

2012

**ALABAMA YOUTH
TOBACCO SURVEY**

**ALABAMA DEPARTMENT OF PUBLIC HEALTH
TOBACCO PREVENTION AND CONTROL**

INTRODUCTION AND METHODS

The Alabama Youth Tobacco Survey (AL YTS) is conducted by the Tobacco Prevention and Control Branch of the Alabama Department of Public Health (ADPH), through a grant from the Office on Smoking and Health, Centers for Disease Control and Prevention (CDC). Alabama conducted the first AL YTS in 2000, and continues to administer the survey biennially. The AL YTS is a comprehensive survey of tobacco use, access, cessation, knowledge and attitudes, and exposure to secondhand smoke among middle school and high school students in Alabama.

The 2012 AL YTS is a representative survey of public middle school and high school students in Alabama. The survey sample design is a two-stage cluster design. In the first stage, schools are selected randomly within the grade range specified with a probability proportional to enrollment size. The survey was administered at 48 schools to 1500 high school students in grades 9 through 12. The survey was also completed by 1485 students at 46 middle school containing grades 6 to 8.

At the second stage, classes are randomly selected from within the selected schools and all of the students within a selected class are surveyed. The high school participation rate was 96%, and the student participation rate was 81.52%. This yields an overall participation rate of 78.26% for high school surveys. The middle school participation rate was 92%, and the student participation rate was 85.10%. The overall participation rate for middle school surveys was 78.29%.

The AL YTS is a voluntary, self-administered questionnaire consisting of 76 questions. These questions cover various tobacco-related topics such as prevalence of tobacco use, access to tobacco products, use of tobacco at school, cessation, knowledge and attitudes, media and advertising awareness, and exposure to secondhand smoke. Survey administration procedures are designed to protect student privacy and allow for anonymous participation.

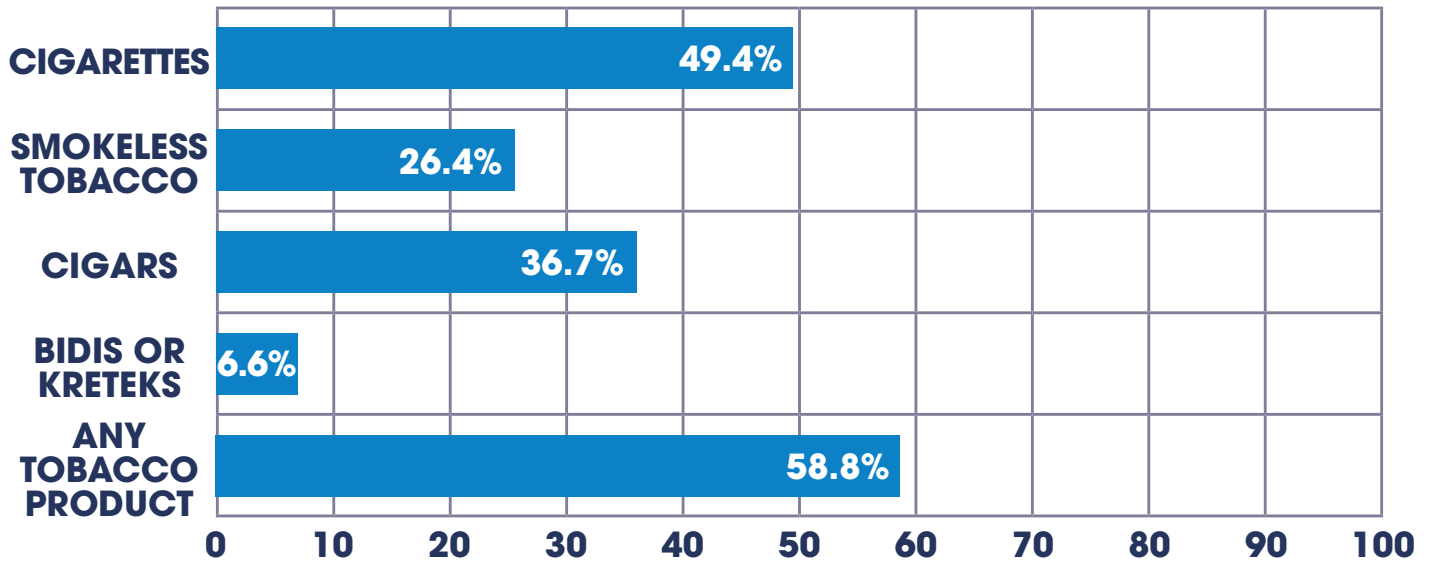
Data gathered from the AL YTS is utilized to enhance Alabama's capacity to design, implement, and evaluate the youth component of its Tobacco Prevention and Control Program. Results are used to identify future priority areas and monitor progress toward state plan goals.

USE OF ANY TOBACCO

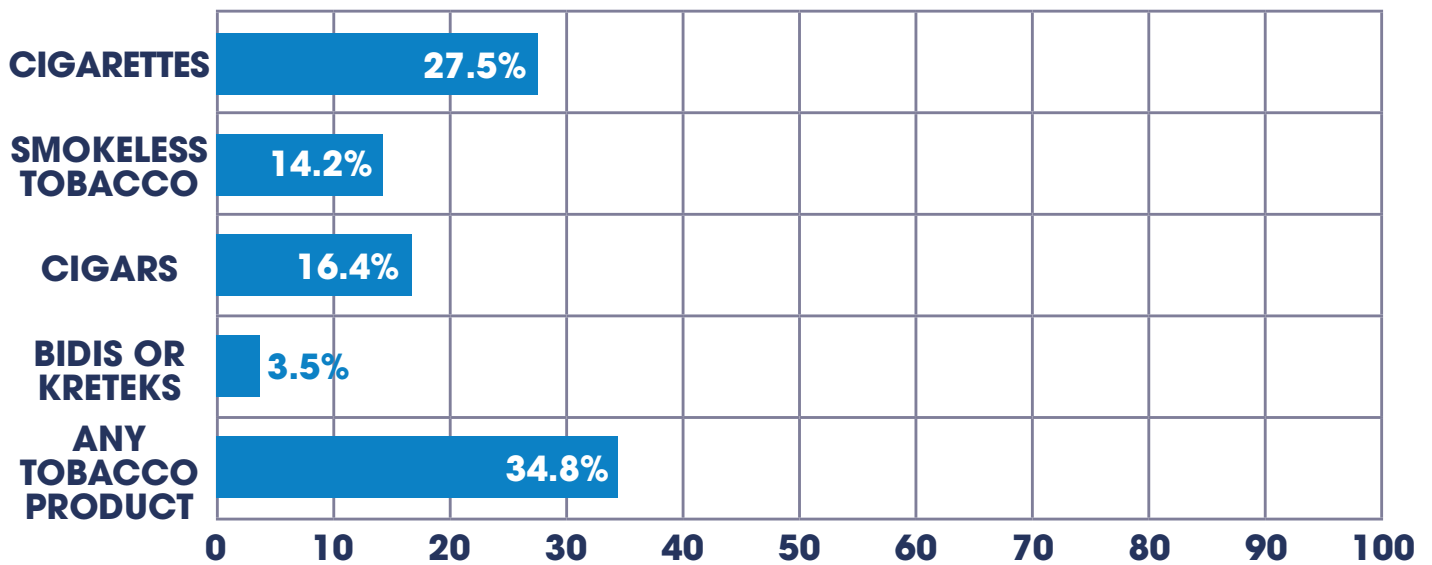
Students were asked about use of different forms of tobacco including cigarettes, smokeless tobacco, cigars, bidis or kreteks, and pipes. Students were considered “ever tobacco users” if they ever tried any tobacco in their lifetime.

- Cigarettes were the most commonly used tobacco product by middle school and high school students.
- Percentage of high school students who ever tried tobacco increased from 57.7 in 2010 to 58.8 in 2012.
- Middle school students who ever tried tobacco decreased from 38.1% in 2010 to 34.8% in 2012.

HIGH SCHOOL STUDENTS WHO EVER USED TOBACCO BY PRODUCT



MIDDLE SCHOOL STUDENTS WHO EVER USED TOBACCO BY PRODUCT

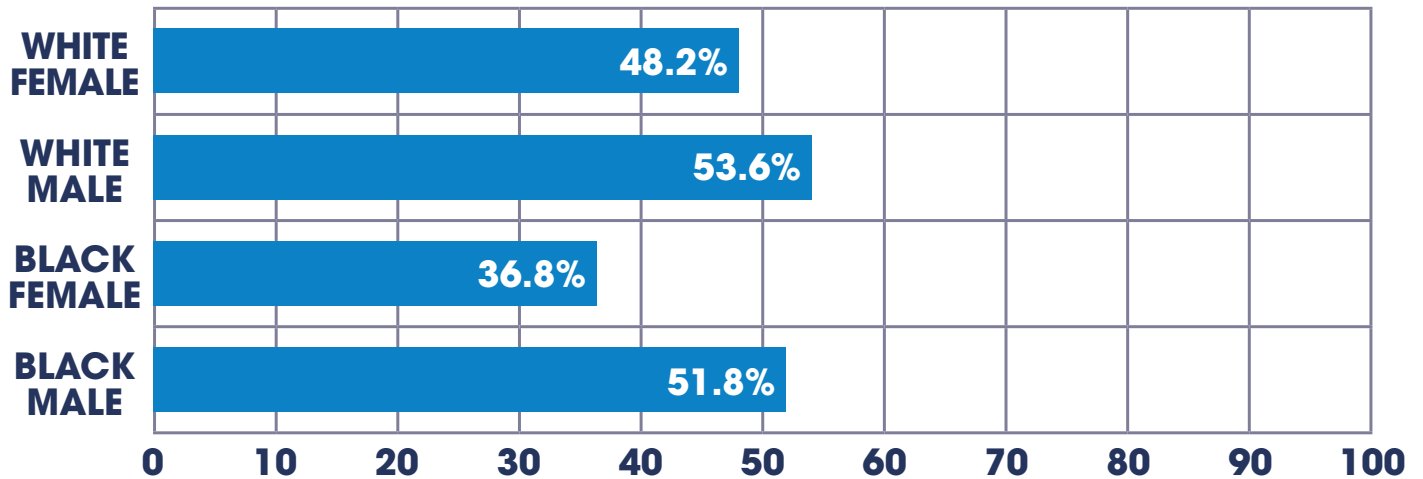


EVER TRIED CIGARETTE SMOKING

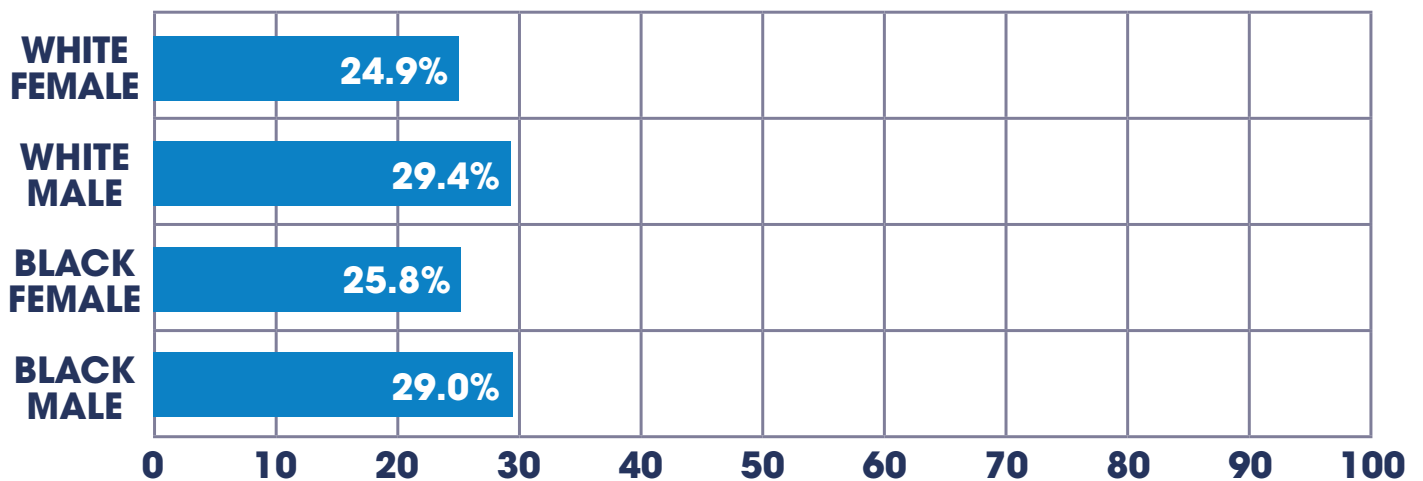
Students were asked whether they had ever tried cigarette smoking (even one or two puffs) in their lifetime.

- Overall, 49.4% of high school students had ever tried cigarette smoking in 2012.
- A total of 27.5% of middle school students had ever tried cigarette smoking.
- Male students are more likely to try smoking than female students.

HIGH SCHOOL STUDENTS WHO EVER TRIED CIGARETTE SMOKING BY GENDER AND RACE



MIDDLE SCHOOL STUDENTS WHO EVER TRIED CIGARETTE SMOKING BY GENDER AND RACE

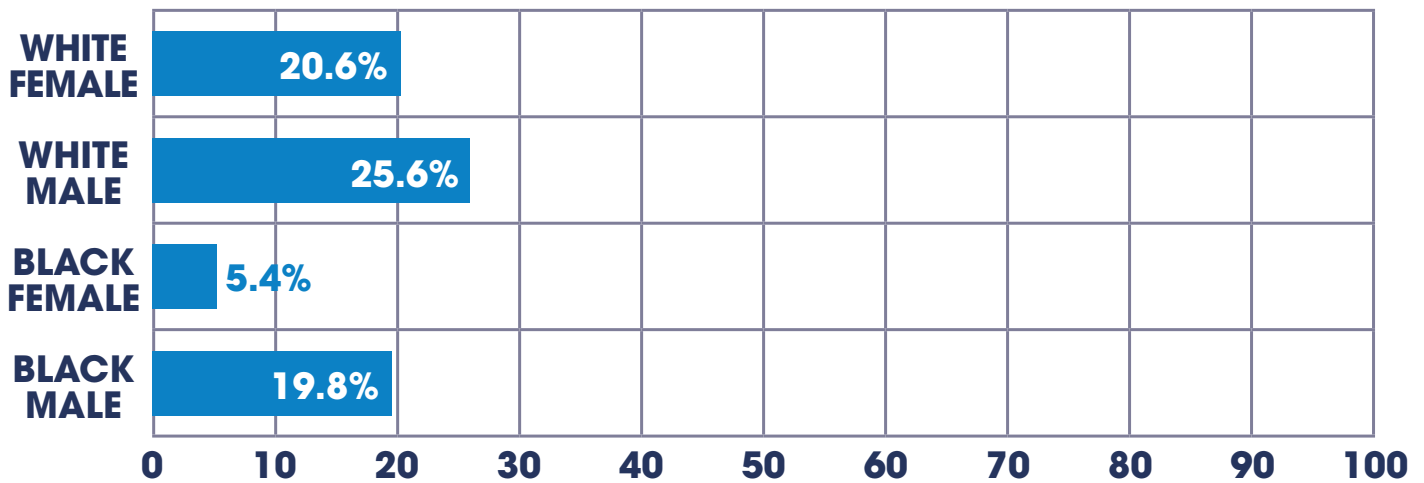


CURRENT CIGARETTE SMOKERS

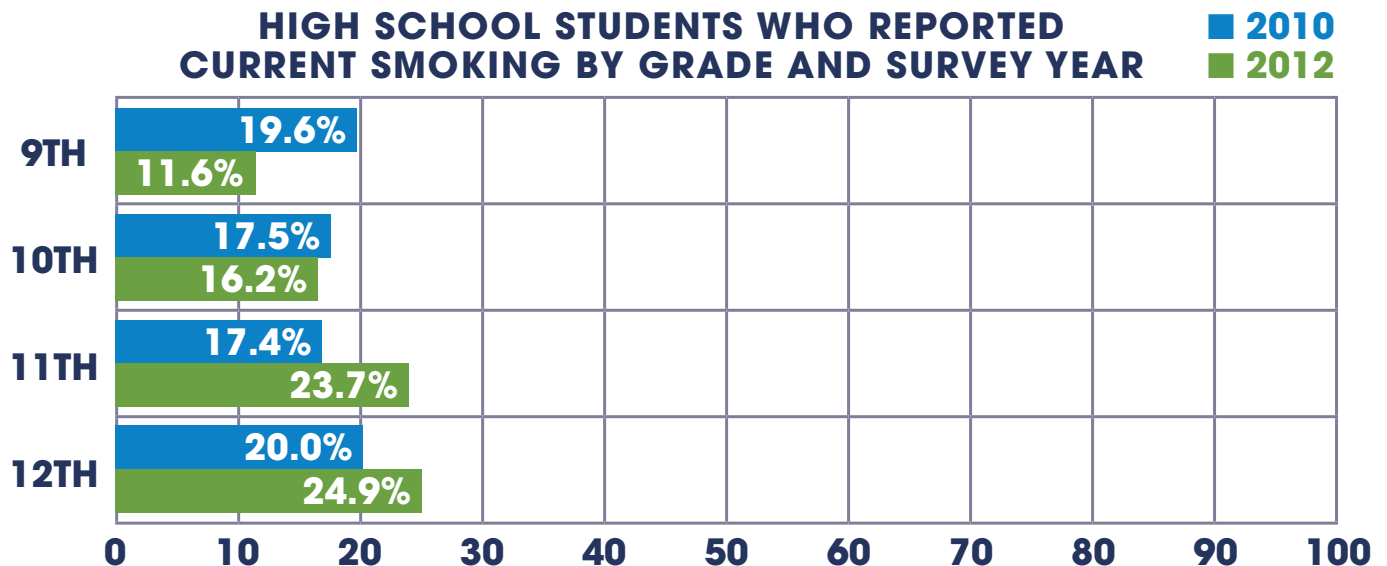
Students were asked about their use of cigarettes during the past 30 days. Students were considered "current smokers" if they reported smoking cigarettes at least once within the past 30 days.

- The current smoking rate among high school students increased from 18.6% in 2010 to 19.3% in 2012.
- From 2010 to 2012, the current smoking rates decreased in the 9th and 10th grades but increased in the 11th and 12th grades.
- The overall smoking rate for middle school students was 7.5% in 2012 compared to 7.0% in 2010.

HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING BY GENDER AND RACE



HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING BY GRADE AND SURVEY YEAR

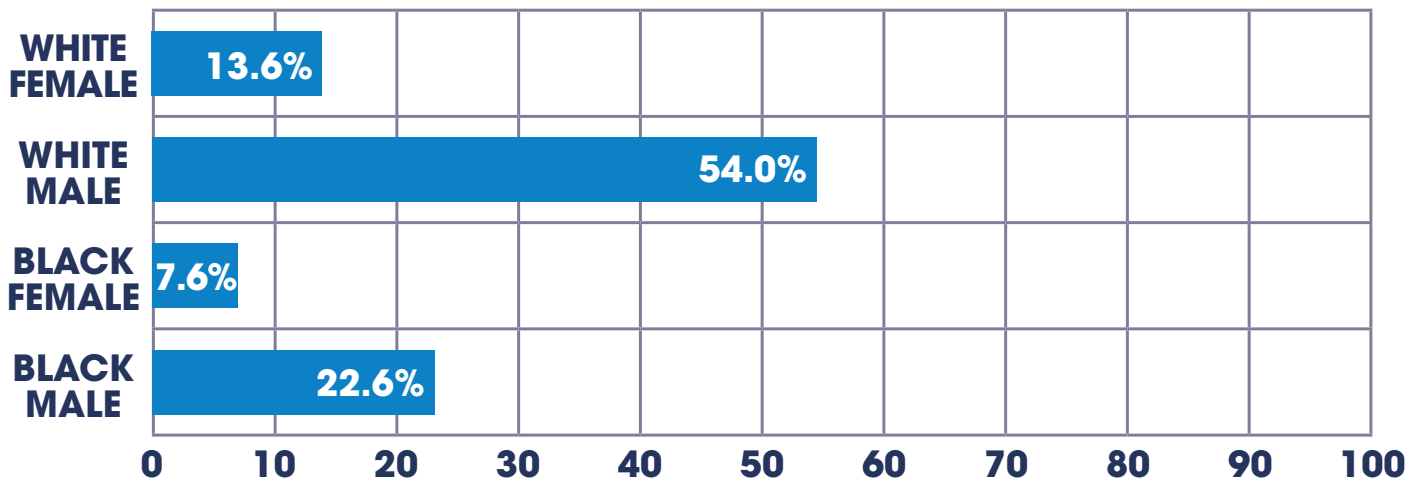


EVER TRIED SMOKELESS TOBACCO

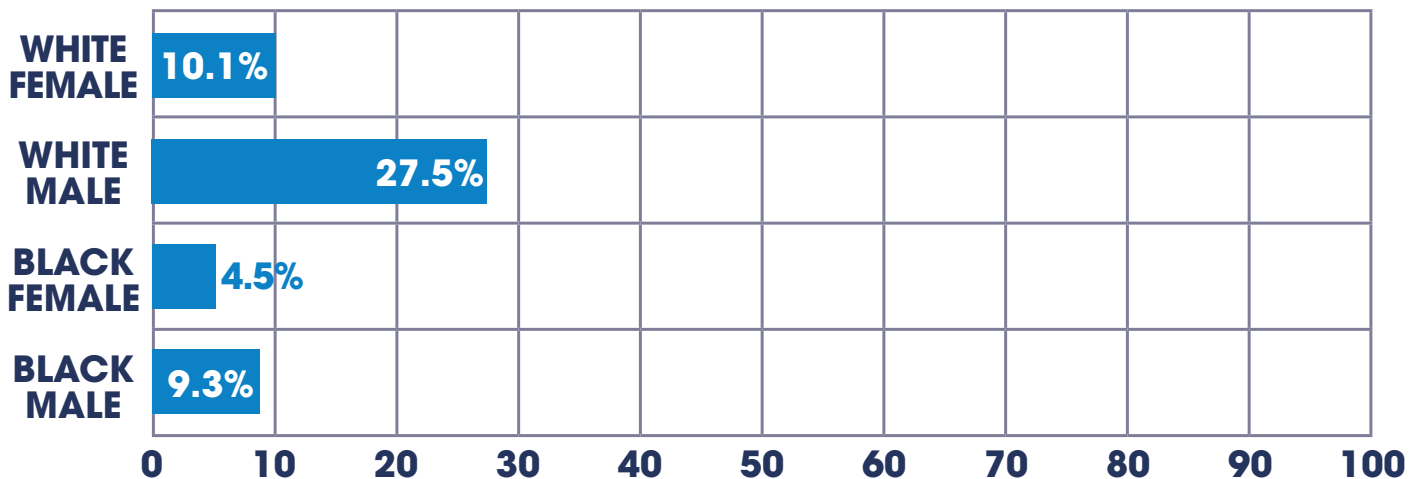
Students were asked whether they had ever tried chewing tobacco, snuff, or dip.

- White males were more likely than any other group to try smokeless tobacco in both middle school (27.5%) and high school (54.0%).
- The number of middle school students that tried smokeless tobacco decreased from 15.7% in 2010 to 14.2% in 2012.
- Both middle school and high school students were more likely to try cigarette smoking than smokeless tobacco.

HIGH SCHOOL STUDENTS WHO EVER USED SMOKELESS TOBACCO BY GENDER AND RACE



MIDDLE SCHOOL STUDENTS WHO EVER USED SMOKELESS TOBACCO BY GENDER AND RACE

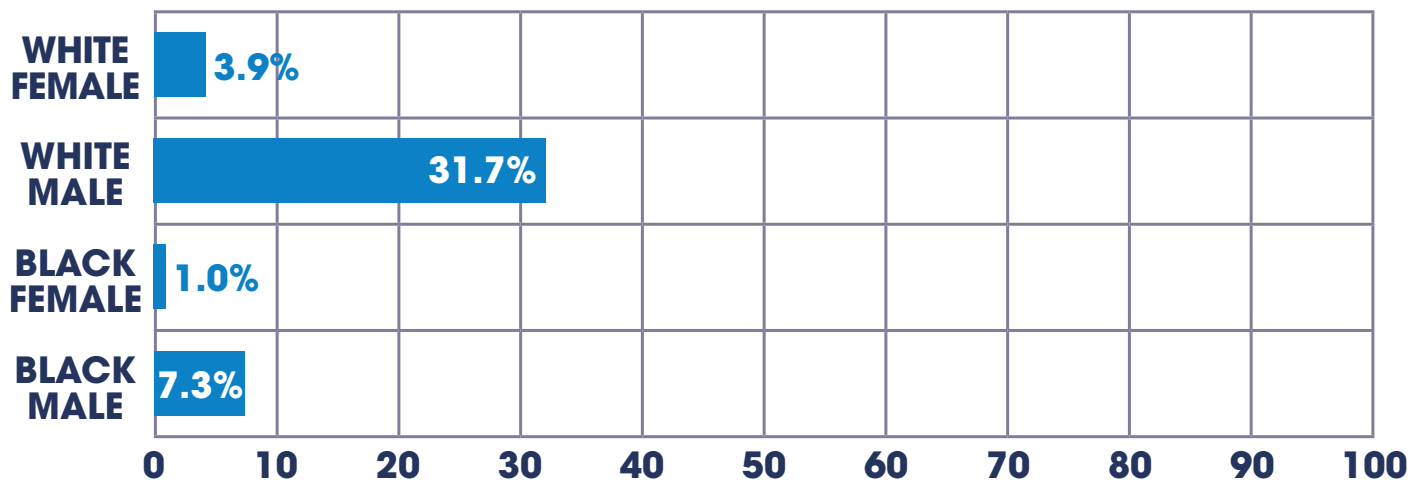


CURRENT USE OF SMOKELESS TOBACCO

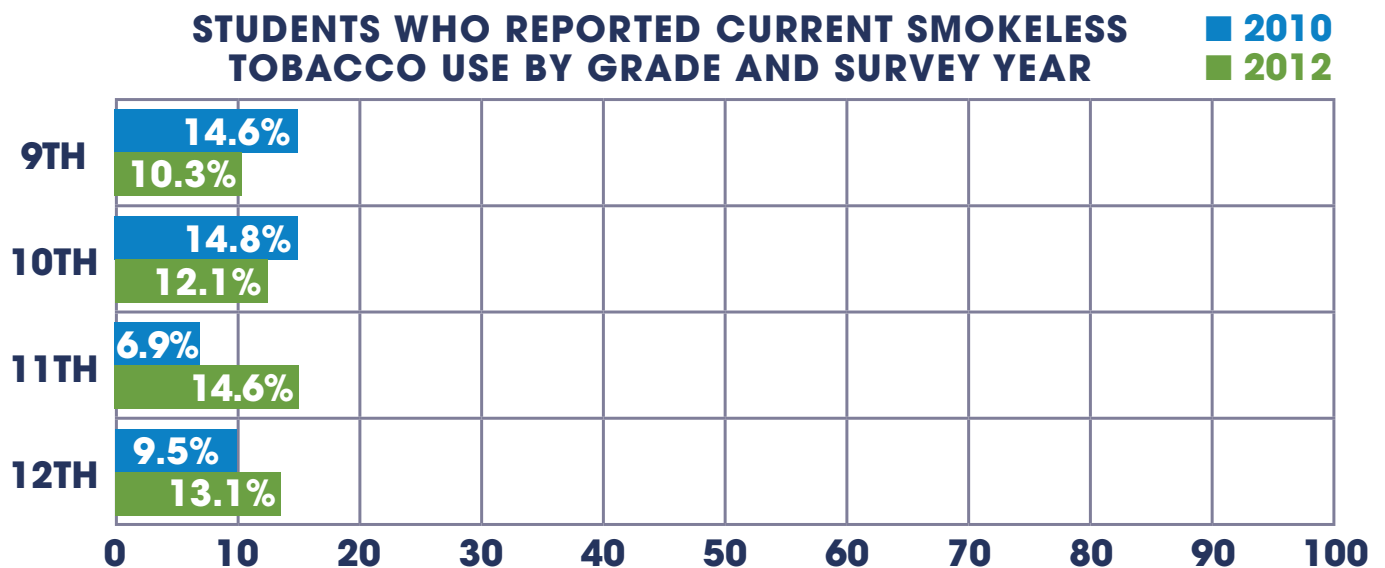
Students were asked about their use of smokeless tobacco during the past 30 days. Students were considered “current smokeless tobacco users” if they reported using smokeless tobacco at least once within the past 30 days.

- Use of smokeless tobacco among high school students increased from 11.7% in 2010 to 12.6% in 2012.
- In 2012, white males had the highest current smokeless tobacco rate at 31.7%.
- Middle school students’ use of smokeless tobacco decreased from 6.6% in 2010 to 5.7% in 2012.

HIGH SCHOOL STUDENTS WITH CURRENT USE OF SMOKELESS TOBACCO BY GENDER AND RACE



STUDENTS WHO REPORTED CURRENT SMOKELESS TOBACCO USE BY GRADE AND SURVEY YEAR

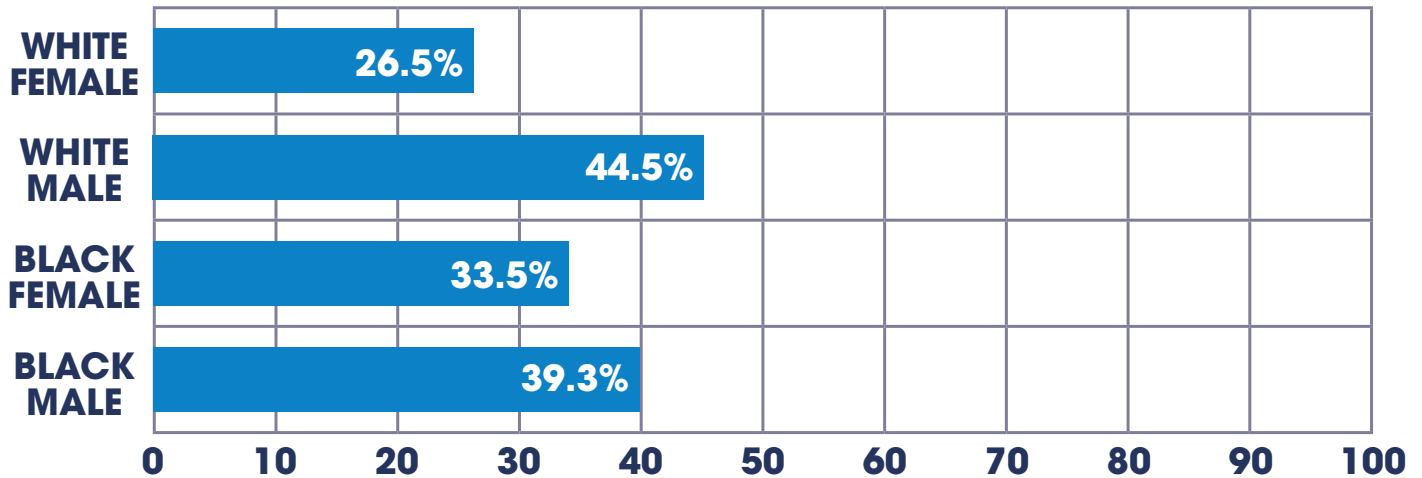


EVER TRIED CIGARS

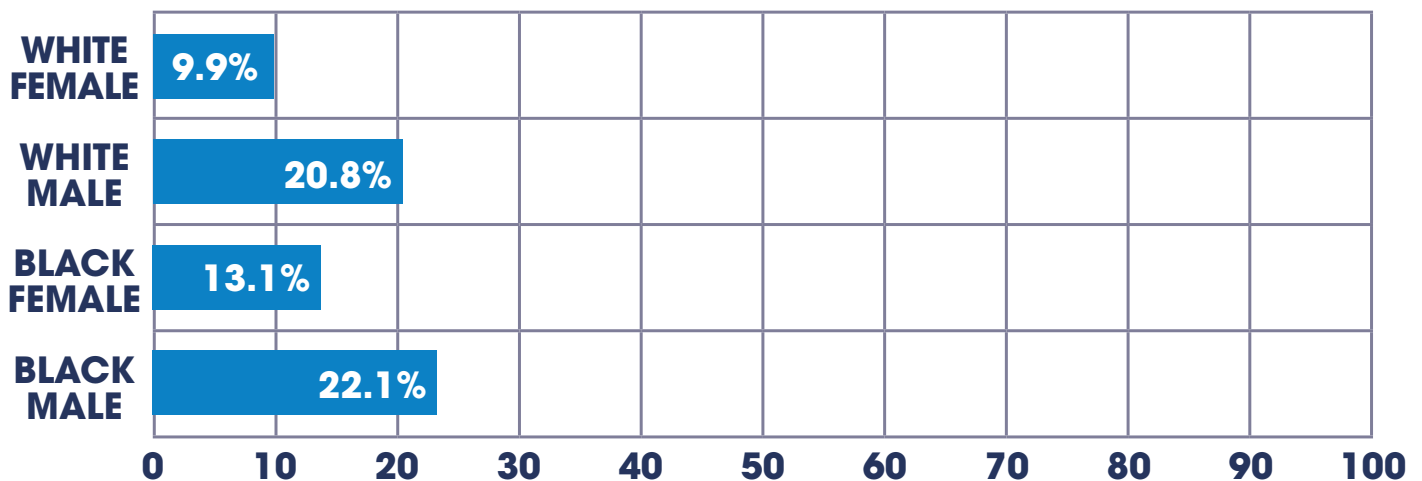
Students were asked whether they had ever tried cigars, cigarillos, or little cigars (even one or two puffs) in their lifetime.

- 16.4% of middle school students tried cigars in 2012, which is a reduction from 17.8% in 2010 and 21.3% in 2008.
- There was an increase in high school students who ever tried cigars from 30.0% in 2010 to 36.7% in 2012.

HIGH SCHOOL STUDENTS WHO REPORT EVER USING CIGARS BY GENDER AND RACE



MIDDLE SCHOOL STUDENTS WHO REPORT EVER USING CIGARS BY GENDER AND RACE

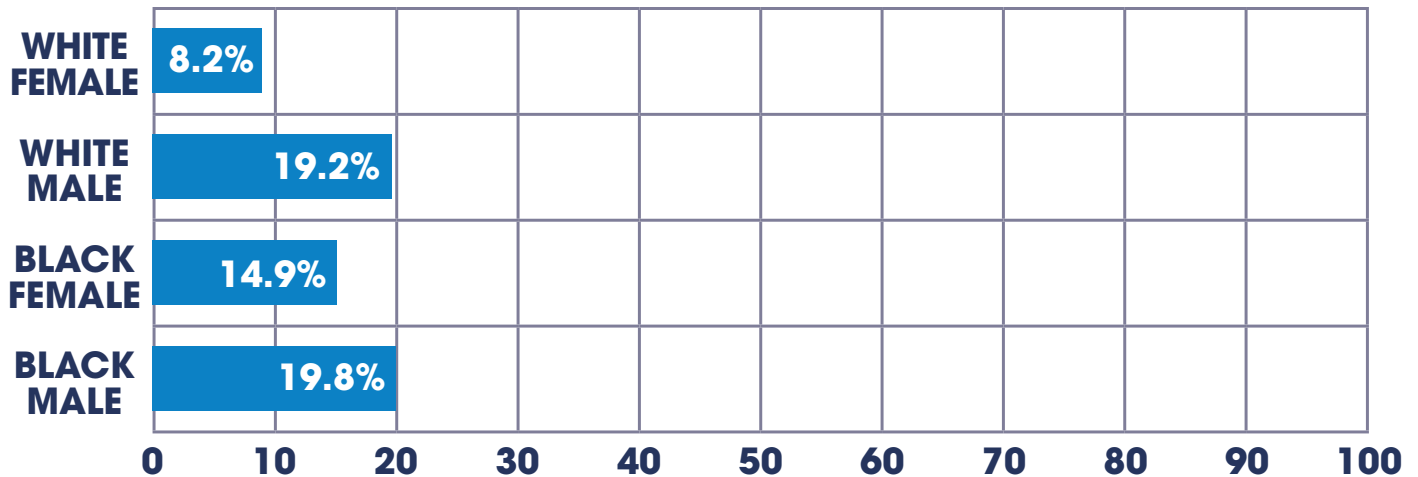


CURRENT USE OF CIGARS

Students were asked about their use of cigars, cigarillos, or little cigars during the past 30 days. Students were considered "current cigar smokers" if they reported smoking cigars at least once within the past 30 days.

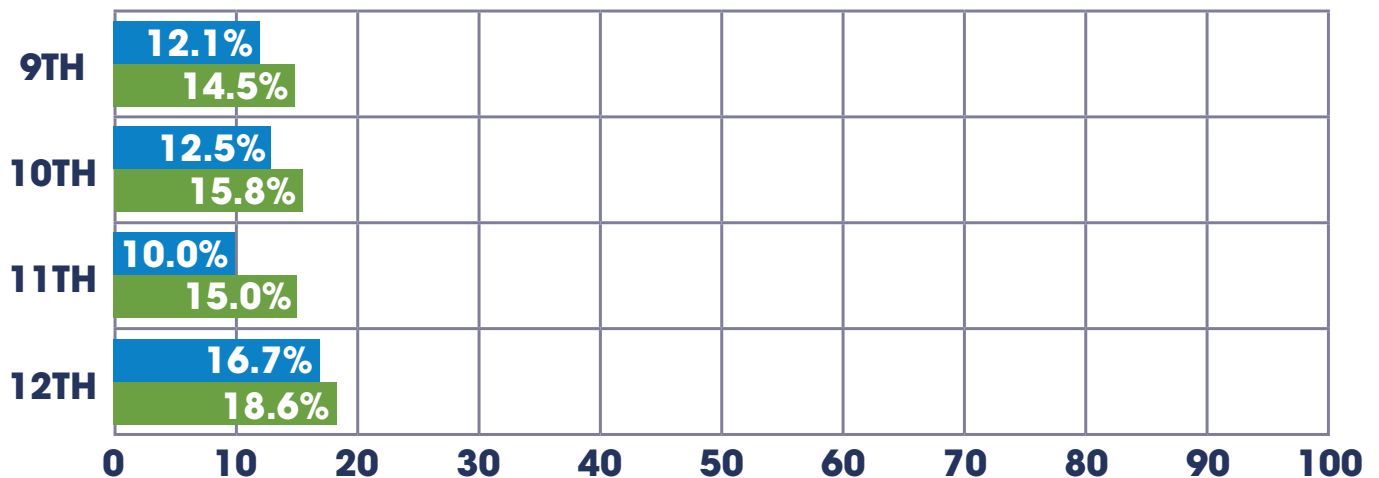
- The current use of cigars among high school students increased from 12.9% in 2010 to 16.0% in 2012.
- All grades (9th through 12th) had an increase in current cigar use from 2010 to 2012.
- Overall, male, high school students (21.0%) use cigars more than female, high school students (10.9%).

HIGH SCHOOL STUDENTS WHO REPORT CURRENT USE OF CIGARS BY GENDER AND RACE



STUDENTS WHO REPORTED CURRENT USE OF CIGARS BY GRADE AND SURVEY YEAR

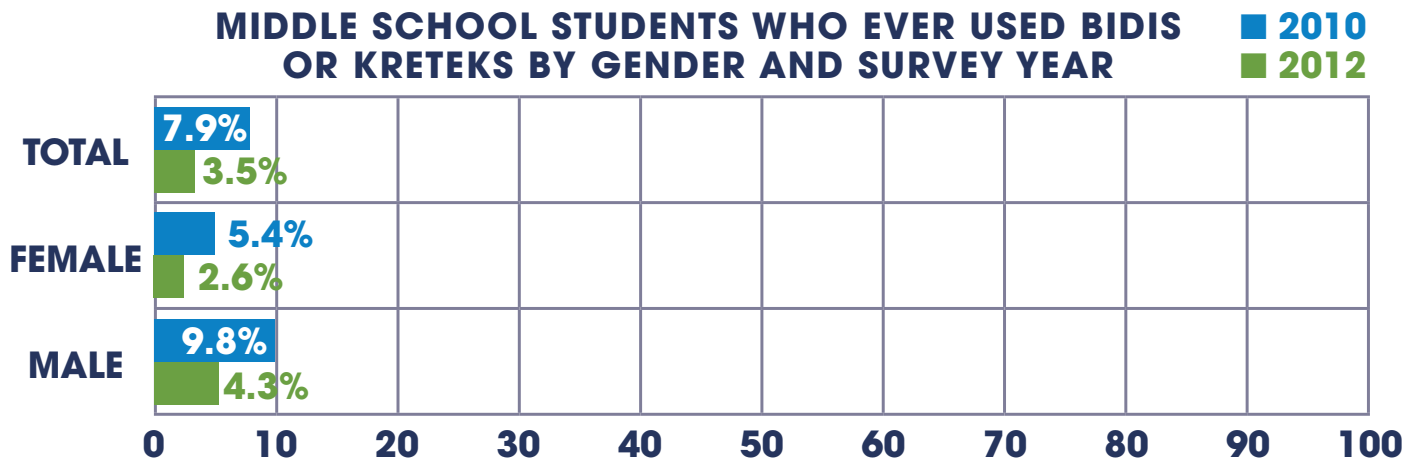
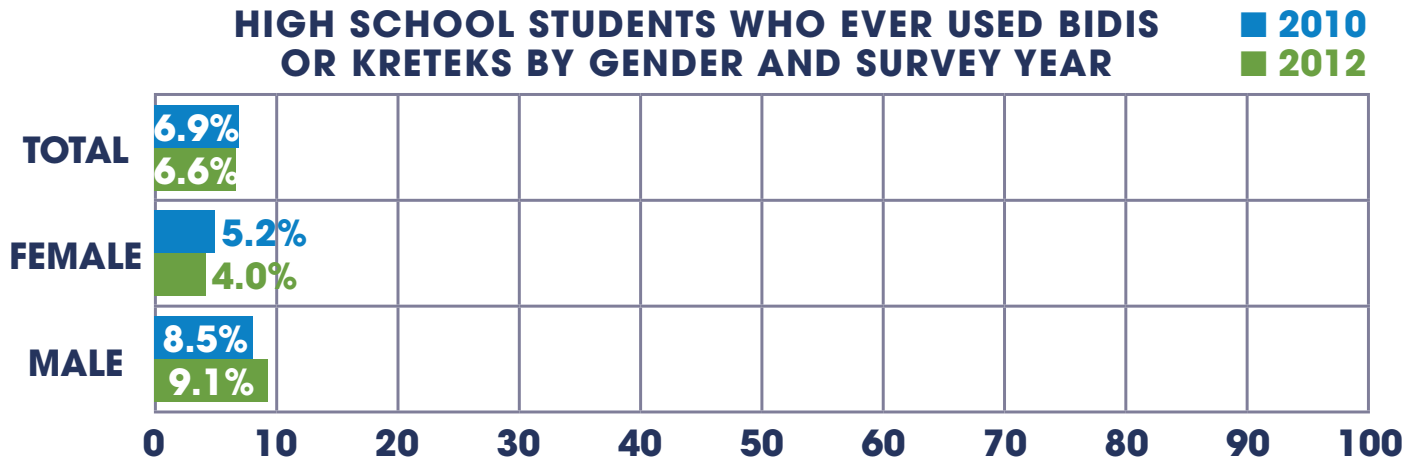
■ 2010
■ 2012



EVER TRIED BIDIS OR KRETEKS

Students were asked whether they had ever tried bidis or kreteks (even one or two puffs) in their lifetime.

- For both middle school and high school students, males are more likely than females to ever try bidis or kreteks.
- The total percentage of middle school students who tried bidis or kreteks decreased from 2010 to 2012 but remained similar among high school students.

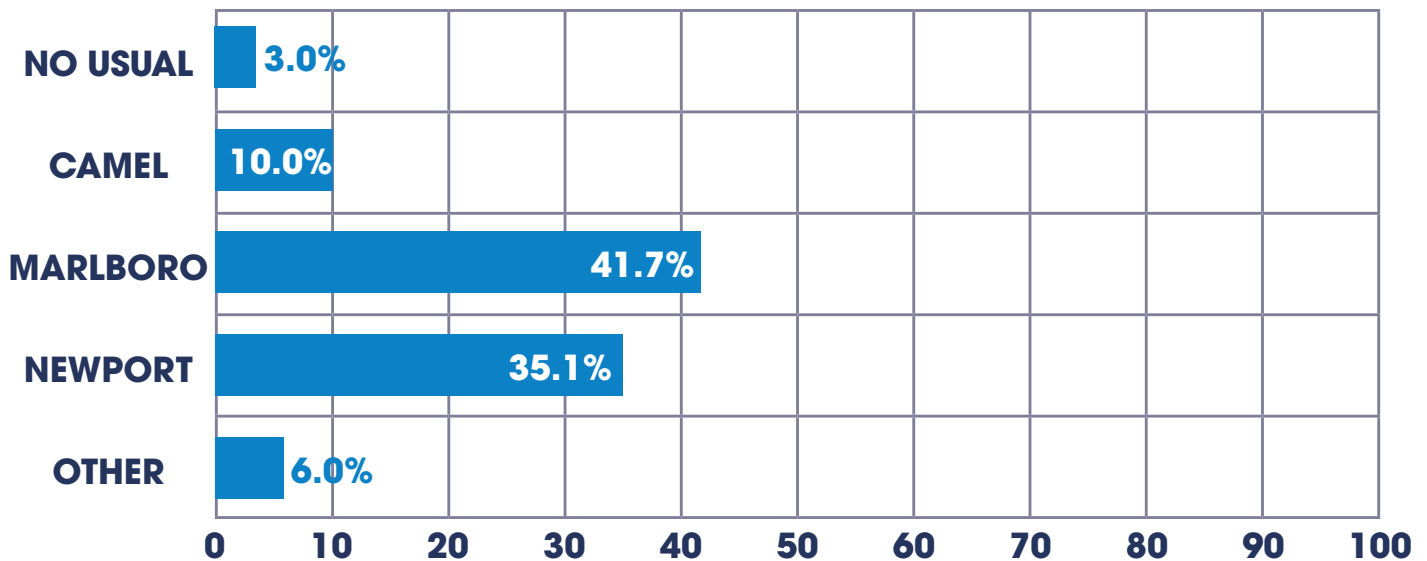


PREFERRED CIGARETTE BRANDS

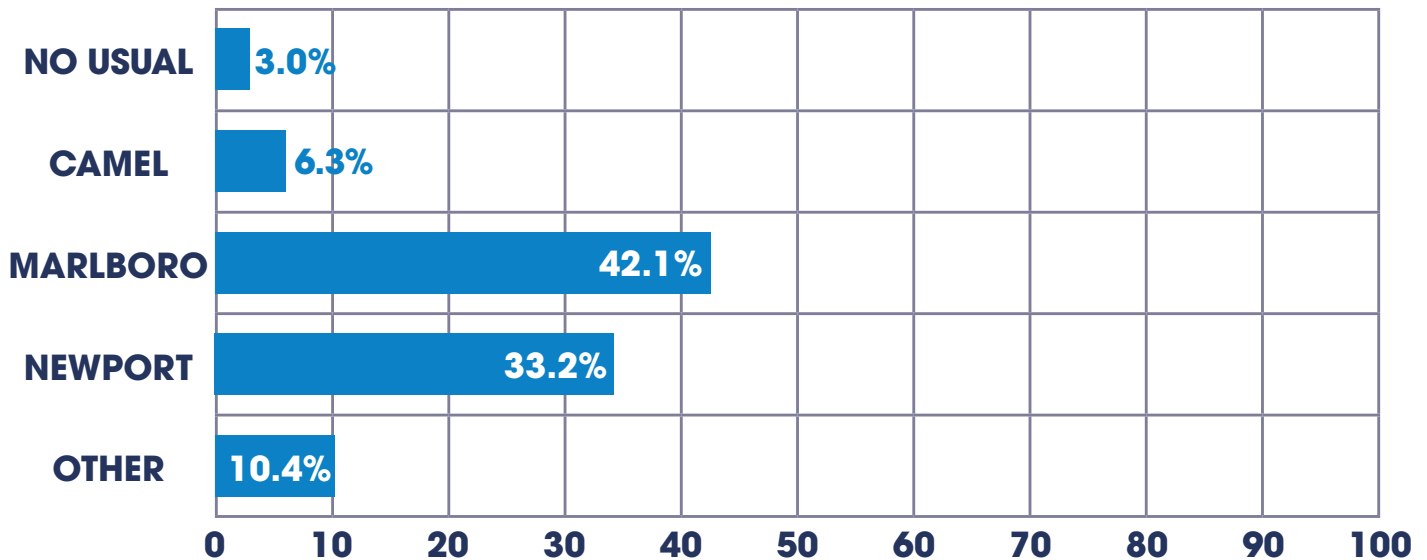
Current smokers were asked which brand of cigarettes they usually smoked in the past thirty days. Promotion, advertising, and product placement play an important role in determining which brand students typically smoked.

- Marlboro is the most frequently smoked brand in high school (41.7%) and middle school (42.1%).
- In high school, white smokers prefer Marlboro (53.1%), and black smokers prefer Newport (77.9%).

PREFERRED CIGARETTE BRAND OF HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING



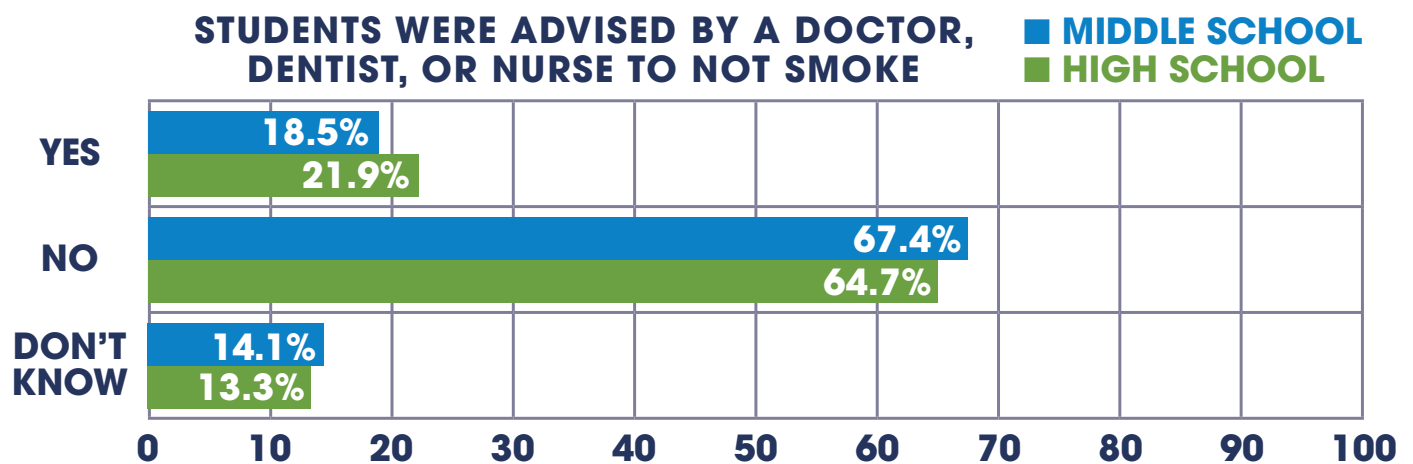
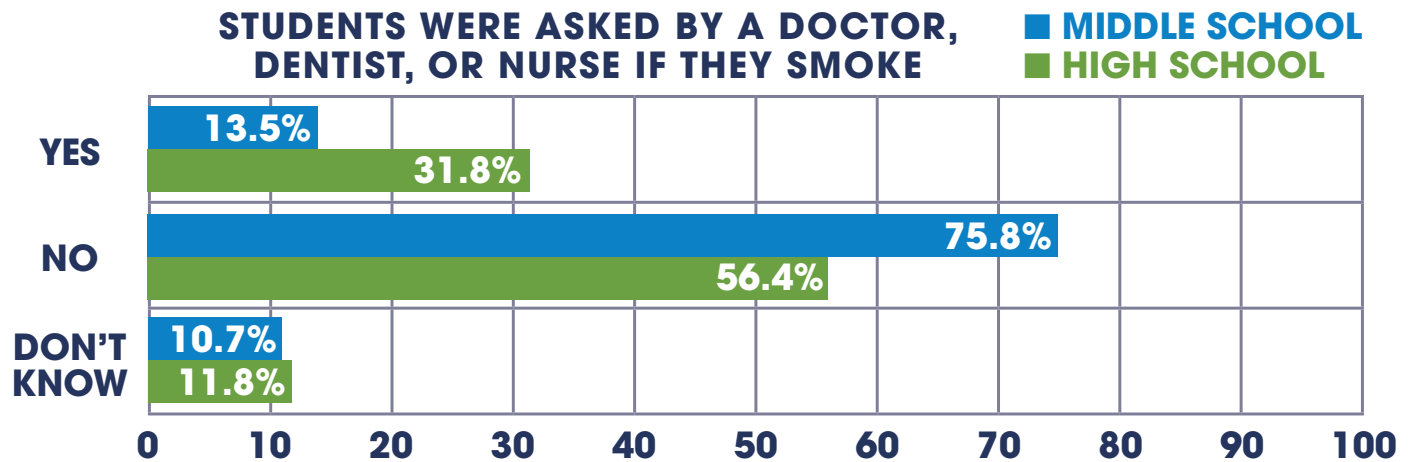
PREFERRED CIGARETTE BRAND OF MIDDLE SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING



TOBACCO DISCUSSION WITH HEALTHCARE PROFESSIONALS

Students were asked if a doctor, dentist, or nurse asked them about tobacco use in the past 12 months. Students were also asked if healthcare professionals advised them in the past 12 months not to use tobacco of any kind.

- More than half of high school (56.4%) and middle school (75.8%) students were not asked by a healthcare professional about the use of tobacco in the past 12 months.
- Students were advised by a healthcare professional not to use tobacco about 20% of the time.

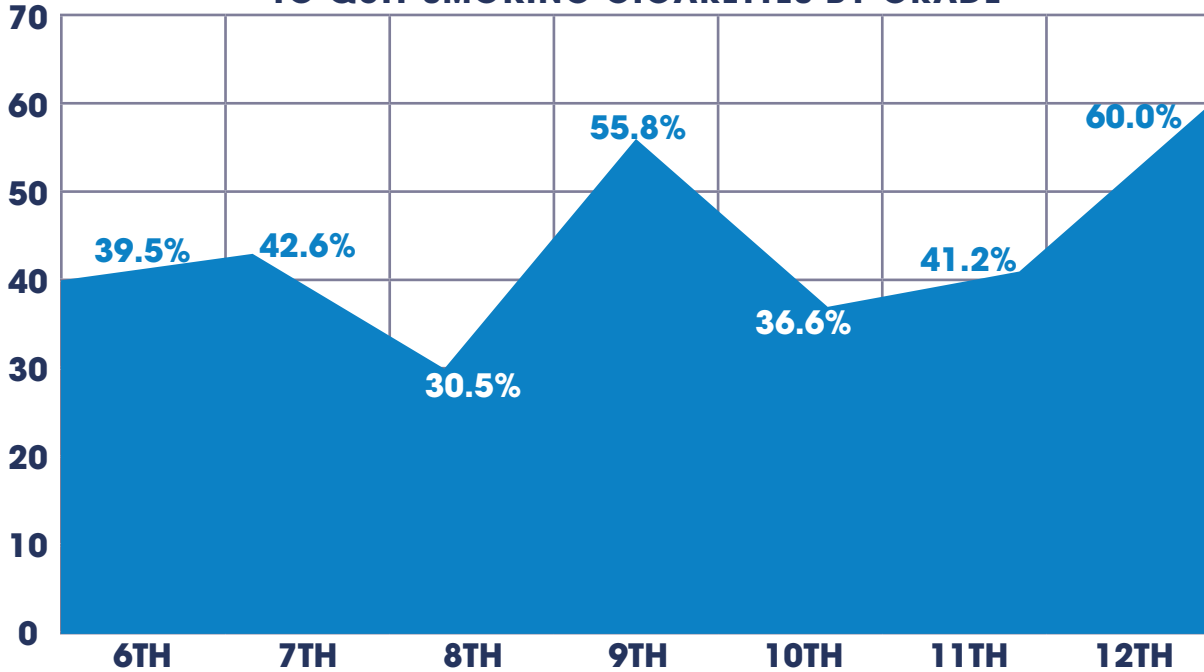


CESSATION AND QUIT ATTEMPTS

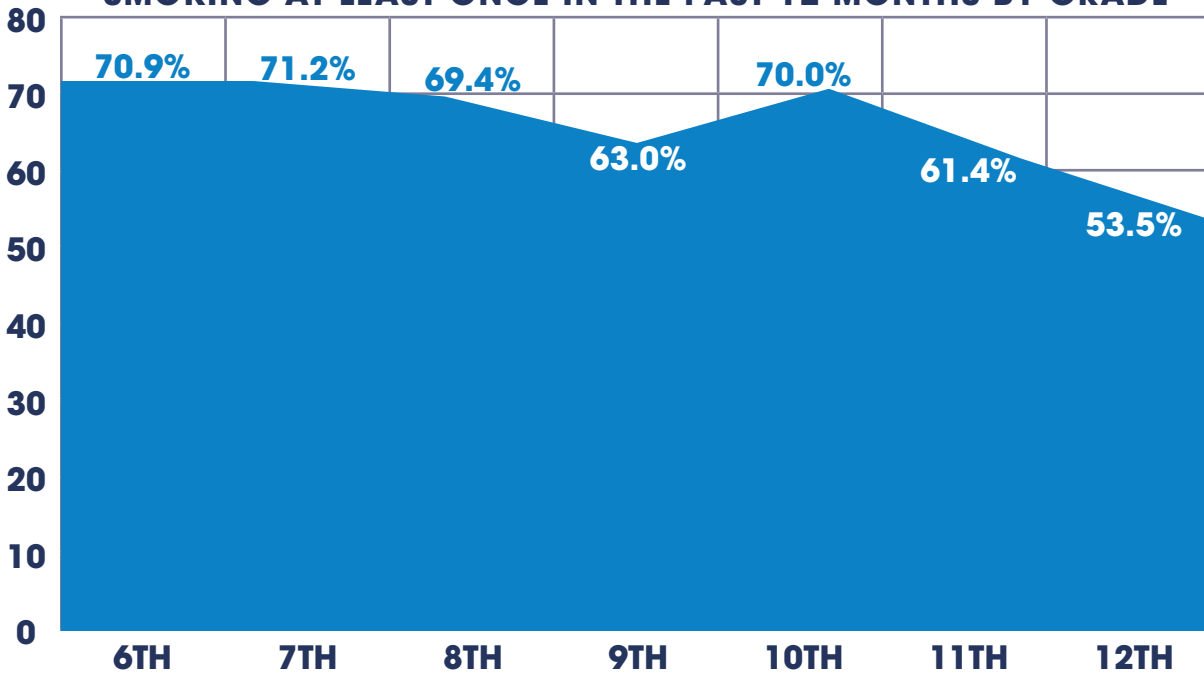
Students were asked if they want to quit smoking cigarettes. Students were also asked about their attempts to quit smoking.

- More high school student smokers (48.4%) wanted to quit smoking than middle school student smokers (35.3%).
- The rate of students who currently smoke and have tried to quit in the past 12 months is similar between middle school and high school.
- Although 12th grade smokers wanted to quit the most (60.0%), they were the least likely to have attempted in the last 12 months (53.5%).

STUDENTS WHO CURRENTLY SMOKE AND WANT TO QUIT SMOKING CIGARETTES BY GRADE



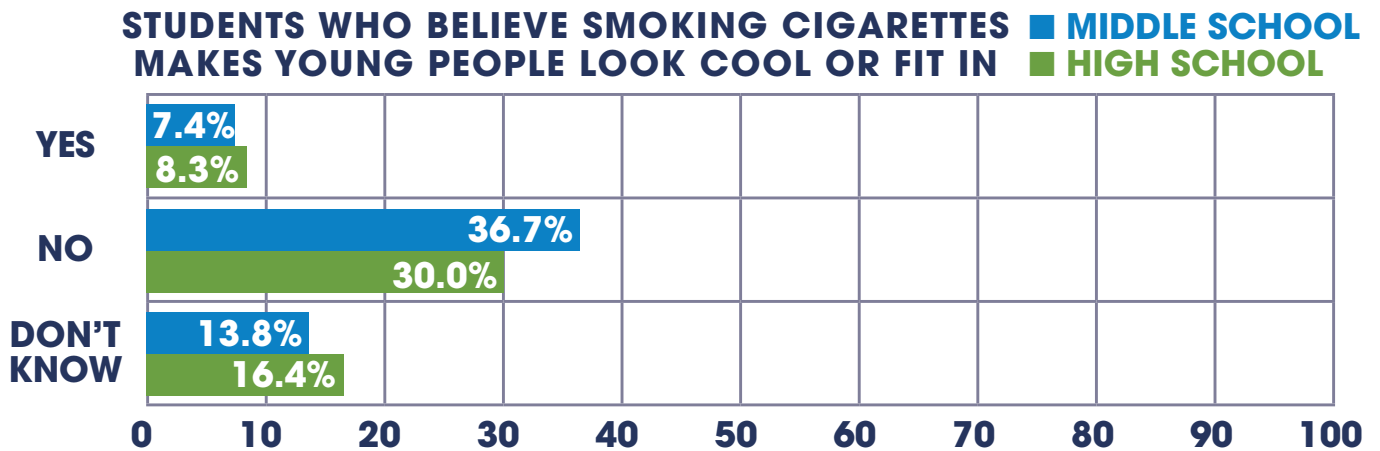
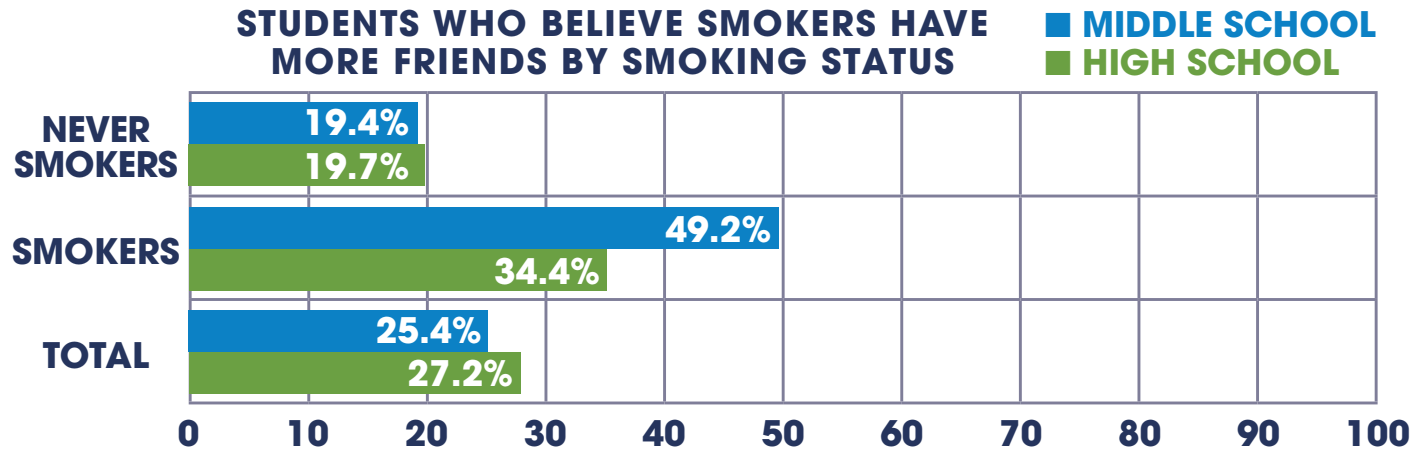
STUDENTS WHO CURRENTLY SMOKE AND TRIED TO QUIT SMOKING AT LEAST ONCE IN THE PAST 12 MONTHS BY GRADE



SOCIAL BELIEFS ABOUT SMOKING

Students were asked to rate a series of statements about the perceived social benefits of smoking. Students were considered to be current smokers if they reported smoking cigarettes at least once within the past 30 days. Students were considered to have never smoked if they have never tried cigarette smoking, even one or two puffs.

- Current smokers are more likely than never smokers to believe that smokers have more friends and smoking makes young people look cool or fit in.

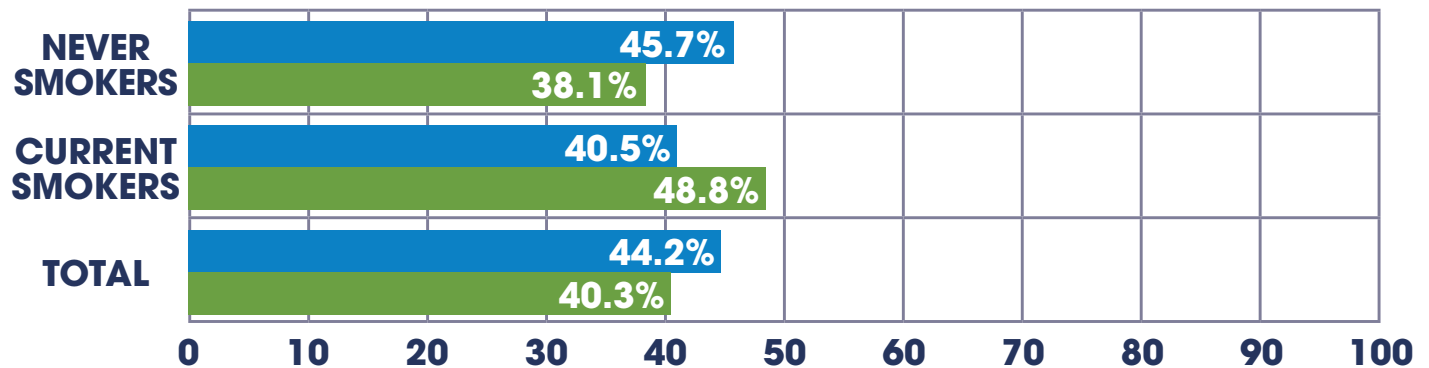


TOBACCO USE EDUCATION

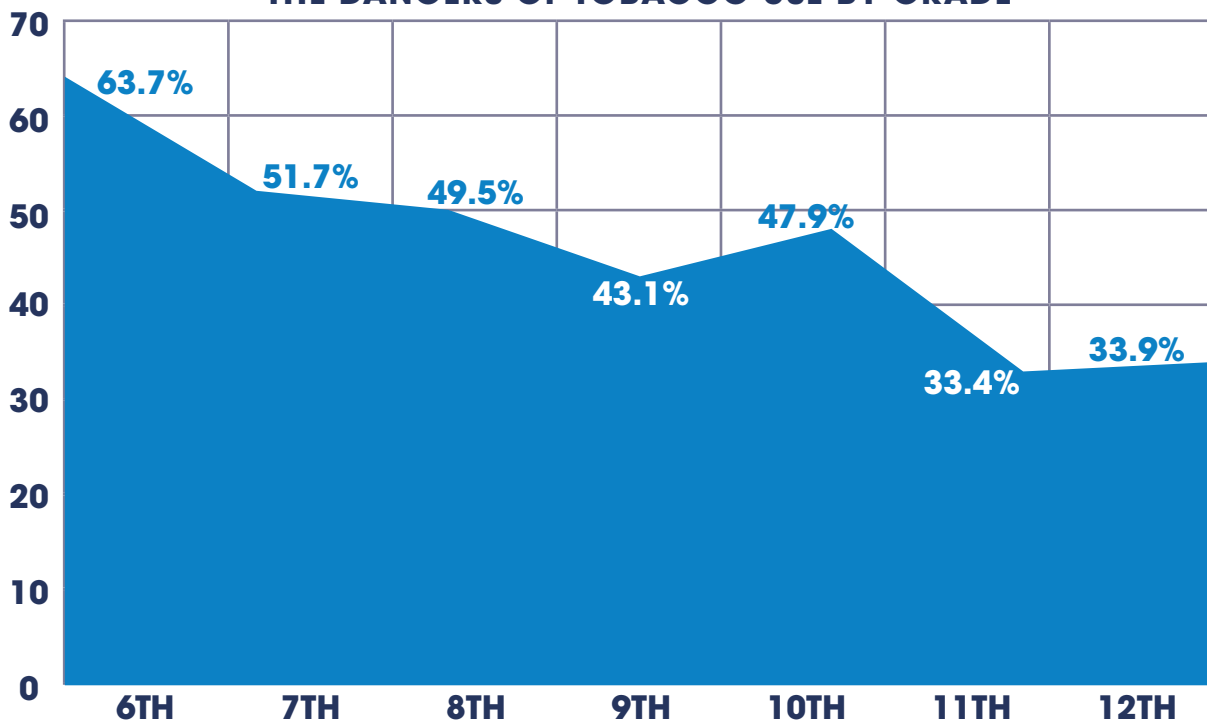
Students were asked if their parents or guardians discussed the dangers of tobacco use with them in the past 12 months. Students were also asked if they were taught in any of their classes about not using tobacco products.

- About 44% of middle school students and 40% of high school students discussed the dangers of tobacco use with their parents.
- There is about a 30% difference between the rate of education on the dangers of tobacco use received by students in the 6th (63.7%) and 12th (33.9%) grades.

STUDENTS WHO DISCUSSED WITH PARENTS THE DANGERS OF TOBACCO BY SMOKING STATUS ■ MIDDLE SCHOOL ■ HIGH SCHOOL



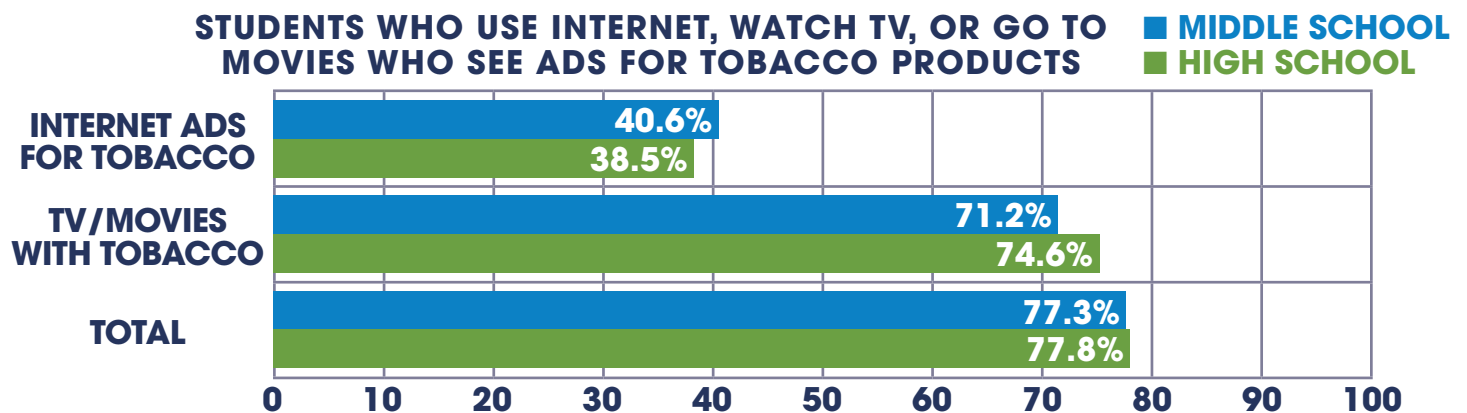
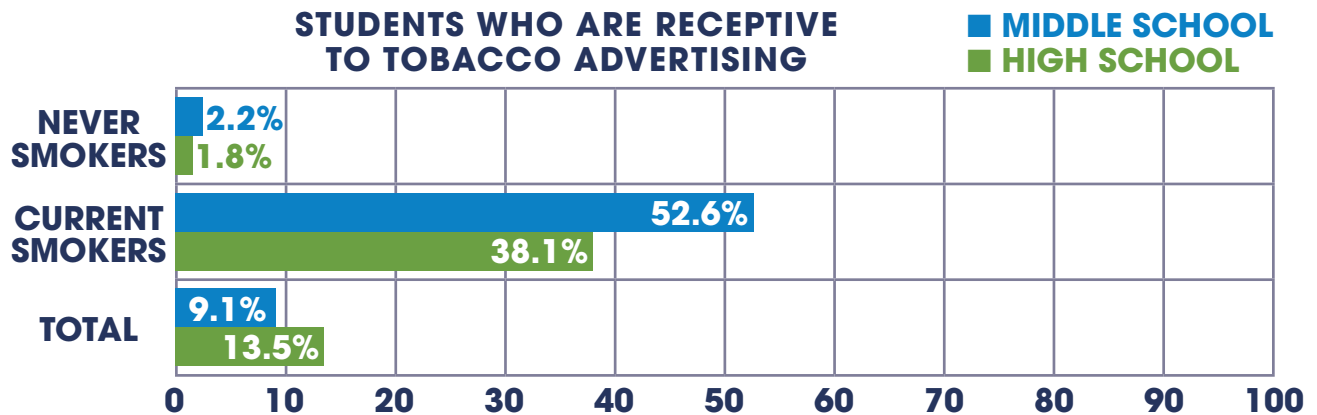
STUDENTS TAUGHT DURING SCHOOL YEAR ABOUT THE DANGERS OF TOBACCO USE BY GRADE



TOBACCO INFLUENCE IN THE MEDIA

Students continue to be exposed to tobacco use and promotions through media outlets. Students were asked how often they saw actors using tobacco on TV or in movies, and how often they saw tobacco ads on the Internet. Students were also asked if they were receptive to tobacco advertising.

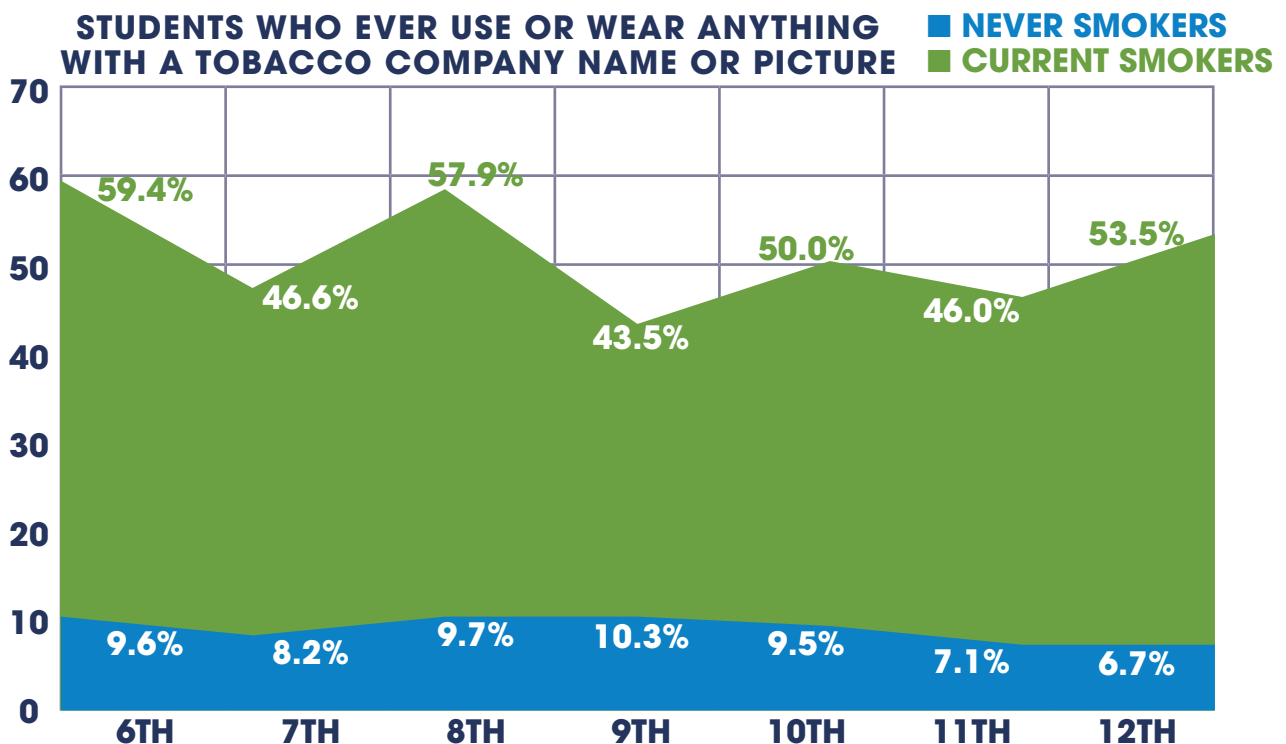
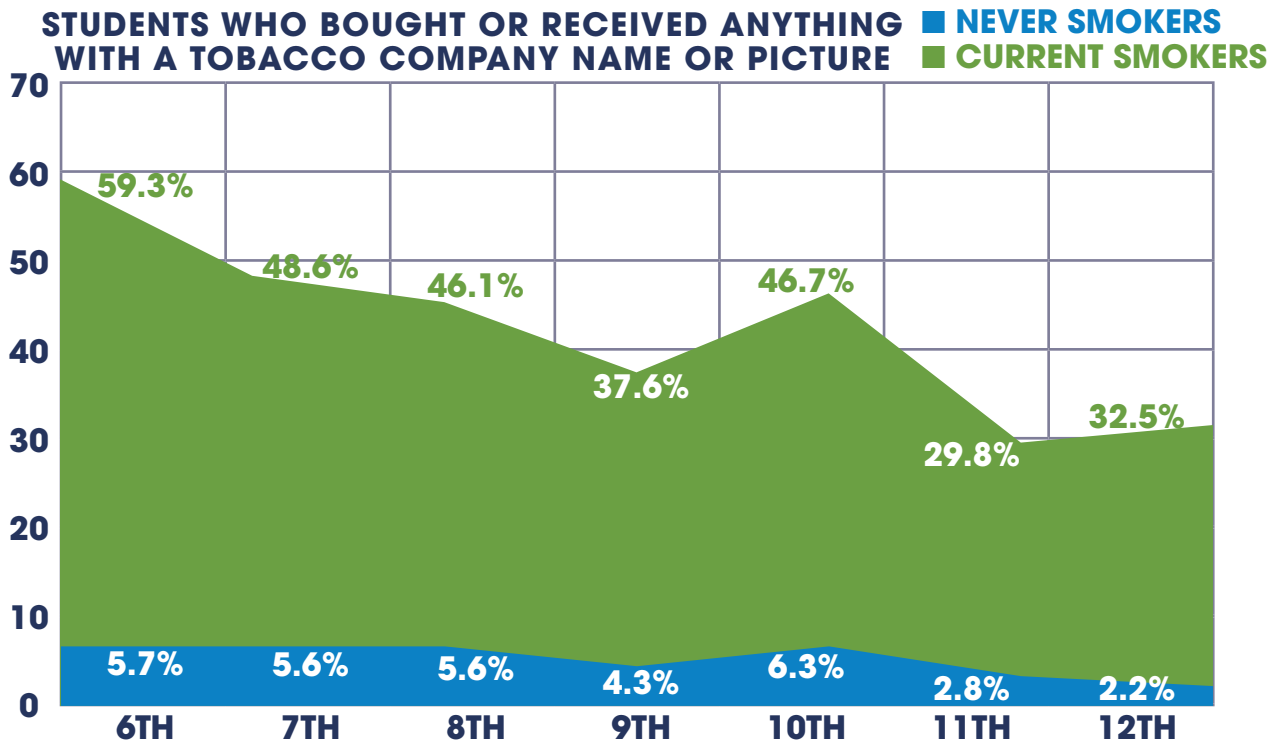
- Current smokers are more likely than never smokers to be receptive to different forms of tobacco advertising.
- About 77% of both middle school and high school students saw tobacco ads through various media outlets.



RECEPTIVENESS OF TOBACCO ADVERTISING

Students were asked if they bought or received anything with a tobacco name or picture on it such as a lighter, t-shirt, hat, or sunglasses. They were also asked if they would use or wear something that has a tobacco company name or picture on it.

- Students who currently use tobacco are significantly more likely to buy or use products with a tobacco company name or picture than students who have never used tobacco.

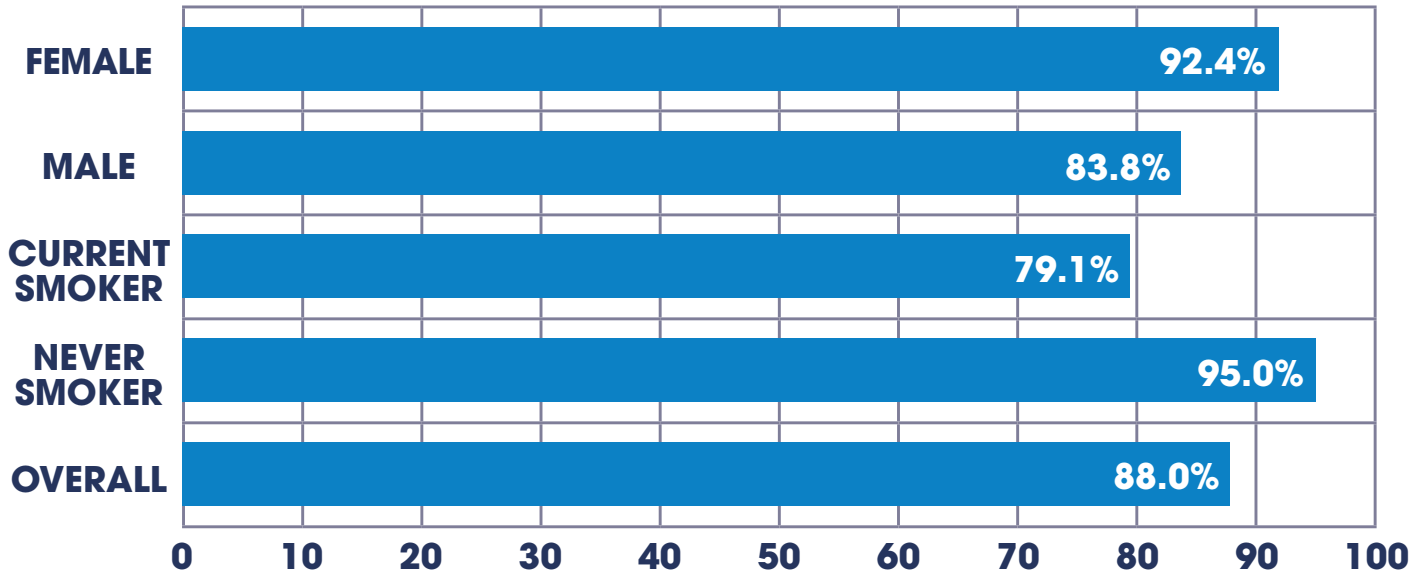


SECONDHAND SMOKE

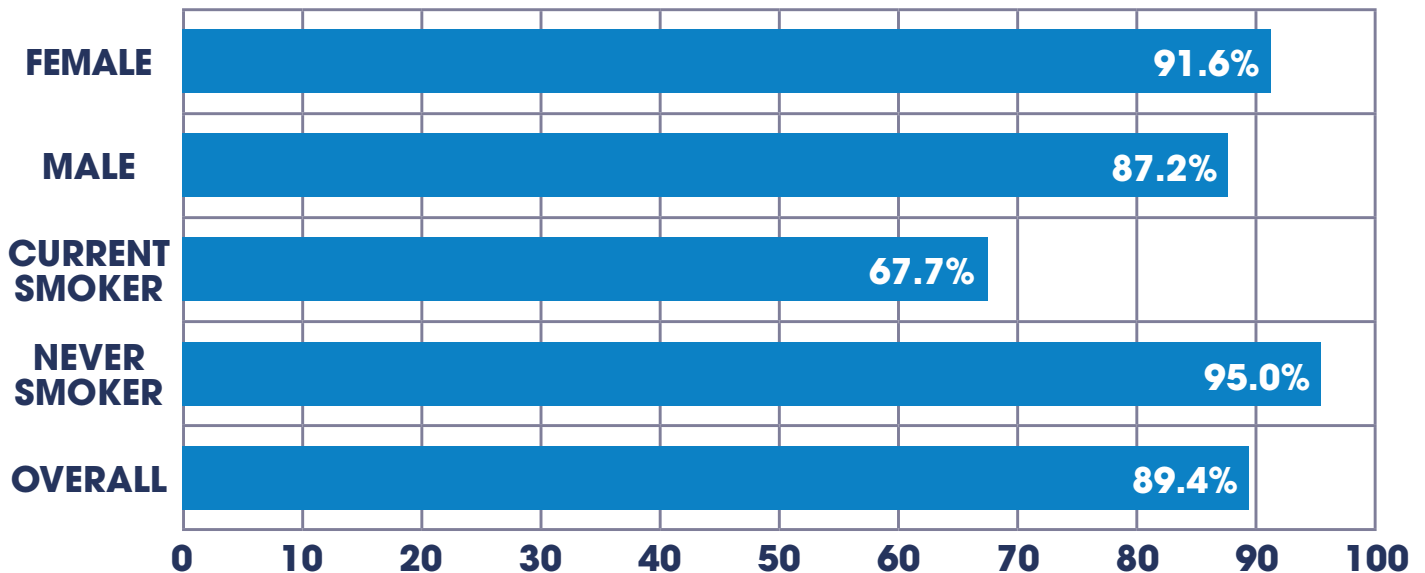
Students were asked if they think secondhand smoke is harmful. Knowledge of the harmful effects of tobacco may help students in their decision to avoid cigarette smoking.

- Overall, about 9 out of 10 students believe secondhand smoke is harmful to them.
- Both middle school (95.0%) and high school (95.0%) students who have never smoked are more likely than those who currently smoke to believe that secondhand smoke is harmful.

HIGH SCHOOL STUDENTS WHO BELIEVE SECONDHAND SMOKE IS HARMFUL



MIDDLE SCHOOL STUDENTS WHO BELIEVE SECONDHAND SMOKE IS HARMFUL

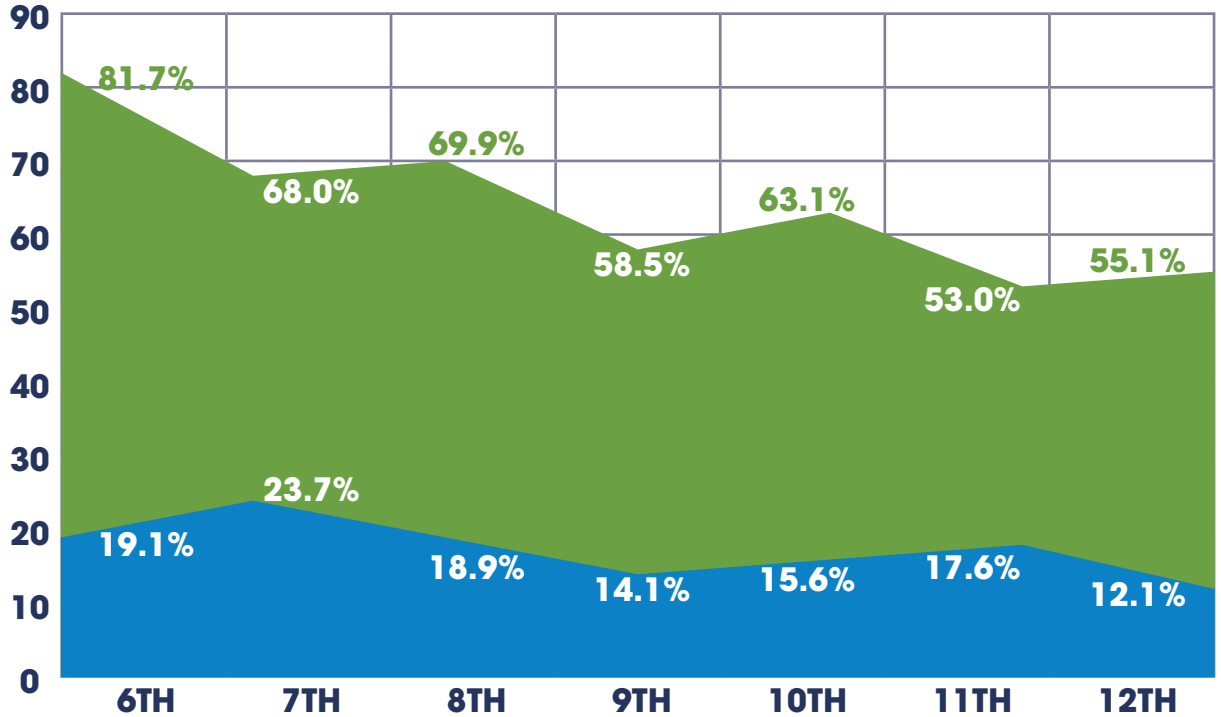


EXPOSURE TO SECONDHAND SMOKE IN THE HOME

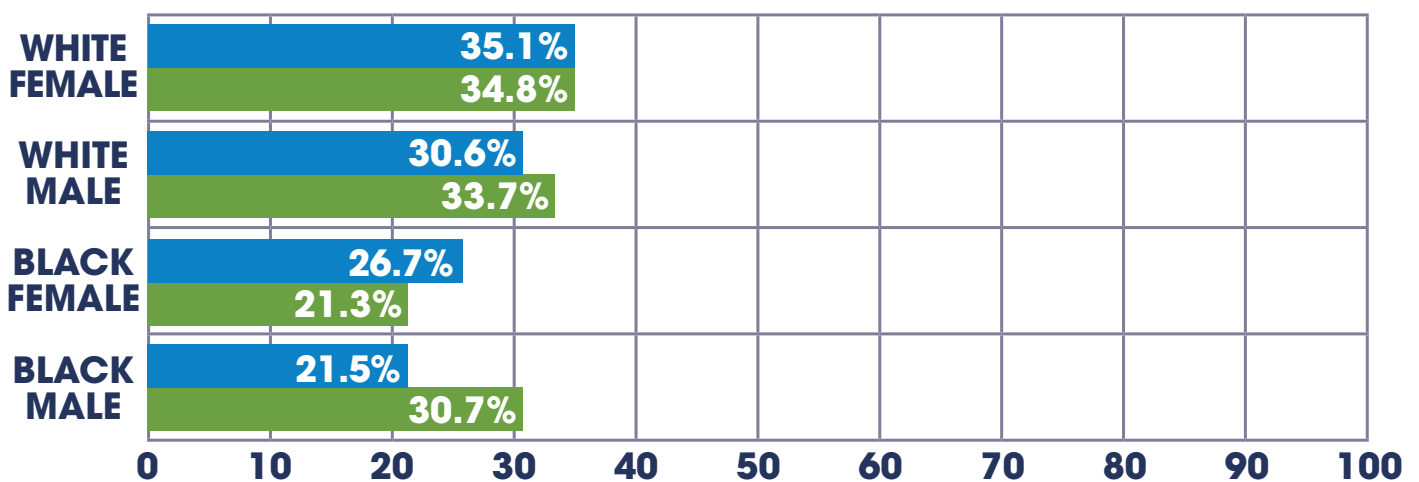
To assess how many students are being exposed to cigarette smoke at home, students were asked if they live with someone who smokes cigarettes.

- Current smokers are more likely than never smokers to live with someone smoking tobacco.
- There are similar percentages for high school or middle school students to live in a home with tobacco smokers.

STUDENTS IN A HOME WITH SOMEONE WHO SMOKED TOBACCO ON 1+ DAYS DURING THE PAST 7 DAYS



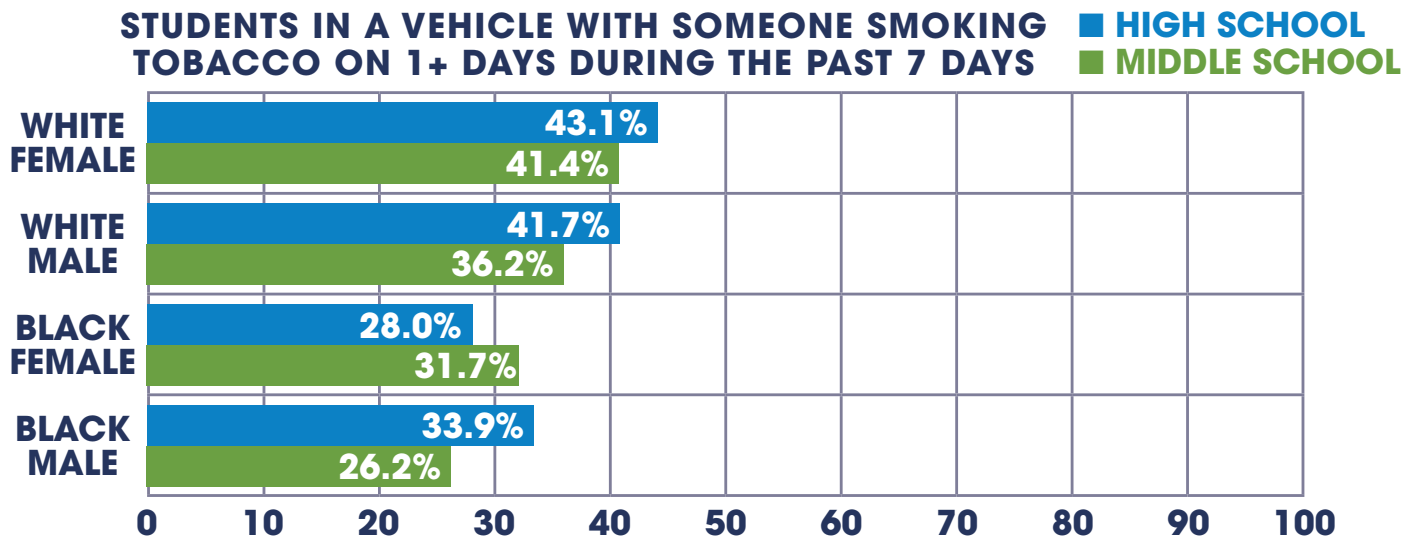
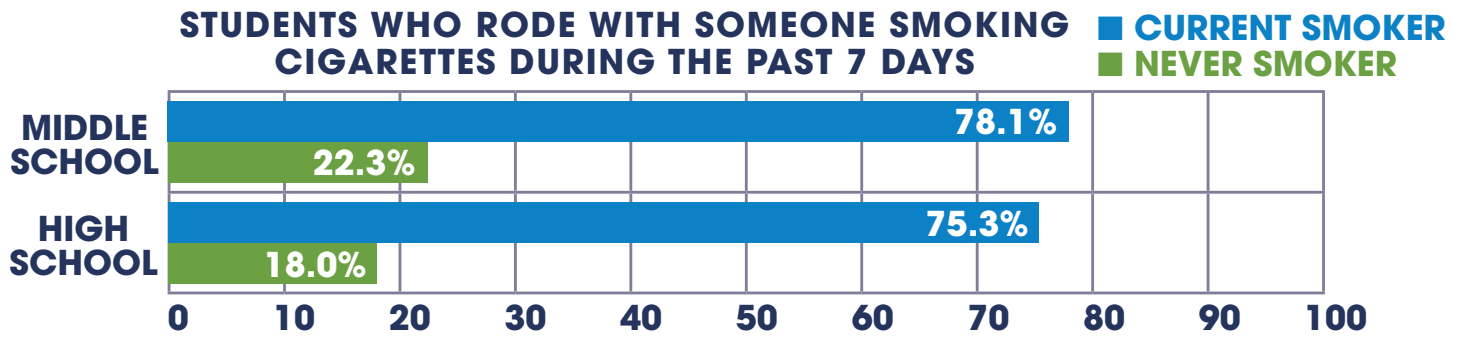
STUDENTS WHO LIVE WITH SOMEONE WHO SMOKES TOBACCO DURING THE PAST 7 DAYS



EXPOSURE TO SECONDHAND SMOKE IN THE CAR

Students were asked if they had ridden in a car with someone who was smoking tobacco during the past seven days.

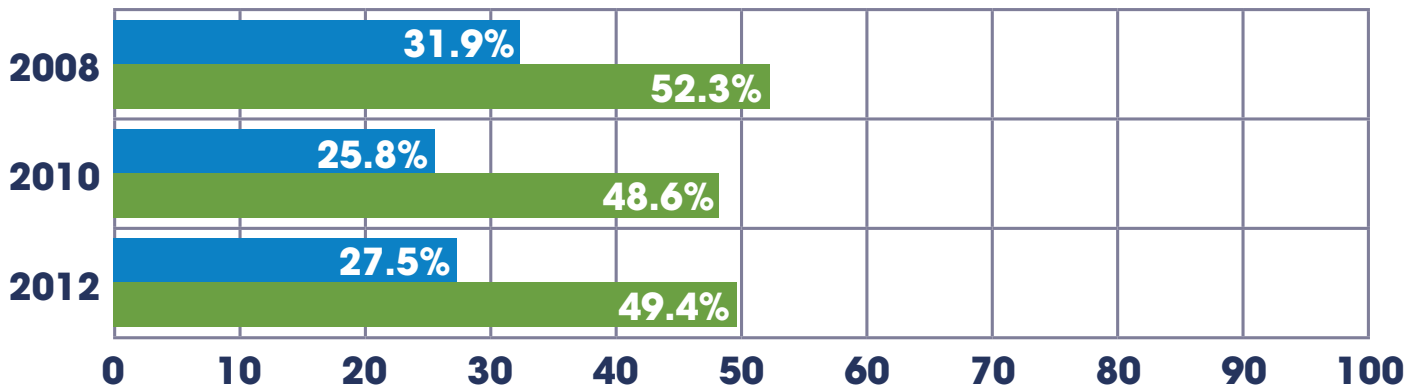
- Current smokers are more likely than never smokers to ride with someone who is smoking tobacco.
- High school and middle school students have similar percentages for riding in a vehicle with tobacco smokers.



CIGARETTE TRENDS

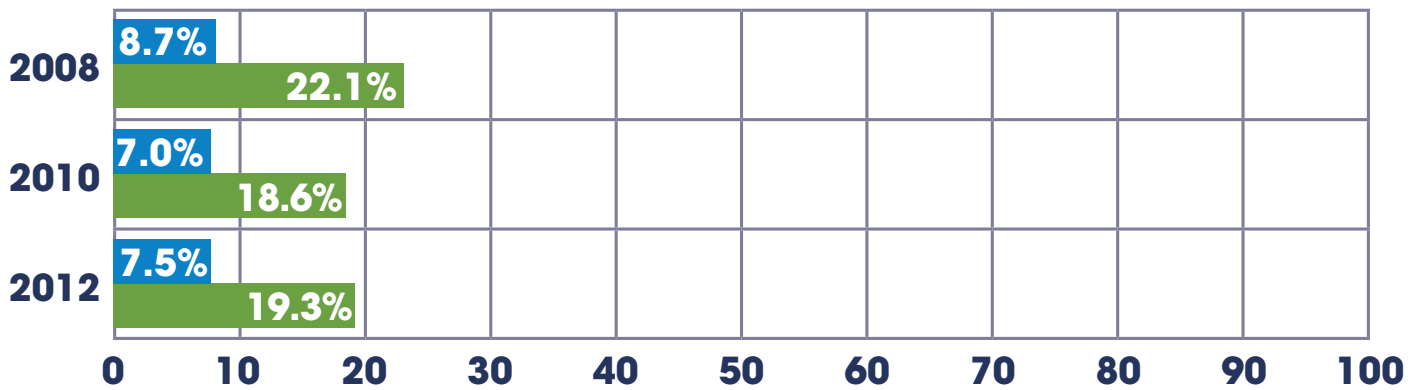
STUDENTS WHO EVER TRIED CIGARETTE SMOKING, 2008-2012

■ MIDDLE SCHOOL
■ HIGH SCHOOL

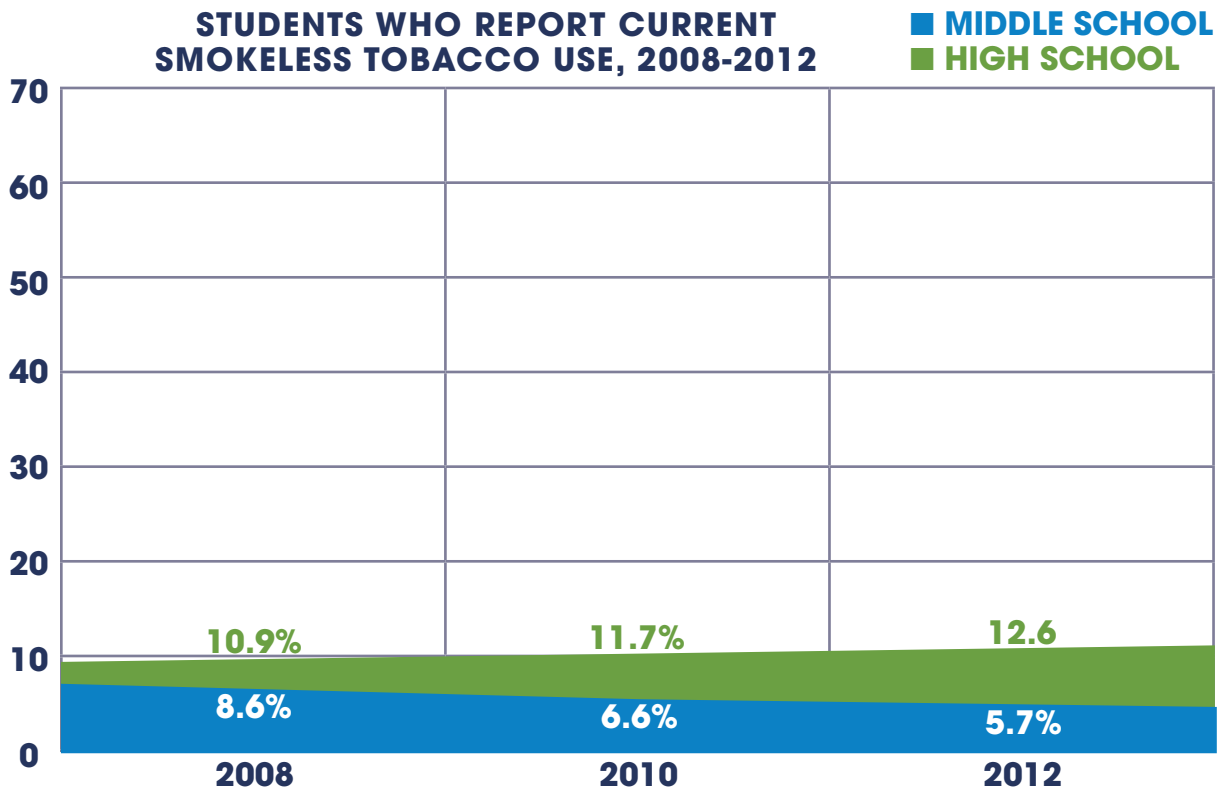
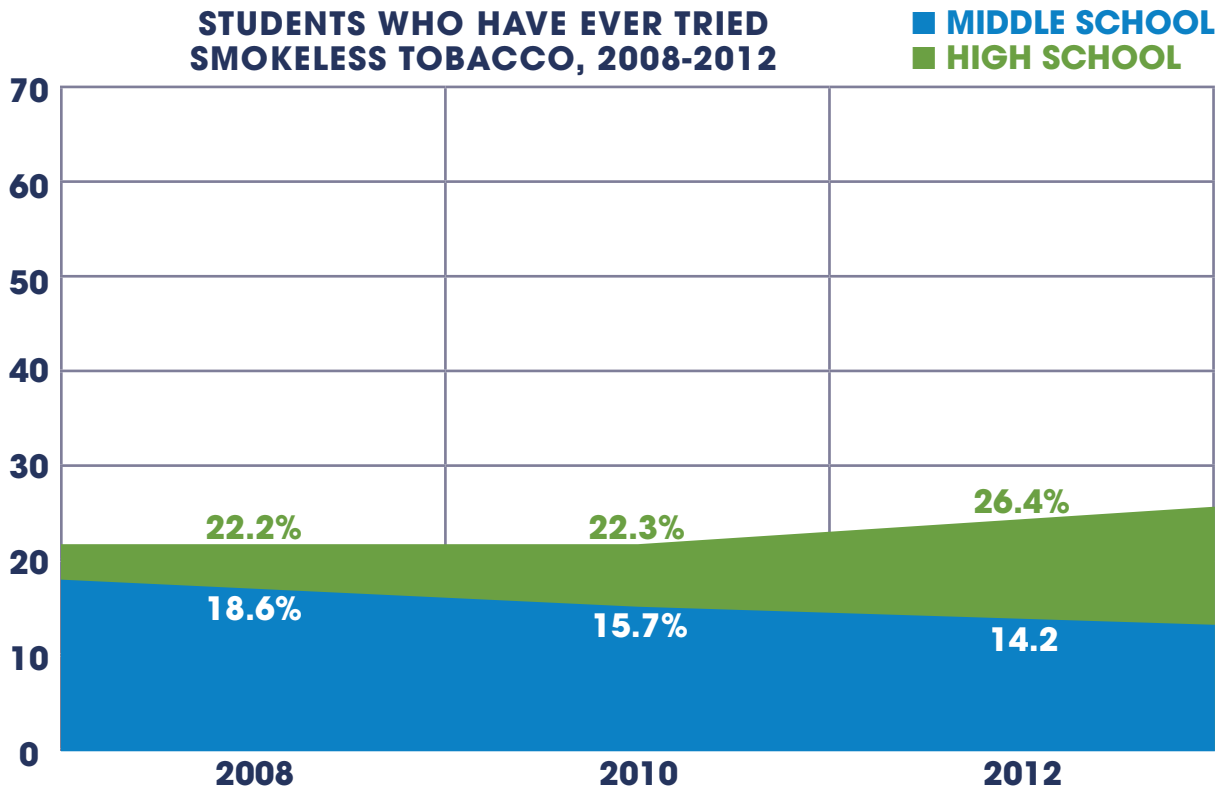


STUDENTS WHO REPORT CURRENT CIGARETTE SMOKING, 2008-2012

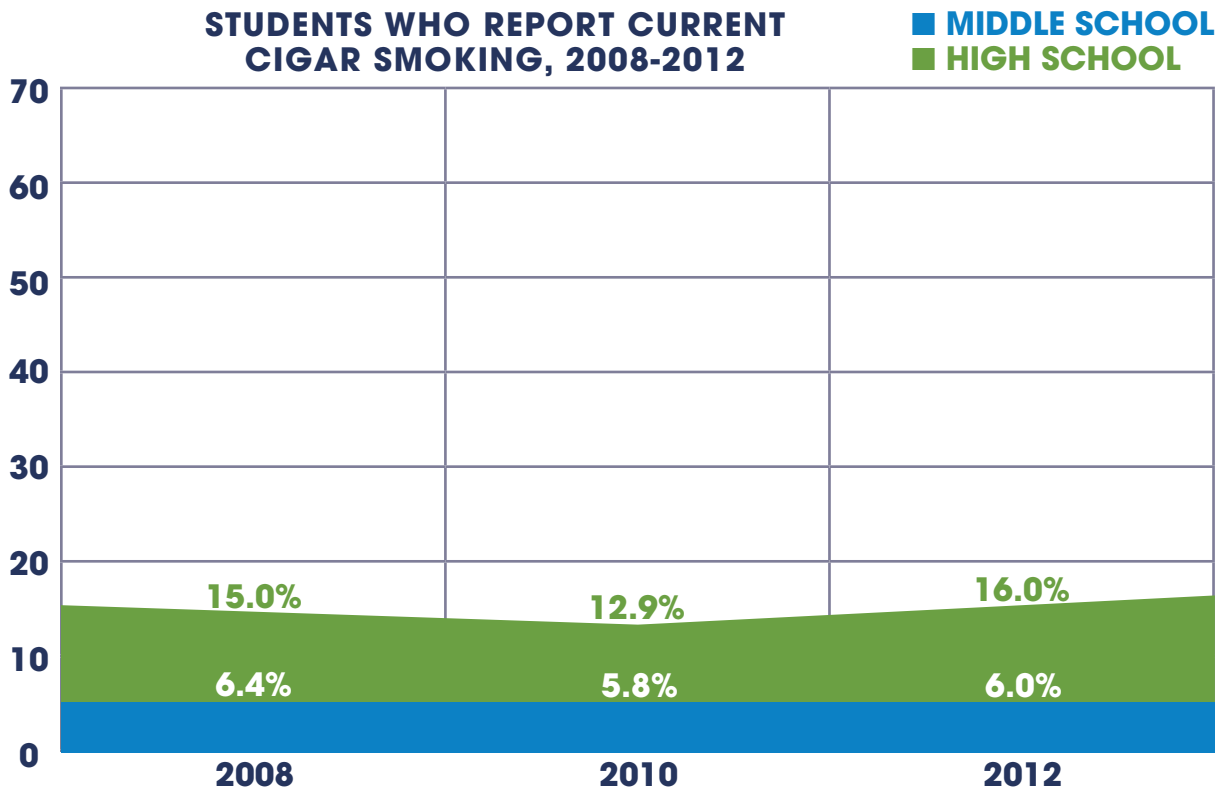
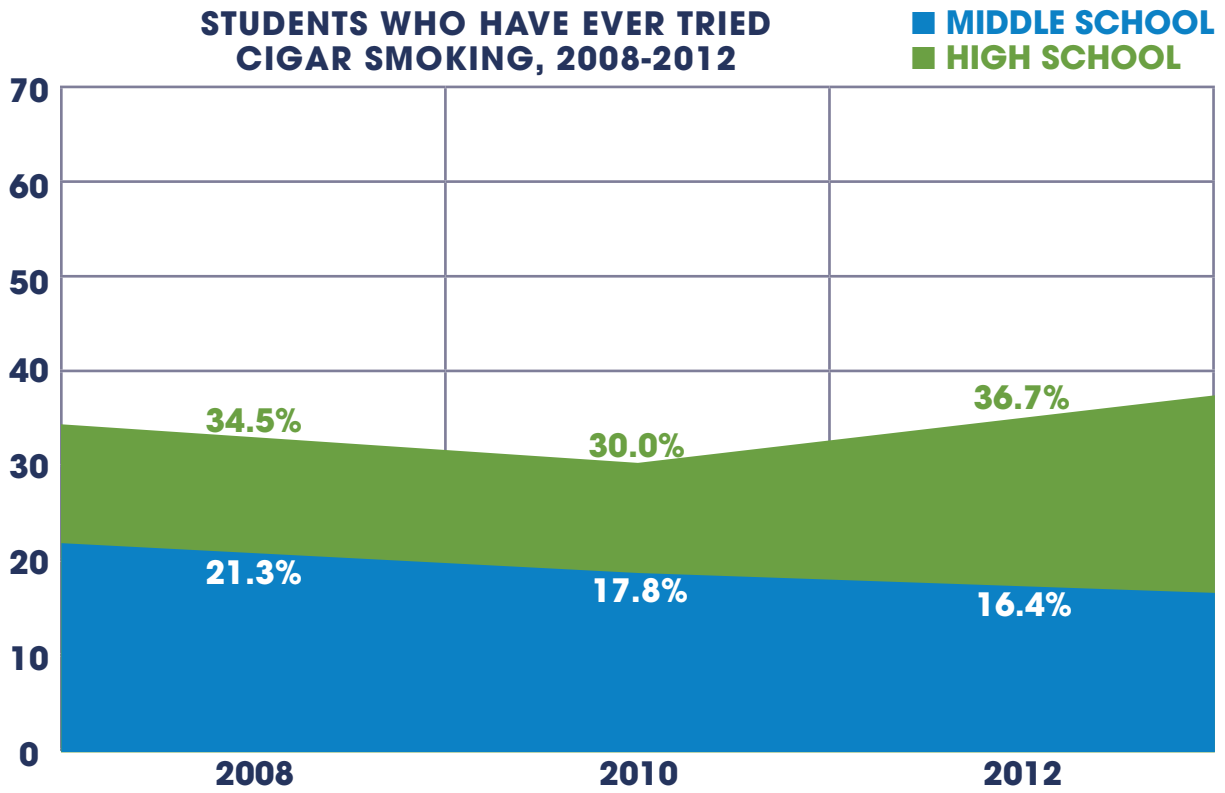
■ MIDDLE SCHOOL
■ HIGH SCHOOL



SMOKELESS TOBACCO TRENDS



CIGAR TRENDS



SUMMARY / CONCLUSIONS

The use of tobacco is dangerous to everyone including youth. Youth may try tobacco during middle school or high school, and this with other social beliefs and exposures may encourage youth to become a current tobacco user. Data from the 2012 AL YTS help monitor and evaluate progress toward reaching goals in the state plan and identify areas where focus is needed in the future.

About half (46.8%) of both high school and middle school students have tried some form of tobacco product in their lifetime. Cigarettes are the most likely to be tried, even more than smokeless tobacco. Black females in high school have the lowest current cigarette smoking rate (5.4%), which is significantly lower than all other groups. White males in high school have a higher current smokeless tobacco use rate (31.7%) than current cigarette smoking rate (25.6%). This shows that white males in high school are more likely to use smokeless tobacco or could be dual tobacco users. However, current use of smokeless tobacco decreased in lower grades (6-10) but increased in upper grades (11, 12). Overall, males (63.4%) are more likely to try cigars than females (41.5%).

Social sources influence the choices youth make about use of tobacco, cessation, and social beliefs about tobacco. Schools and parents or guardians should provide education to students about the dangers of tobacco and the lack of social benefits from tobacco use. Students are exposed to tobacco promotions and advertising. Students and their adult contacts should be informed and educated about tobacco influence through media sources such as tobacco ads on Internet, tobacco use on TV or in movies, or wearing/ using anything with a tobacco company name or picture.

Student smokers should be encouraged to quit smoking, and smokers who want to quit should be encouraged to make quit attempts and be provided information to aid in cessation. Healthcare providers need to ask middle school and high school students about the use of tobacco. Then, they can provide information and education about the dangers of tobacco or provide information to encourage cessation. All students should be advised by healthcare professionals not to use tobacco and informed about cessation services.

Results and data from youth in the AL YTS provide important information needed to change tobacco use among youth. This data could help everyone in the progress toward more tobacco knowledge. Improvements in youth tobacco use may also help reduce tobacco use in the future.