

**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 2014 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 44 schools to 1,314 high school students in grades 9 through 12. The survey was also completed by 1,416 students at 45 middle schools 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 88%, and the student participation rate was 82%. This yields an overall participation rate of 72% for high school surveys. The middle school participation rate was 90%, and the student participation rate was 82%. The overall participation rate for middle school surveys was 74%.

The AL YTS is a voluntary, self-administered questionnaire consisting of 69 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.

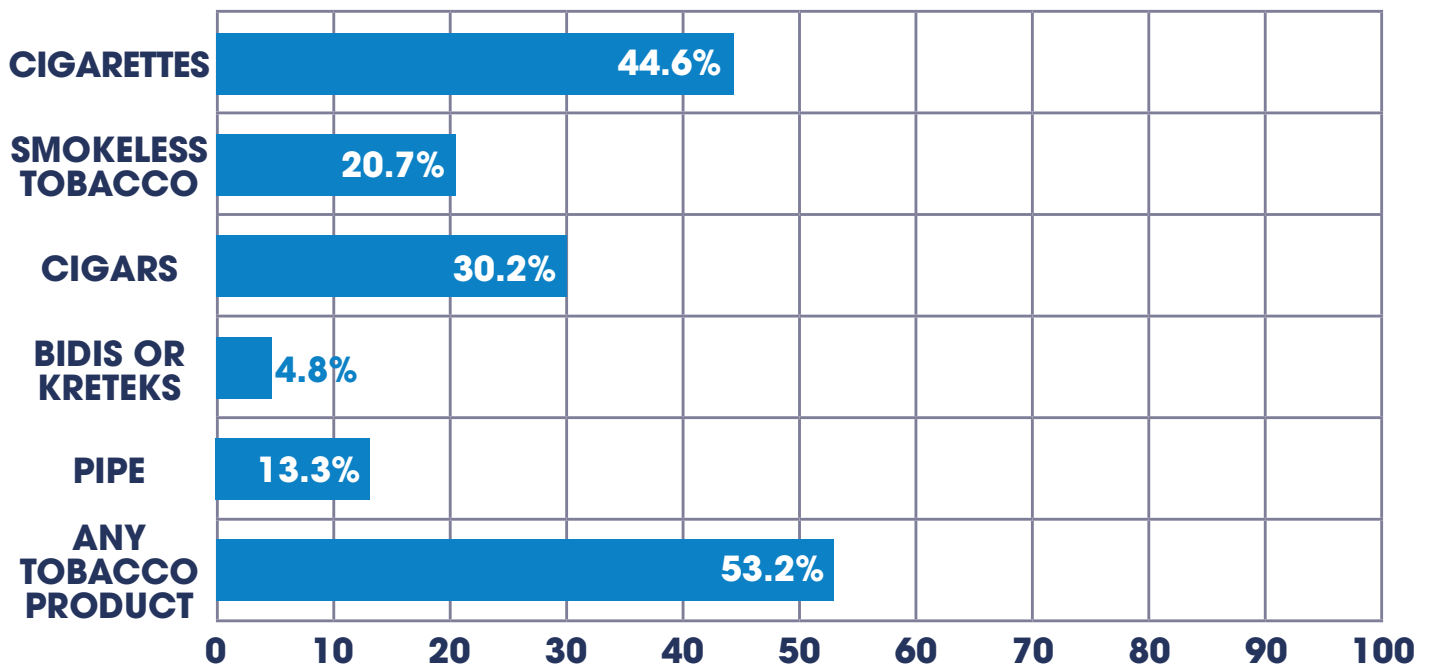
USE OF ANY TOBACCO

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

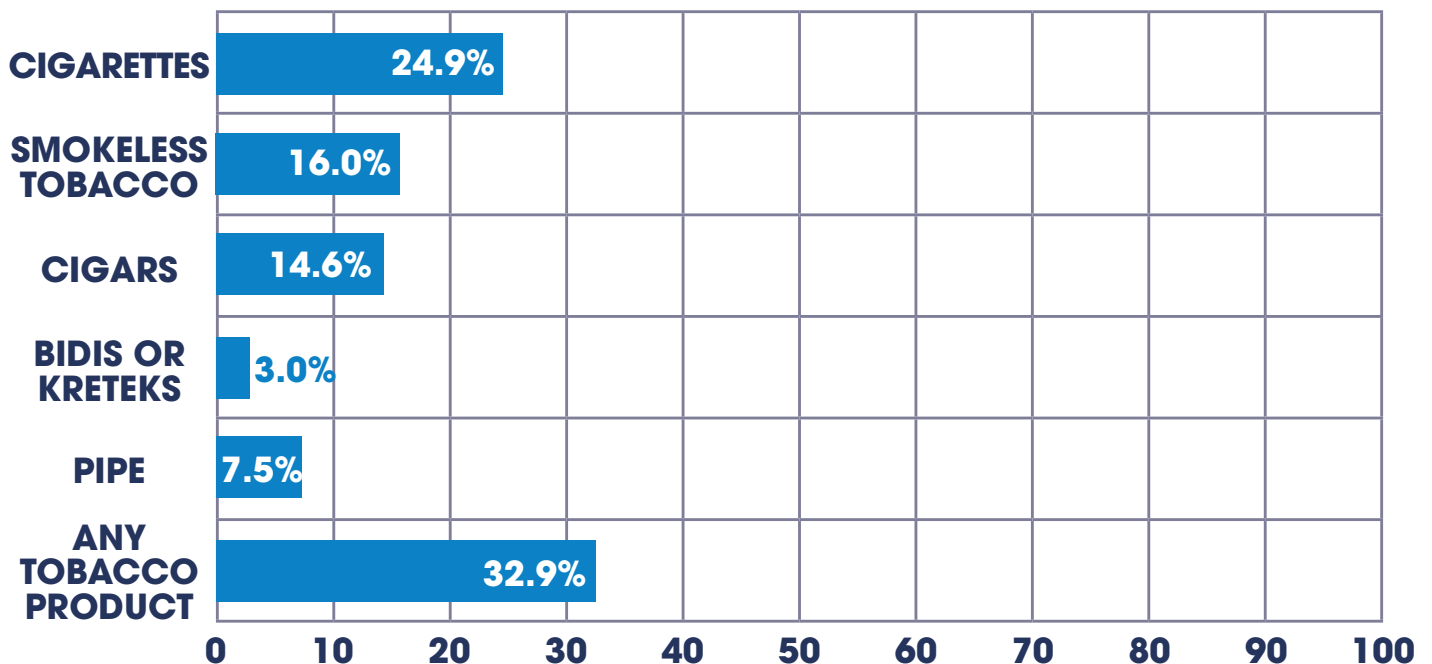
- Cigarettes were the most commonly used tobacco product by middle and high school students.
- Percentage of high school students who tried tobacco decreased from 58.8% in 2012 to 53.2% in 2014.
- Middle school students who tried tobacco decreased from 34.8% in 2012 to 32.9% in 2014.

Overall, fewer students have tried any form of tobacco from 2012 to 2014.

HIGH SCHOOL STUDENTS WHO EVER USED TOBACCO BY PRODUCT



MIDDLE SCHOOL STUDENTS WHO EVER USED TOBACCO BY PRODUCT

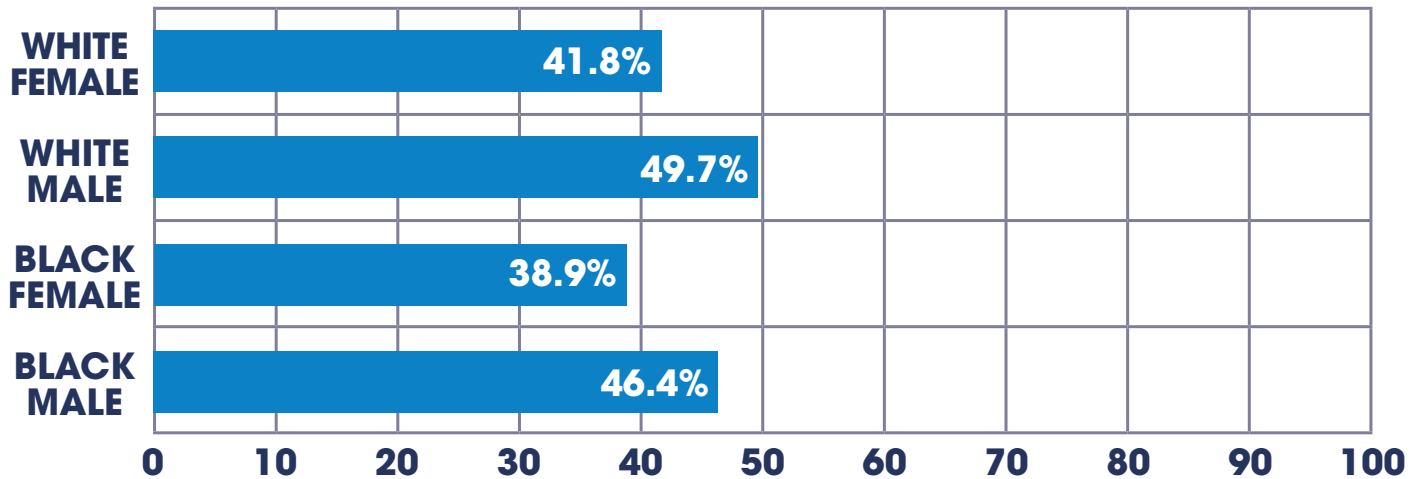


EVER TRIED CIGARETTE SMOKING

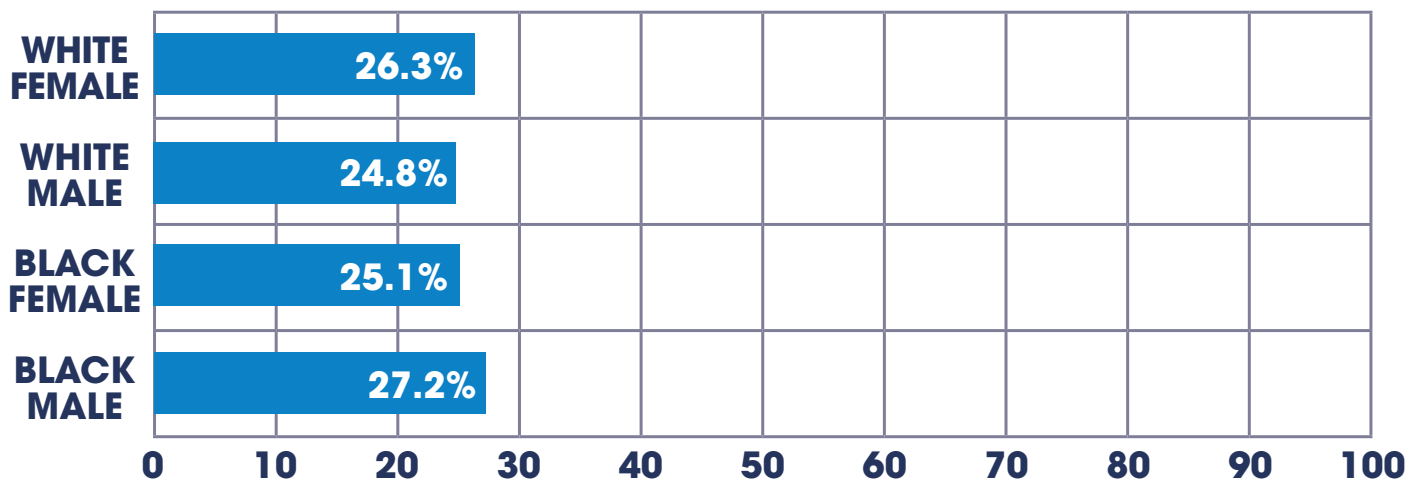
Students were asked whether they had ever tried cigarette smoking (even one or two puffs) in their lifetime.

- Overall, 44.6% of high school students had ever tried cigarette smoking in 2014.
- A total of 24.9% of middle school students had ever tried cigarette smoking.
- In high school, male students were slightly 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

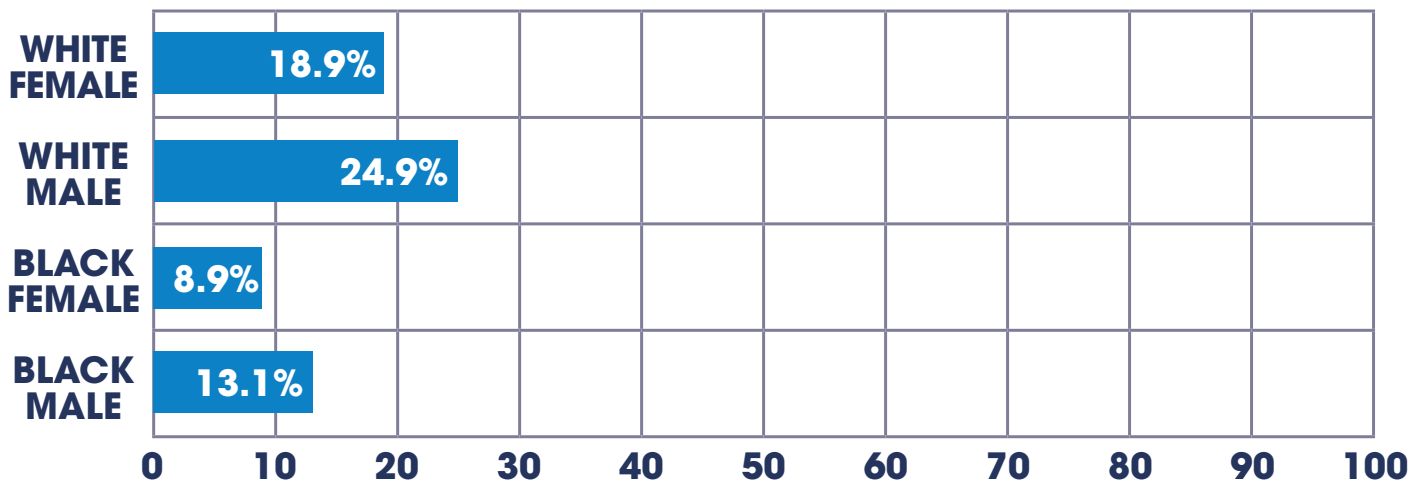


CURRENT CIGARETTE SMOKERS

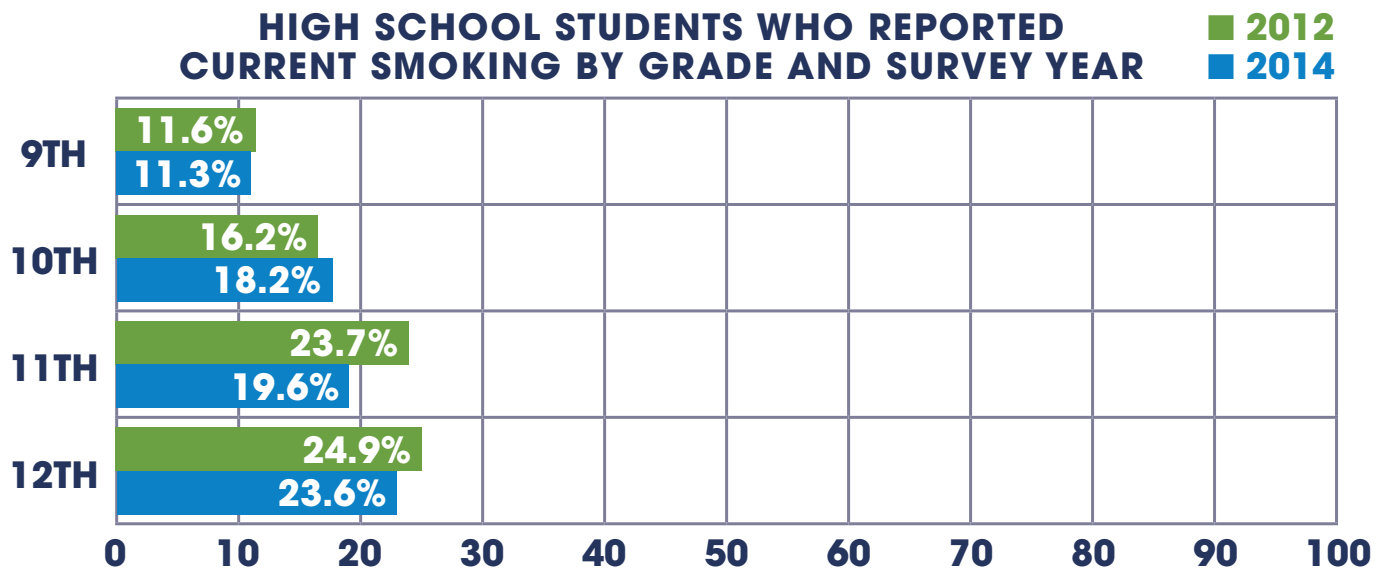
Students were asked about their use of cigarettes during the past 30 days. Students were considered “current smokers” if they reported smoking cigarettes at least once within the past 30 days.

- The current smoking rate among high school students decreased from 19.3% in 2012 to 17.8% in 2014.
- Among high school students, whites were more likely to smoke than blacks.
- The overall smoking rate for middle school students was 7.5% in 2012 compared to 6.4% in 2014.

HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING BY GENDER AND RACE



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

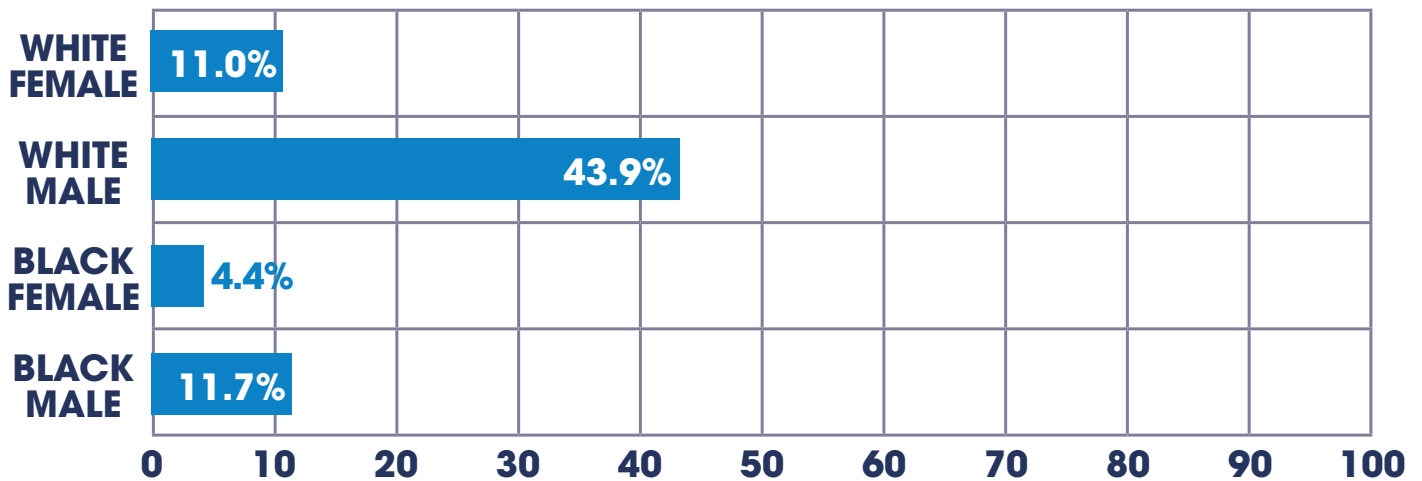


EVER TRIED SMOKELESS TOBACCO

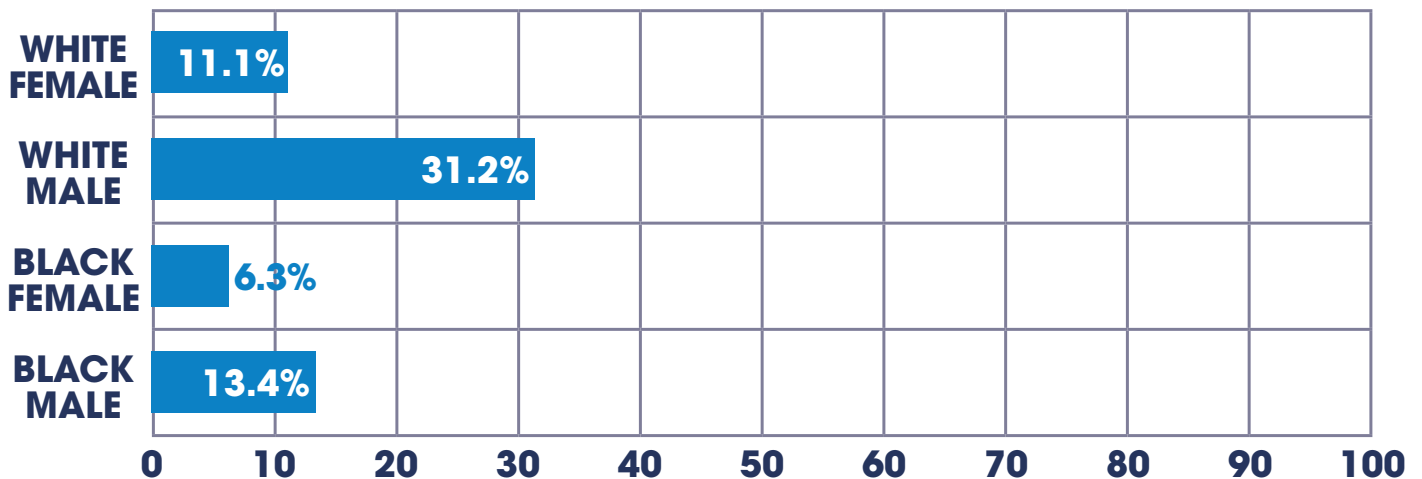
Students were asked whether they had ever tried chewing tobacco, snuff, or dip.

- White males were more likely than any other group to try smokeless tobacco in both middle school (31.2%) and high school (43.9%).
- The percent of middle school students that tried smokeless tobacco increased from 14.2% in 2012 to 16.0% in 2014.
- 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

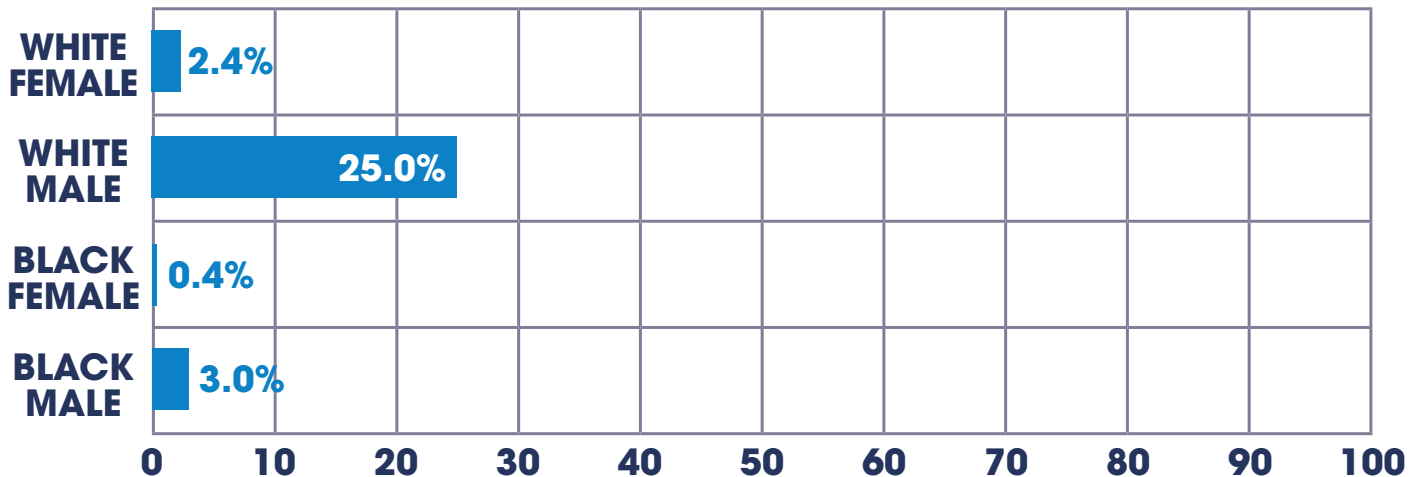


CURRENT USE OF SMOKELESS TOBACCO

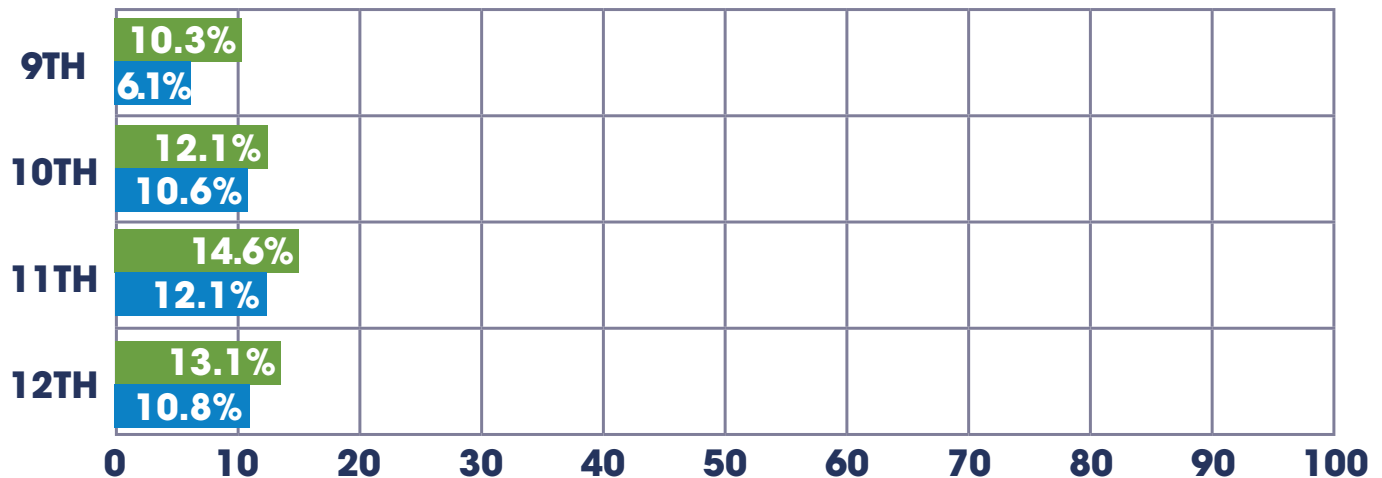
Students were asked about their use of smokeless tobacco during the past 30 days. Students were considered “current smokeless tobacco users” if they reported using smokeless tobacco at least once within the past 30 days.

- Use of smokeless tobacco among high school students decreased from 12.6% in 2012 to 9.7% in 2014.
- In 2014, white males had the highest current smokeless tobacco rate at 25.0%.
- Middle school students’ use of smokeless tobacco increased from 5.7% in 2012 to 6.7% in 2014.

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



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

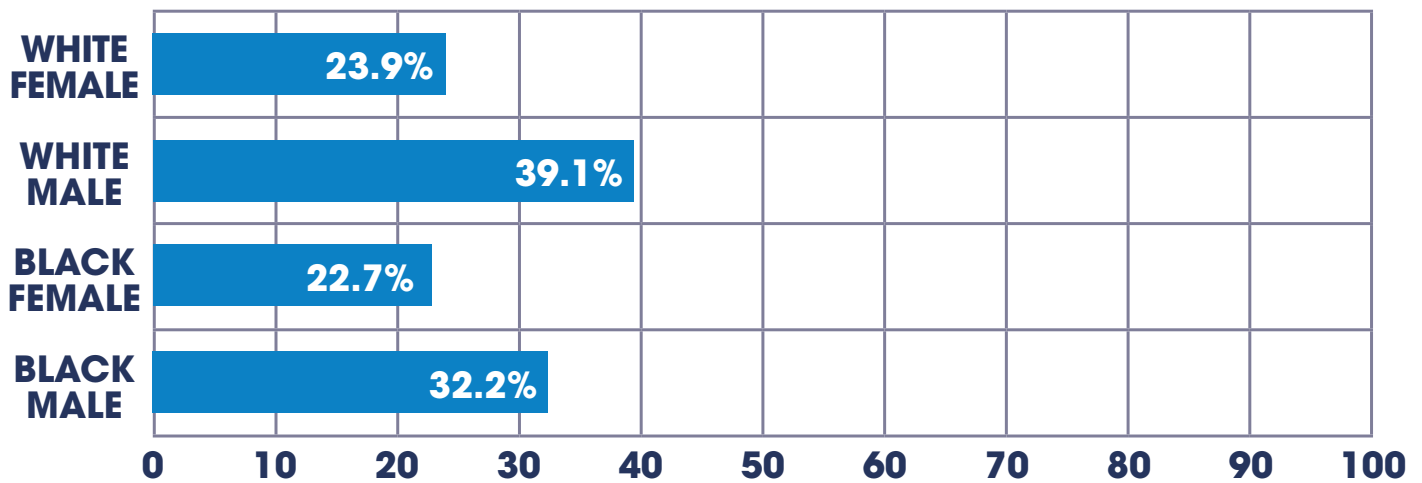


EVER TRIED CIGARS

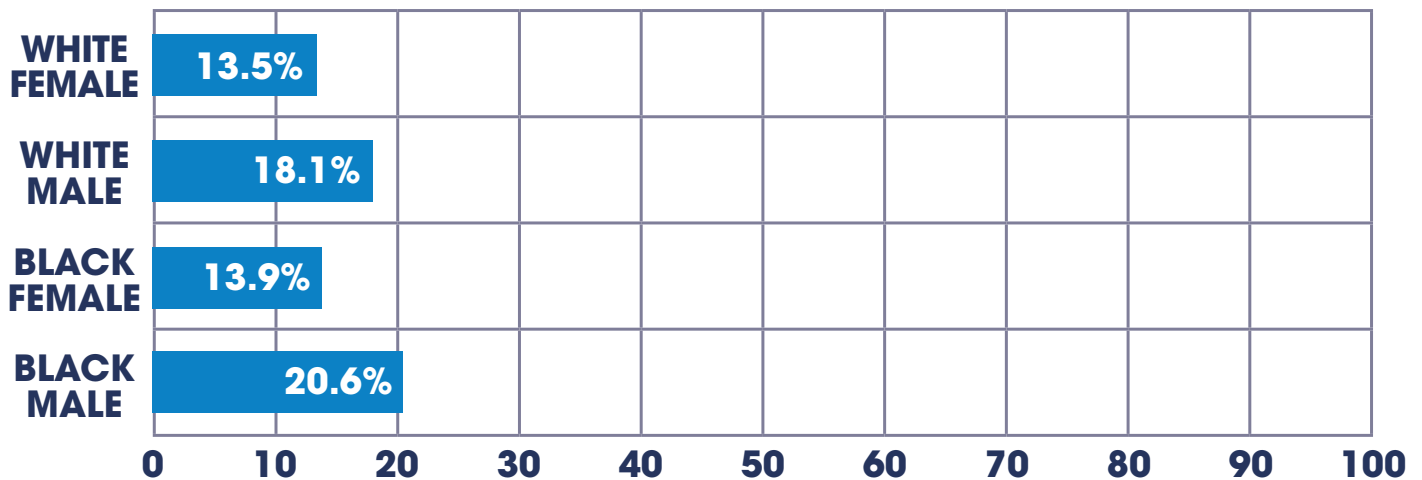
Students were asked whether they had ever tried cigars, cigarillos, or little cigars (even one or two puffs) in their lifetime.

- 14.6% of middle school students tried cigars in 2014, which shows a continued decline over the course of several surveys - 16.4% in 2012, 17.8% in 2010, 21.3% in 2008.
- There was a decrease in high school students who ever tried cigars from 36.7% in 2012 to 30.2% in 2014, which is near the 2010 rate of 30.0%.

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



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

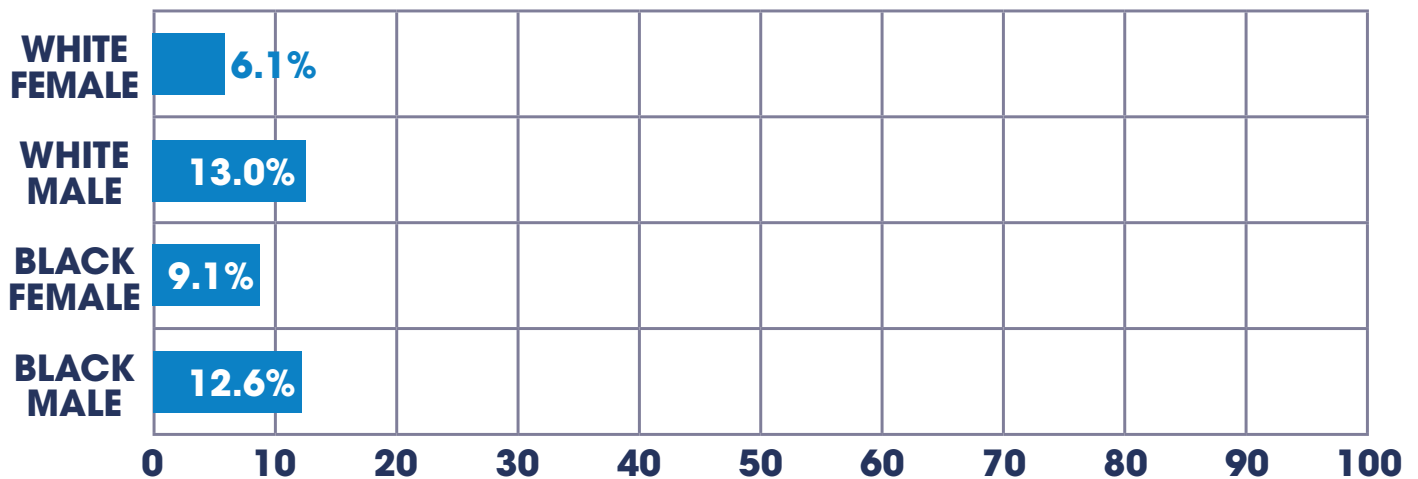


CURRENT USE OF CIGARS

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.

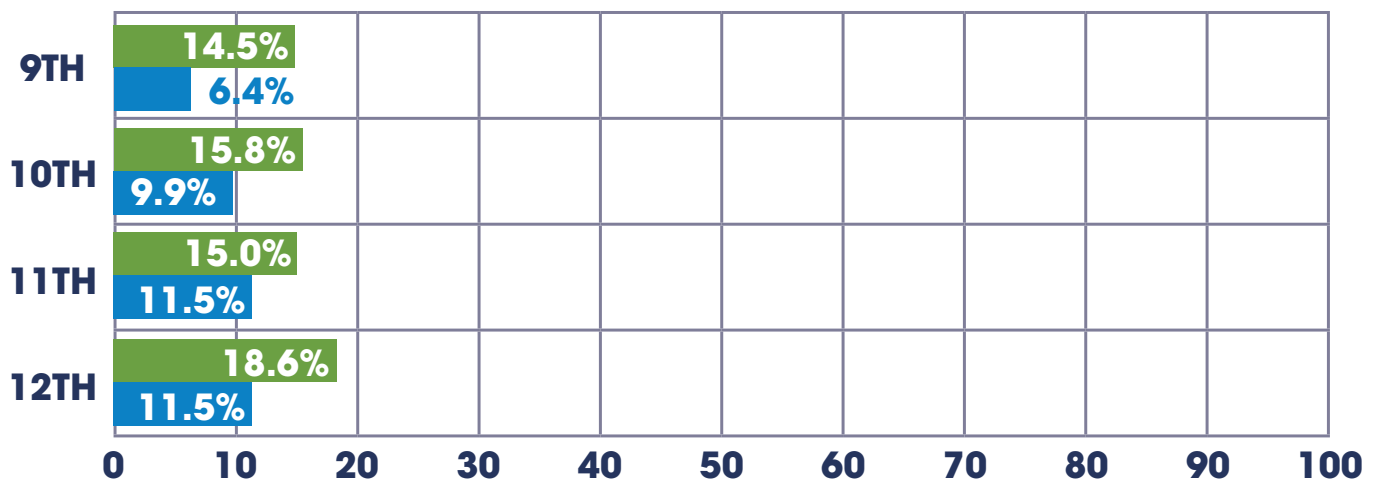
- The current use of cigars among high school students decreased from 16.0% in 2012 to 9.7% in 2014.
- All grades (9th through 12th) had a decrease in current cigar use from 2012 to 2014.
- Overall, male, high school students (11.5%) are about five percent more likely to use cigars than female, high school students (6.4%).

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

■ 2012
■ 2014

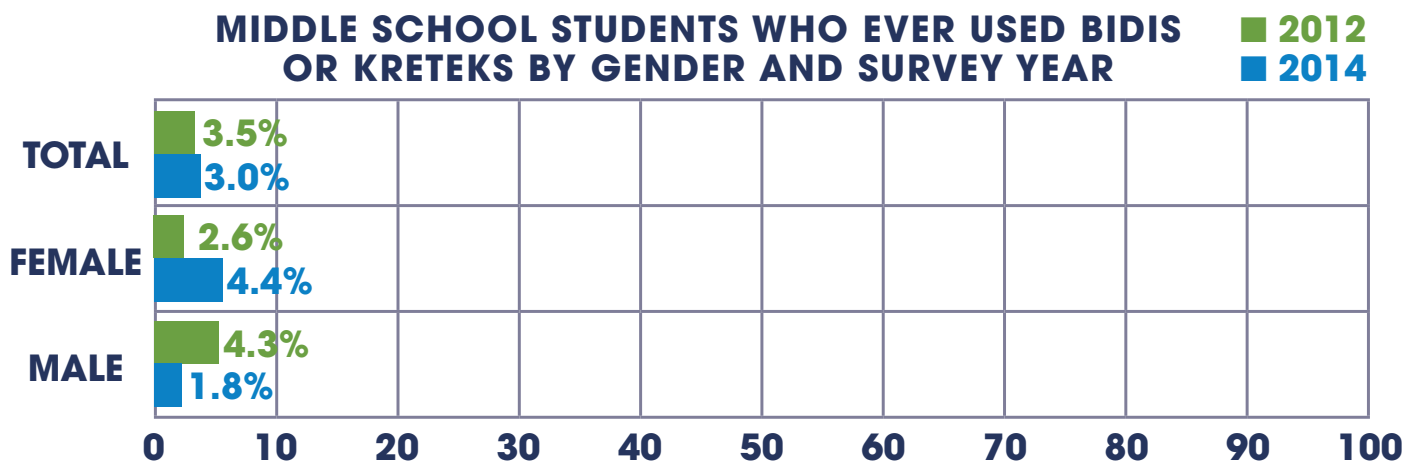
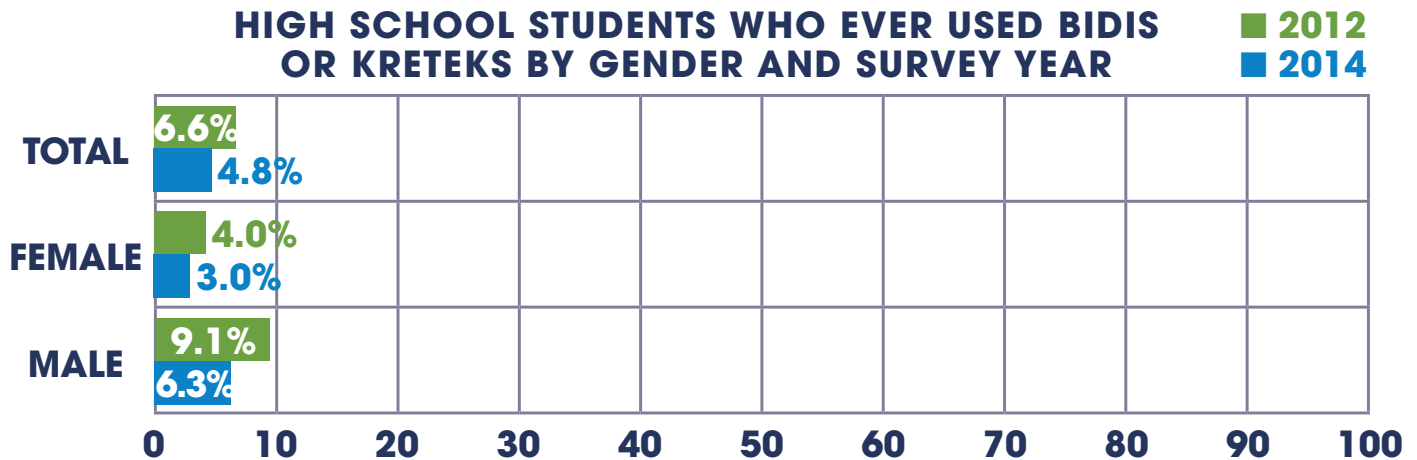


EVER TRIED BIDIS OR KRETEKS

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

- The total percentage of middle and high school students who tried bidis or kreteks decreased from 2012 to 2014.
- Males were also more likely than females to try bidis or kreteks.
- However, there was an increase in usage among middle school females in 2014.

So, this is a form of tobacco that must still be considered for prevalence rates to remain low, and prevention for young females must also be considered.



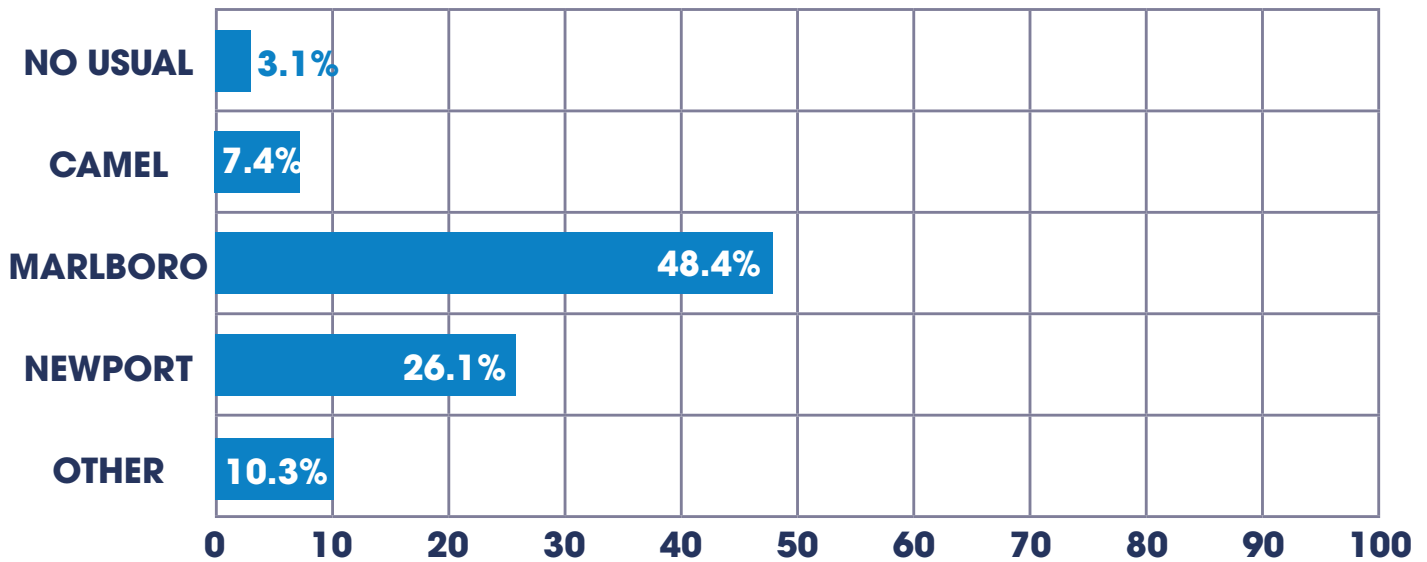
PREFERRED CIGARETTE BRANDS

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.

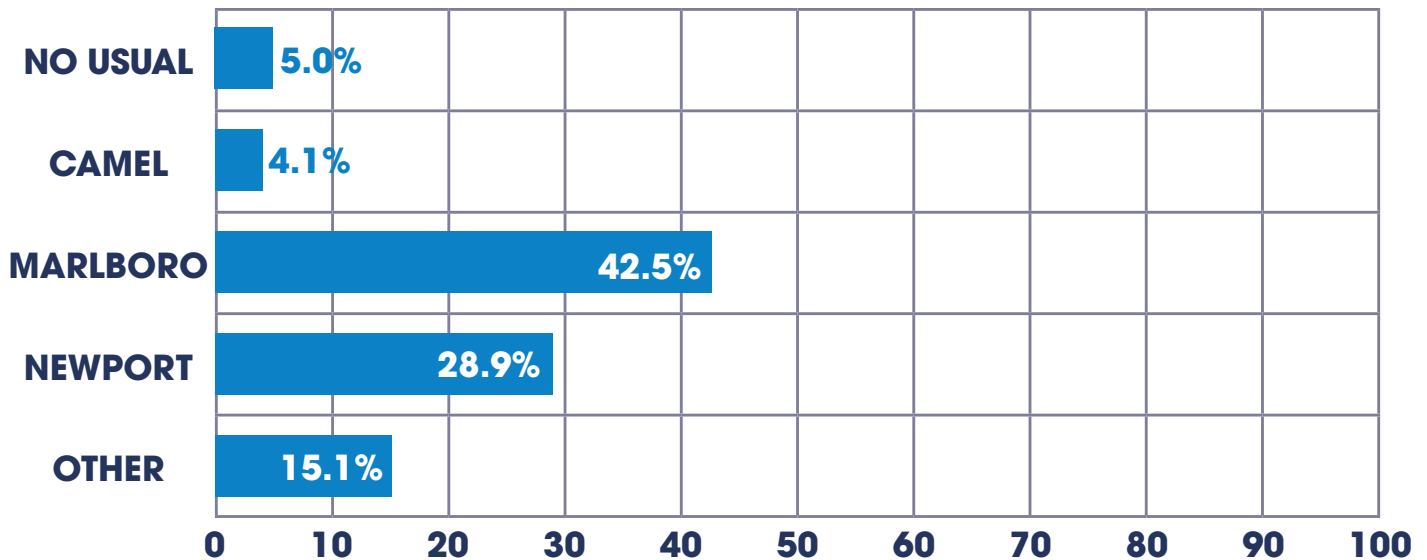
- Marlboro is the most frequently smoked brand in high school (48.4%) and middle school (42.5%).
- In high school, white smokers prefer Marlboro (63.6%), and black smokers prefer Newport (79.8%).

Education to help inform youth about tobacco product advertising may help decrease smoking and increase awareness of large tobacco company advertising.

PREFERRED CIGARETTE BRAND OF HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING



PREFERRED CIGARETTE BRAND OF MIDDLE SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING

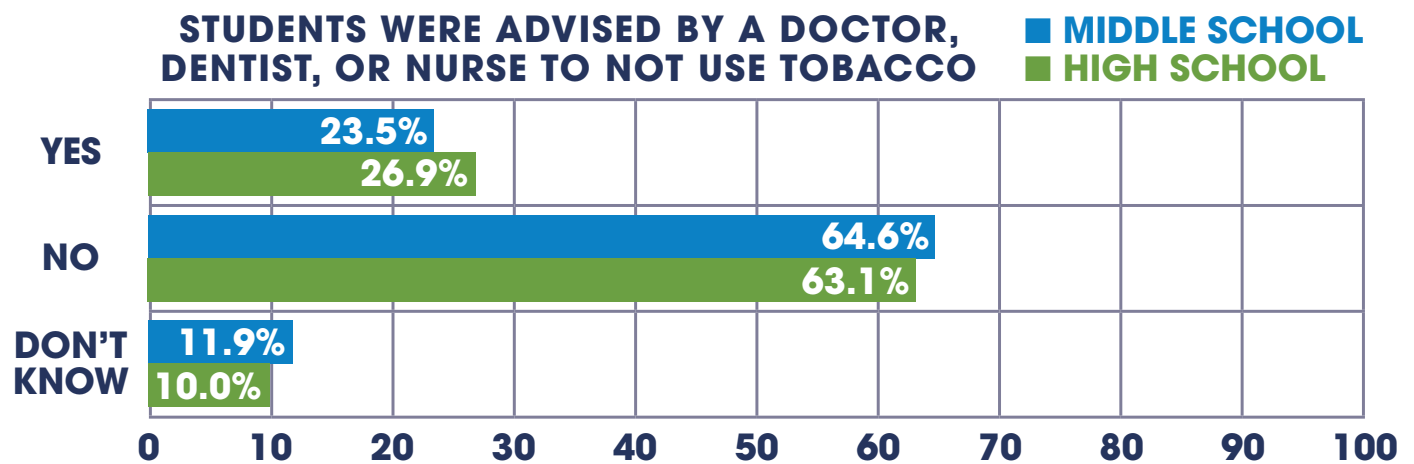
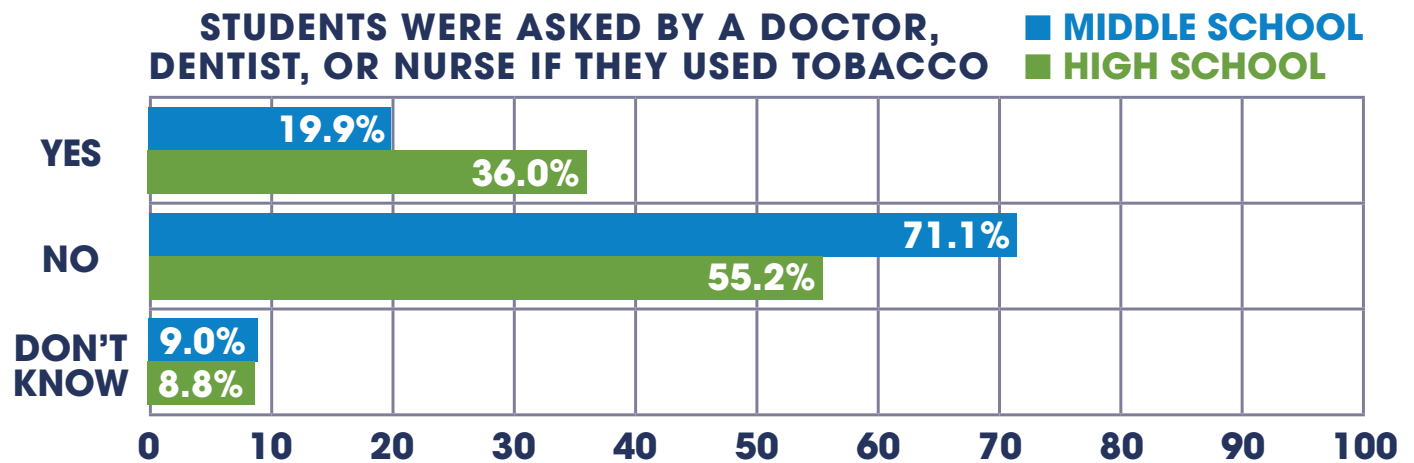


TOBACCO DISCUSSION WITH HEALTHCARE PROFESSIONALS

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

- More than half of high school (55.2%) and middle school (71.1%) 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 an average of 25% of the time.

Education and information needs to be given to healthcare professionals about the importance of preventing and identifying tobacco use in youth.



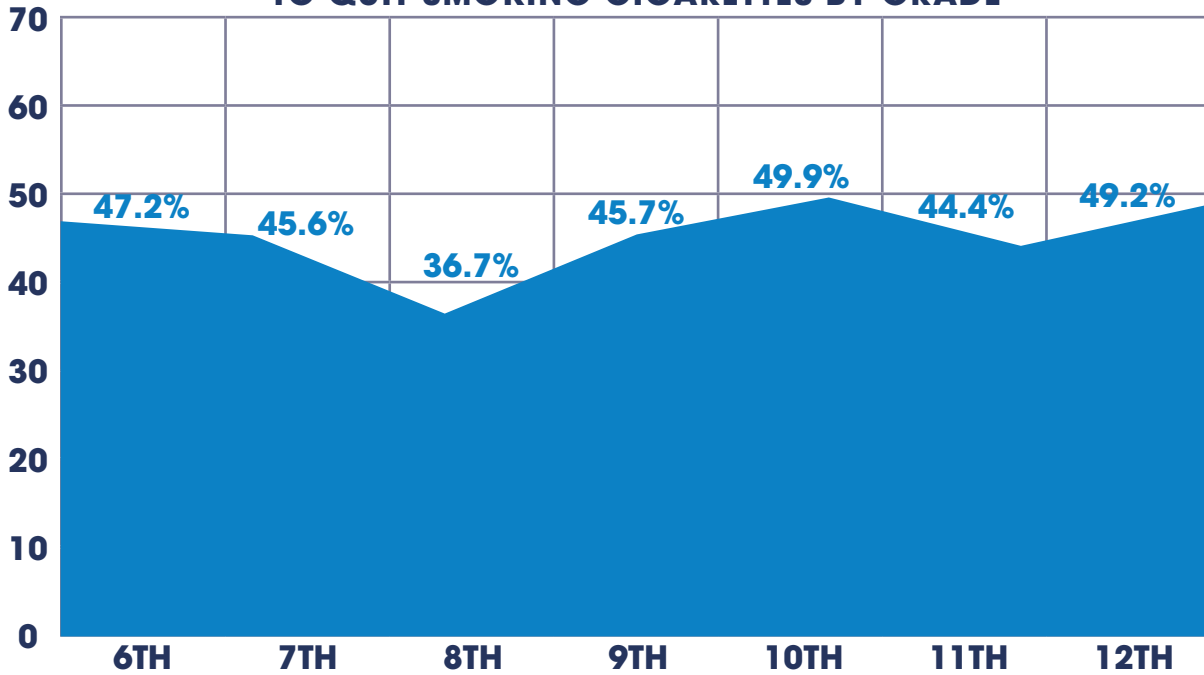
CESSATION AND QUIT ATTEMPTS

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

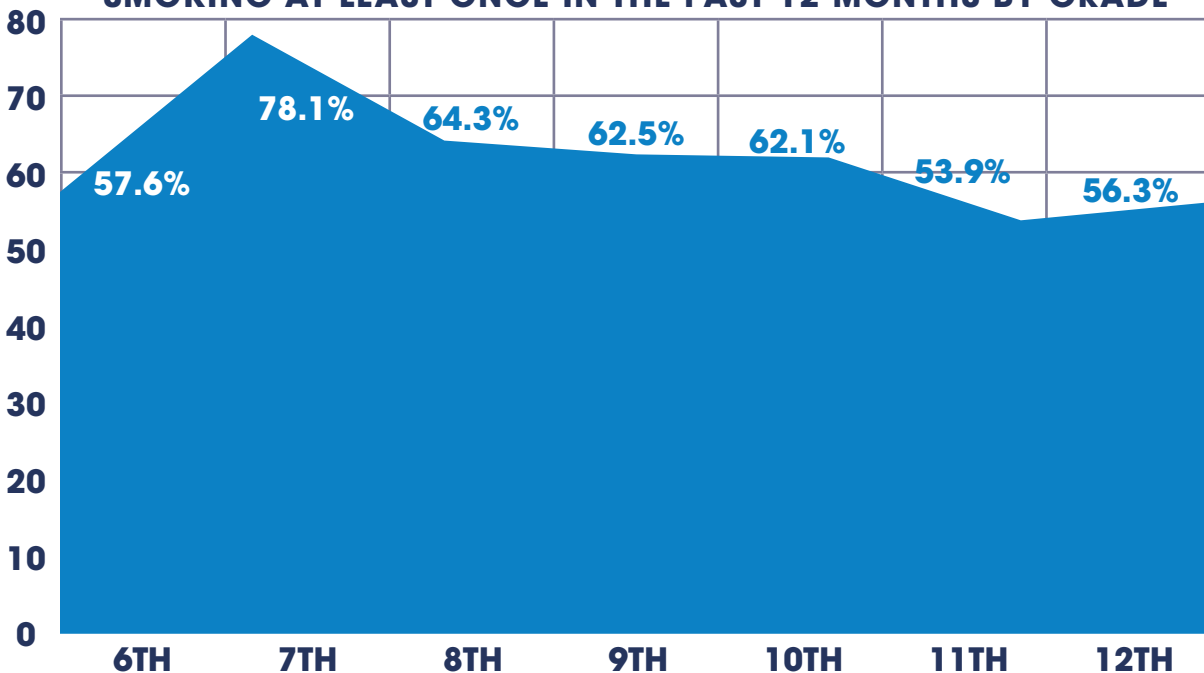
- More high school student smokers (47.3%) wanted to quit smoking than middle school student smokers (43.2%).
- The rate of students who currently smoke and have tried to quit in the past 12 months is similar between middle school and high school.

Education and information about cessation needs to be provided to young smokers since more than half of smokers in grades 6-12 reported making at least one attempt to quit smoking.

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

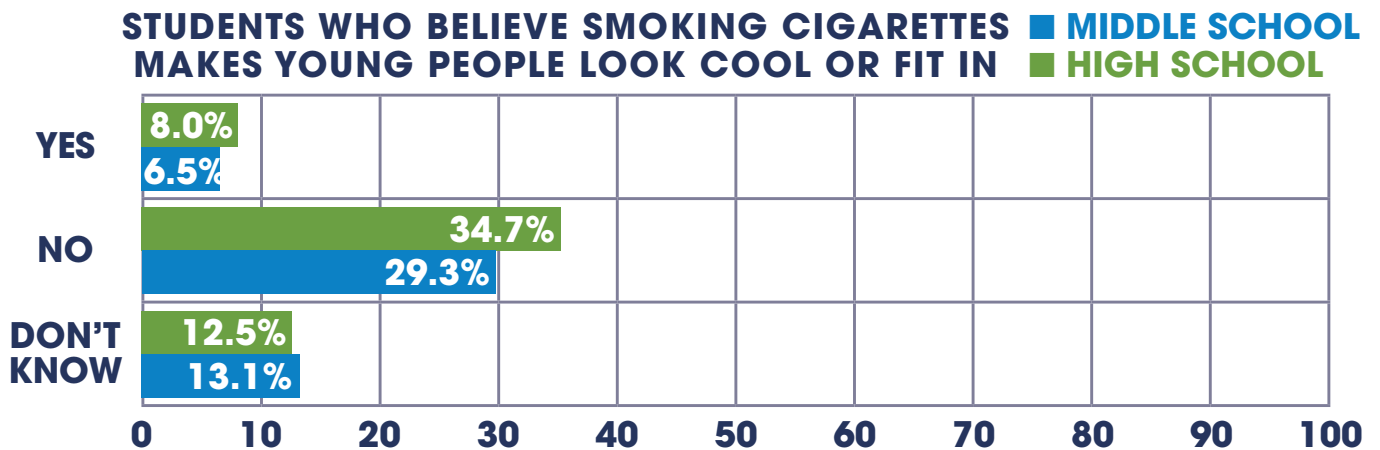
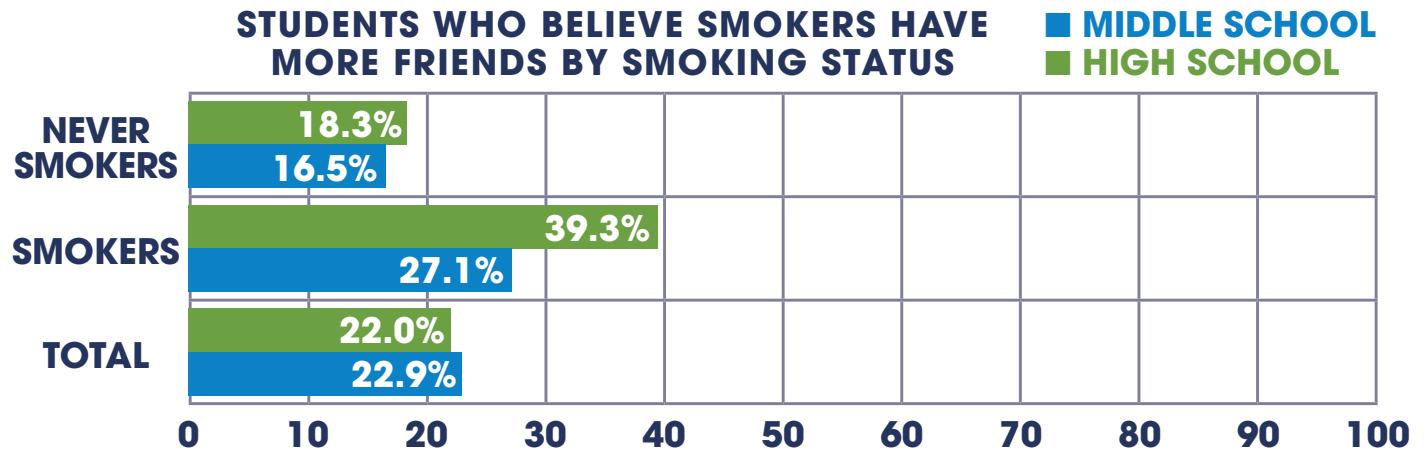


SOCIAL BELIEFS ABOUT SMOKING

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.

Education is needed to teach students that smoking and tobacco use does not improve social status or increase the number of friends a person will have.

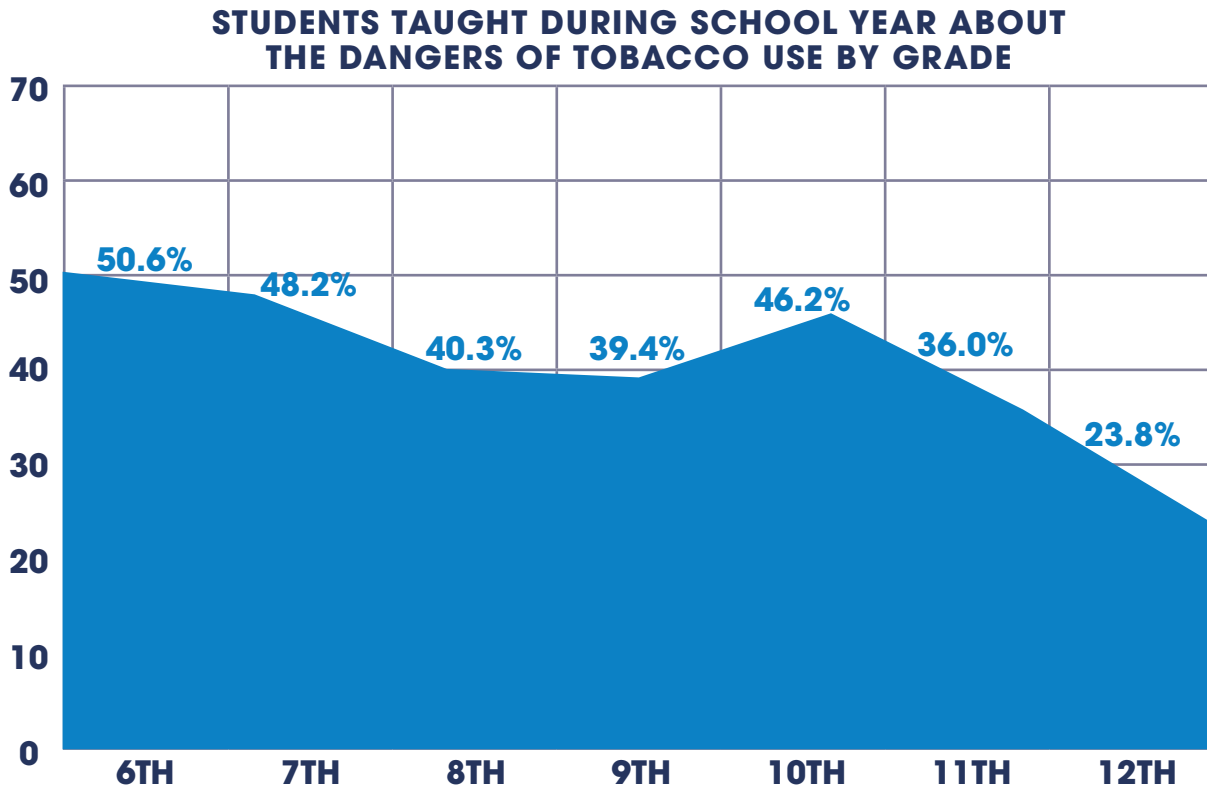
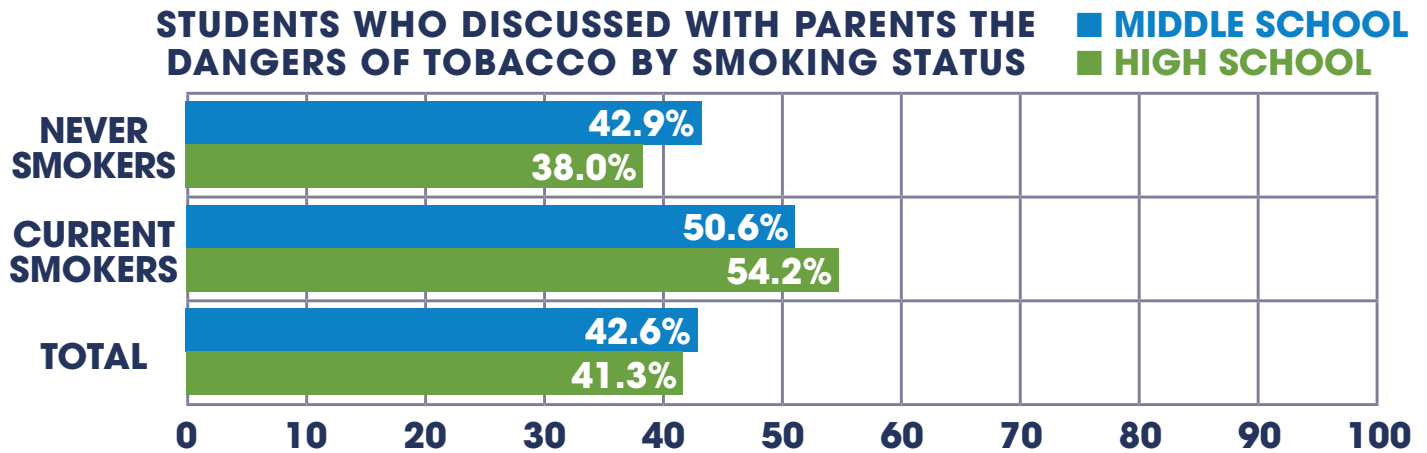


TOBACCO USE EDUCATION

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 40% of middle and high school students discussed the dangers of tobacco use with their parents.
- There is about a 25% difference between the rate of education on the dangers of tobacco use received by students in the 6th (50.6%) and 12th (23.8%) grades.

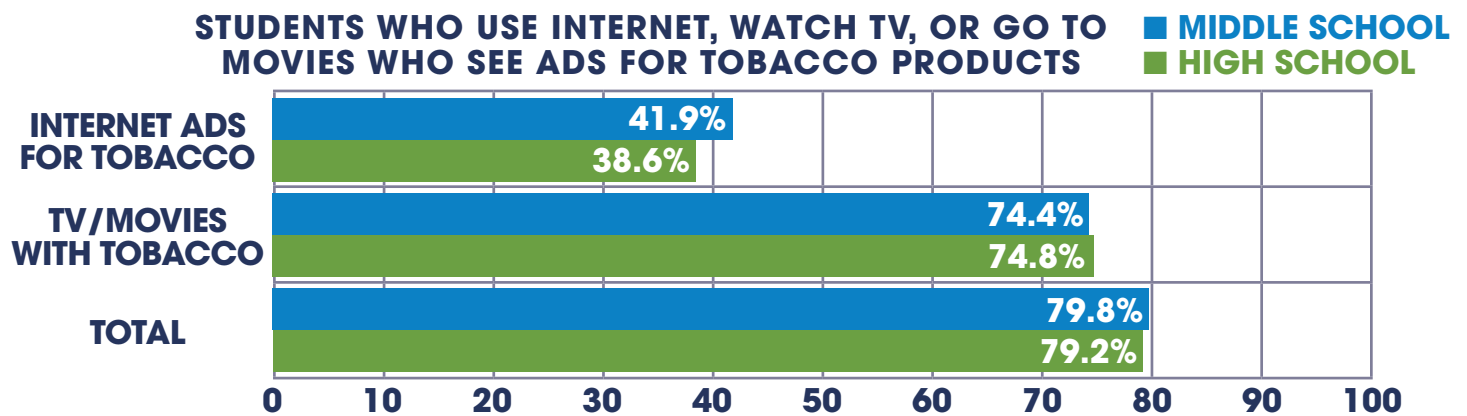
The amount of tobacco education given to students needs to increase. Tobacco education and discussion informs students of the dangers of tobacco use and encourages prevention and cessation.



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.

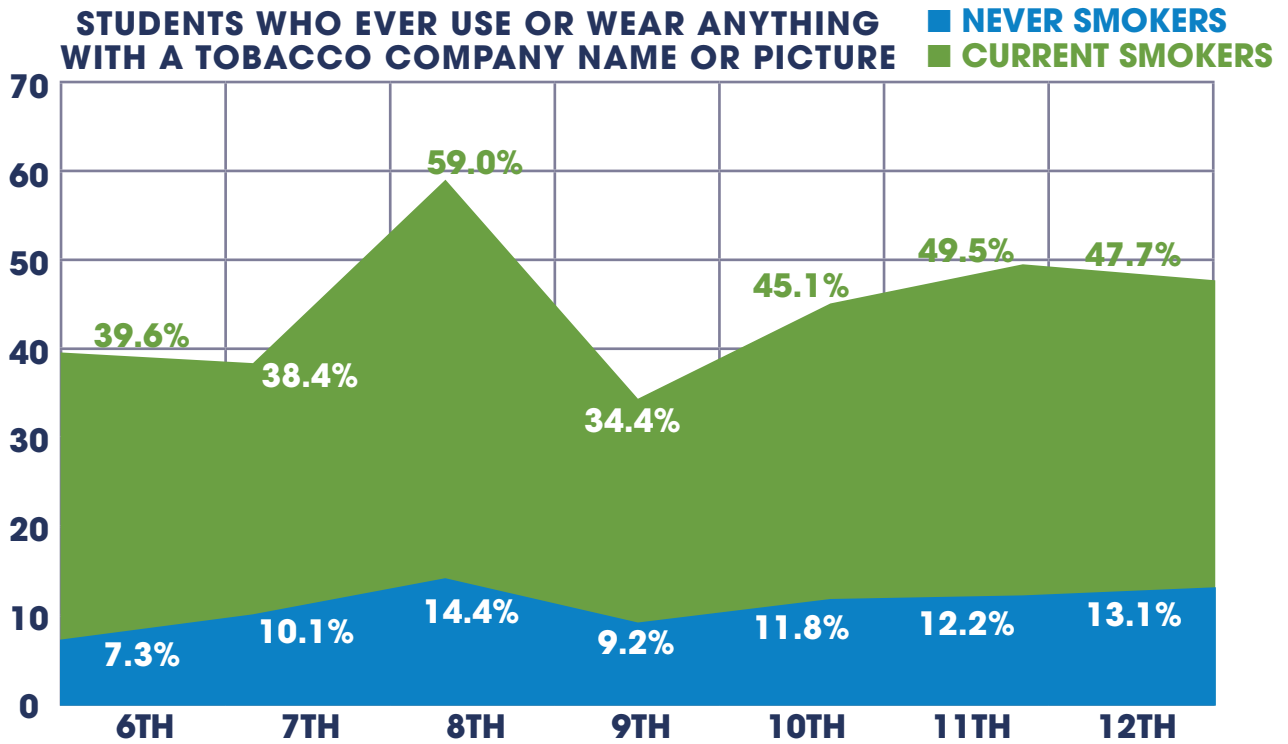
- In both middle school and high school students, about 8 out of 10 saw tobacco ads through various media outlets. Media outlets have been a successful way to expose youth to tobacco products. This is also an excellent way to expose youth to prevention or cessation measures through outlets such as social media, radio ads, or TV ads.



RECEPTIVENESS OF TOBACCO ADVERTISING

Students were asked if they would use or wear something that had a tobacco company name or picture on it.

- Students who currently use tobacco are at least three times more likely to use products with a tobacco company name or picture than students who have never used tobacco.

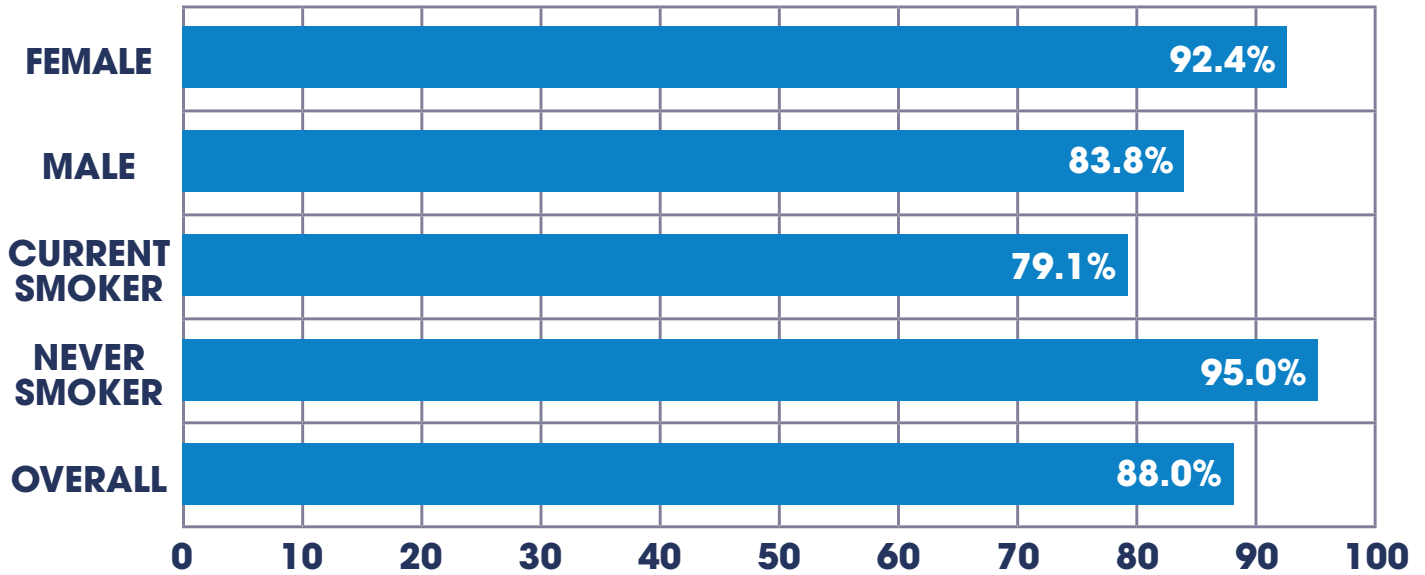


SECONDHAND SMOKE

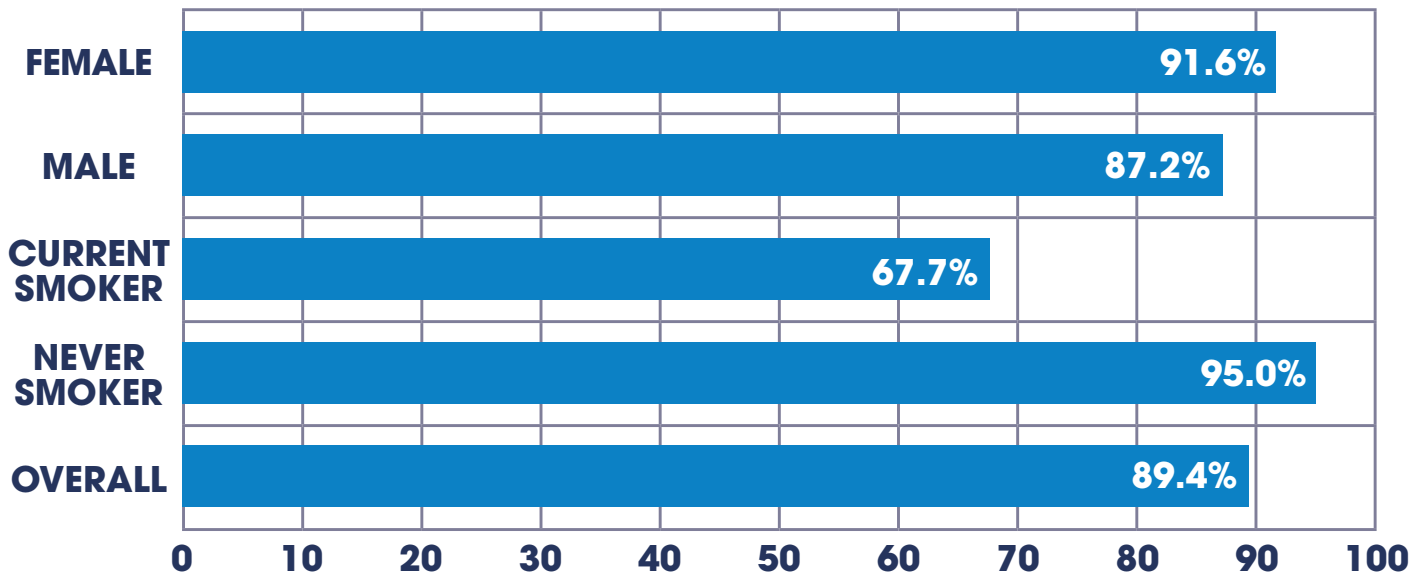
Students were asked if they think secondhand smoke is harmful. Knowledge of the harmful effects of tobacco may help students in their decision to avoid cigarette smoking.

- 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

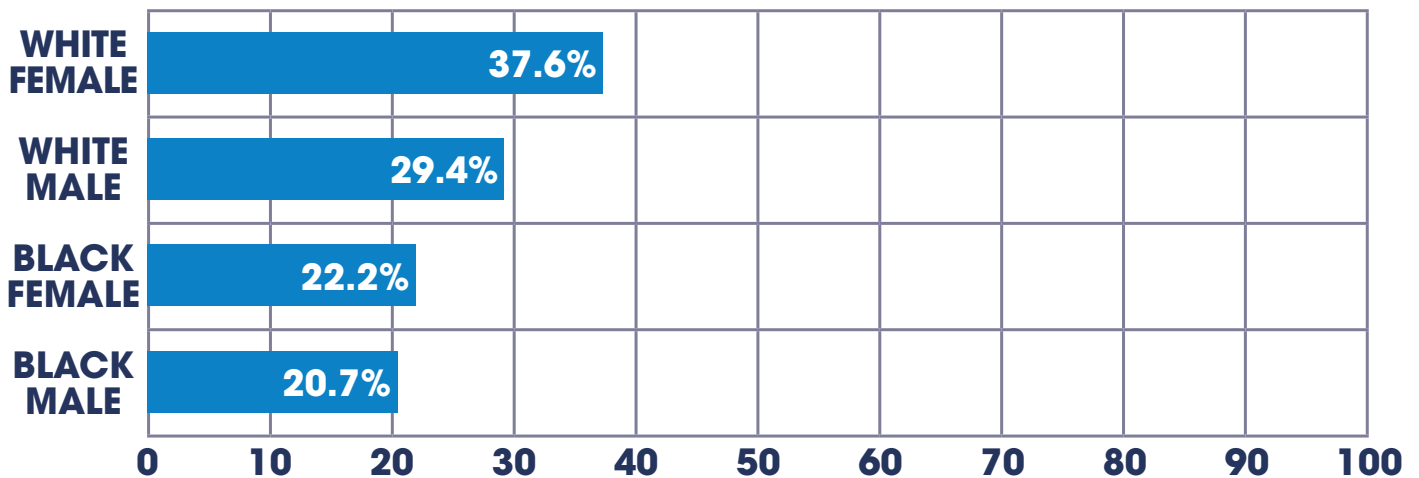


EXPOSURE TO SECONDHAND SMOKE IN THE HOME

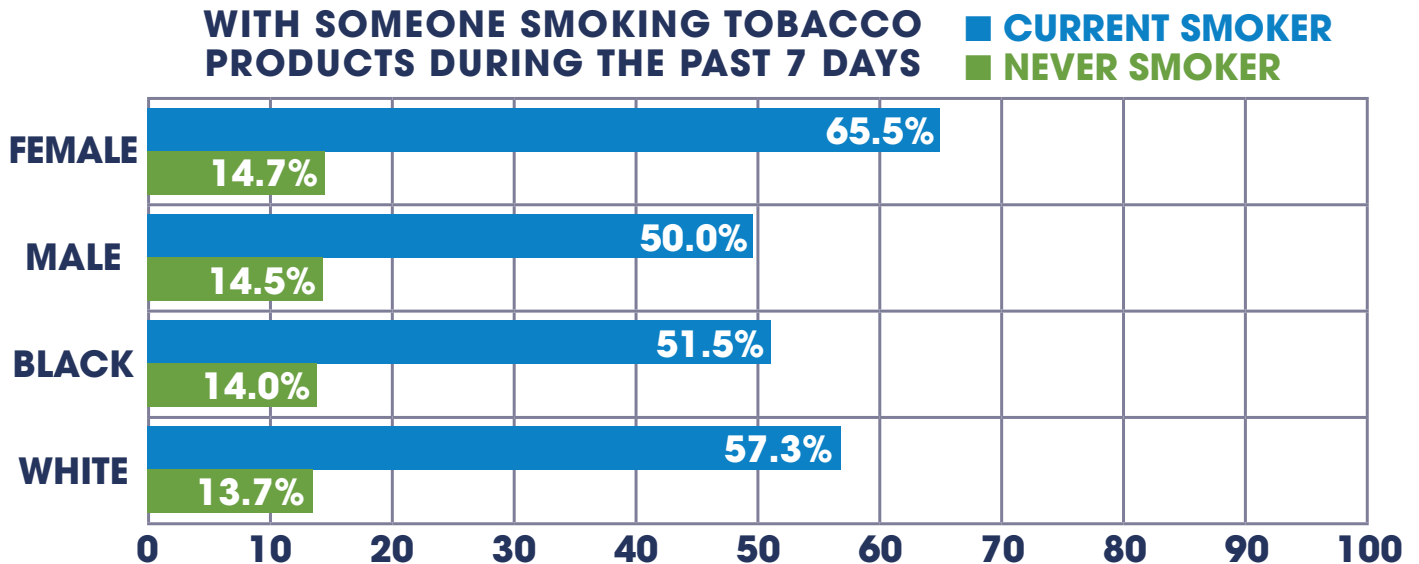
To assess how many students are being exposed to cigarette smoke at home, students were asked if they live with someone who smokes cigarettes.

- In high school, current smokers are more likely than never smokers to live with someone smoking tobacco.
- White females were the most likely compared to black males who were the least likely among middle school students to live with someone who smokes cigarettes over a range of 16.9% in between the two groups.

MIDDLE SCHOOL STUDENTS WHO LIVE WITH SOMEONE WHO SMOKES CIGARETTES



HIGH SCHOOL STUDENTS IN THE HOME WITH SOMEONE SMOKING TOBACCO PRODUCTS DURING THE PAST 7 DAYS

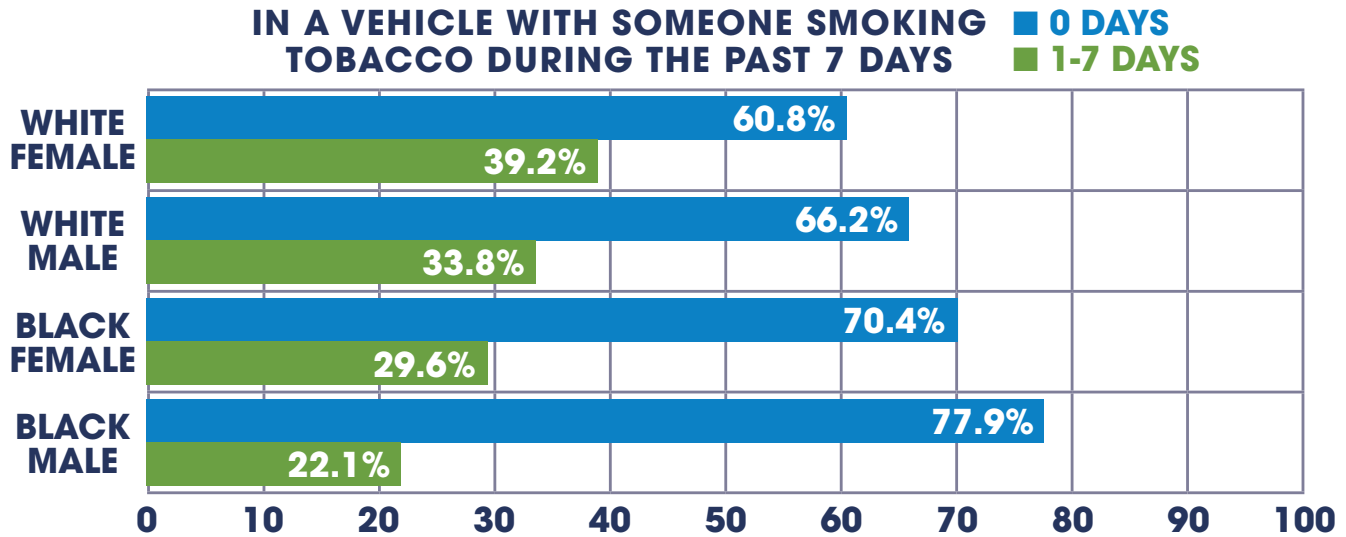


EXPOSURE TO SECONDHAND SMOKE IN THE CAR

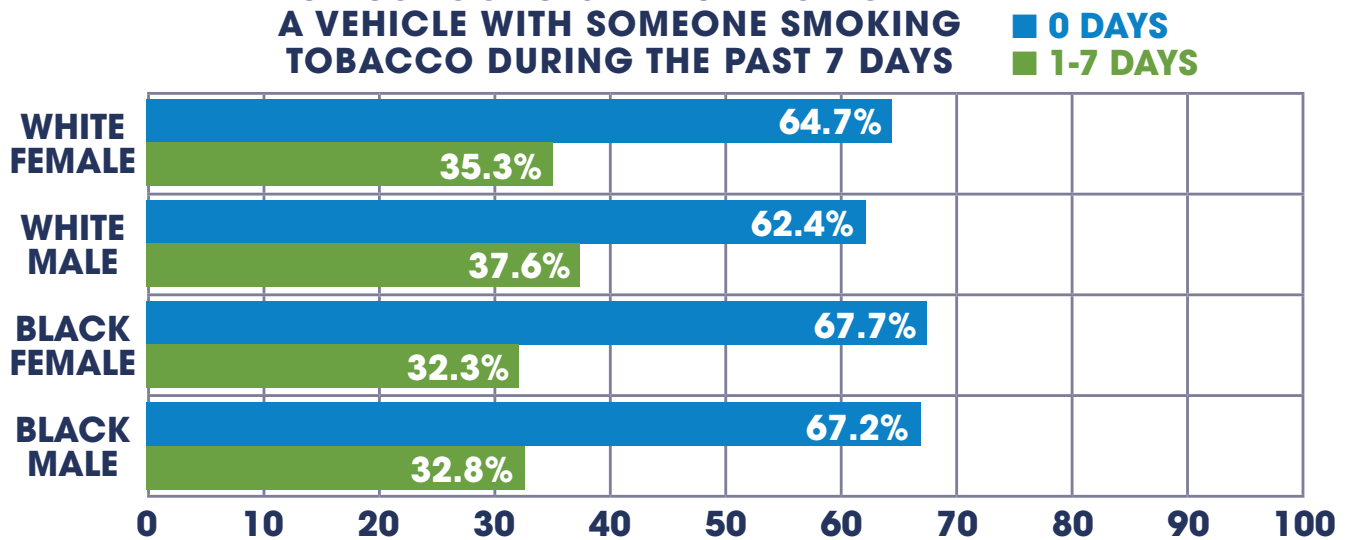
Students were asked if they had ridden in a car with someone who was smoking tobacco during the past seven days.

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

MIDDLE SCHOOL STUDENTS WHO RODE IN A VEHICLE WITH SOMEONE SMOKING TOBACCO DURING THE PAST 7 DAYS



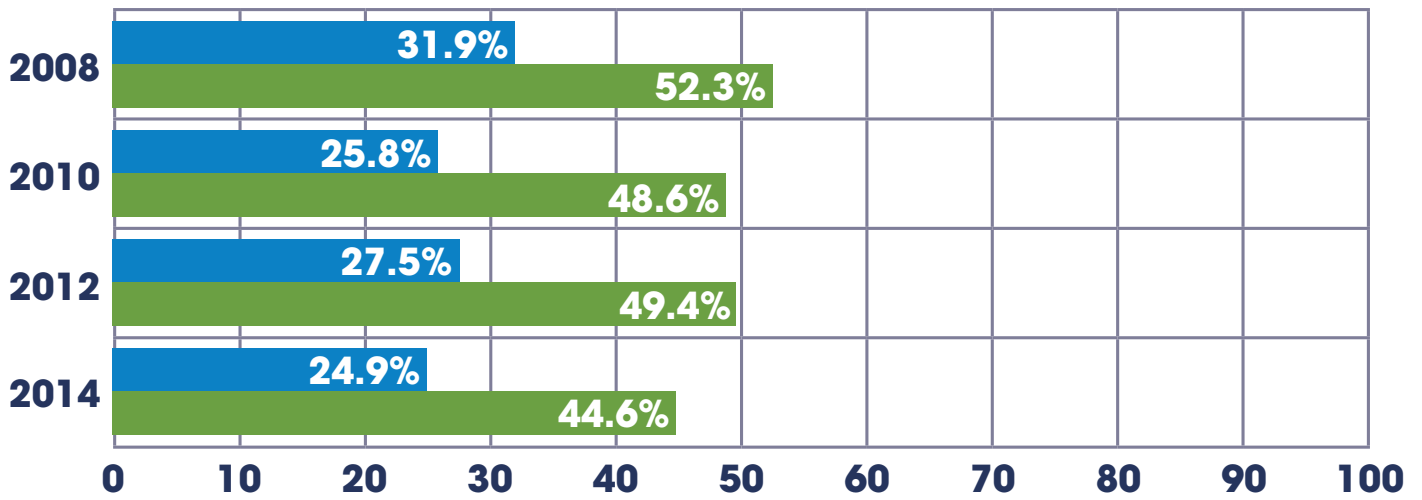
HIGH SCHOOL STUDENTS WHO RODE IN A VEHICLE WITH SOMEONE SMOKING TOBACCO DURING THE PAST 7 DAYS



CIGARETTE TRENDS

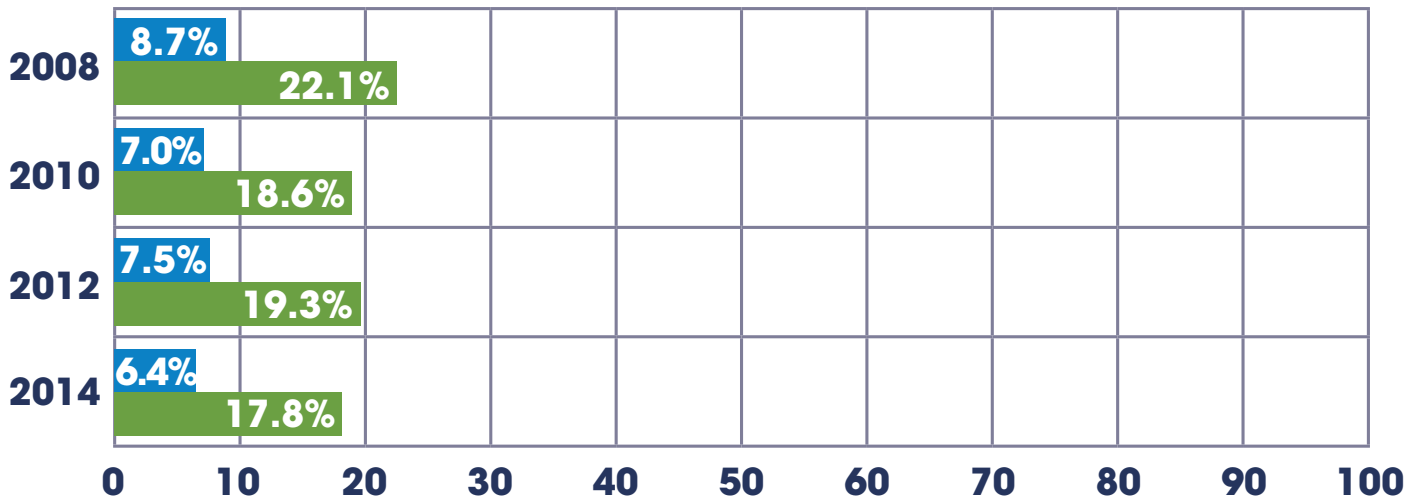
STUDENTS WHO EVER TRIED CIGARETTE SMOKING, 2008-2012

■ MIDDLE SCHOOL
■ HIGH SCHOOL

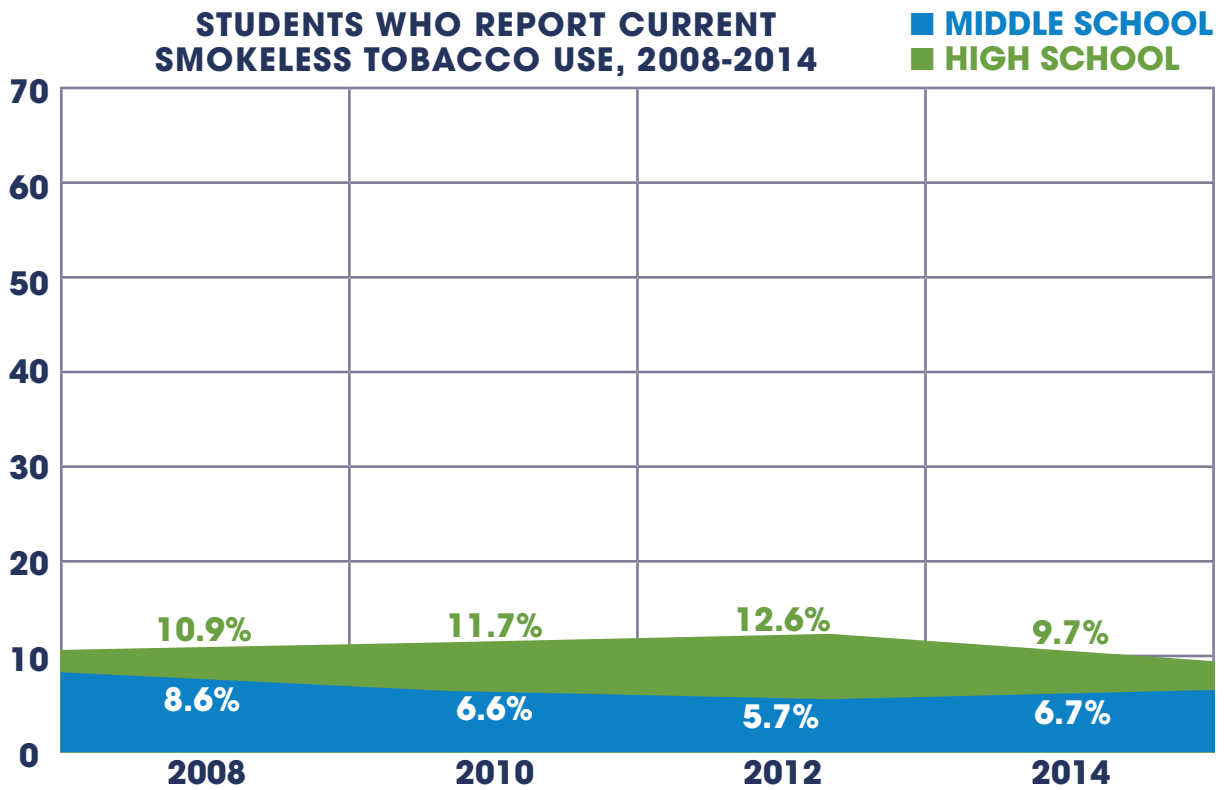
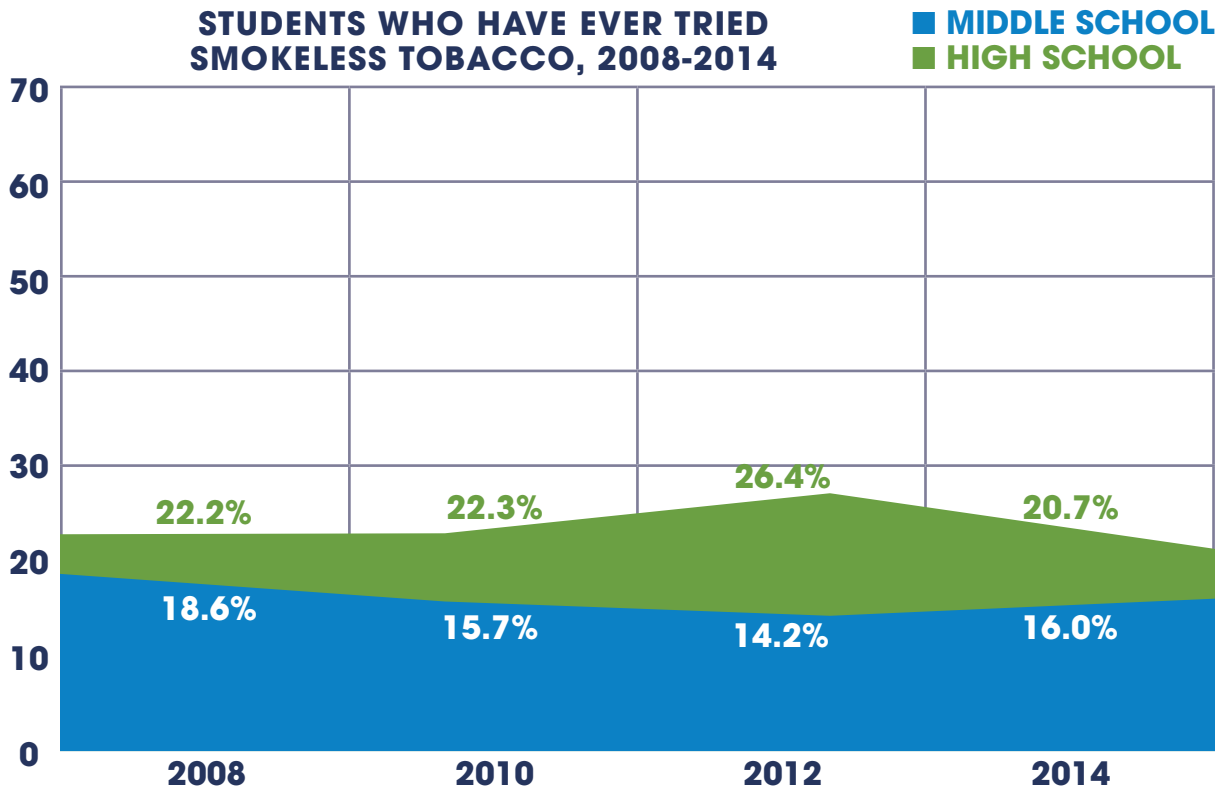


STUDENTS WHO REPORT CURRENT CIGARETTE SMOKING, 2008-2012

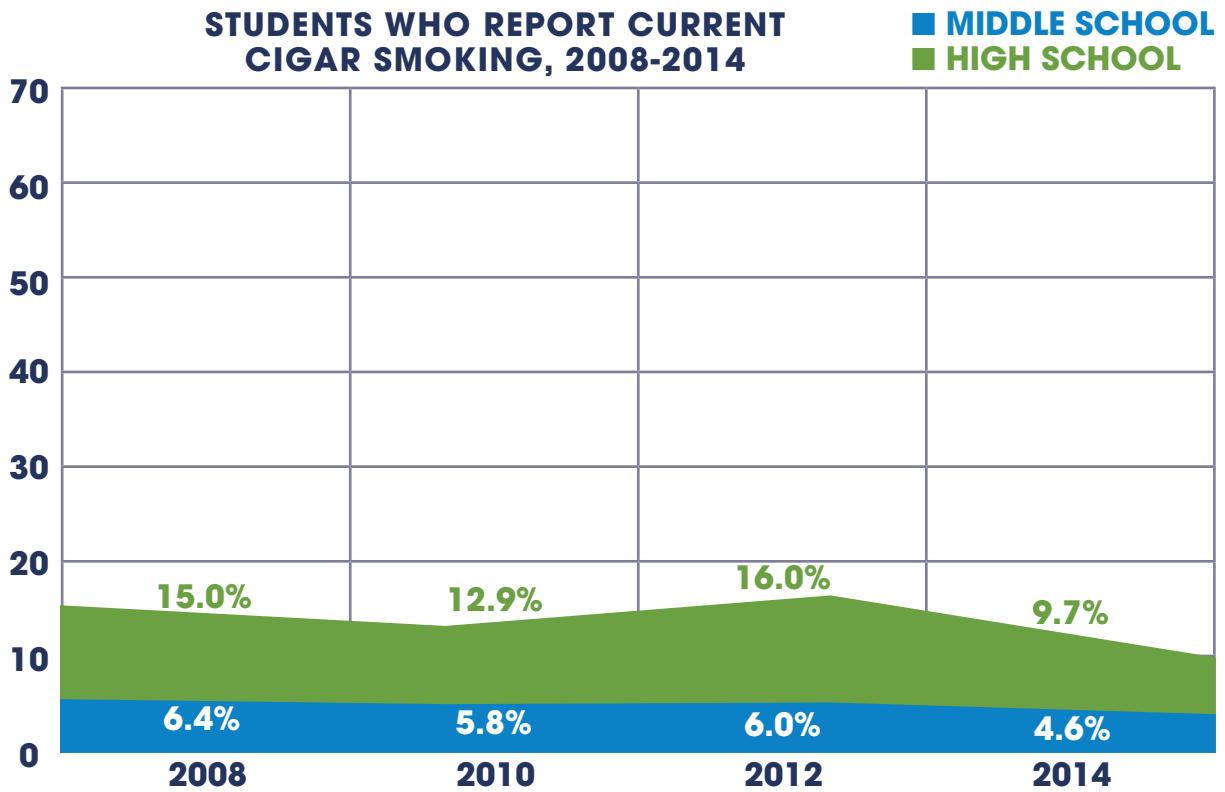
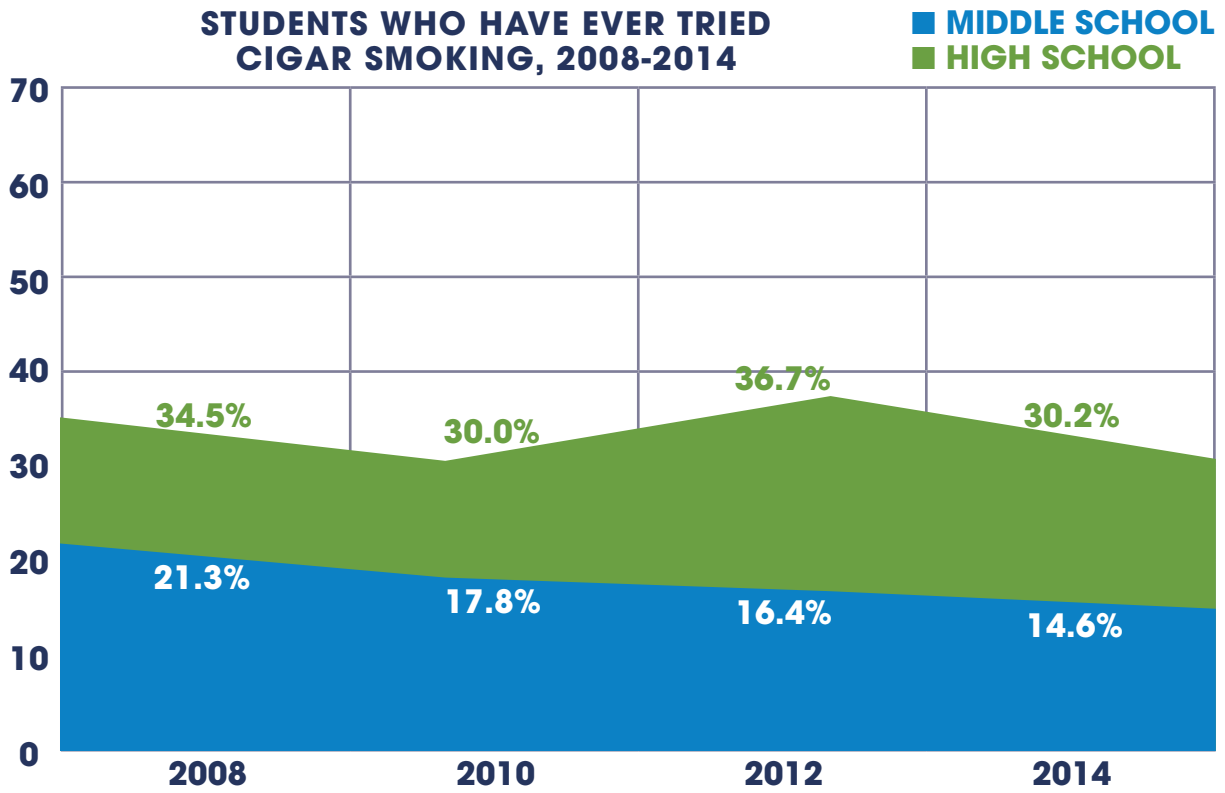
■ MIDDLE SCHOOL
■ HIGH SCHOOL



SMOKELESS TOBACCO TRENDS



CIGAR TRENDS



TRENDS SUMMARY

Looking at the trends in usage of different forms of tobacco over several years shows the progress or decline in progress of methods of prevention, cessation, education, media, and other factors.

After a small decrease between years 2008-2010, the middle school percentages remain steady with an overall decline of 7% among those who ever tried cigarette smoking. The high school students who ever tried cigarette smoking had a slight decline from years 2008-2010 and remained fairly steady the following years. The overall decrease for high school students was 7.7%. However, the prevalence rates for current smokers in middle and high school students remained stable between most years, except a decline in high school rates between years 2008-2010.

Trends in smokeless tobacco attempts or usage have varied in both positive and negative ways. For high school students, the percentage of those who ever tried smokeless tobacco remained level until an increase in 2012. Then, there was a decrease in 2014 to reduce the percentage below the starting point in 2008. The middle school students have a steady decrease until 2012. The increase and decrease in attempts also follows an increase and decline in the current use of smokeless tobacco. High school students have a steady increase in current use until the decline in 2014. Middle schools also have a steady decrease in current use until an increase in 2014. This shows the need to educate and prevent students from trying smokeless tobacco so they do not become current users.

The current use of cigars, cigarillos, or little cigars also resembles the popularity of trying cigars among students. Overall, there has been a downward trend in the percentage of middle school students trying cigar smoking. The current smoking rates among middle school students remained level except a decline from 2012-2014. The rates for high school students fluctuated for both ever trying cigar smoking and current cigar smoking.

SUMMARY / CONCLUSIONS

The use of tobacco is dangerous to everyone including youth. Youth may initially 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 2014 AL YTS help monitor and evaluate progress toward reaching goals in the state plan and identify areas where focus is needed in the future.

43.1% 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 or cigars. Black females in high school have the lowest current cigarette smoking rate (8.9%), which is significantly lower than all other groups. White males in high school have similar current smokeless tobacco use rate (25.0%) and current cigarette smoking rate (24.9%). This shows that white males in high school are just as likely to use smokeless tobacco as cigarettes or could be dual tobacco users. However, current use of smokeless tobacco decreased among high school students. Overall, males (37.2%) were more likely to try cigars than females (23.2%).

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.