

Nebraska High School Youth Tobacco Survey

2008

Results



NEBRASKA HEALTH AND HUMAN SERVICES SYSTEM



May 2010

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2008*

Introduction

The Nebraska High School Youth Tobacco Survey (YTS) was first conducted in 2000. Since then the survey has been conducted in 2002, 2006 and 2008. This report presents results from the 2008 Nebraska high school YTS.

Background

The Youth Tobacco Survey (YTS) is part of the national youth tobacco surveillance system designed by CDC to help states improve the capacity to design, implement and evaluate their own tobacco prevention and control programs.

The national coordination of the survey allows for Nebraska to compare its survey results to results from other states and the nation as a whole.

The YTS collects detailed information regarding the quantity and frequency of tobacco use (cigarettes, chewing tobacco, snuff and cigars) by adolescents. It also measures knowledge, perceptions and attitudes on health risks associated with tobacco use, indicators of the impact of media and advertising, enforcement of minors' access regulations and laws, school tobacco curriculum, cessation, and exposure to exposure to secondhand smoke.

2008 Nebraska High School YTS

The 2008 Nebraska High School YTS was conducted in spring 2008. A total of 1768 high school students participated in the survey. However, due to non-participation of some schools that were selected in the random sample, the results of the survey are not weighted.

The Sample

	Total	Female	Male	9th	10th	11th	12th	White	African Americans	Hispanic Latino	Other
%	100%	51%	49%	31%	21%	24%	24%	85%	4%	7%	4%
#	1768	899	860	549	365	422	416	1505	62	123	78

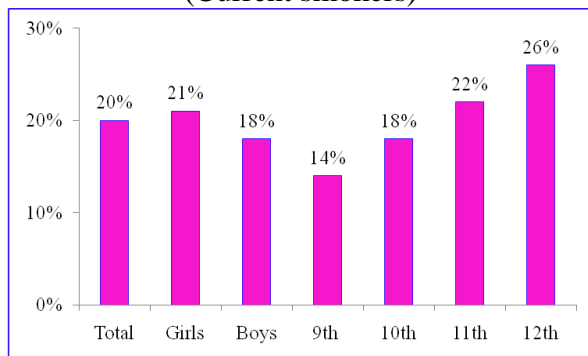
*** Due to the low student response rate of the 2008 YTS, these results are representative of only those students who completed the questionnaire and not of students statewide.**

Cigarette Smoking

Current Smokers

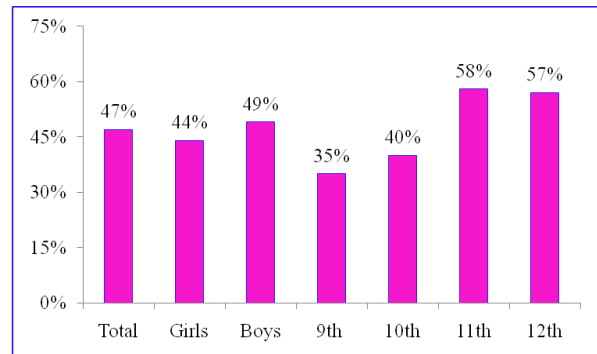
- Almost one in five of high school students currently smoke cigarettes.
- Girls were almost as likely as boys to smoke cigarettes.
- Smoking rates increase by grade level. Students in grade 9 were less likely to smoke than students in grade 10, 11 and 12.

Percent of students who smoked cigarettes on one or more of the past 30 days (Current smokers)



Smoking Experimentation

Percent of total sample who ever tried cigarette smoking even one or two puffs



- Almost half of the students have tried cigarette smoking including one or two puffs.
- 44% of the girls have tried cigarette smoking while 49% of the boys have.
- Students in grades 9 and 10 are less likely to experiment with cigarette smoking than students in grades 11 and 12.

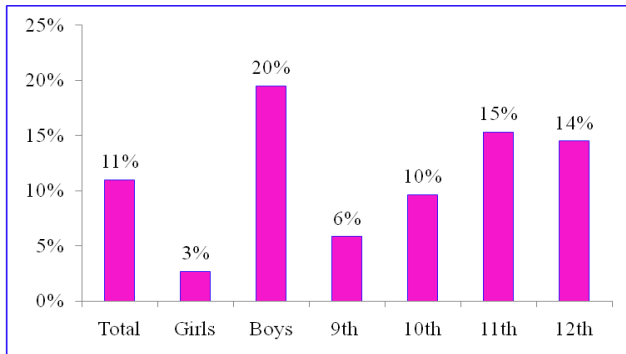
Adolescent smoking rates in Nebraska experienced a sharp decline between 1997 (39.2%) and 2009 (18.4%).

NDHHS, Data and Trends on Tobacco Use in Nebraska, 2010

Chewing Tobacco

Current Users

Percent of students who used chew tobacco on one or more of the past 30 days

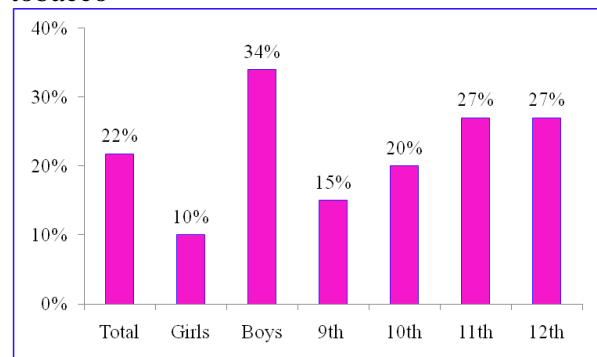


- One in every ten students currently use chewing tobacco.
- Girls were less likely than boys to use chewing tobacco.
- Students in grades 11 and 12 were more likely to use chewing tobacco than students in grades 9 and 10.

Chewing Experimentation

- Among high school students, about one in every five have ever used chewing tobacco.
- Boys are more likely than girls to have ever used chewing tobacco.
- Slightly over a quarter of students in grades 11 and 12 have ever used chewing tobacco.

Percentage of students who ever used chew tobacco



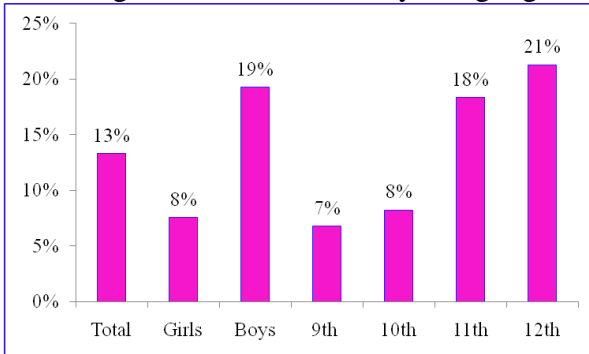
The development and marketing of “starter products” with such features as pouches and cherry flavoring have switched smokeless tobacco from a product used primarily by older men to one used mostly by young men.

CDC, “Surveillance for Selected Tobacco-Use Behaviors – United States, 1900-1994,”

Other Tobacco Products

Cigars

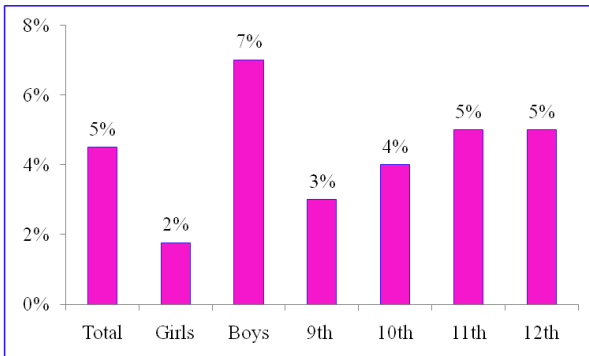
Percentage of students currently using cigars



- One in ten of the students currently use cigars.
- Boys were more likely to use cigars than girls.
- Students in grades 11 and 12 were more likely to use cigars than students in grades 9 and 10.

Bidis and Kreteks*

Percentage of students currently use bidis and kreteks



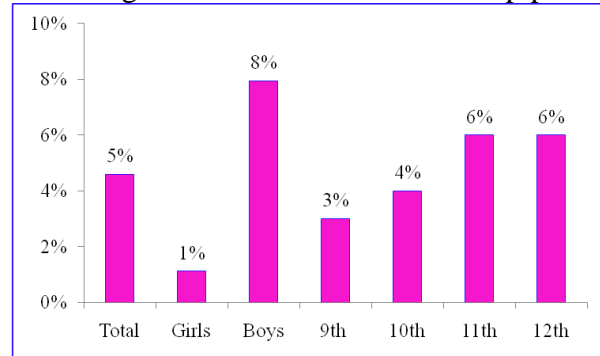
- Only five percent of students use bidis and kreteks.
- Boys are more likely to use bidis and kreteks than girls.
- Bidis and kreteks use increase with grade.

**Bidis are small brown cigarettes from India consisting of tobacco wrapped in a leaf tied with a thread. Kreteks are cigarettes contain tobacco and clove extracts.*

Pipe

- Only five percent of students use a pipe.
- Boys are more likely to use a pipe than girls.
- Students in grades 11 and 12 are more likely to use a pipe than grades 9 and 10.

Percentage of Students who ever used pipe



Bidis and Kreteks are marketed as healthy alternative to regular cigarettes, despite delivering more nicotine, tar, and carbon monoxide, and serve as “gateway” cigarettes—many youth who start out smoking Bidis and Kreteks later switch to regular cigarettes.

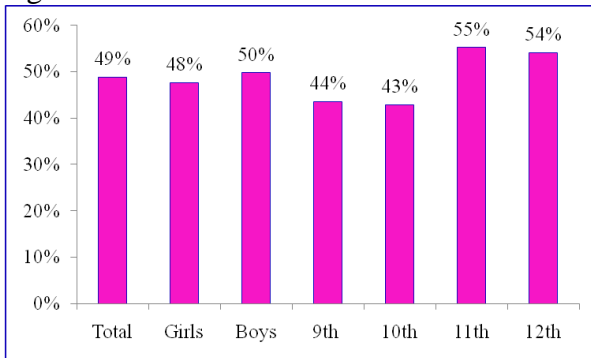
Respiratory Health Association of
Chicago

The Environment

Social Influence in the Environment

Friends who smoke

Percentage of students who report that one or more of their four closest friends smoke cigarettes

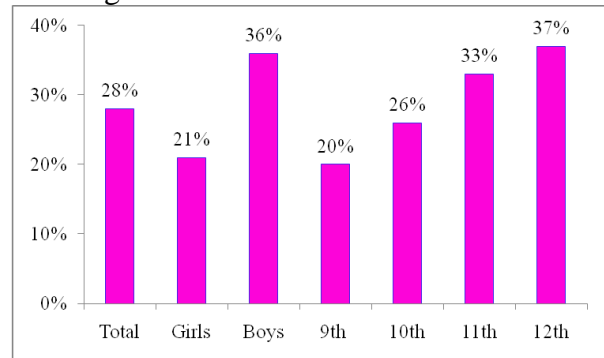


- Almost half of the students have one or more smokers among their four closest friends.
- Girls and boys were almost equally likely to have one or more smokers among their four closest friends.
- Students in grades 9 and 10 were slightly less likely than students in grades 11 and 12 to have one or more smokers among their four closest friends.

Friends who use chewing tobacco

- A third of the students have one or more of their closest friends that use chewing tobacco.
- Boys were much more likely to have one or more of their closest friends that use chewing tobacco.
- Students in grades 9 and 10 were less likely than students in grades 11 and 12 to have a friend that uses chewing tobacco.

Percentage of students who report that one or more of their four closest friends that use chewing tobacco



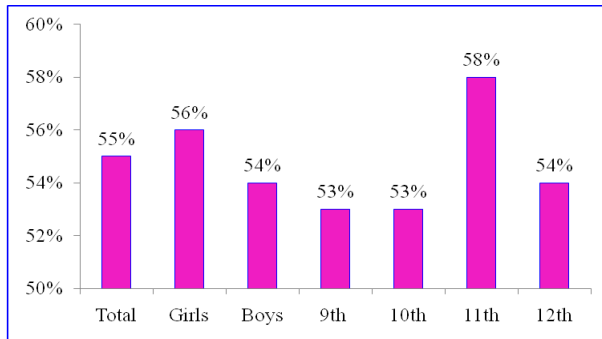
Peers can influence young people's decision about smoking in one of two ways: either from their close friends smoking or by their perception that more teen-agers smoke than actually do.

American Cancer Society, Peer Influence on Teen Smoking Rooted in Cultural Background, 2001

Addiction

Smoke Every Day

Percentage of students who are current smokers who smoked daily in the last month



- Over half of the students who currently smoke cigarettes smoked daily in the last 30 days.
- Girls and boys were equally likely to smoke cigarettes daily in the last 30 days.
- 11th Grade students were more likely to smoke daily than students in the other grades.

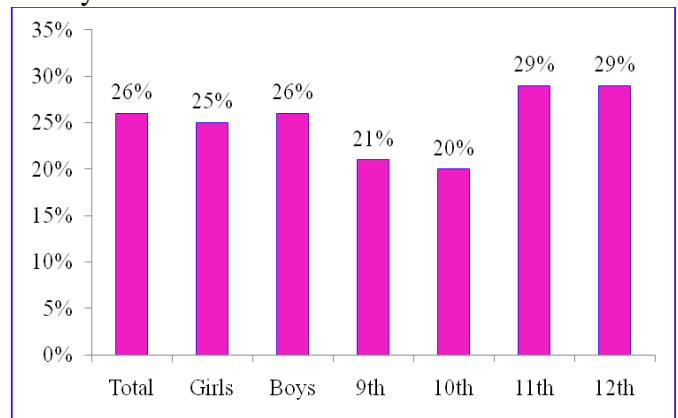
“Very few consumers are aware of the effects of nicotine, i.e., its addictive nature and that nicotine is a poison.”

Brown & Williamson
memo by H.D. Steele,
1978.

Smoke Six or More Cigarettes a Day

- Among students who smoke, three quarters (74%) smoke less than six cigarettes per day while one in four (25%) smoked six or more cigarettes a day on the days they smoked.
- About one in four of the girls and one in four of the boys, smoked six or more cigarettes a day in last 30 days.
- About a third of students in grades 11 and 12 had smoked six or more cigarettes a day in the last 30 days while one in five of 9th and 10th graders did so.

Percentage of current smokers who smoked six or more cigarettes in the past 30 days

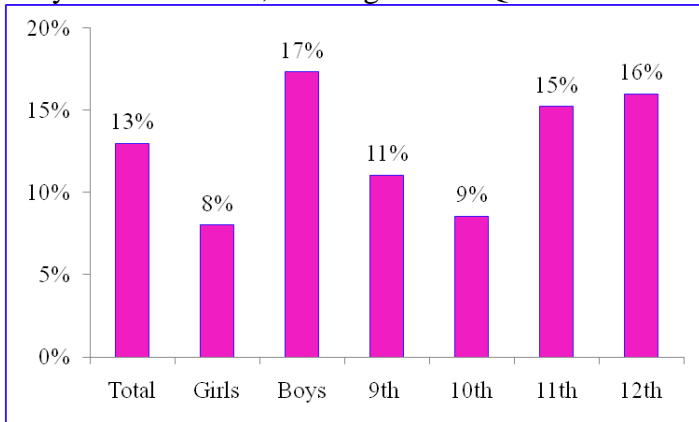


Students' Perceptions About Smoking

Dangers of Smoking

Nebraska high school students recognize the dangers of smoking.

Percent of Students who think it is Safe to Smoke for Only a Year or Two, as Long as You Quit After that

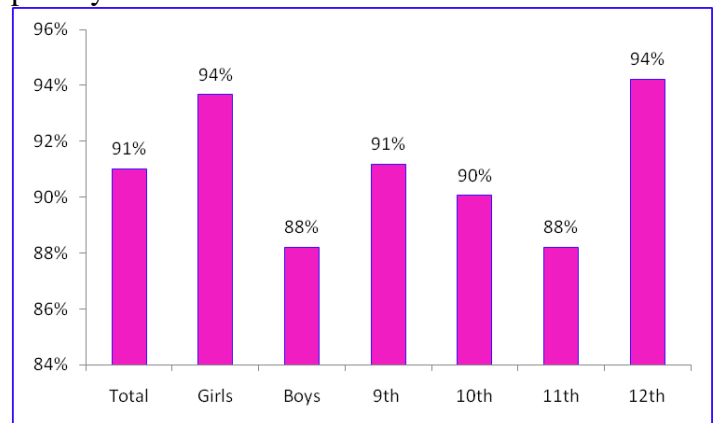


- Only about one in ten of the students think it is safe to smoke for only a year or two, as long as you quit after that.
- Girls are less likely than boys to think that it is safe to smoke for only a year or two, as long as you quit after that.
- Students in grades 9 and 10 are less likely than students in grades 11 and 12, to think that it is safe to smoke for only a year or two as long as they quit afterwards.

Smoking is Harmful

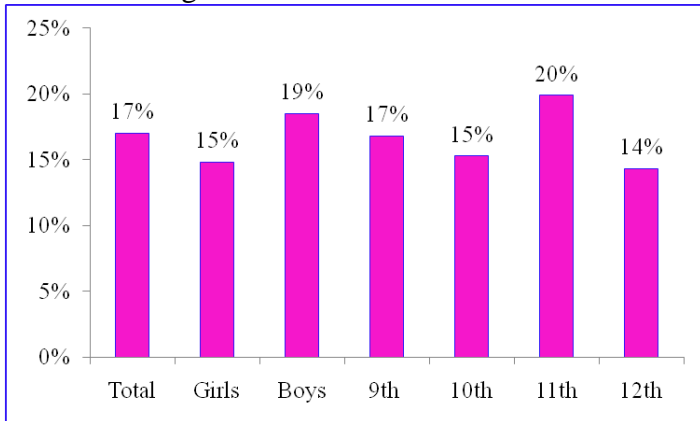
- More than four in five of the students agree that young people risk harming themselves if they smoke from 1-5 cigarettes per day.
- Girls are much more likely than boys to agree that young people risk harming themselves if they smoke from 1-5 cigarettes per day.
- Although there is not much difference, grade 11 students seem less likely than the other students to agree that young people risk harming themselves if they smoke from 1-5 cigarettes per day.

Percent of students who think young people risk harming themselves if they smoke from 1-5 cigarettes per day



Do Smokers have more friends?

Percentage of students who think that young people who smoke cigarettes have more friends

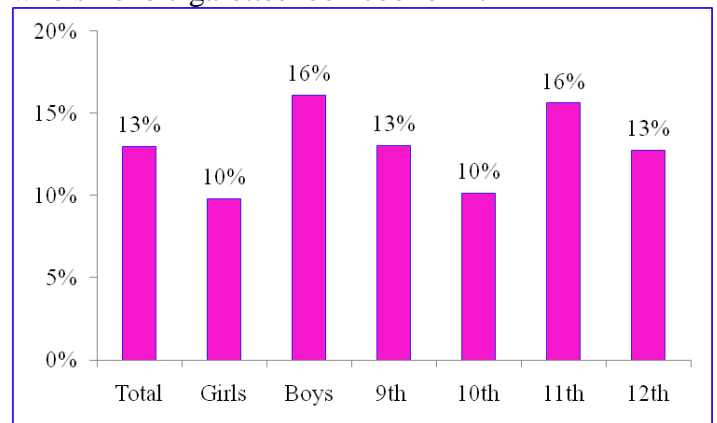


- Almost one in five of the students think that young people who smoke cigarettes have more friends.
- Girls are less likely than boys to think that young people who smoke cigarettes have more friends.
- 11th grade students were more likely than students in grades 9, 10 and 12, to think that young people who smoke cigarettes have more friends.

Is it cool to smoke?

- Slightly over one in every ten students thought that young people who smoke cigarettes looked cool or fit in.
- Girls are less likely than boys to think that young people who smoke cigarettes look cool or fit in.
- 11th grade students were more likely than students in grades 9, 10 and 12 to think that young people who smoke cigarettes look cool or fit in.

Percentage of students who think that young people who smoke cigarettes look cool or fit in

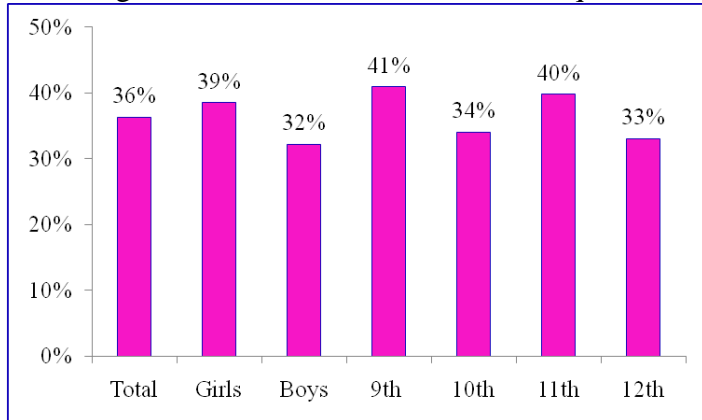


Smoking isn't cool - it kills!

Quit Attempts

Want to Quit

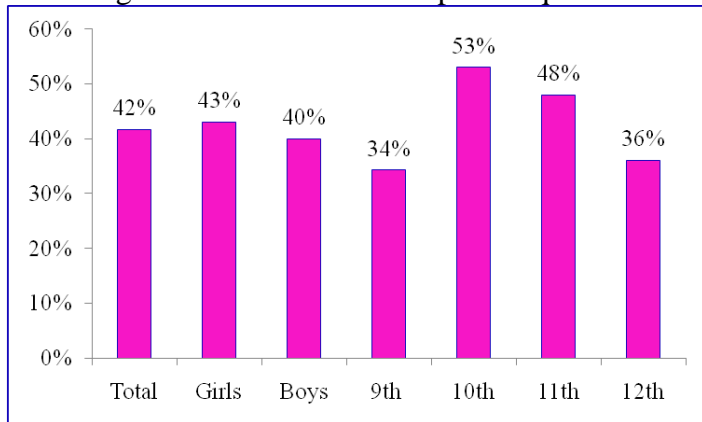
Percentage of current smokers who want to quit



- More than one in three of current smokers want to quit smoking cigarettes.
- Girls are much more likely than boys to want to quit smoking cigarettes.
- The proportion of students who want to quit across grades is almost the same.

Quit Attempt

Percentage of smokers who attempted to quit

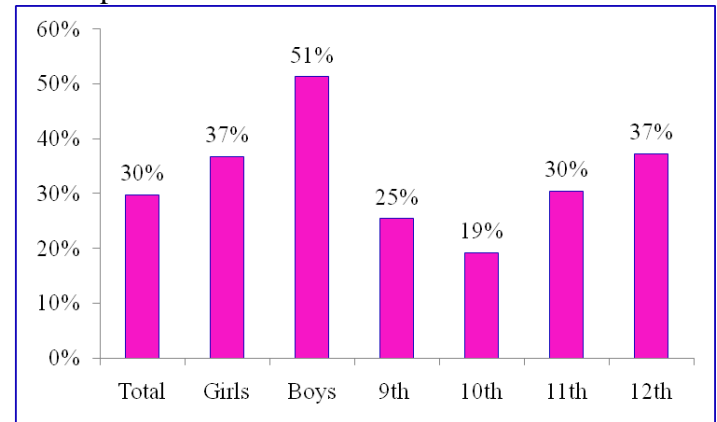


- Almost half of current smokers tried to quit smoking cigarettes during the past 12 months.
- Girls are as likely as boys to try to quit smoking cigarettes.

Quit Attempt

- Almost one in three current smokers were advised by a doctor, dentist, nurse, or other health professionals not to smoke.
- Boys were more likely to report being advised to not smoke than girls.
- Students in grades 11 and 12 were more likely to be advised to not smoke than students in grades 9 and 10.

Percentage of current smokers who were advised by health professionals not to smoke

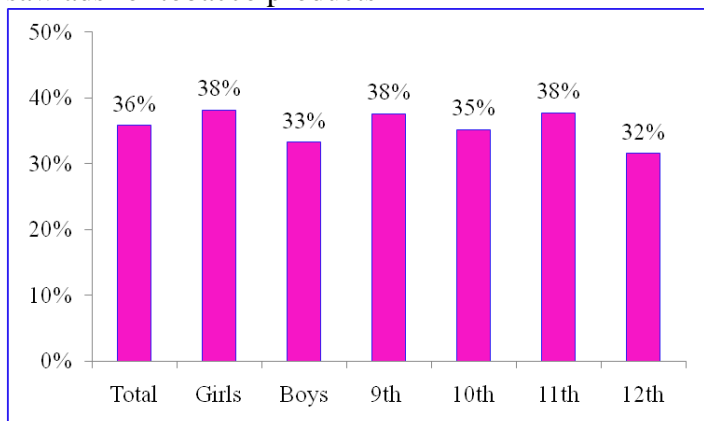


When advising young people not to become tobacco users, tell them how pleased you are that they do not smoke. Be prepared to give three hard facts to reinforce your position.

Social Influence in the Environment

Internet Tobacco Advertising

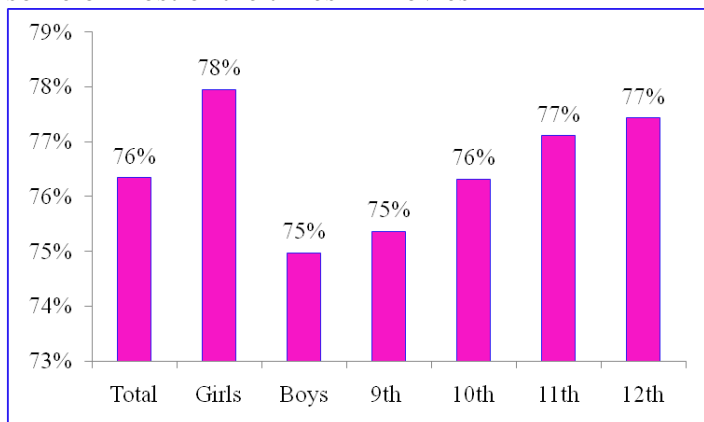
Percentage of students, who while using the Internet, saw ads for tobacco products



- One in three of the students who used the internet saw ads for tobacco products.
- Girls were more likely than boys to report seeing tobacco ads on internet.
- Grade 12 students were less likely to see tobacco ads on the internet than students in other grades.

Tobacco Advertising in Movies

Percentage of students have seen actors using tobacco some or most of the times in movies

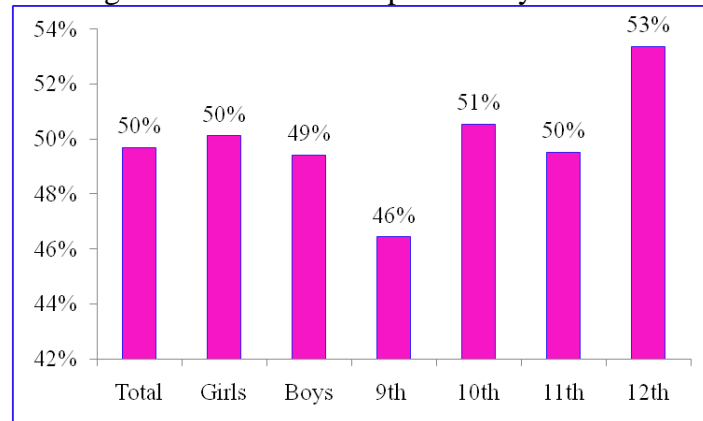


- Three quarters of students have seen actors using tobacco in movies.
- Girls are more likely than boys to have seen actors using tobacco in movies.

Anti-Tobacco Advertising

- Half of the students have seen or heard anti-tobacco ads on TV, the internet or radio.
- Girls were equally likely as the boys to have seen or heard anti-tobacco ads on TV, the Internet or radio.
- 9th grade students were less likely than students in grades 10, 11 and 12 students to have seen anti-tobacco ads on TV, the Internet or radio.

Percentage of students who have seen or heard commercials on TV, the Internet, or on the radio about the dangers of tobacco in the past 30 days



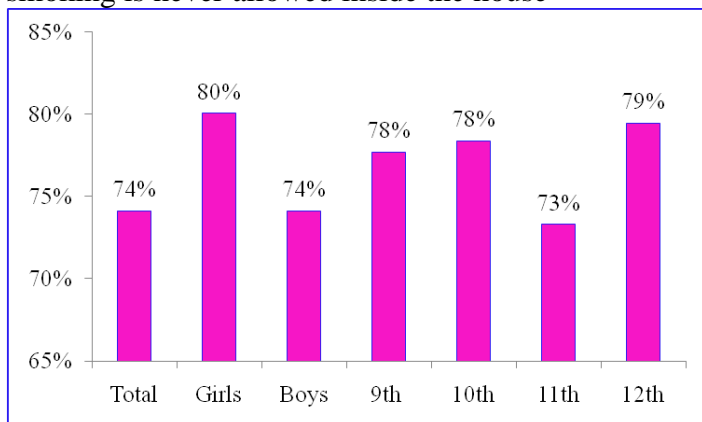
The tobacco industry targets young people in their advertising campaigns, and research has shown that young people are aware of, remember, understand and be receptive to tobacco advertising.

Tobacco-Control Resource Center
and the International Union Against Cancer

The Physical Environment – Secondhand Smoke

Smoke-free Home

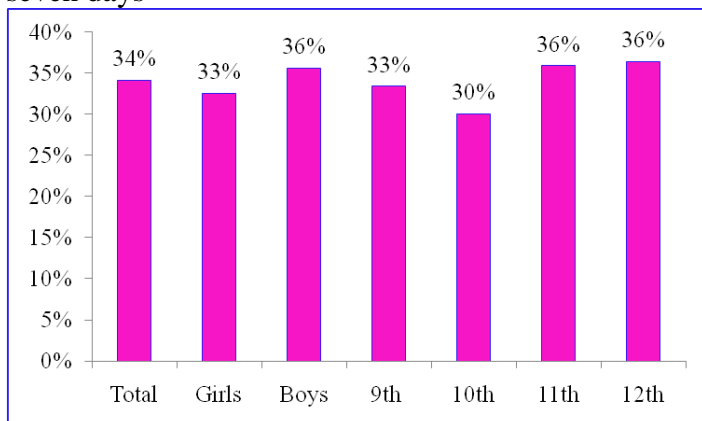
Percentage of students who live in homes where smoking is never allowed inside the house



- Three quarters of the students live in homes where smoking is never allowed.
- Girls are more likely than boys to live in homes where smoking is never allowed.
- 11th grade students were less likely than students in grades 9, 10 and 12 to live in homes that never allow smoking.

Exposed to Secondhand Smoke in Car

Percentage of students who rode in a car with someone who was smoking cigarettes during the past seven days

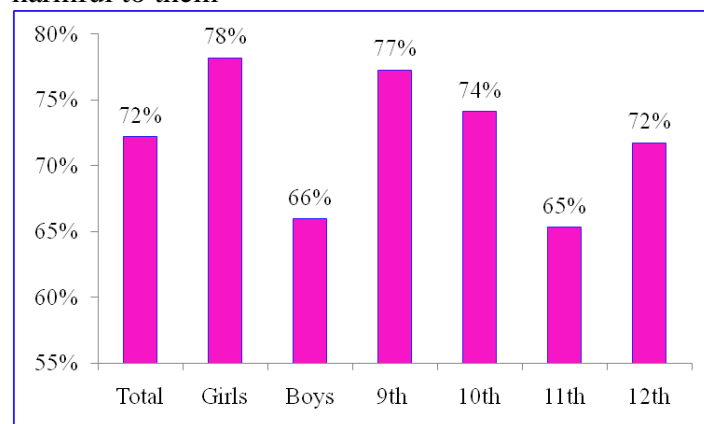


- One in three of the students rode in a car with someone who was smoking cigarettes during the past seven days.

Perceptions About the Dangers of Secondhand Smoke

- Three quarters of the students believe that smoke from other people's cigarettes is harmful to them.
- Girls are more likely than boys to believe that secondhand smoke is harmful to them.
- 11th grade students are less likely than students in grades 9, 10 and 12 to believe that secondhand is harmful to them.

Percentage of students who believe that secondhand is harmful to them



There is no risk-free level of exposure to secondhand smoke.

U.S. Surgeon General, 2006

NEBRASKA HEALTH AND HUMAN SERVICES SYSTEM



Office of Disease Prevention & Health Promotion

301 Centennial Mall South

P.O. Box 95007

Lincoln, Nebraska 68509-5007

Phone: (402) 471-2101

tfn@hss.ne.gov

<http://www.hhss.ne.gov/tfn>

TFN (06/10)

AA/EOE/ADA