

2000 – 2001 Wisconsin Youth Tobacco Survey Western Racine County, Wisconsin

Summary of Major Findings

Prepared for the
western Racine County Health Department
by Research Associates, Greendale, WI
September 2001

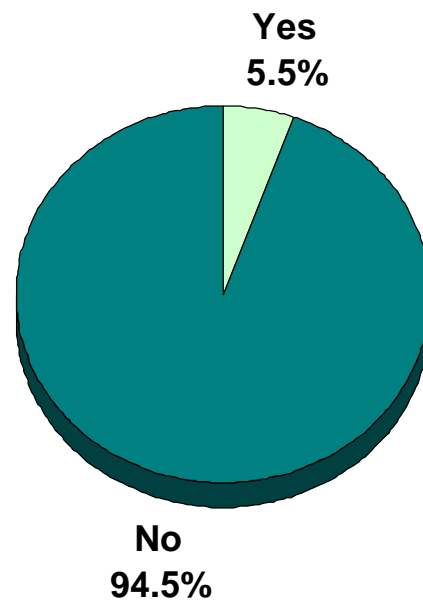
Methodology

- During the 2000-2001 school year, western Racine County middle school students, Grades 6-8 participated in the survey
- Of the 14 eligible schools, 13 participated in the study (1,816 students were in the population surveyed)
- 1,600 students completed usable surveys giving a response rate of giving an overall response rate of 81.8%
- The study was conducted by means of a survey developed by the Centers for Disease Control

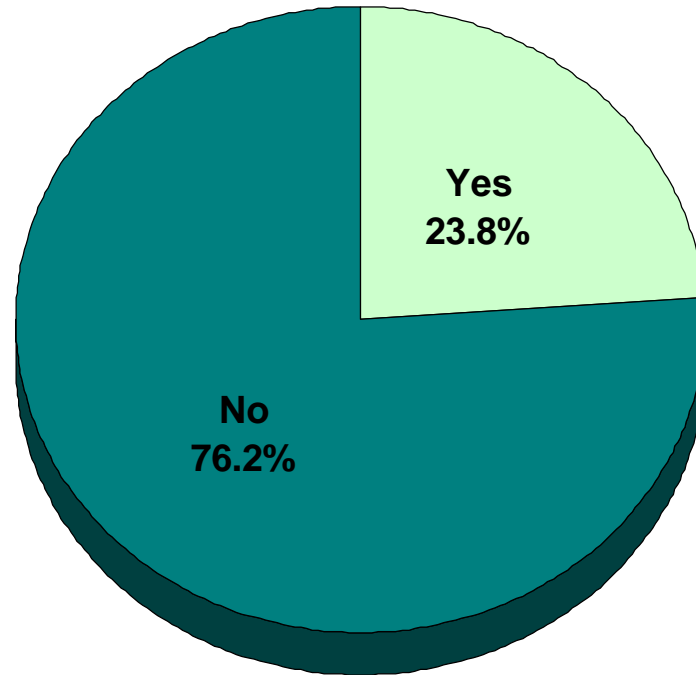
Analysis

- The sample is a census of middle school students and can be used to make inferences about tobacco use risk behavior of all students in grades 6-8
- The following report includes major findings from the study

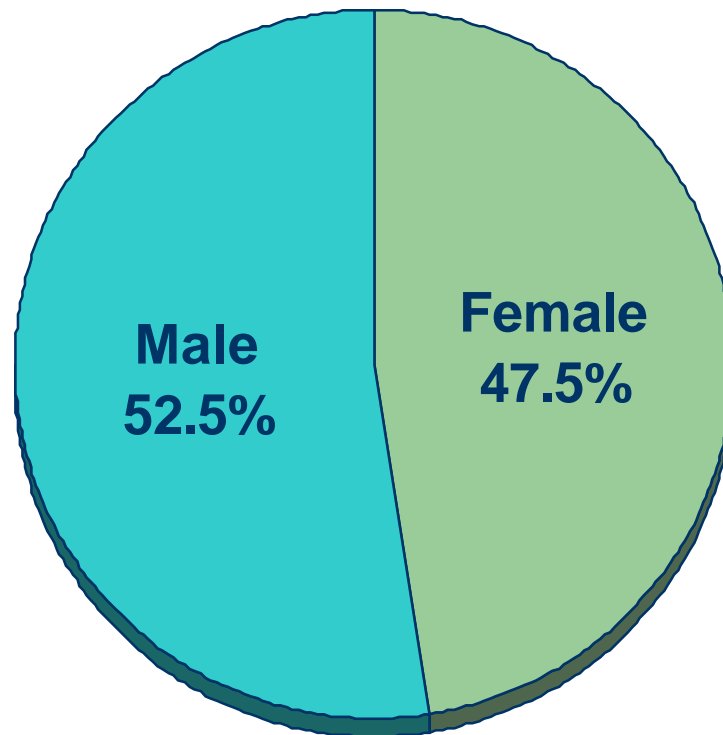
Used Any Form of Tobacco During the Last 30 Days



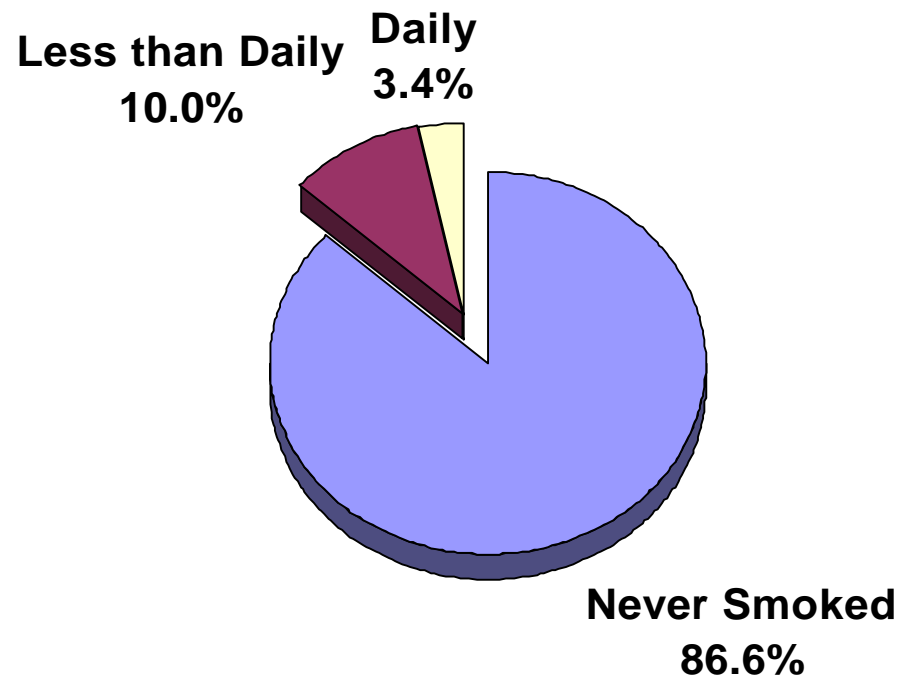
Have you ever tried cigarette smoking?



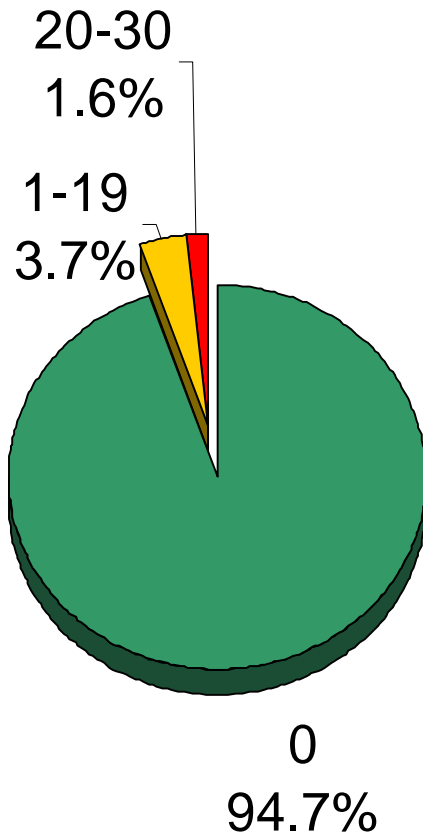
Have you ever tried cigarette smoking by Gender



Have you ever smoked cigarettes daily?



During the last 30 days, on how many days did you smoke cigarettes?



During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?



1.6% smoked 2 or more cigarettes per day.



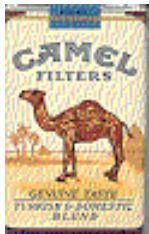
During the past 30 days, what brand of cigarettes did you usually smoke?



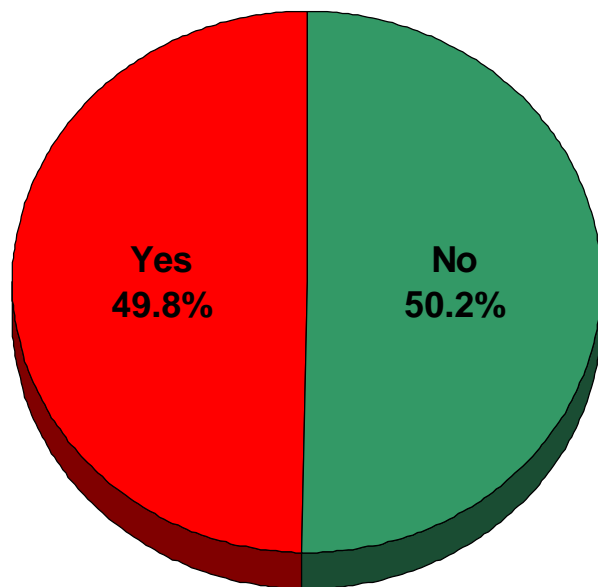
33% of smokers expressed a brand preference for Marlboro.



Newport and Camel were the next most frequently preferred brands.



Are the cigarettes you usually smoke menthol cigarettes?

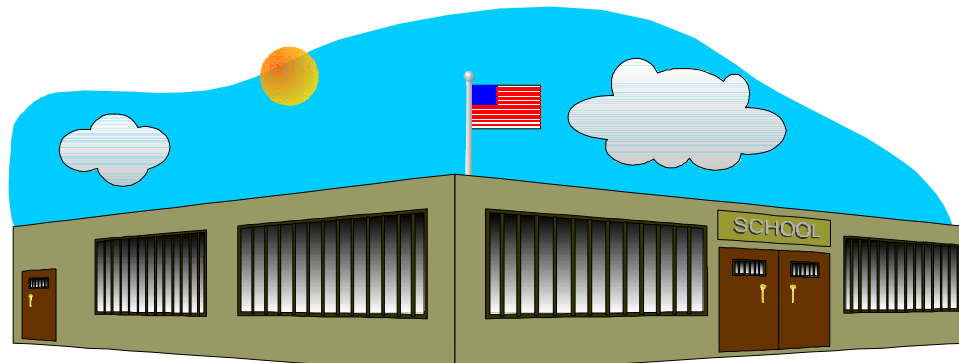


During the past 30 days, how did you usually get your cigarettes?



- 24.0% borrowed (or bummed) cigarettes from someone else
- 18.5% gave someone else money to buy them
- Of the 4.1% of the total sample who bought cigarettes during the past 30 days,
 - The most common purchase points were gas stations (29.4%) and vending machines (12.5%)
 - 81.6% making a purchase were not asked to show proof of age

During the past 30 days, did you smoke cigarettes on school property?



- 1.3% of all students smoked at least 1 cigarette on school property during the past 30 days

When was the last time you smoked a cigarette, even one or two puffs?



- 3% last smoked during the past 7 days
- 11.3% last smoked 6 months or more ago

How long can you go without smoking before you feel like you need a cigarette?



- 13.4% feel they need a cigarette at least once a day

During the past 12 months, did you ever try to quit smoking cigarettes?

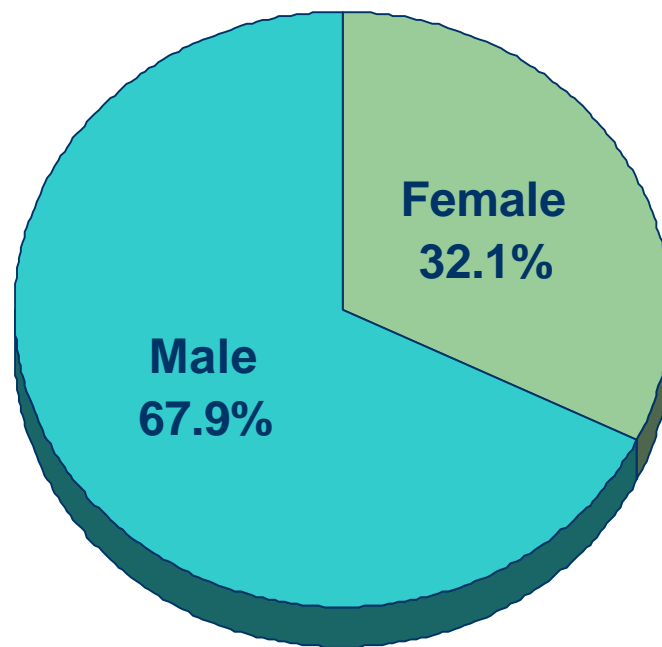


- 67.3% have tried to quit smoking during the past 12 months
- 60.4% of current smokers want to quit
- 49% of current smokers have tried to quit at least twice
- 41.8% of current smokers stayed off cigarettes for less than 30 days the last time they tried to quit

Have you ever used chewing tobacco, snuff or dip?



Have you ever used chewing tobacco, snuff or dip by Gender



Chewing tobacco, snuff, or dip



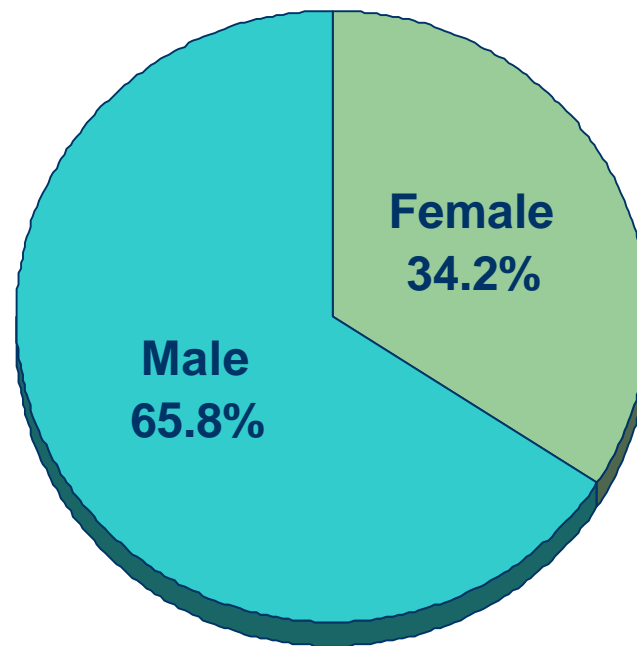
- 2.2% tried it for the first time before age 11
- Less than 1% used it during the past 30 days
- 75.9% of current users obtained it from a person aged 18 or older

Cigars, cigarillos, or little cigars



- 3.0% have smoked cigars in the last 30 days
- 14.8% have tried cigars, cigarillos, or little cigars
- 3.8% smoked their first cigar before age 11
- 39.5% of users, borrowed or bummed them from someone else

Cigars, cigarillos, or little cigars by Gender

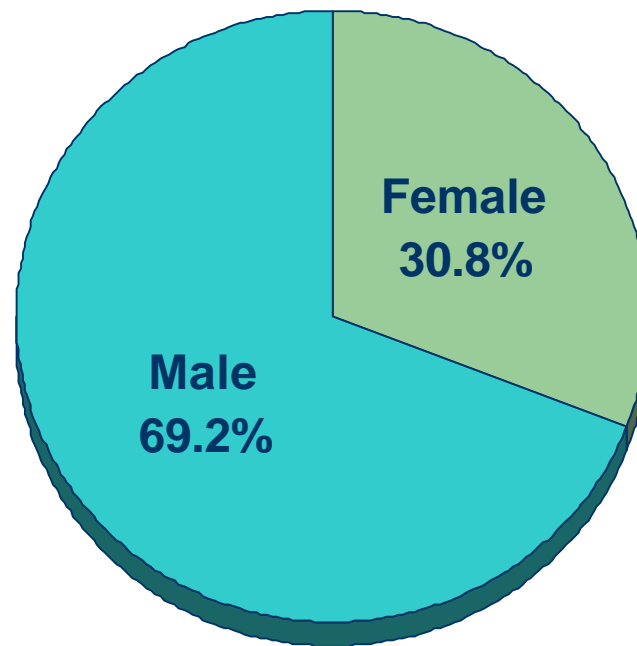


During the past 30 days, did you smoke tobacco in a pipe?



- 1.6% have smoked tobacco in a pipe during the last 30 days

During the past 30 days, on how many days did you smoke tobacco in a pipe by Gender



Bidis and Kreteks

- Bidis, also known as beedies, are small brown cigarettes from India made of tobacco wrapped in a leaf and tied with a thread
- Kreteks, also known as clove cigarettes, are made from tobacco and clove extract

Have you ever tried smoking bidis or kreteks?

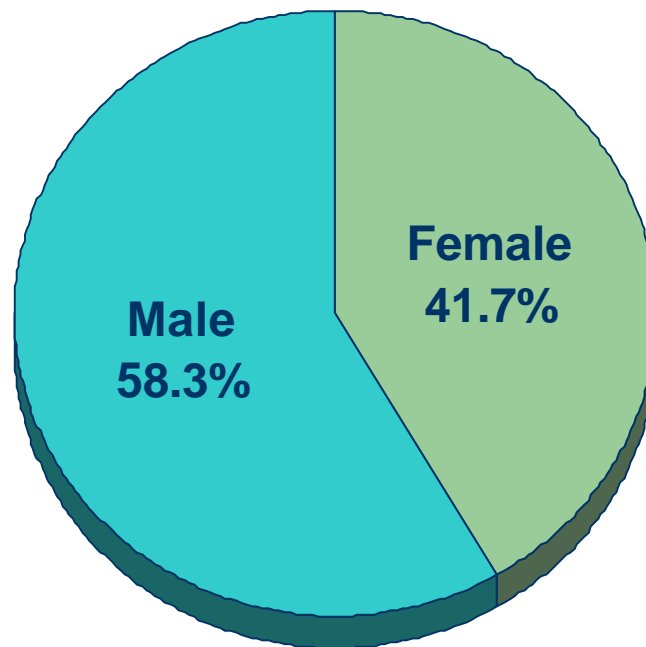


- 2.4% have tried smoking bidis only
- 1.0% have tried smoking kreteks only
- 1.9% have tried both



- 2.4% have smoked bidis during the past 30 days

Have you ever tried smoking bidis or kreteks by Gender



Future cigarette use



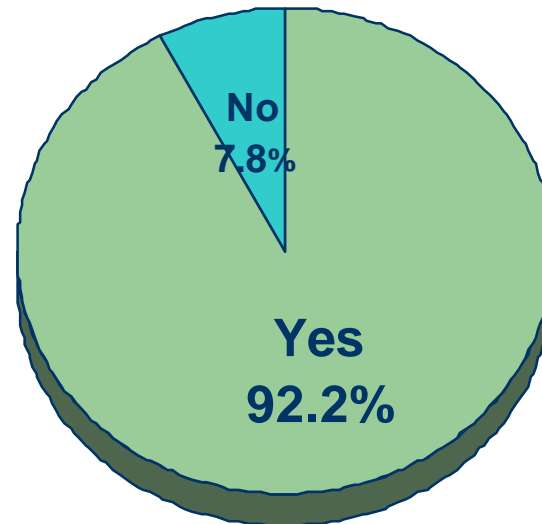
- 4.8% of those who have never smoked think they will try a cigarette soon
- 10.4% of those who have never smoked think they will smoke within the next year
- 8.3% of all surveyed think they will be smoking in 5 years
 - 61.3% of current smokers think they will be smoking in 5 years

Have either of your parents (or guardians) discussed the danger of tobacco use with you?



- 73.1% have discussed the dangers of tobacco use with at least one parent
 - 68.3% of current smokers have discussed the dangers of tobacco use with at least one parent

Can people get addicted to using tobacco just like they can get addicted to using cocaine or heroin?



Friends, young people, and smoking



- 10% would smoke if their best friends offered them a cigarette
- 13% think young people who smoke have more friends (43.9% of current smokers believe this)
- 8.6% think smoking cigarettes makes young people look cool or fit in (34.9% of current smokers believe this)

Smoking Safety



- 88.4% think young people risk harming themselves if they smoke 1-5 cigarettes or more per day
- 91.2% do not think it is safe to smoke for only a year or two as long as you quit after that
 - 58.3% of current smokers do not think it is safe

Smoking cessation and avoidance



- 71.2% of current smokers think they would be able to quit smoking now if they wanted to (50% of frequent smokers believe this)
- 16.5% have participated in a program to help them quit (21% of current smokers have participated)
- 35.3% have practiced ways to say NO to tobacco in class during this school year (28% of current smokers have practiced ways to say NO)

Media campaigns/community activities about the dangers of tobacco

tobaccofreeTV



B-FREE[™]
From Tobacco



April 4, 2001

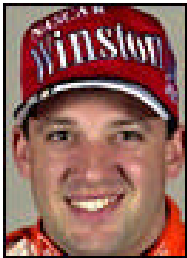
- 82.3% have seen or heard a commercial about the dangers of cigarette smoking
- 23.7% have participated in a community activity to discourage people their age from using tobacco products

Media exposure to tobacco use



- 81.3% watch TV or movies and see actors using tobacco most of the time or some of the time
- 21.7% see athletes using tobacco most of the time or some of the time
- 29.2% of those who use the Internet see ads for tobacco products most of the time or some of the time

Tobacco company logo apparel and merchandise



- 18.3% bought or received items that had tobacco company names or pictures, these included items like sports gear, t-shirts, lighters, hats, jackets, sunglasses, and similar items
- 44.7% of current tobacco users bought or received such items
- 19.4% would use or wear such an item
- 56.9% of current tobacco users would use or wear such an item

Exposure to tobacco use/second hand smoke



- 55.5% were in the same room on one or more days during the past 7 with someone who was smoking
- 42.4% rode in the same car on one or more days during the past 7 with someone who was smoking
- 92.7% think smoke from other people's cigarettes is harmful to them

Exposure to tobacco/second hand smoke at home



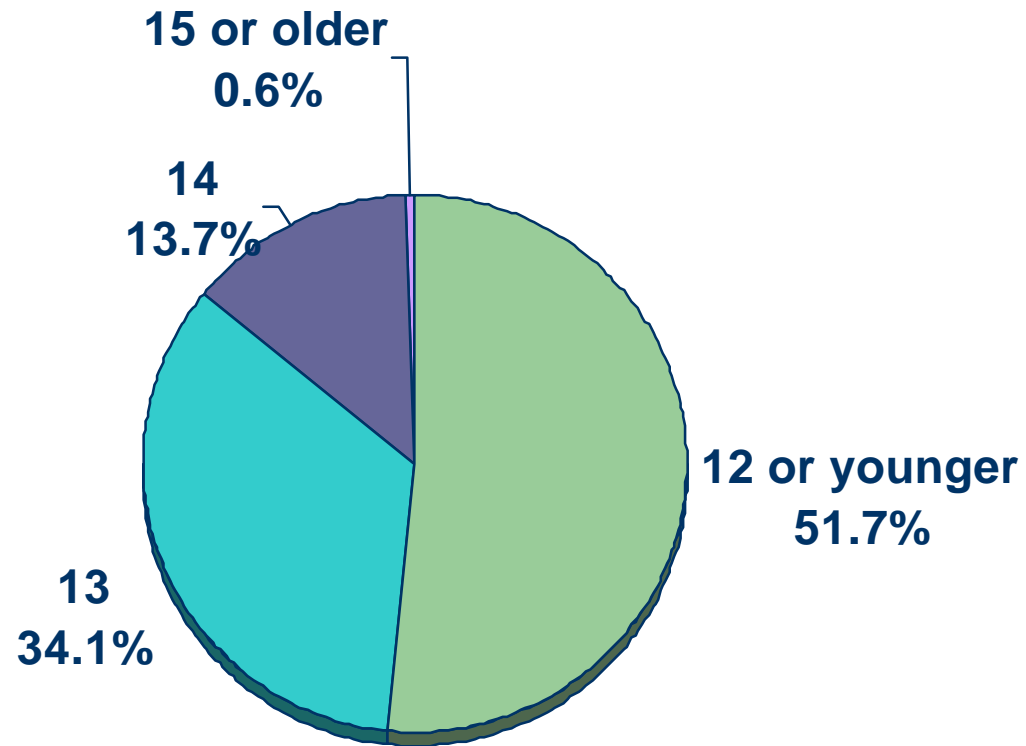
- 42.5% live with someone who now smokes cigarettes
 - 64% of current tobacco users live with someone who smokes
- 10% live with someone who uses chewing tobacco, snuff, or dip

Friends who use tobacco

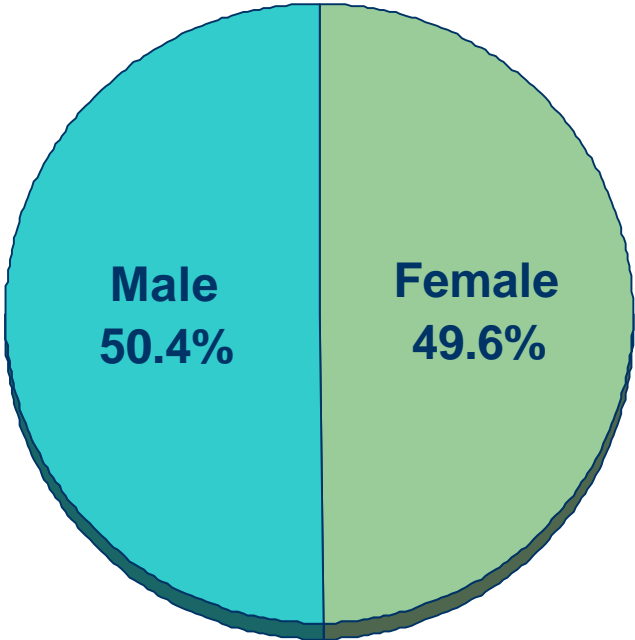


- 24.4% say that at least one of their four closest friends smokes cigarettes (the percentage is 69 for current tobacco users)
- 13.2% have at least one of their four closest friends who uses chewing tobacco, snuff, or dip

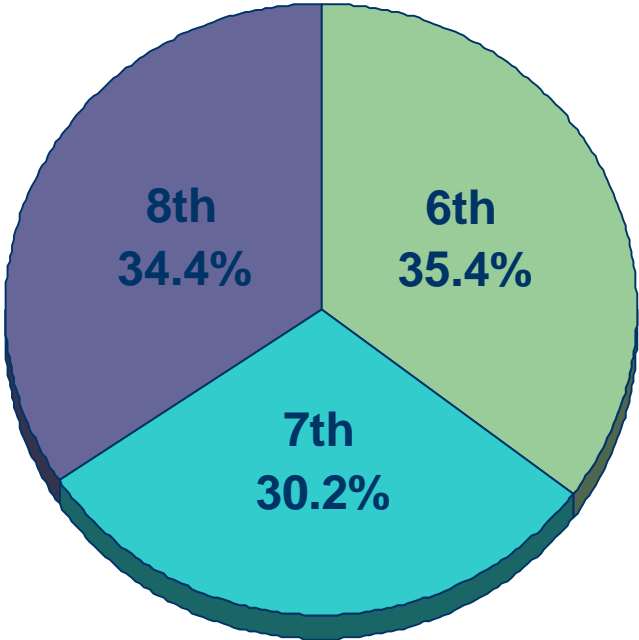
Population Age



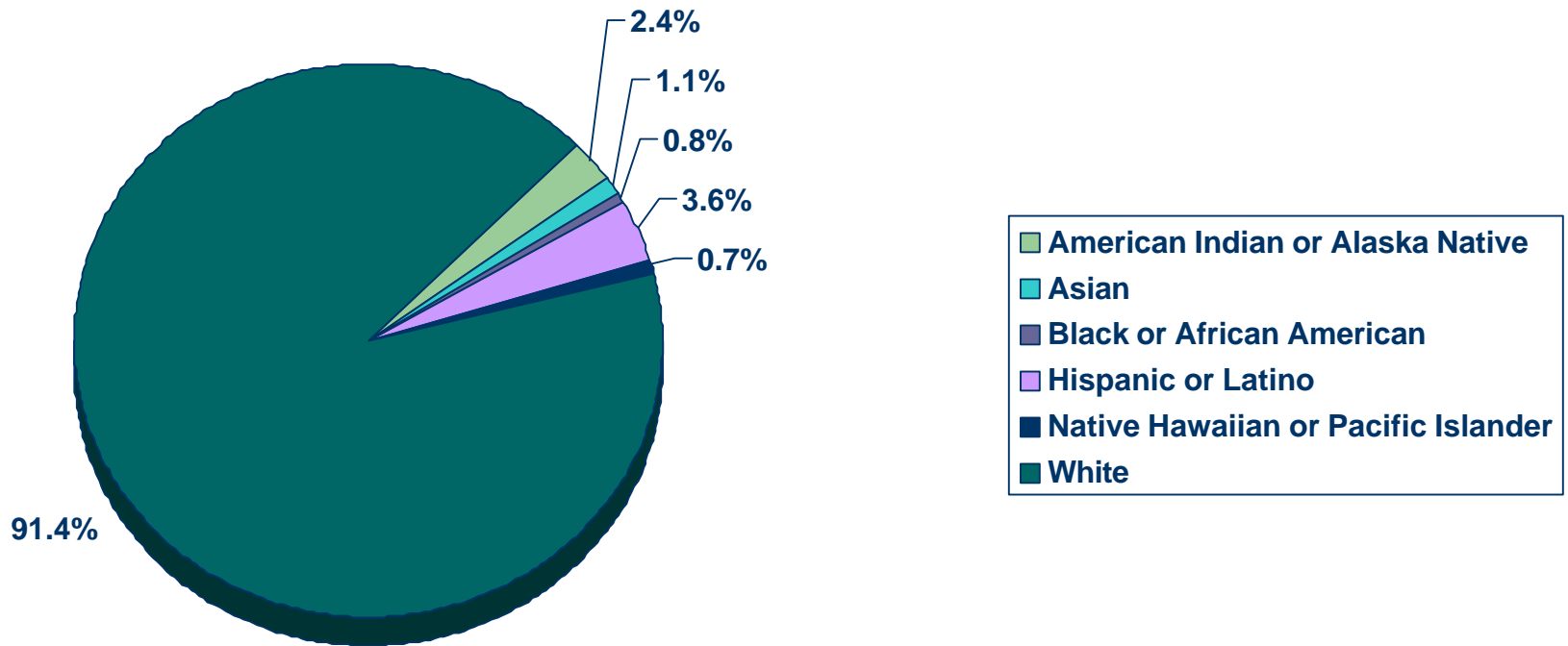
Population Gender



Population Grade



Population: Which one of these groups best describes you?



Interpretation and Summary of Findings



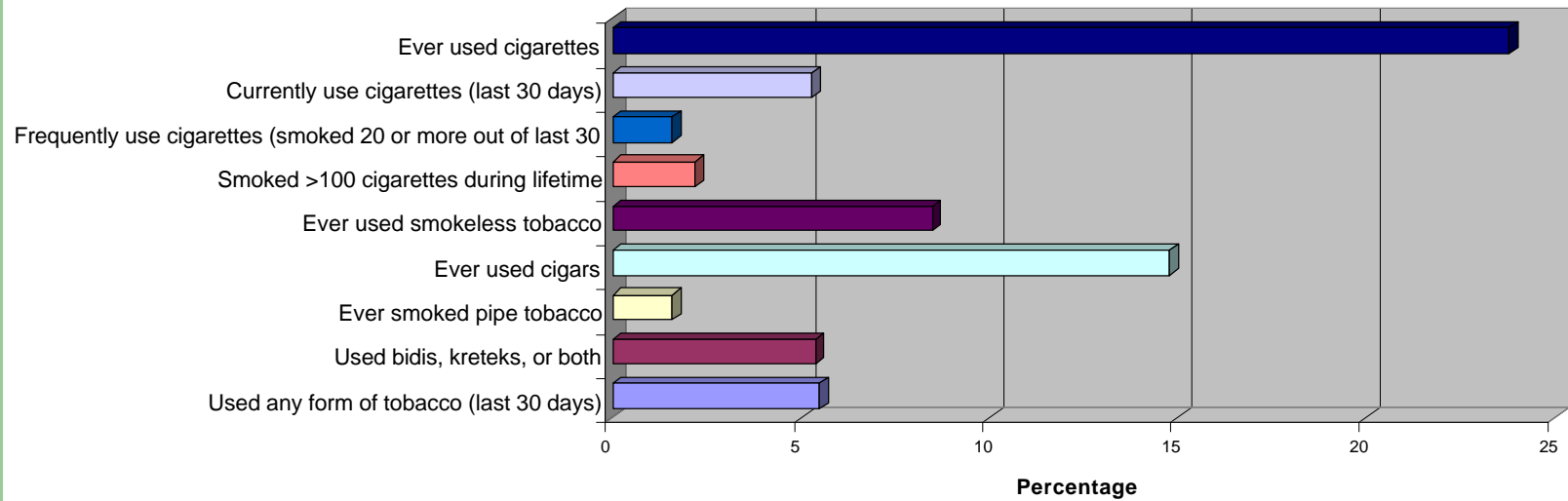
The Problem

- Tobacco use is the leading single leading preventable cause of death in the United States
- The prevalence of smoking among middle school students increased in the 1990's and while it has started a gradual decline, usage is still at historically high levels
- Approximately 5 million children under the age of 18 today will die prematurely as adults because they started to smoke during youth/adolescence
- In addition to this loss of life, there is an economic liability of \$50-73 billion dollars per year in medical expenses

The Western Racine County Problem

- Local statistics are comparable to national statistics
- As these middle school students move into high school, the rates of tobacco use can be expected to increase from 5.5% to 30% (based on national trends).
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking, exposure to second hand smoke, and smokeless tobacco use
- The Youth Tobacco Survey was administered to understand the local situation and develop interventions to address the problem

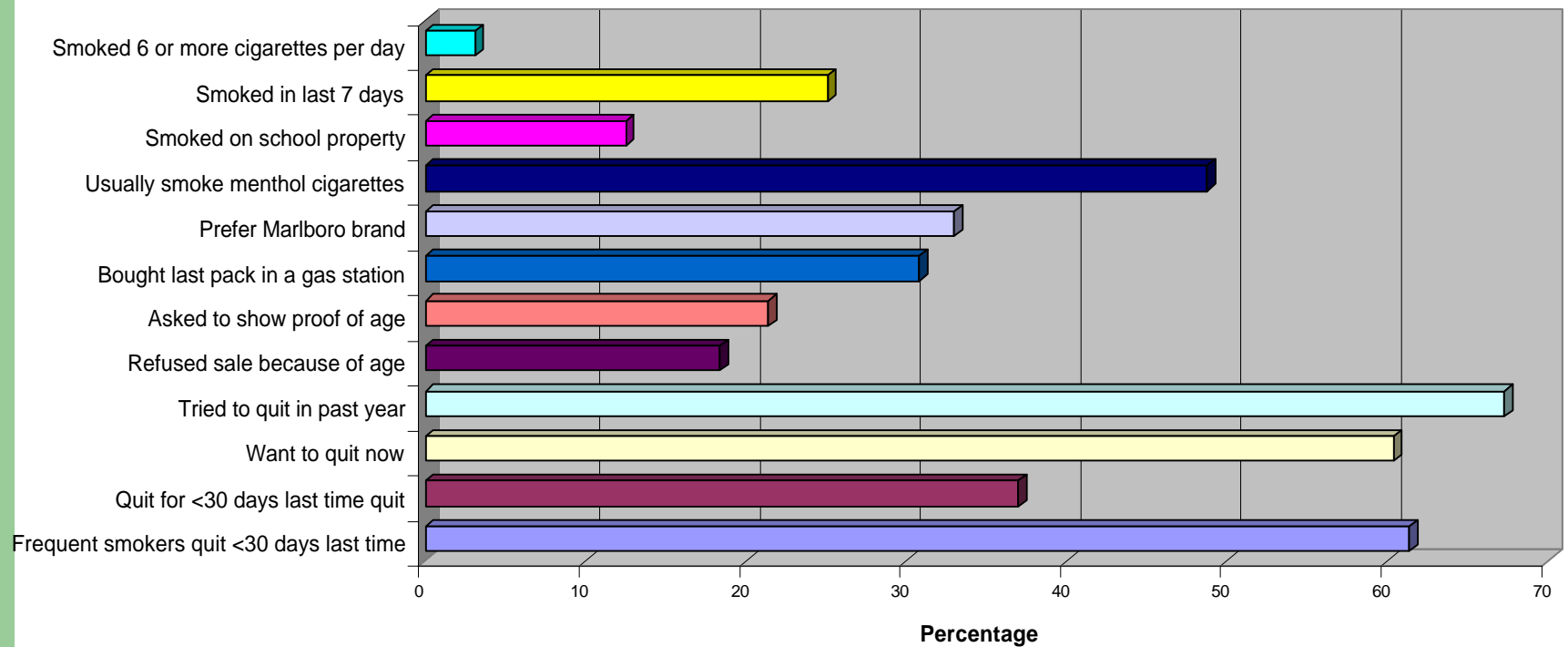
Use of Tobacco



Use of Tobacco (continued)

- Current use of tobacco for middle school students is comparable to national averages
 - Cigarettes are the most prevalent form of tobacco used, with almost 5% of students using cigarettes in the past 30 days. Cigars are the second most prevalent form of tobacco used, followed by bidis and kreteks, and smokeless tobacco. Bidis and kreteks represent an emerging form of tobacco use.
 - Among those who have ever smoked, 2.2% have smoked more than 100 cigarettes in their lifetime, a finding that suggests the likelihood of a high level of tobacco dependence among these young persons.

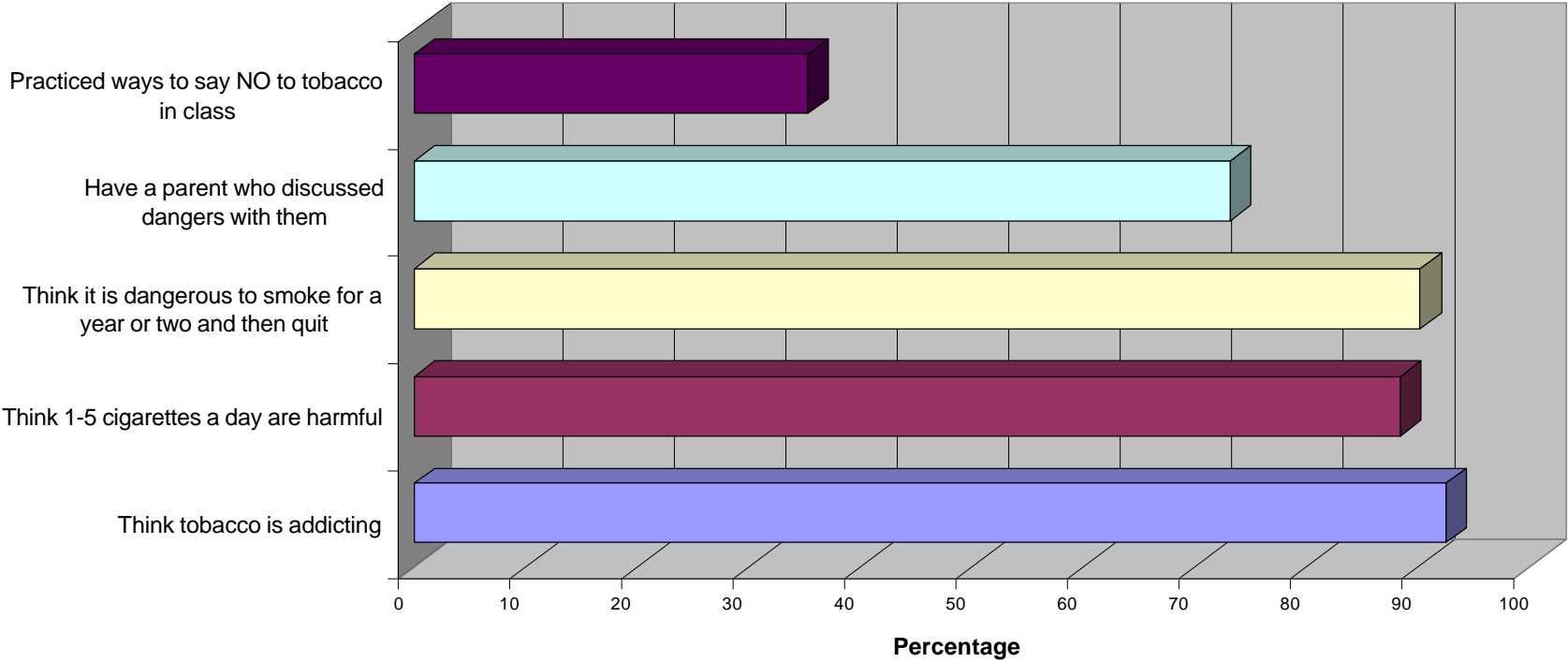
Middle School Students Who Smoke



Middle School Students Who Smoke (continued)

- Of those who smoke, 1 in 4 smoke on a weekly basis
- Cigarettes can be readily obtained, usually from a friend.
- Gas stations are the most frequent point of purchase
- Proof of age is not required almost 4 out of 5 times
- Brand preference closely parallels advertising expenditure by brand
- A large number, almost 6 out of every 10 smokers, have tried to quit and have failed
- A majority would like to quit now
- Effective cessation programs are needed

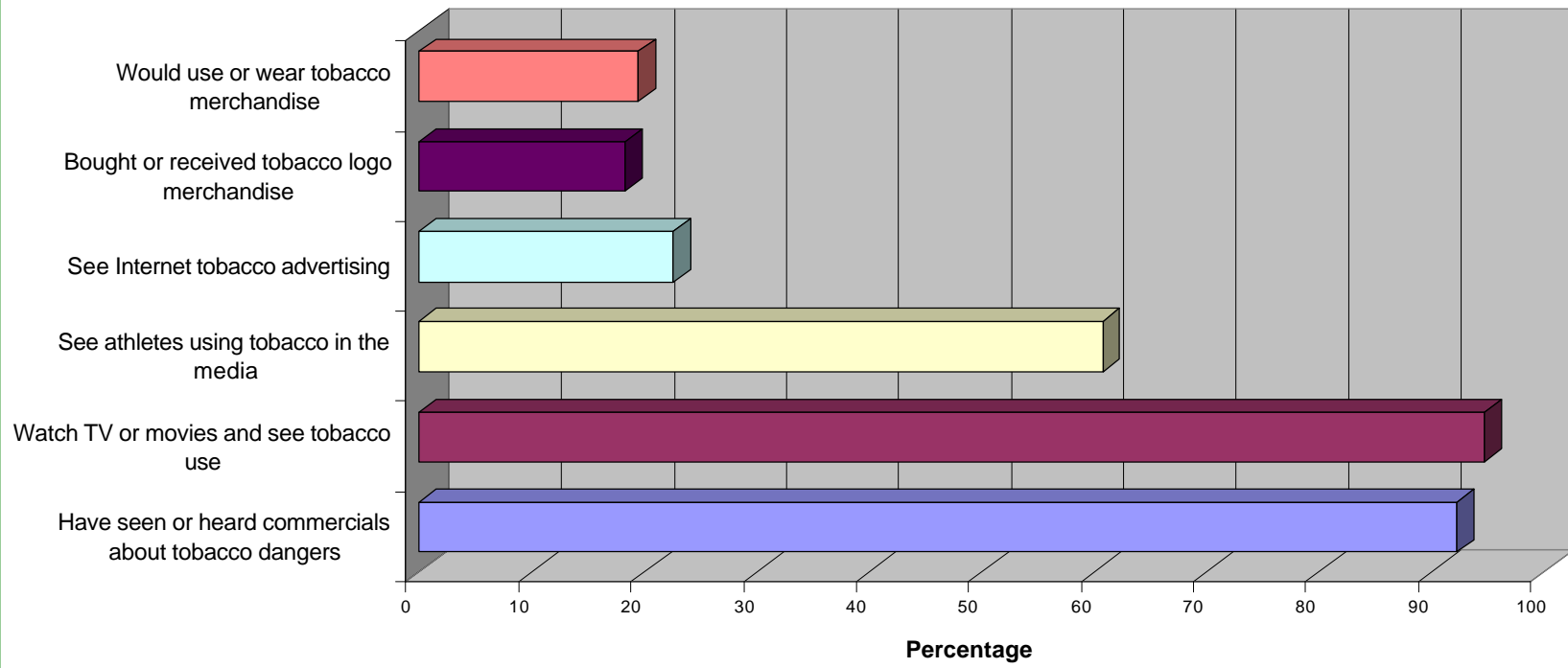
Tobacco Knowledge



Tobacco Knowledge (continued)

- There is a high awareness of the dangers associated with tobacco use
- Almost 1 out of 3 have *not* had a parent discuss the dangers of tobacco with them
- Only a small number have actually practiced ways to say NO to tobacco in school this school year

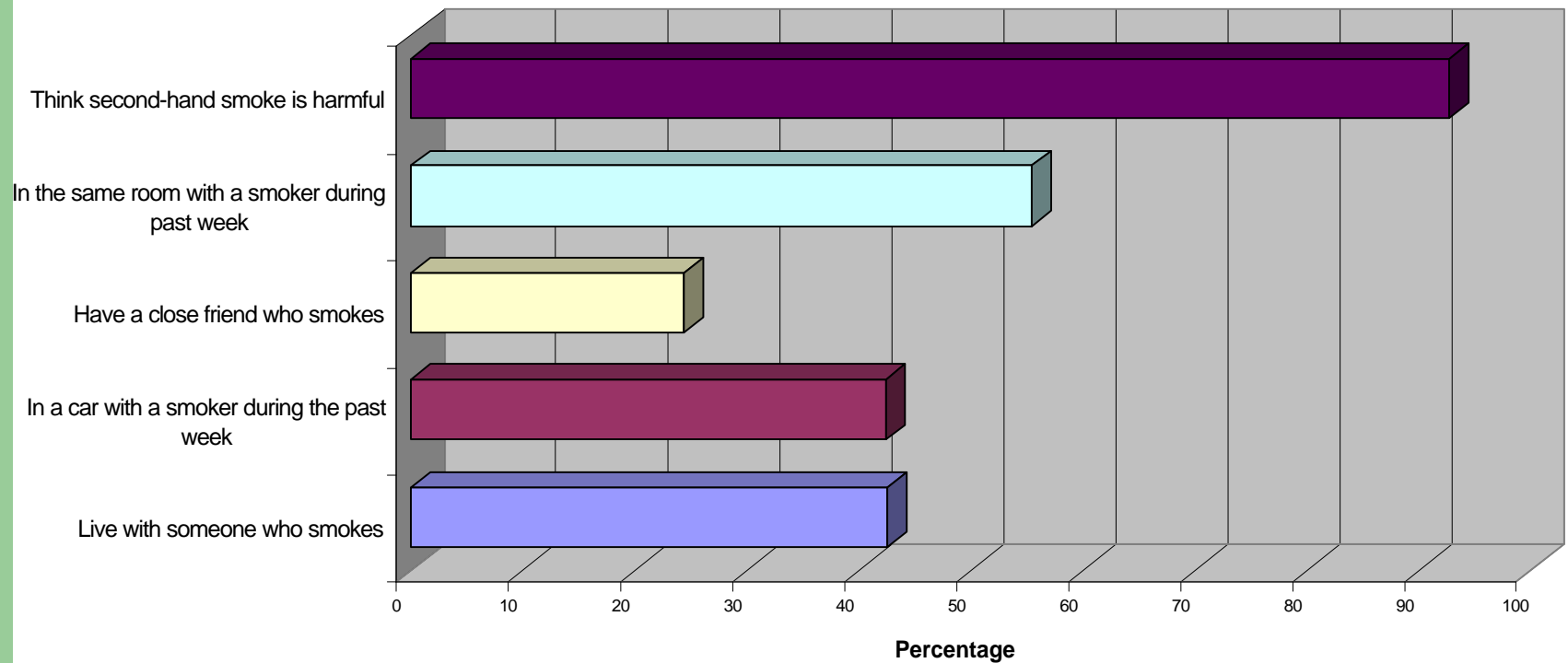
Media and Marketing Exposure



Media and Marketing Exposure

- High numbers of young people are regularly exposed to portrayals of smoking in the media
- Promotion through Internet media reaches more than 1 in 5
- Promotion by means of logo branded merchandise is positively received by less than 1 in 5

Exposure to Second Hand Smoke



Exposure to Second Hand Smoke (continued)

- Most know that second hand tobacco smoke is dangerous
- Young persons have a high exposure to second-hand tobacco smoke
- Exposure for more 40% occurs in their own home

The Findings Establish Direction and Baseline/Impact Measures for Interventions

- **Surveillance and Evaluation**
 - document the extent of the problem and monitors program effectiveness
- **Community Programs**
 - reduce tobacco use by focusing on preventing the initiation of tobacco use among young persons, cessation for current users, and protection from second-hand smoke
- **School Programs**
 - a critical element, since most young people start tobacco use before age 18, school-based programs have been shown to reduce or delay adolescent tobacco use
- **Enforcement**
 - restricts access to minors for tobacco
- **Countermarketing**
 - provides messages to build a supportive environment for program efforts and to counteract promotion activities that appear to stimulate consumption, particularly among youth
- **Smoking Cessation Programs**
 - programs that successfully assist young people and adults in quitting

Conclusions

- Western Racine County is faced with a serious public health threat
- Tobacco use is a preventable leading cause of death
- The Health Department serves as a center for these activities, but the scope of the problem requires immediate assistance from all members of the community

Conclusions (continued)

- You can assist the Health Department by
 - Role modeling appropriate behavior. Do not tolerate smoking. If you smoke, consider quitting.
 - Talking to youth about the dangers of tobacco.
 - Becoming an active force in your community
 - Participating in community awareness activities
 - Participating in creating and facilitating smoke free environments
 - Becoming a member of the western Racine County Tobacco Free Coalition
 - Contacting the Health Department for other ways to become involved

Western Racine County Health Department

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800-688-4930



Additional information may be obtained on the Web at:

<http://www.orghealth.com/wrc/>