by meeting purpose and topics discussed.

Retention Period: To be determined by meeting purpose and topics discussed.