

2010

**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 AL YTS provides valuable baseline data to guide and evaluate youth prevention efforts and cessation campaigns within Alabama.

The 2010 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 41 schools to 1350 high school students in grades 9 through 12. The survey was also completed by 1172 students at 40 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 82%, and the student participation rate was 85.88%. This yields an overall participation rate of 70.42% for high school surveys. The middle school participation rate was 80%, and the student participation rate was 83.65%. The overall participation rate for middle school surveys was 66.92%.

The AL YTS is a voluntary, self-administered questionnaire consisting of 70 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.

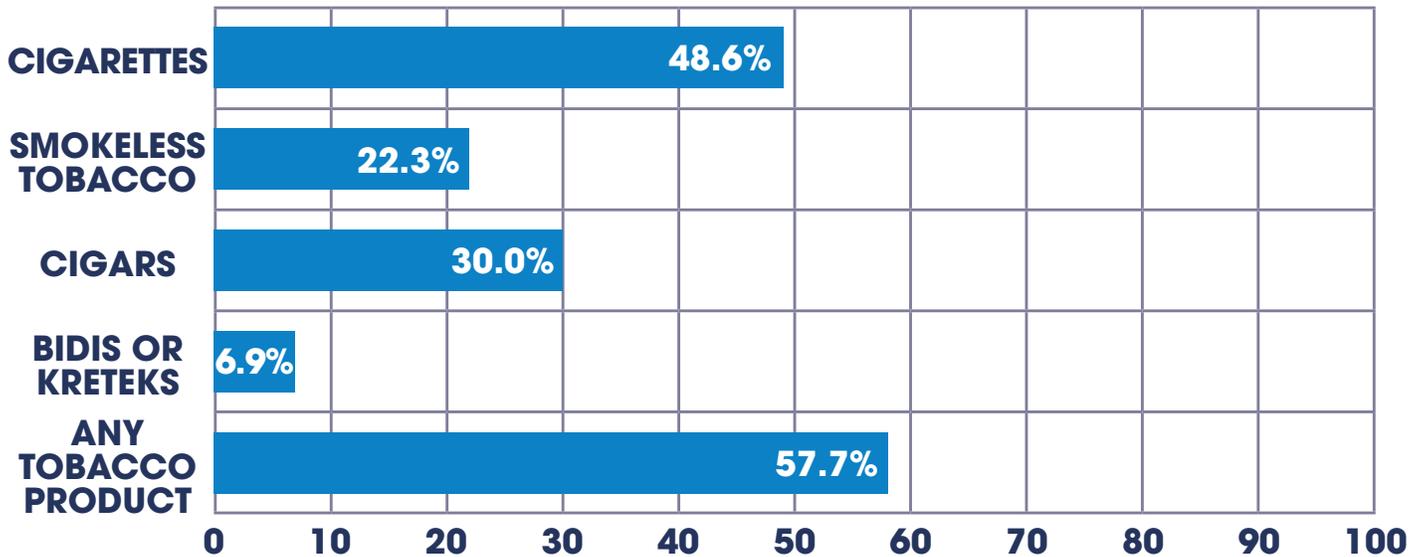
Data gathered from the AL YTS is utilized to enhance Alabama's capacity to design, implement, and evaluate the youth component of its Tobacco Prevention and Control Program. Results are used to identify future priority areas and monitor progress toward state plan goals.

USE OF ANY TOBACCO

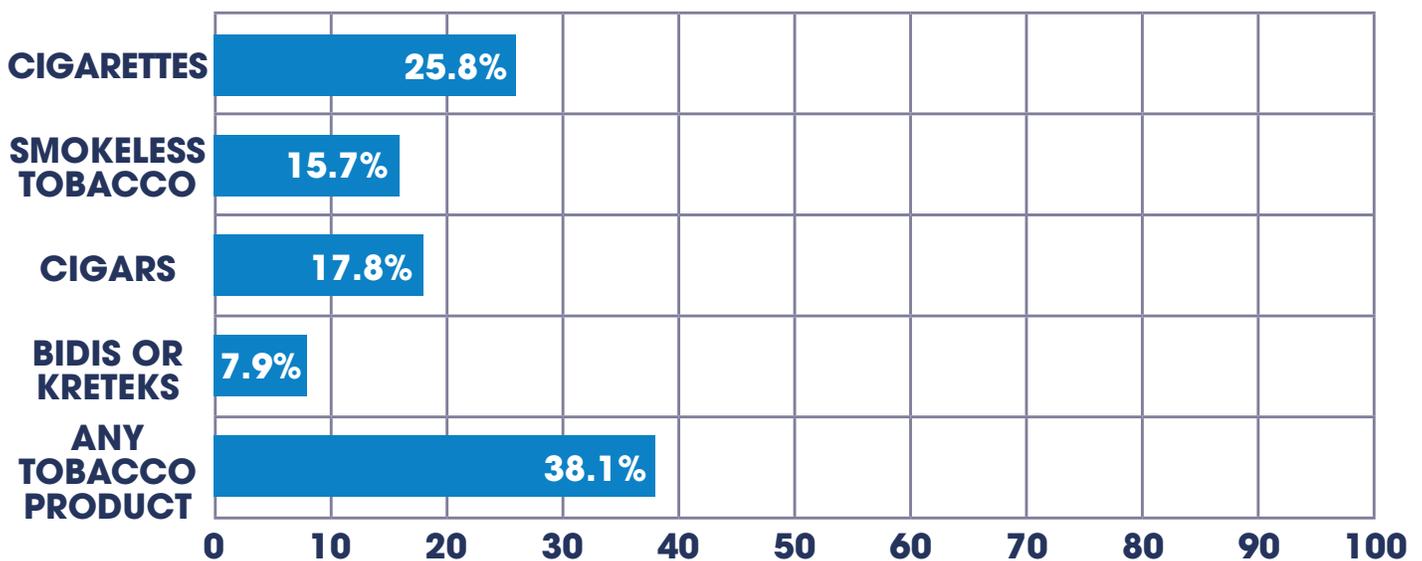
Students were asked about use of different forms of tobacco including cigarettes, smokeless tobacco, cigars, bidis or kreteks, and pipes. Students were considered “ever tobacco users” if they ever tried any tobacco product in their lifetime.

- Cigarettes were most commonly used tobacco product by middle and high school students.
- The percentage of high school students who ever tried tobacco decreased from 59.6 in 2008 to 57.7 in 2010.
- Middle school students who ever tried tobacco decreased from 42.4% in 2008 to 38.1% in 2010.

HIGH SCHOOL STUDENTS WHO EVER USED TOBACCO BY PRODUCT



MIDDLE SCHOOL STUDENTS WHO EVER USED TOBACCO BY PRODUCT

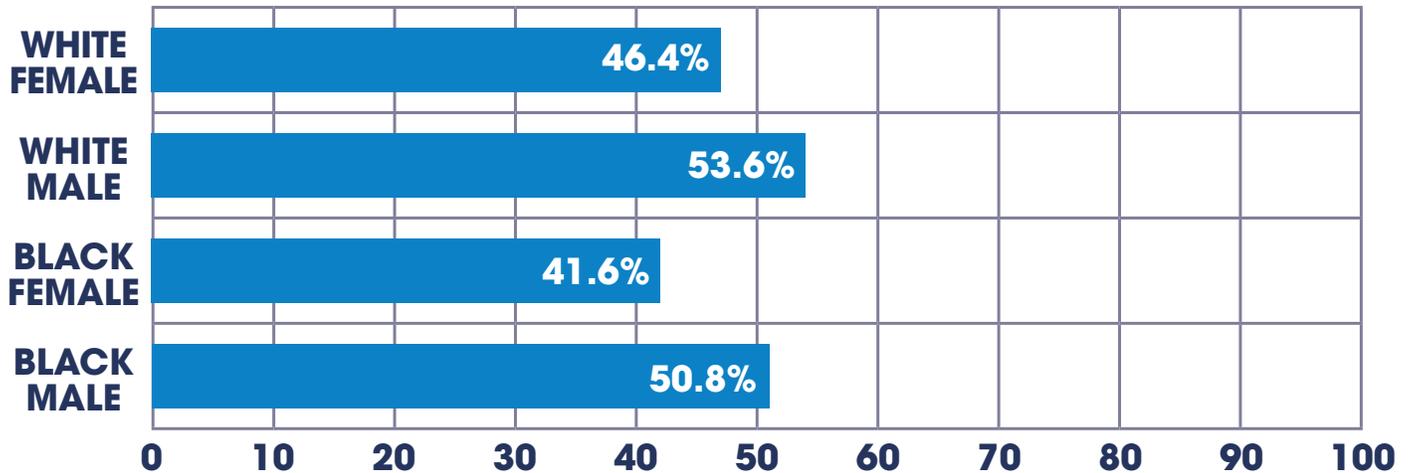


EVER TRIED CIGARETTE SMOKING

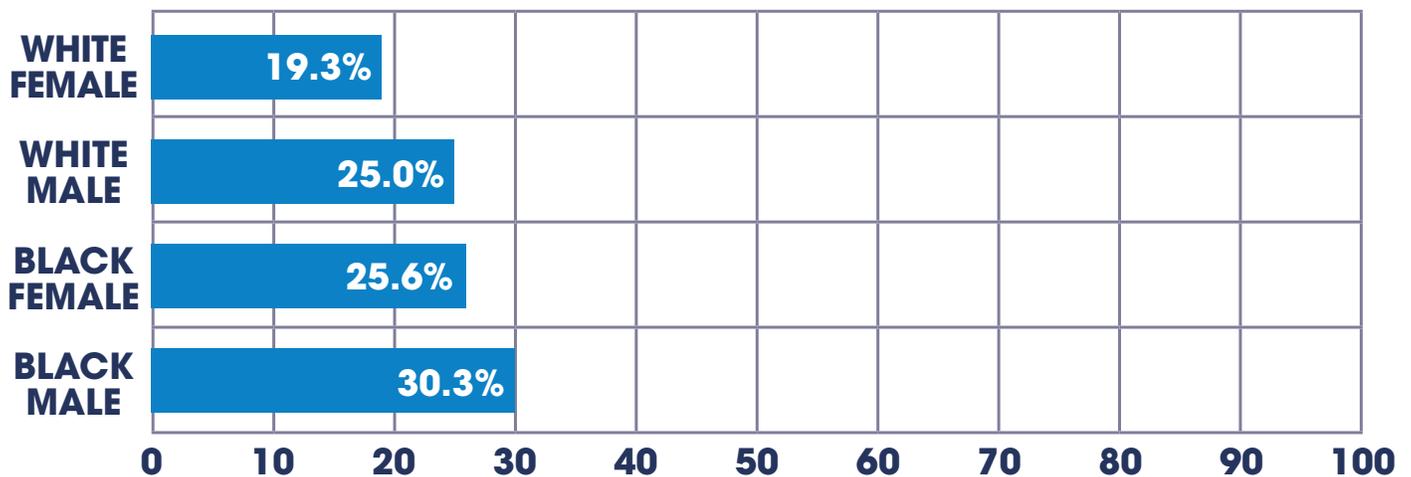
Students were asked whether they had ever tried cigarette smoking (even one or two puffs) in their lifetime.

- Overall, 48.6% of high school students had ever tried cigarette smoking in 2010, which is a decline from 52.3% in the 2008 survey.
- A total of 25.8% of middle school students had ever tried cigarette smoking, which is a reduction from 31.9% in 2008.

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



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

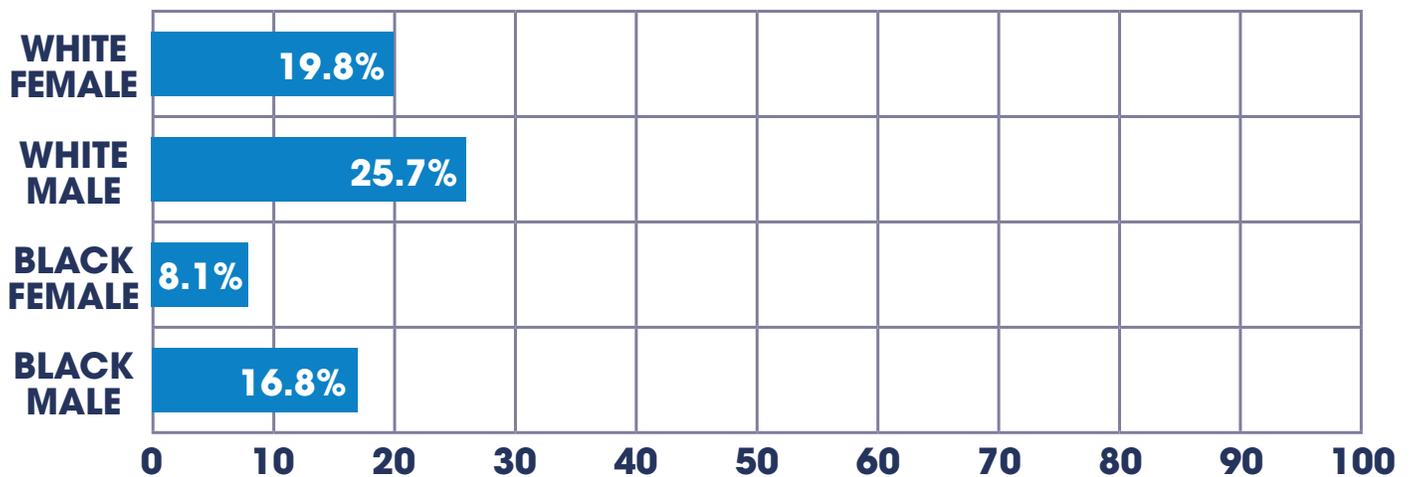


CURRENT CIGARETTE SMOKERS

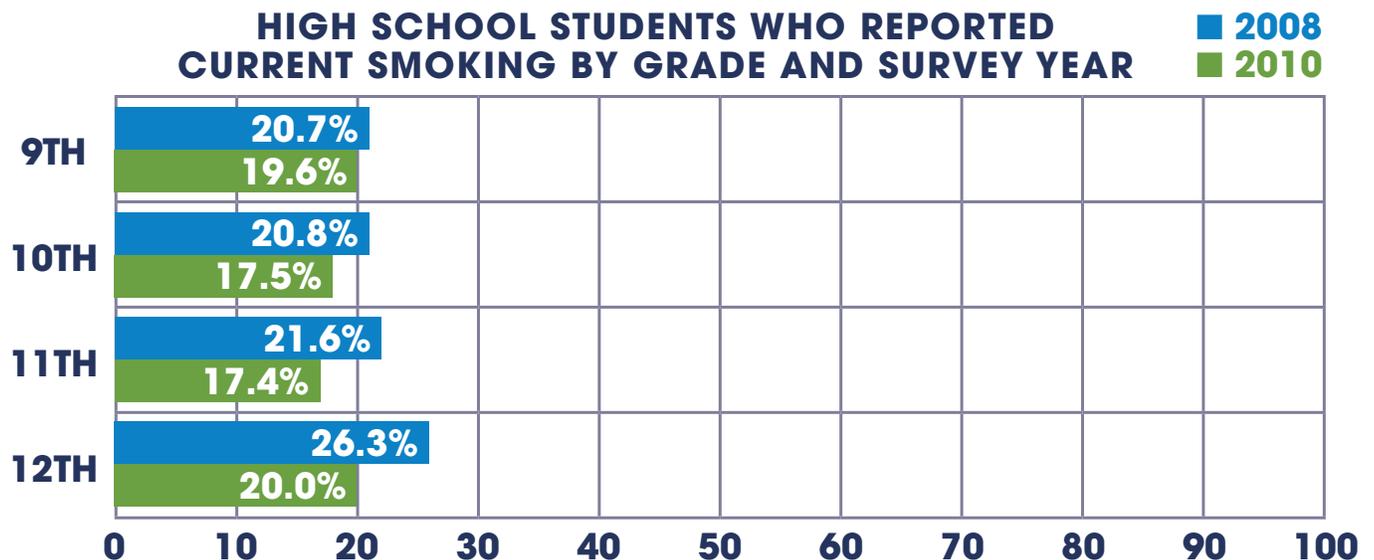
Students were asked about their use of cigarettes during the past 30 days. Students were considered "current smokers" if they reported smoking cigarettes at least once within the past 30 days.

- From 2008 to 2010, the current smoking rates decreased in all grades (9th through 12th).
- The current smoking rate among high school students decreased from 22.1% in 2008 to 18.6% in 2010.
- White males in high school had the highest current smoking rate at 25.7%.

HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING BY GENDER AND RACE



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

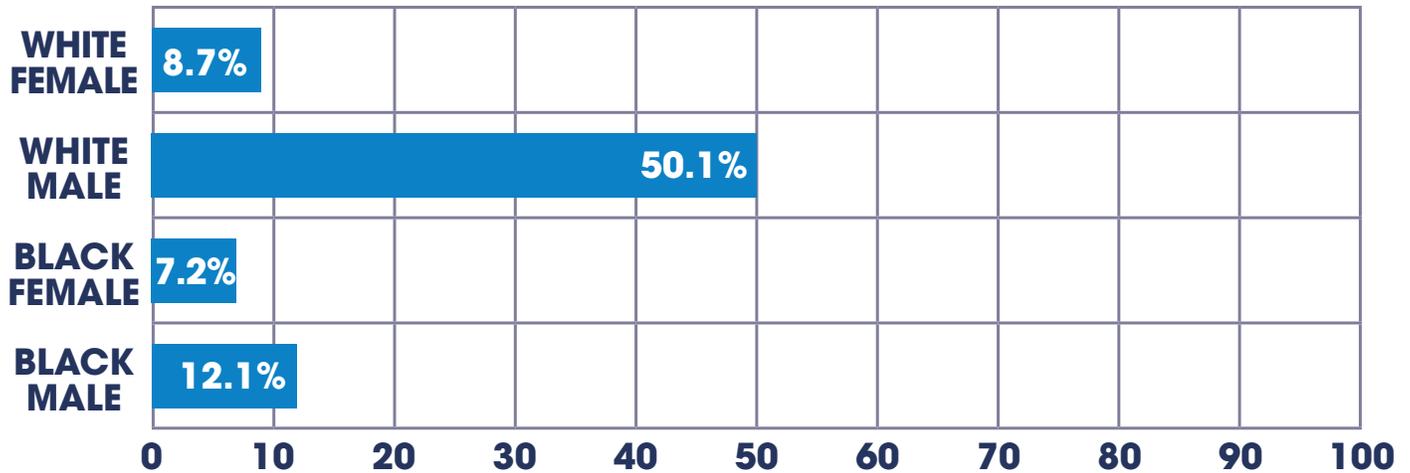


EVER TRIED SMOKELESS TOBACCO

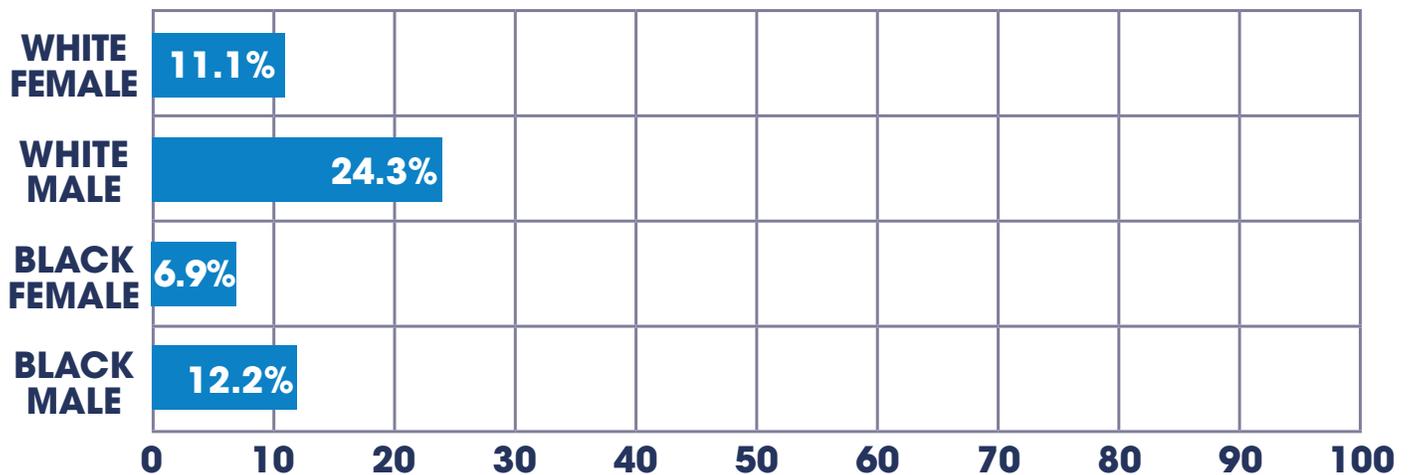
Students were asked whether they had ever tried chewing tobacco, snuff, or dip.

- White males were more likely than any other group to try smokeless tobacco in both middle school (24.3%) and high school (50.1%).
- The number of middle school students that tried smokeless tobacco decreased from 18.6% in 2008 to 15.7% in 2010.

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



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

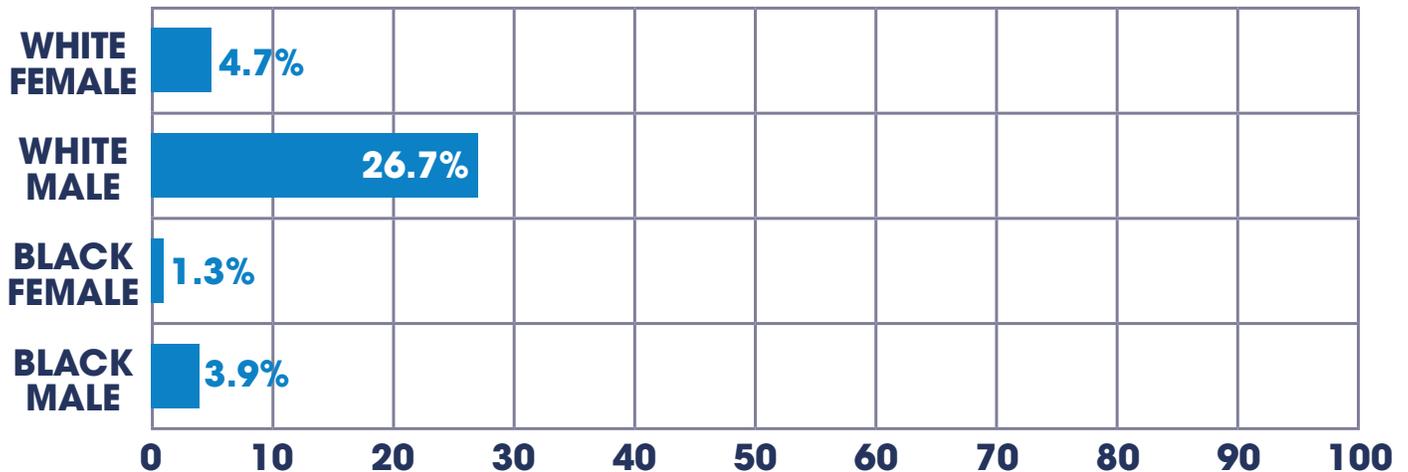


CURRENT USE OF SMOKELESS TOBACCO

Students were asked about 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.

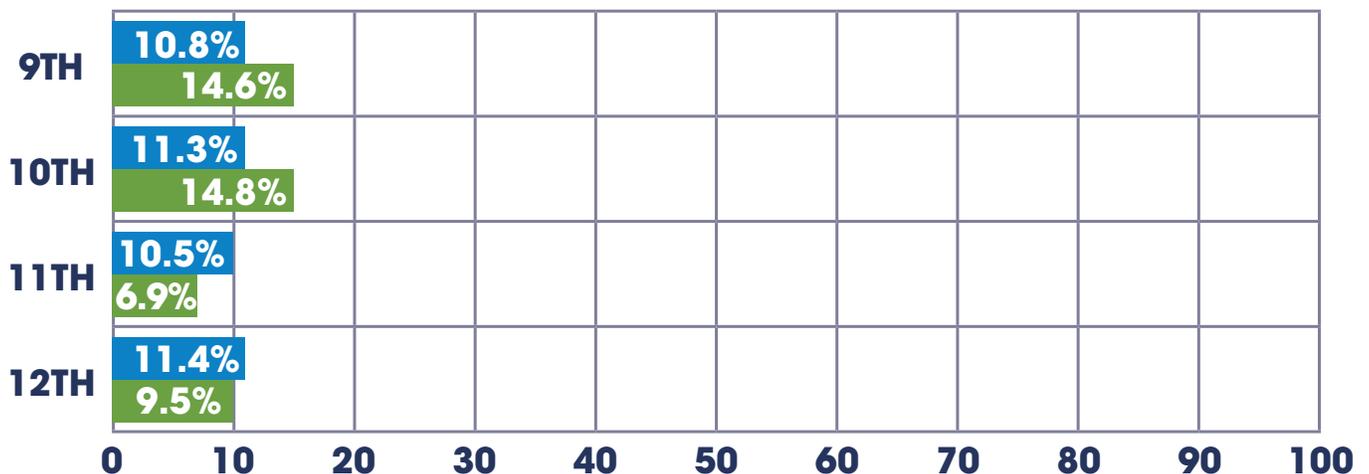
- Use of smokeless tobacco among high school students increased from 10.9% in 2008 to 11.7% in 2010.
- In 2010, the rate of current smokeless tobacco use was highest among white males at 26.7%.
- Current smokeless tobacco use increased in 9th and 10th grades but decreased in the 11th and 12th grades.

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

■ 2008
■ 2010

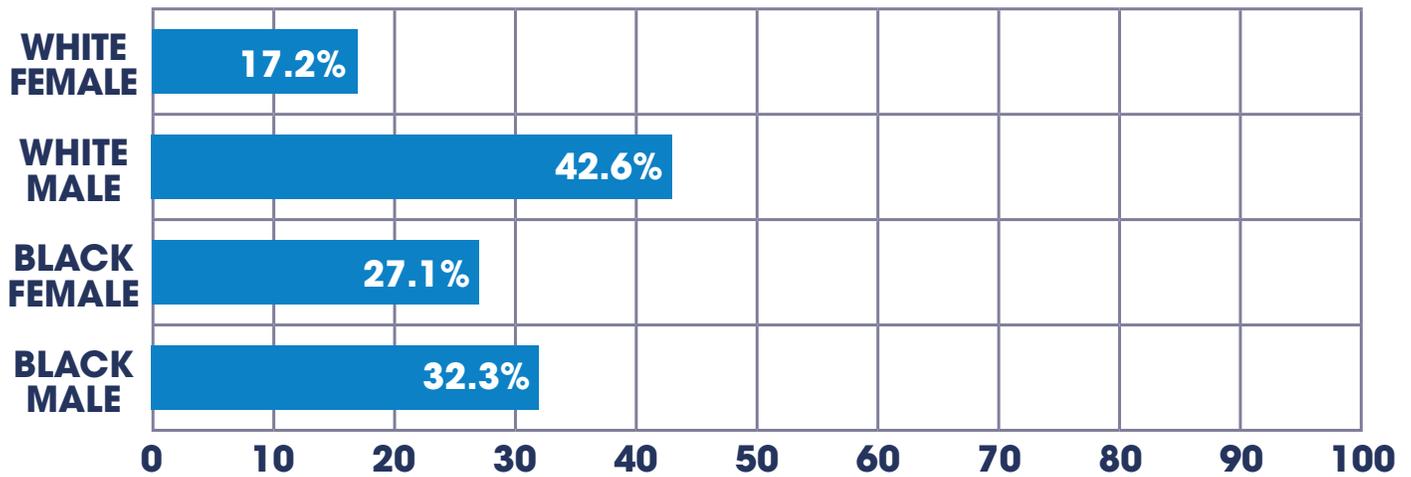


EVER TRIED CIGARS

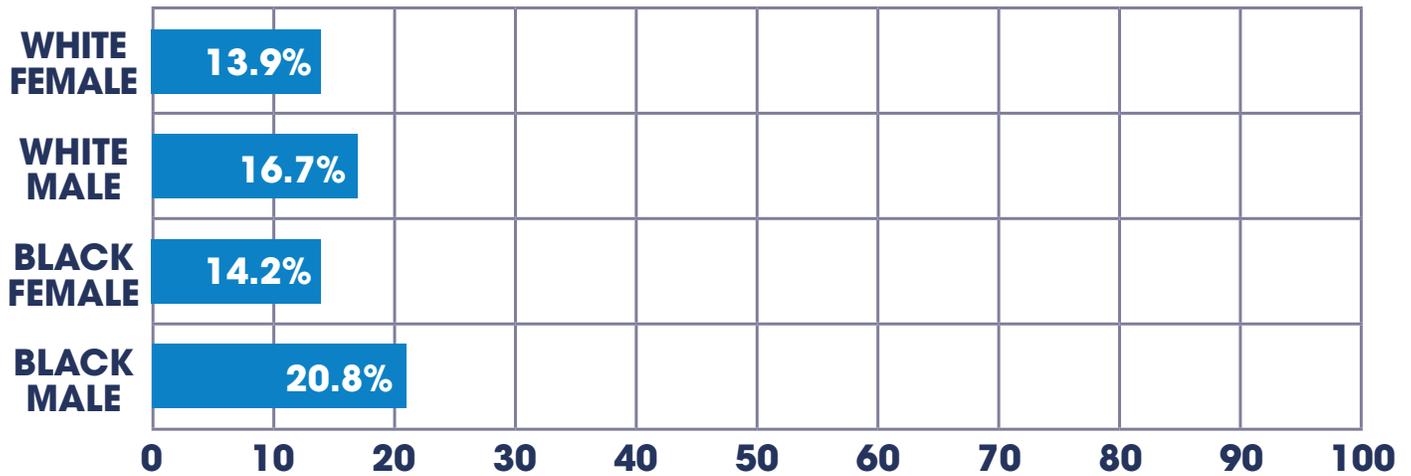
Students were asked whether they had ever tried cigars, cigarillos, or little cigars (even one or two puffs) in their lifetime.

- 17.8% of middle school students tried cigars in 2010, which is a reduction from 21.3% in 2008.
- There was also a decrease in high school students who ever tried cigars from 34.5% in 2008 to 30.0 in 2010.

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



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

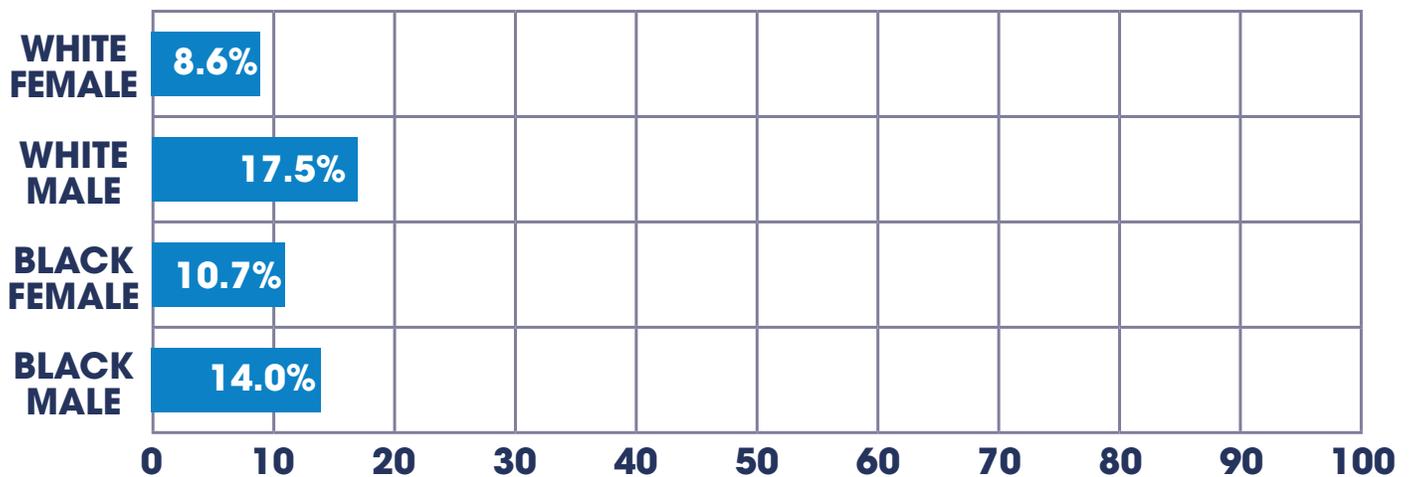


CURRENT USE OF CIGARS

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.

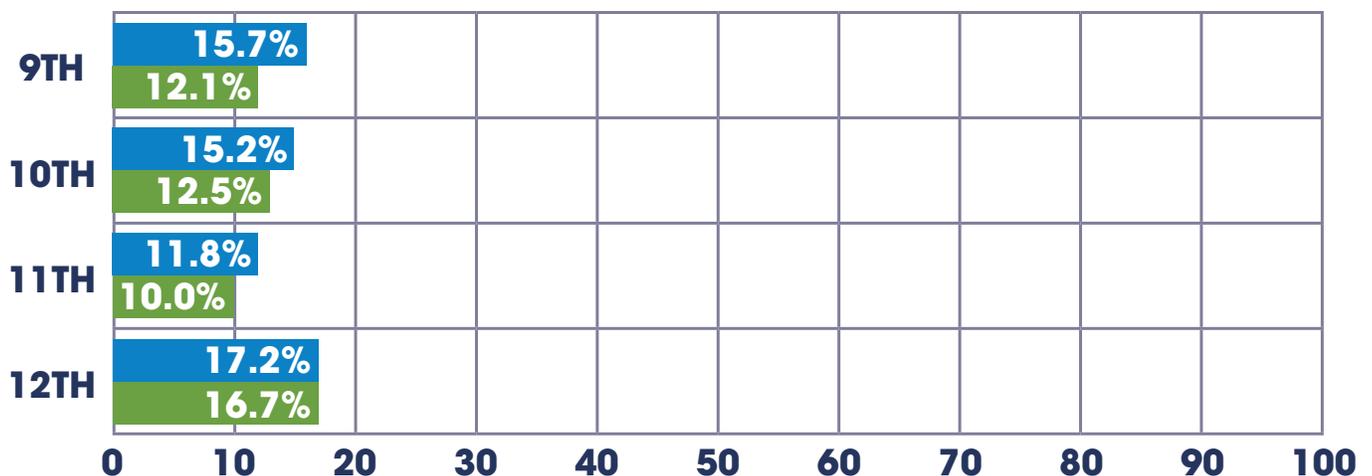
- The current use of cigars among high school students decreased from 15.0% in 2008 to 12.9% in 2010.
- All grades (9th through 12th) had a decline in current cigar use from 2008 to 2010.
- Overall, male, high school students (16.0%) use cigars more than female, high school students (9.3%).

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

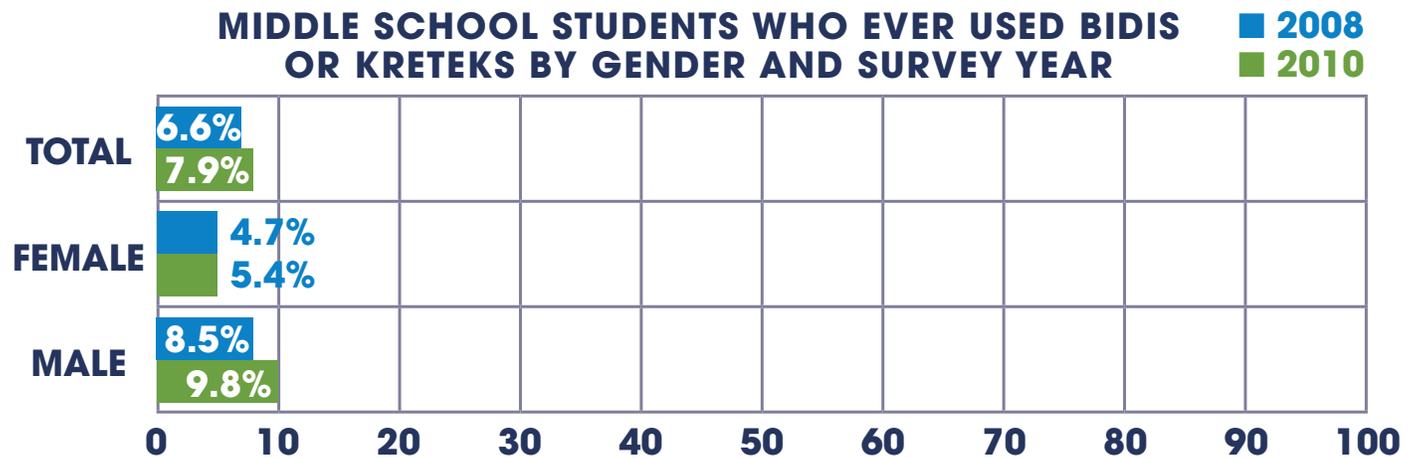
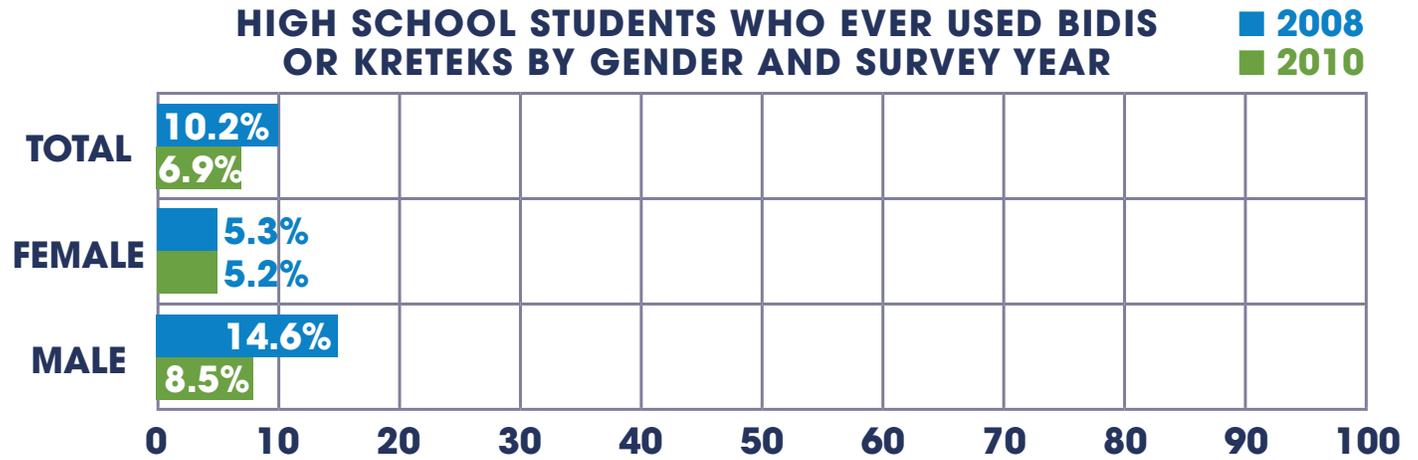
■ 2008
■ 2010



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 high school students who tried bidis or kreteks decreased from 2008 to 2010 but increased among middle school students.

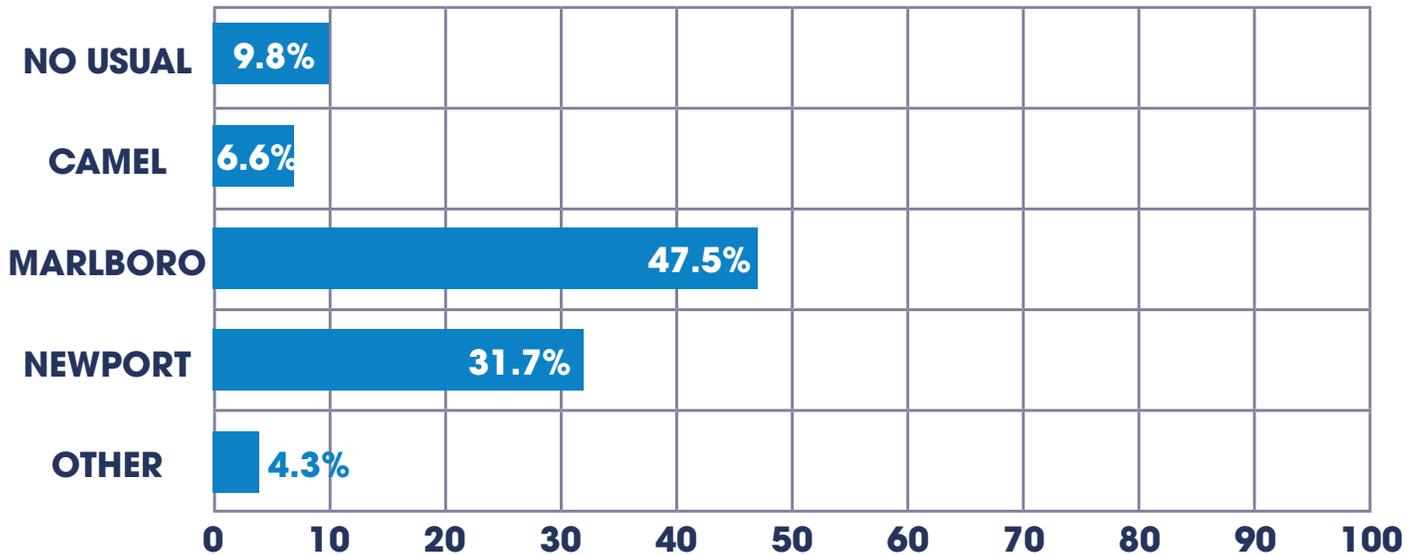


PREFERRED CIGARETTE BRANDS

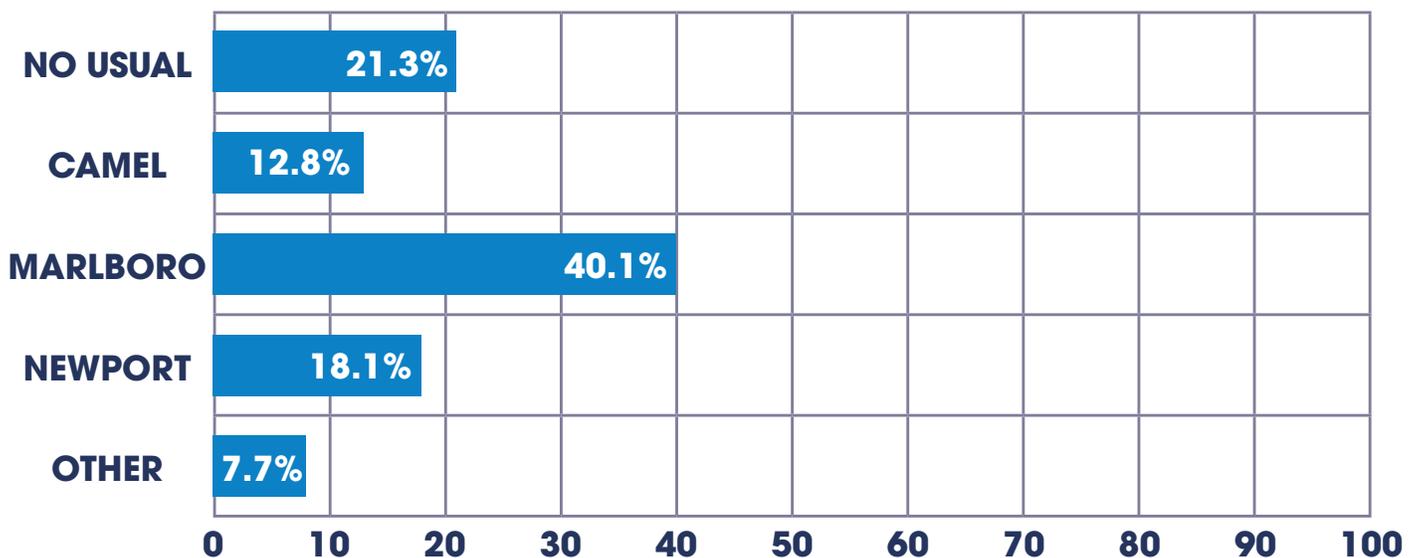
Students who are current smokers (had smoked a cigarette on at least one of the past thirty days) were asked which brand of cigarettes they usually smoked in the past thirty days. Promotion, advertising, and product placement play an important role in determining which brand students typically smoked.

- Marlboro is the most frequently smoked brand among high school (47.5%) and middle school (40.1%) students.
- In high school, white smokers prefer Marlboro (60.3%), and black smokers prefer Newport (85.4%).

PREFERRED CIGARETTE BRAND OF HIGH SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING



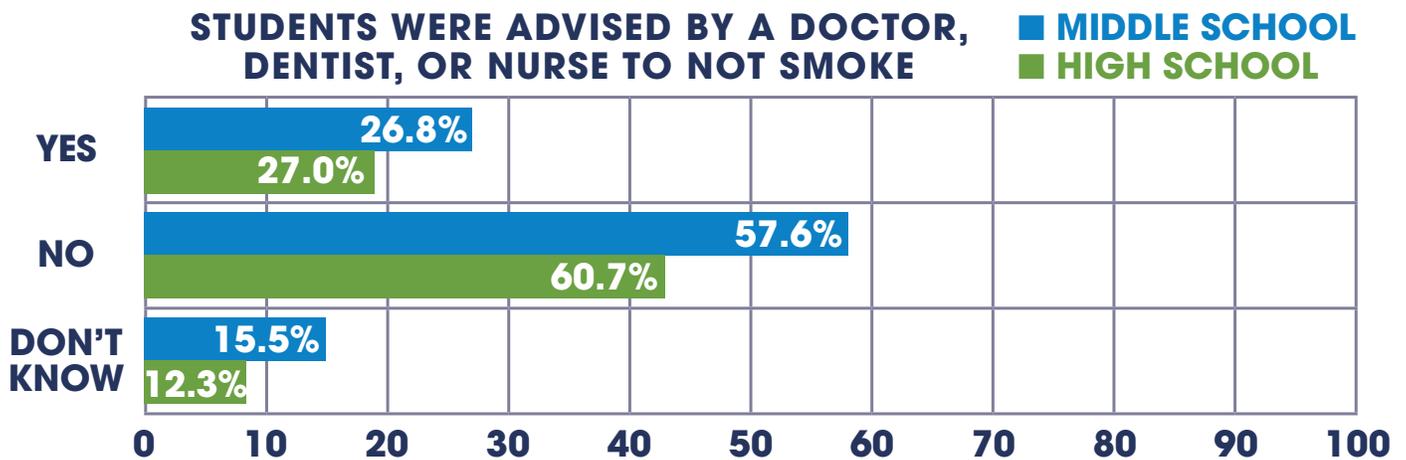
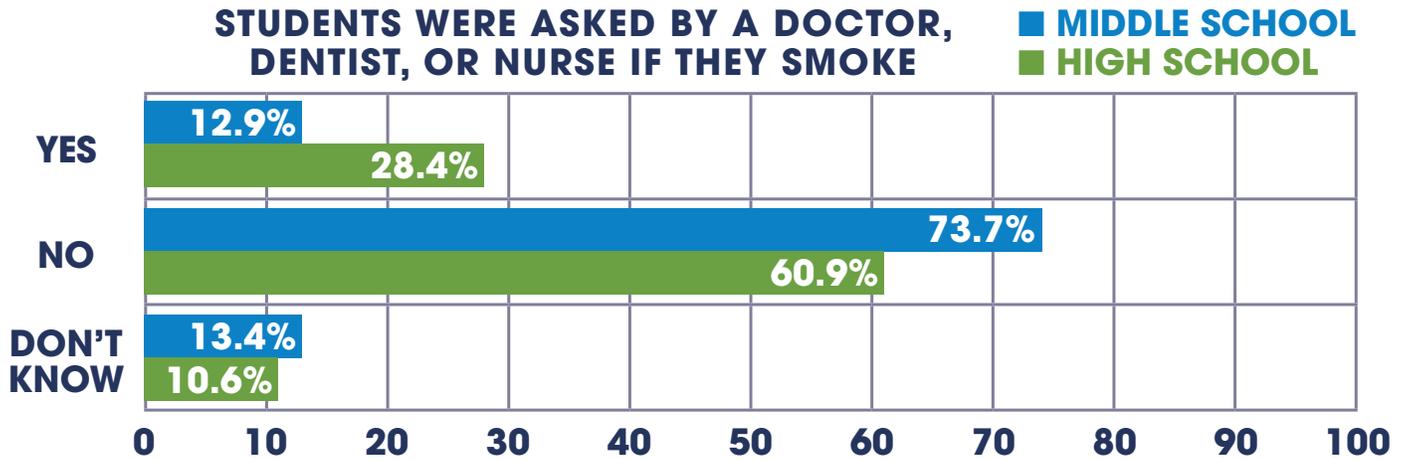
PREFERRED CIGARETTE BRAND OF MIDDLE SCHOOL STUDENTS WHO REPORTED CURRENT SMOKING



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.

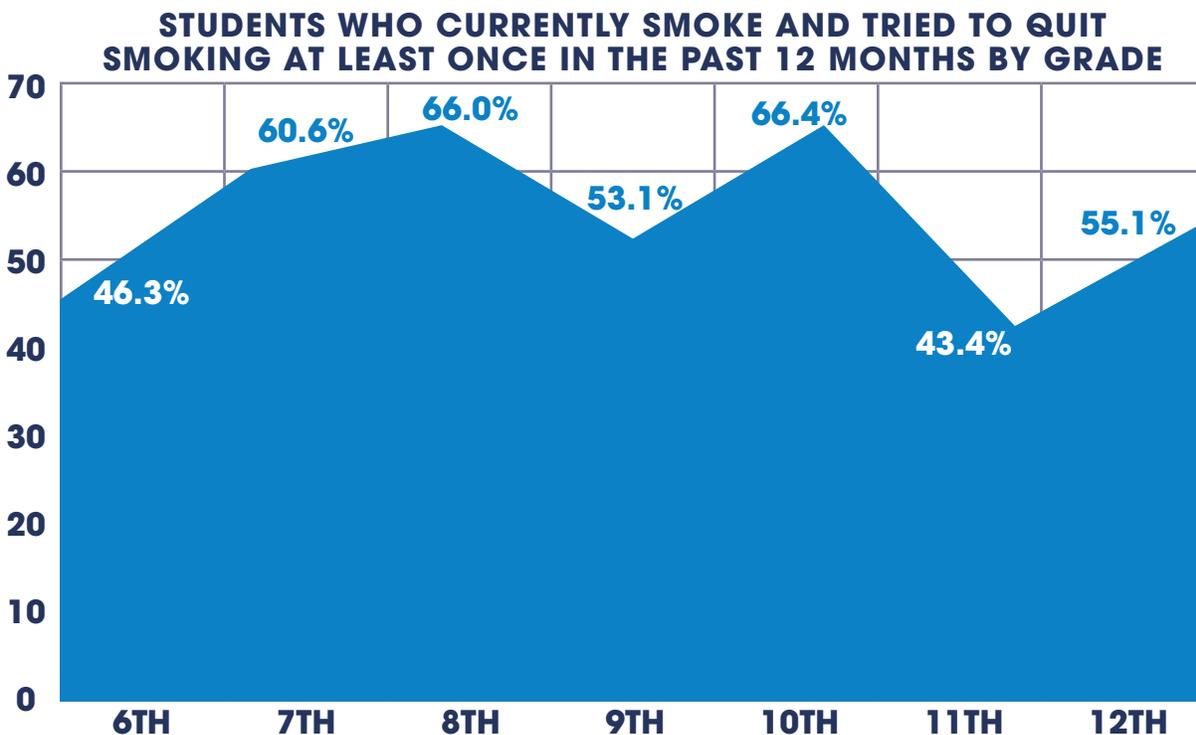
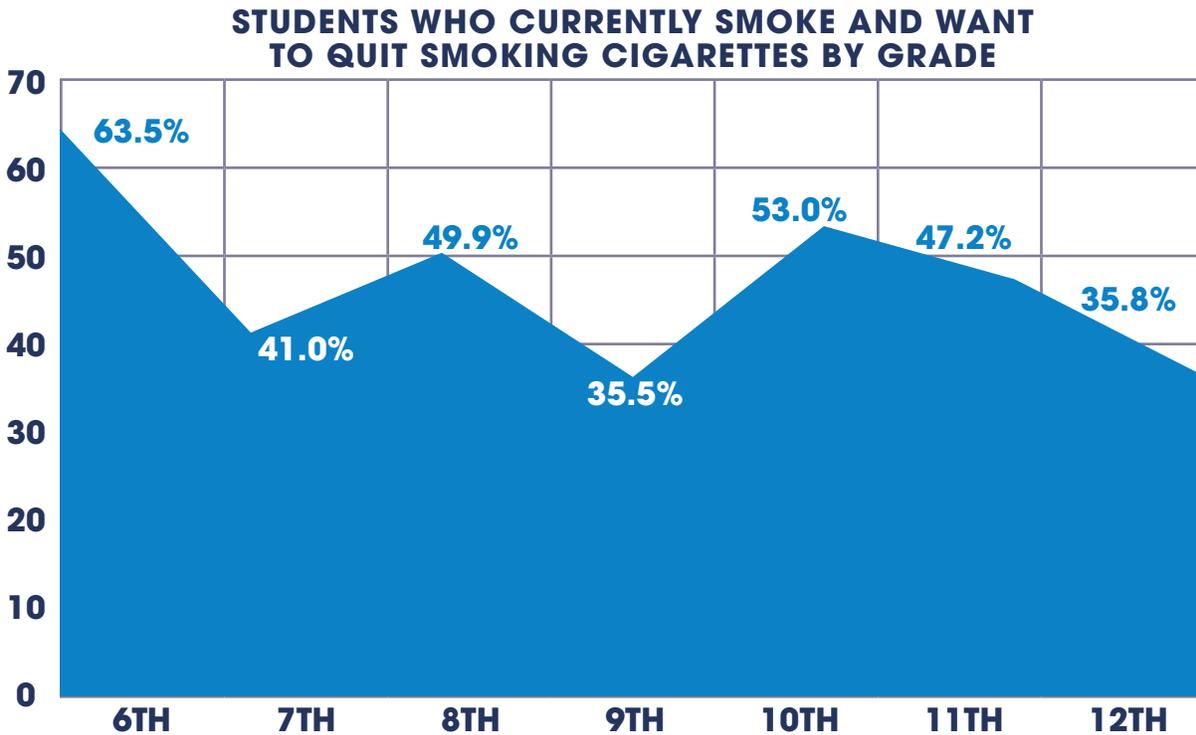
- Students were advised by healthcare professionals not to use tobacco about 30% of the time.
- Over half of high school (60.9%) and middle school (73.7%) students were not asked by a healthcare professional if they smoke.



CESSATION AND QUIT ATTEMPTS

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

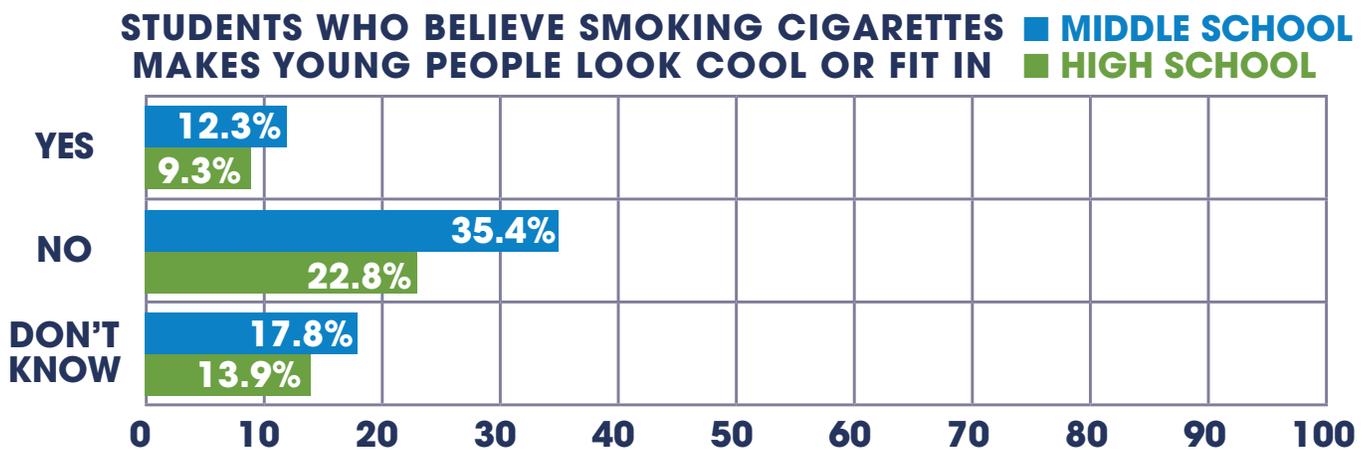
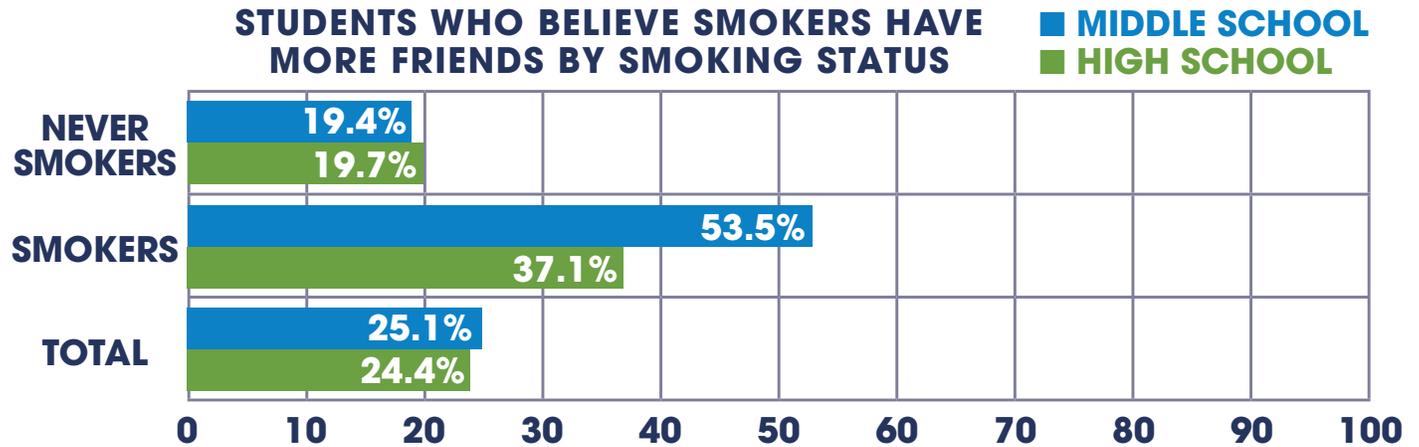
- A similar percentage of middle school (46.2%) and high school (42.5%) students want to stop smoking.
- The rate of students who currently smoke and have tried to quit in the past 12 months is highest among 8th (66.0%) and 10th (66.4%) graders.



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 “never smokers” if they have never tried cigarette smoking, even one or two puffs.

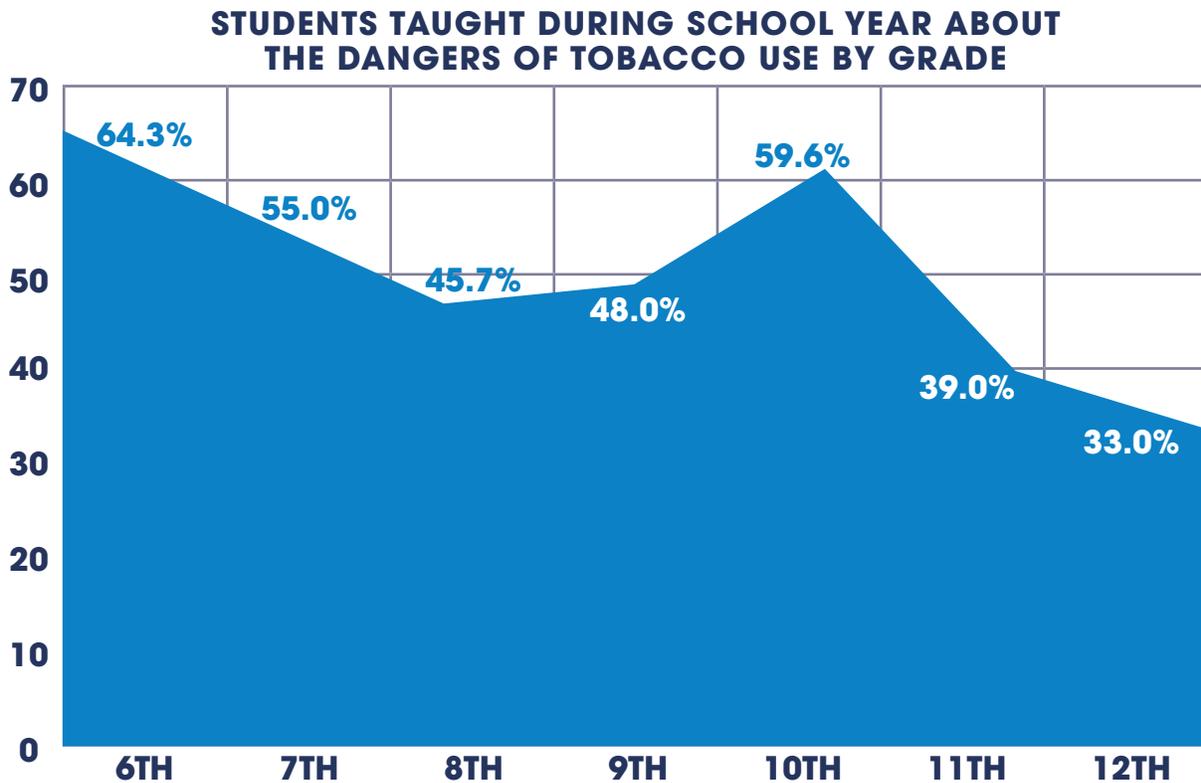
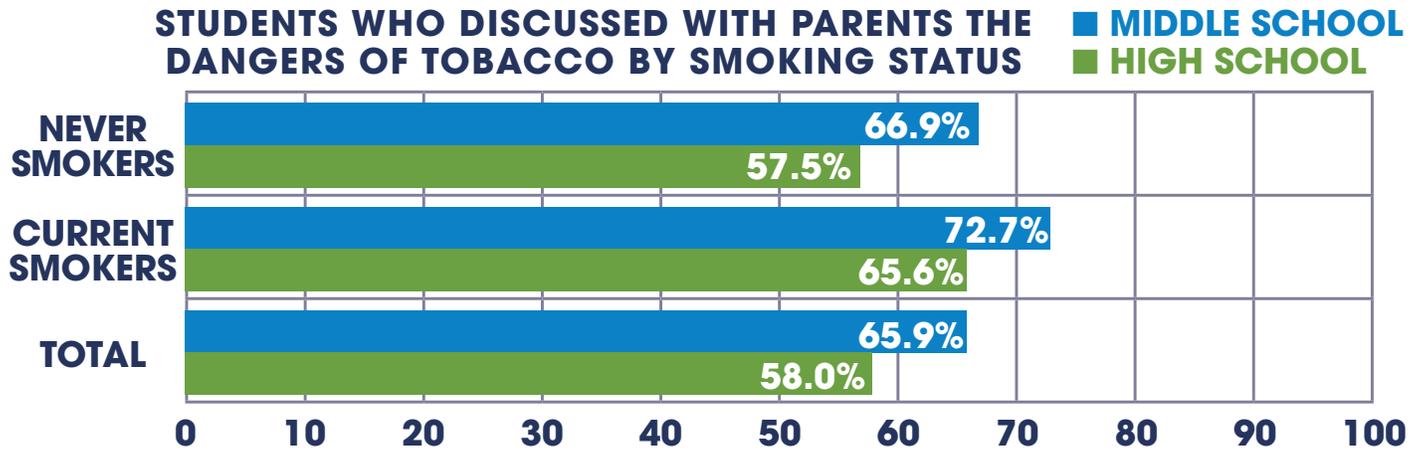
- Current smokers are more likely than never smokers to believe that smokers have more friends and smoking makes young people look cool or fit in.



TOBACCO USE EDUCATION

Students were asked if their parents or guardians discussed the dangers of tobacco use with them within the past 12 months. Students were also asked about the education they received during the current school year regarding the dangers of tobacco use.

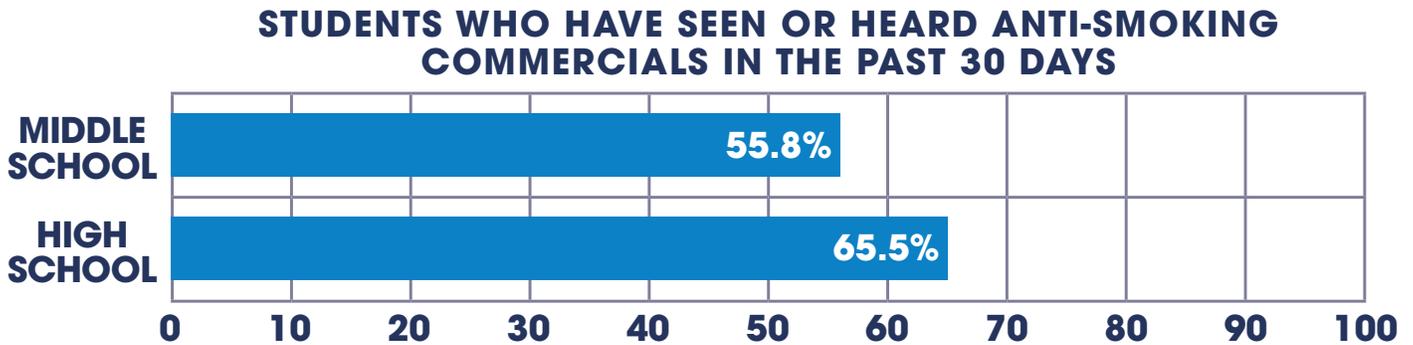
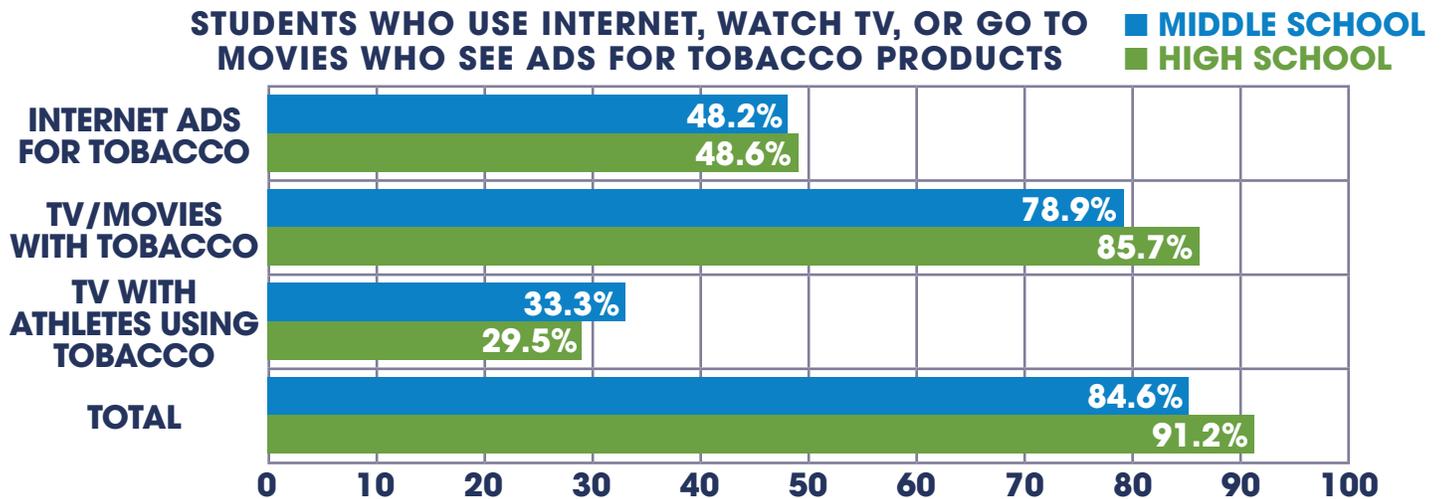
- More than half of the students have discussed the dangers of tobacco use with their parents.
- There is about a 30% difference between the rate of education on the dangers of tobacco use received by students in the 6th (64.3%) and 12th (33.0%) grades.



TOBACCO INFLUENCE IN THE MEDIA

Students continue to be exposed to tobacco use and promotions through media outlets, although direct advertising of tobacco products to youth is restricted. 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 about their exposure to anti-tobacco messages in the media in the past 30 days.

- More than half of middle and high school students have had media exposure to anti-tobacco messages.
- At least 85% of students are exposed to tobacco ads in the media.

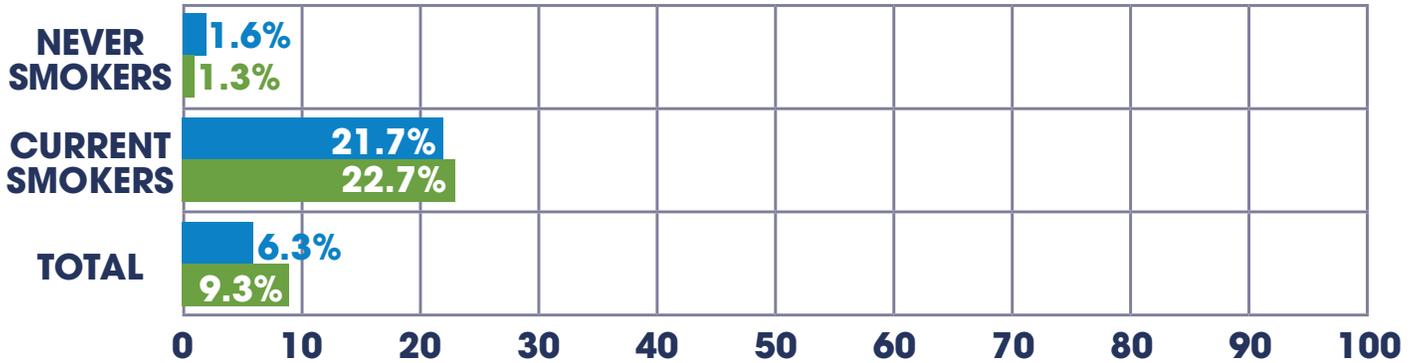


RECEPTIVENESS OF TOBACCO ADVERTISING

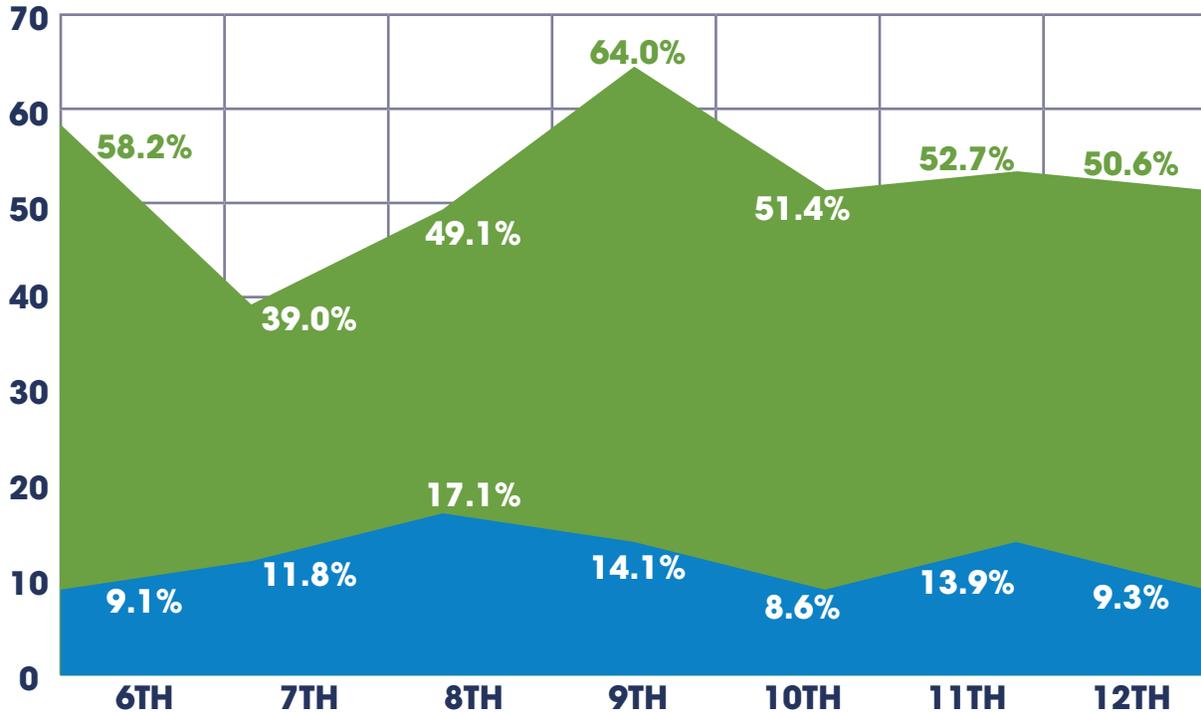
Students were asked if they were receptive to tobacco advertising and would use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses.

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

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



STUDENTS WHO EVER USE OR WEAR ANYTHING WITH A TOBACCO COMPANY NAME OR PICTURE ■ NEVER SMOKERS ■ CURRENT SMOKERS

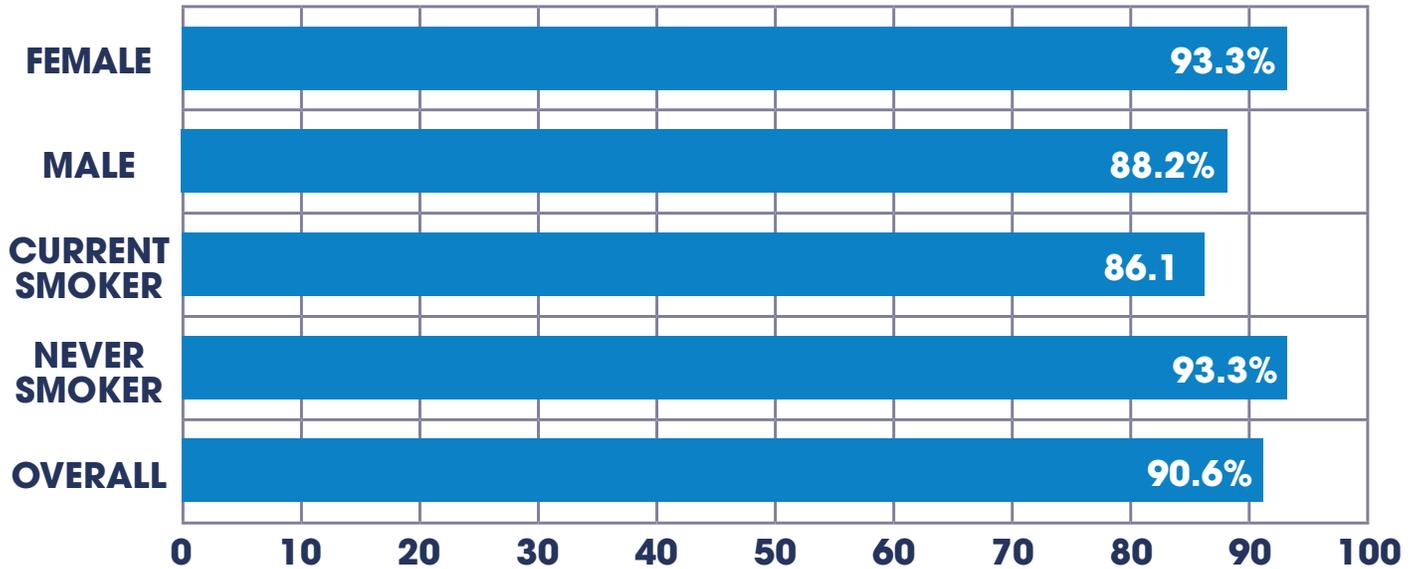


SECONDHAND SMOKE

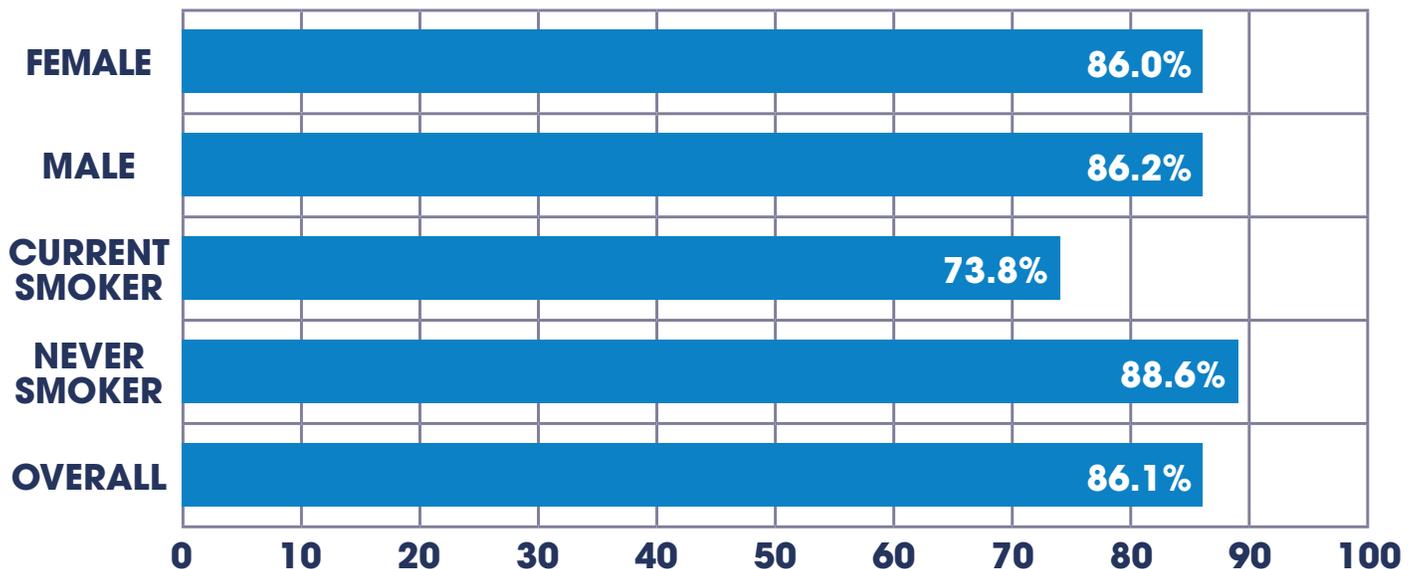
Students were asked if they think secondhand smoke is harmful. Knowledge of the harmful effects of tobacco may help students in their decision to avoid cigarette smoking.

- Overall, about 9 out of 10 students believe secondhand smoke is harmful to them.
- Both middle school (88.6%) and high school (93.3%) 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

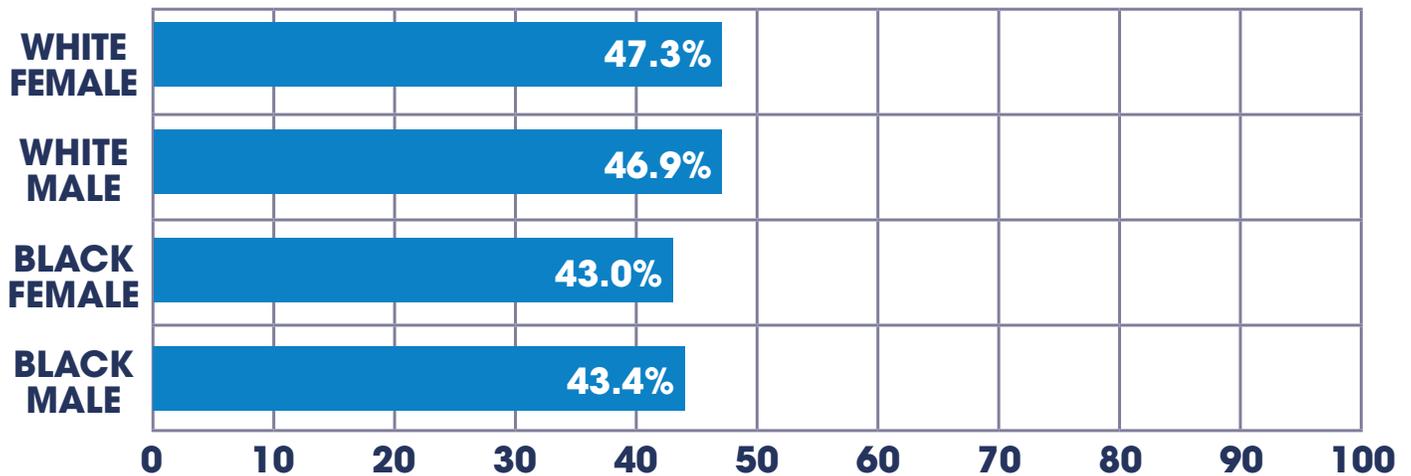


EXPOSURE TO SECONDHAND SMOKE IN THE HOME

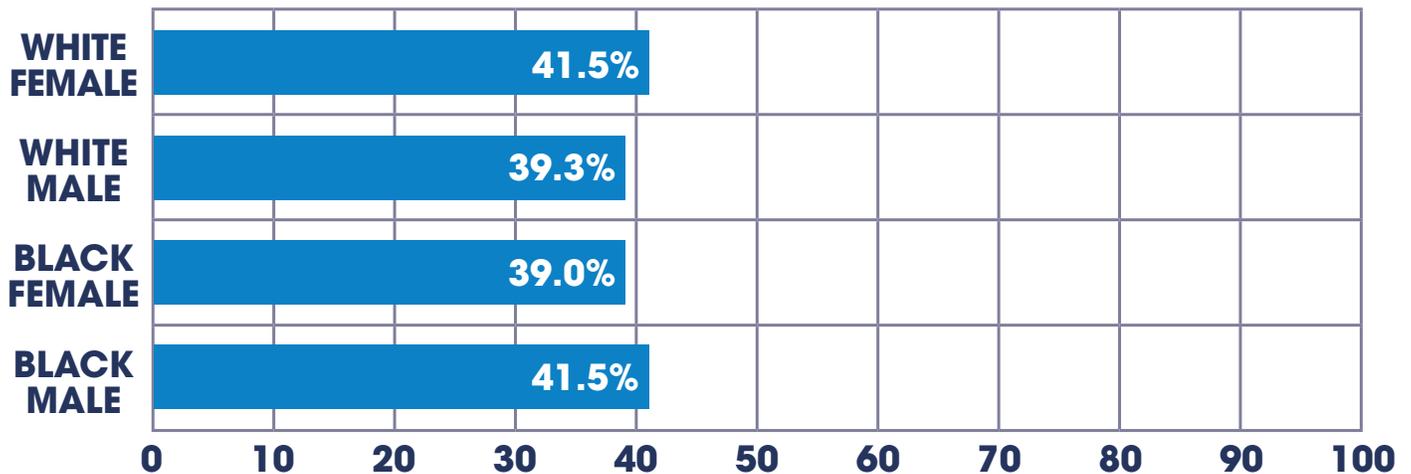
To assess how many students are being exposed to cigarette smoke at home, students were asked if they live with someone who smokes cigarettes.

- Overall, middle school students are more likely than high school students to live with someone smoking cigarettes.

MIDDLE SCHOOL STUDENTS WHO LIVE WITH SOMEONE WHO SMOKES CIGARETTES



HIGH SCHOOL STUDENTS WHO LIVE WITH SOMEONE WHO SMOKES CIGARETTES

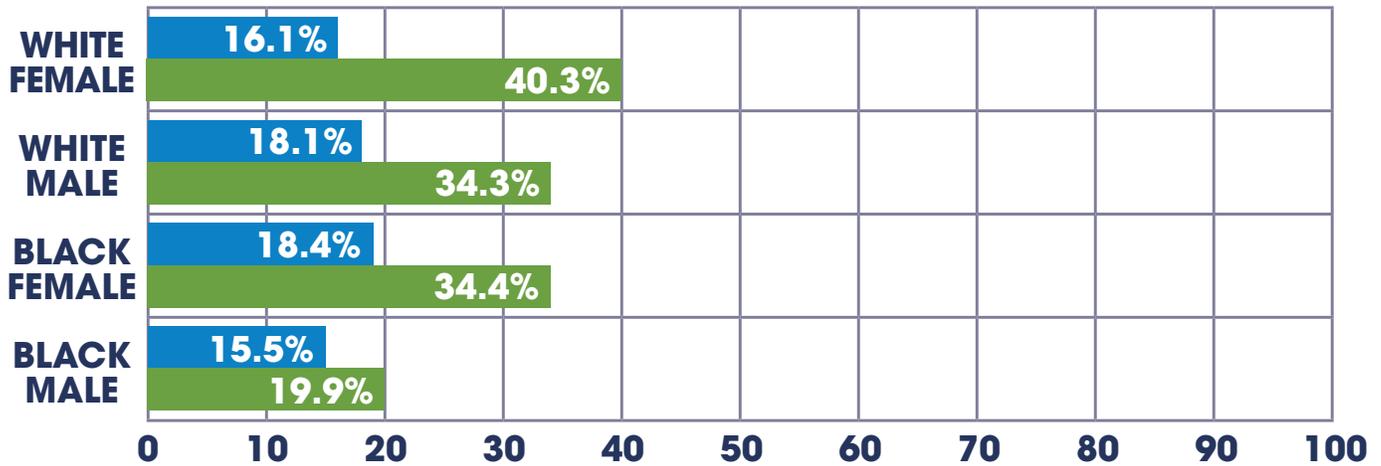


EXPOSURE TO SECONDHAND SMOKE IN THE SAME ROOM

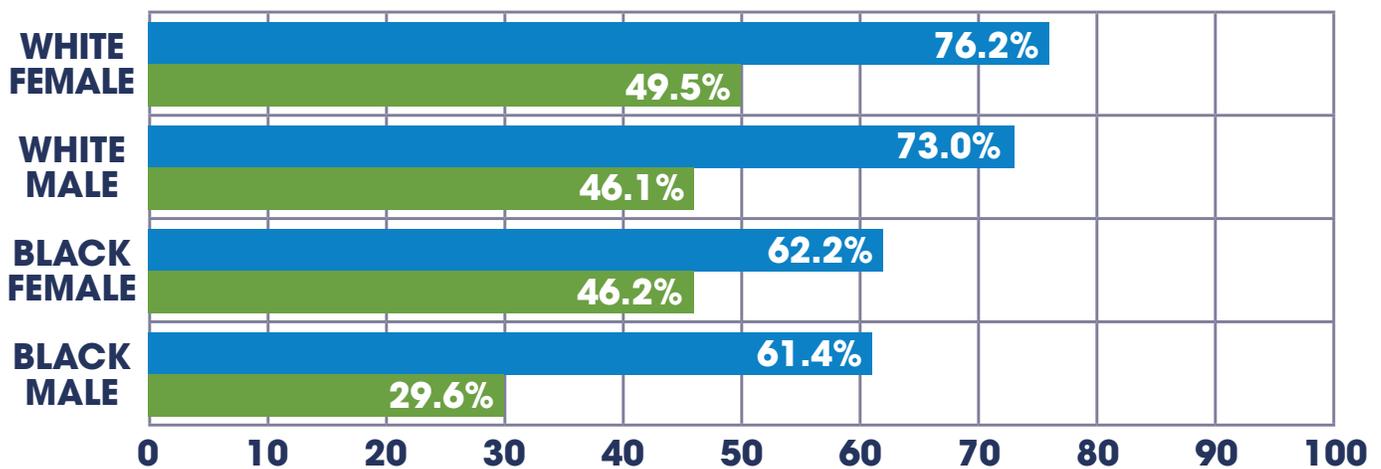
Students were asked if they had been in the same room with someone smoking cigarettes on one or more days during the past seven days.

- Middle school students who have never smoked are more likely to be in a room with someone smoking than middle school current smokers.
- Current smoking high school students are more likely to be in a room with other current smokers.

MIDDLE SCHOOL STUDENTS IN A ROOM WITH A CIGARETTE SMOKER ON 1+ DAYS IN THE PAST 7 DAYS ■ **CURRENT SMOKER** ■ **NEVER SMOKER**



HIGH SCHOOL STUDENTS IN A ROOM WITH A CIGARETTE SMOKER ON 1+ DAYS IN THE PAST 7 DAYS ■ **CURRENT SMOKER** ■ **NEVER SMOKER**

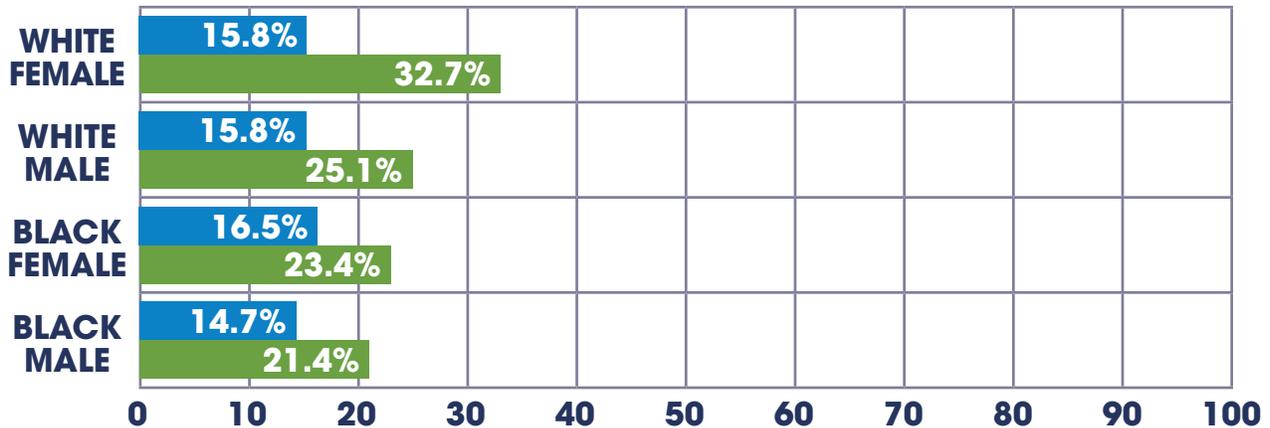


EXPOSURE TO SECONDHAND SMOKE IN THE CAR

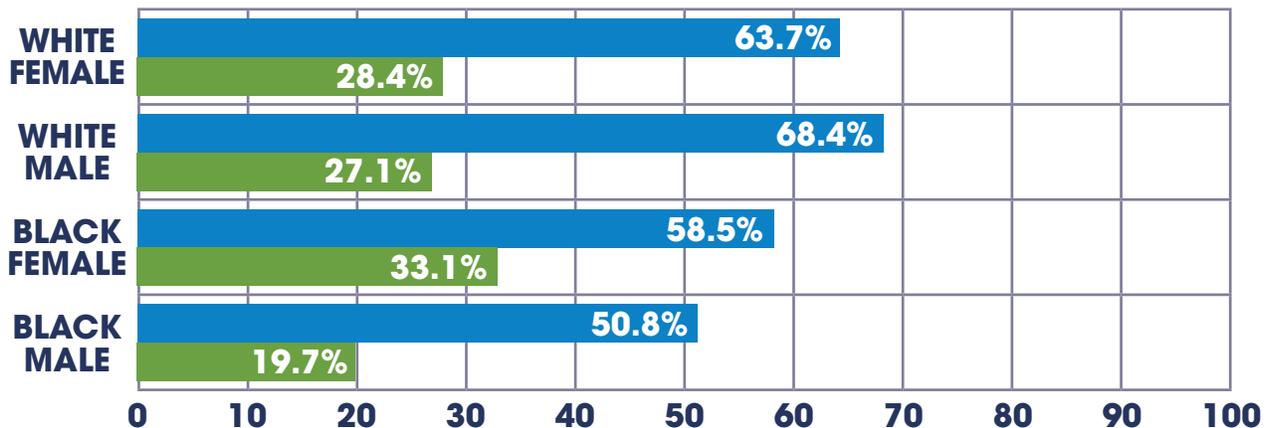
Students were asked if they had ridden in a car with someone who was smoking cigarettes during the past seven days.

- Current smokers in high school are more likely than students who have never smoked to ride in a car with someone smoking cigarettes.
- There is little difference in the percentage of current smokers and never smokers in middle school who rode with someone smoking cigarettes.

MIDDLE SCHOOL STUDENTS IN A CAR WITH SOMEONE SMOKING CIGARETTES ON 1+ DAYS DURING THE PAST 7 DAYS ■ CURRENT SMOKER ■ NEVER SMOKER



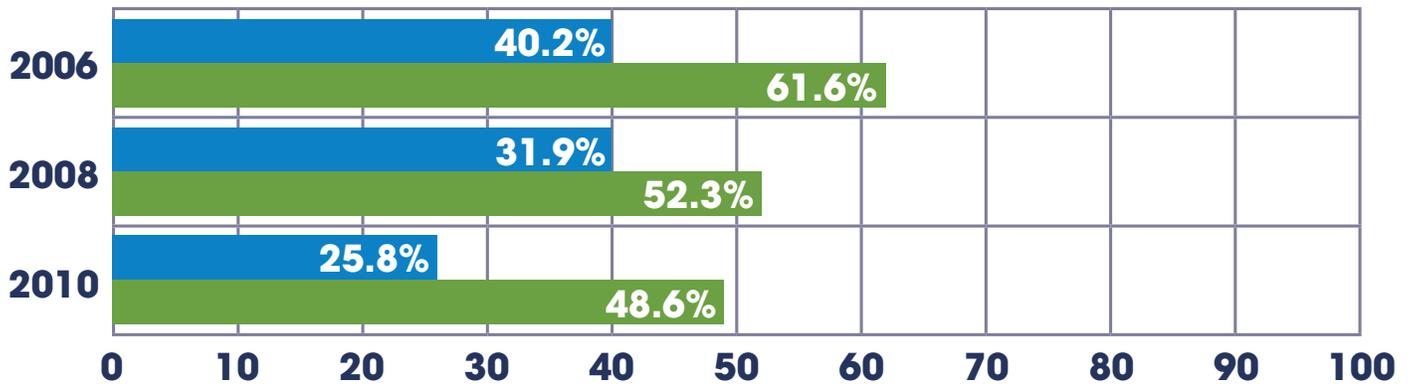
HIGH SCHOOL STUDENTS IN A CAR WITH SOMEONE SMOKING CIGARETTES ON 1+ DAYS DURING THE PAST 7 DAYS ■ CURRENT SMOKER ■ NEVER SMOKER



CIGARETTE TRENDS

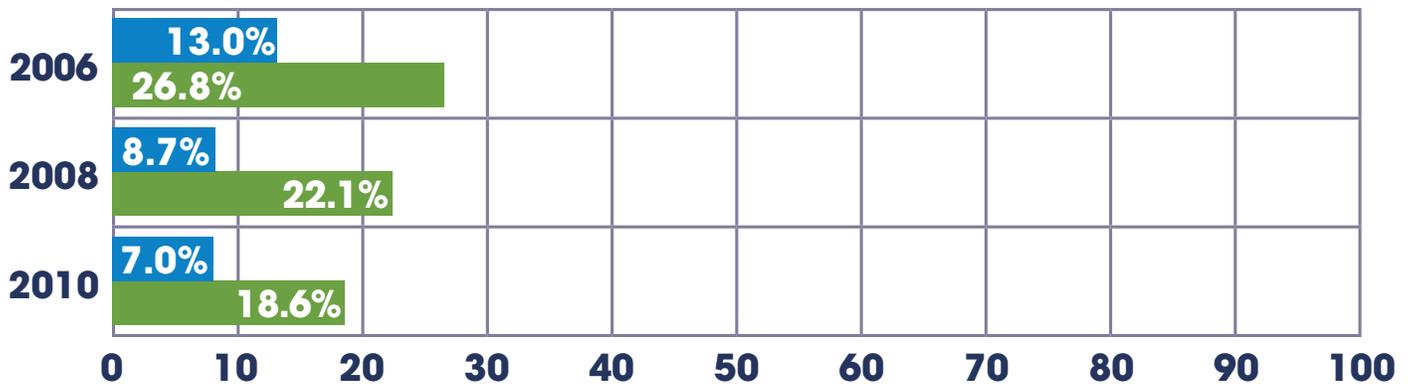
STUDENTS WHO EVER TRIED CIGARETTE SMOKING, 2006-2010

■ MIDDLE SCHOOL
■ HIGH SCHOOL

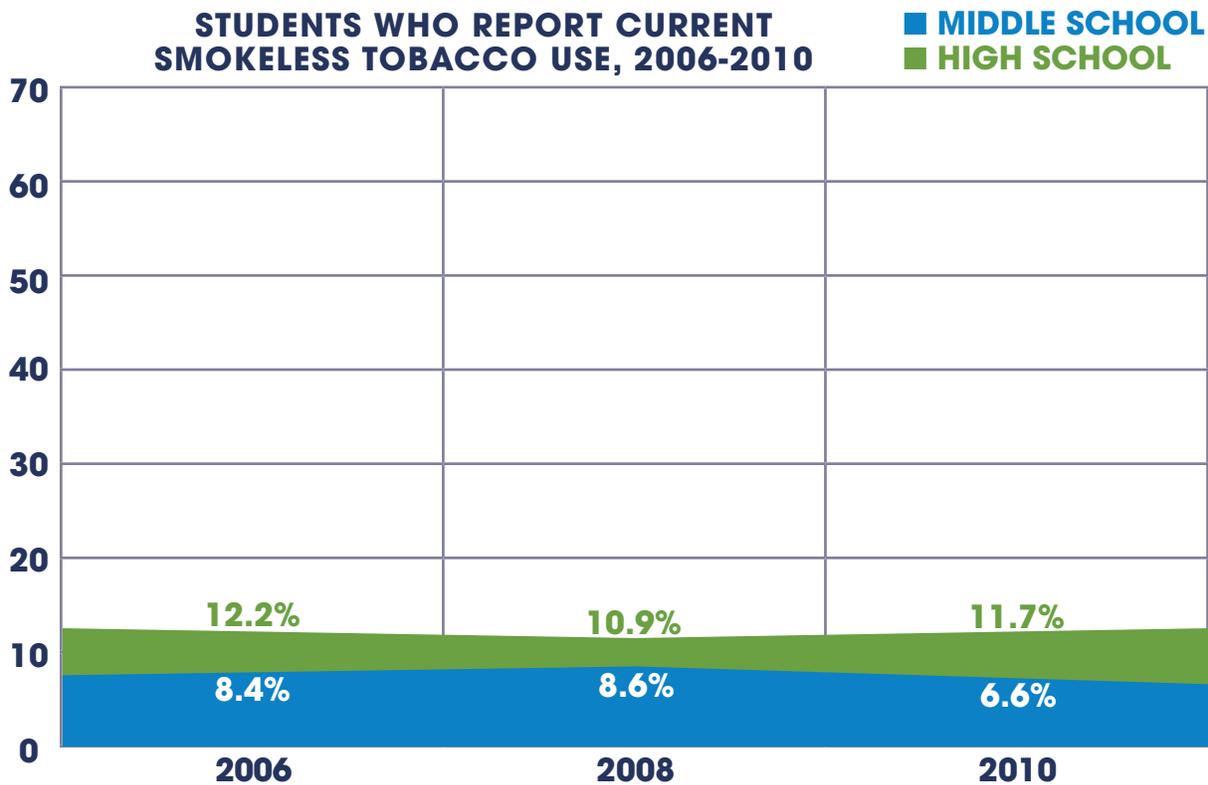
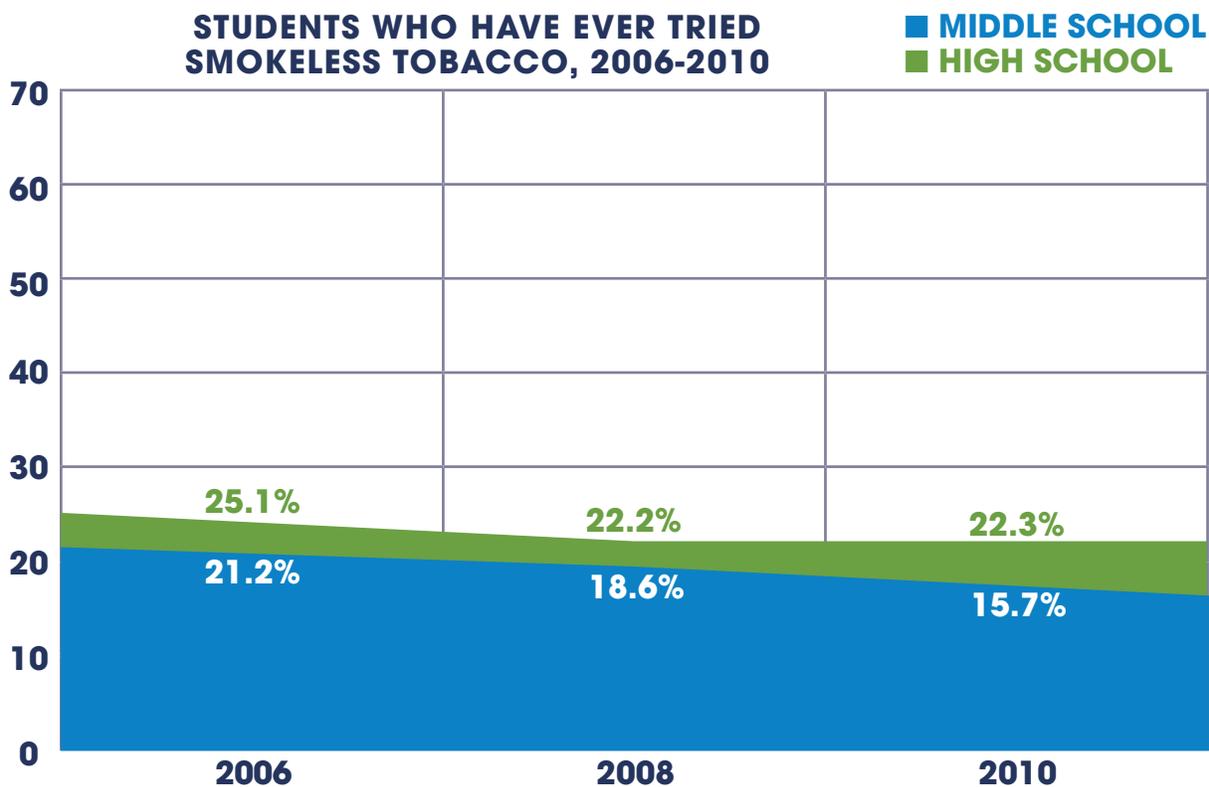


STUDENTS WHO REPORT CURRENT CIGARETTE SMOKING, 2006-2010

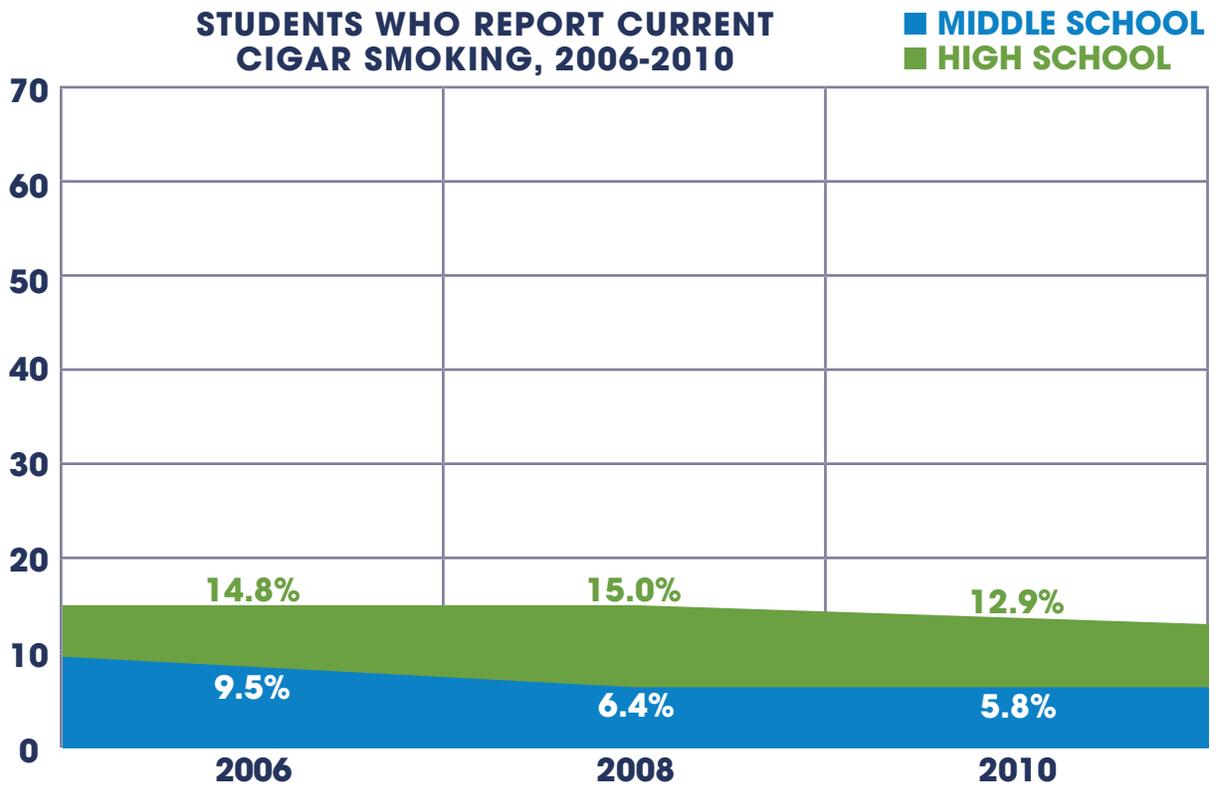
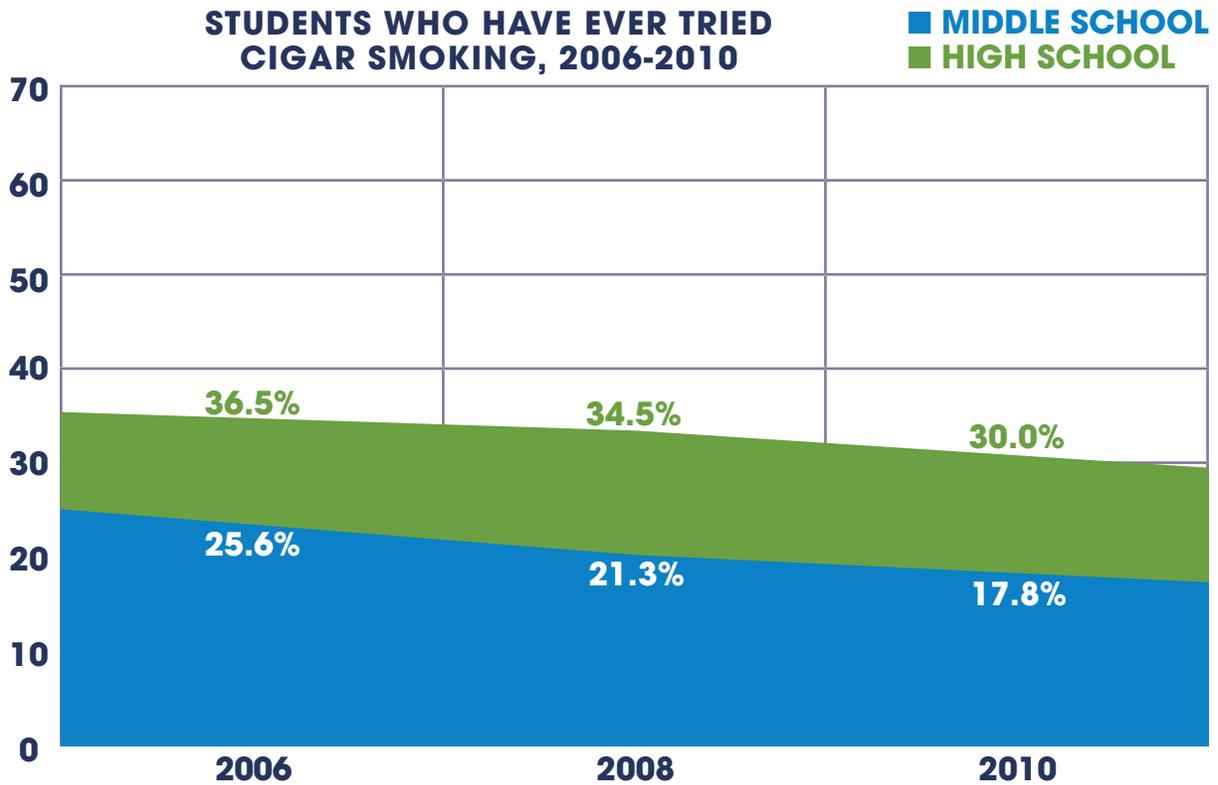
■ MIDDLE SCHOOL
■ HIGH SCHOOL



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 2010 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 (47.9%) 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 cigars. Black females in high school have the lowest current cigarette smoking rate (8.1%), which is significantly lower than all other groups. White males in high school have a similar current smokeless tobacco use rate (26.7%) and current cigarette smoking rate (25.7%). This shows that white males in high school are just as likely to use smokeless tobacco as cigarettes or could be dual tobacco users. Males are more likely to try cigars than females. However, current use of cigars decreased in grades 8-12 from 2008 to 2010.

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.