

Tobacco LIVE FREE OR DIE

NH TOBACCO PREVENTION & CONTROL PROGRAM

EXECUTIVE SUMMARY

Summary of Findings in the State of New Hampshire

Released by:
New Hampshire
Tobacco Prevention &
Control Program

Date of Release:
September 2005

2004 New Hampshire Youth Tobacco Survey Results

Tobacco use continues to be the leading cause of preventable death in the United States and in New Hampshire. Nearly 80% of adult NH smokers and former smokers began smoking before they were 18 years old.¹ The Centers for Disease Control and Prevention (CDC) estimates that 33,000 young people in NH currently under the age of 18 will eventually die of a tobacco-related disease.² Tobacco use puts youth at risk for nicotine addiction, cancer, chronic lung disease and heart disease later in their lives.² Youth who are exposed to someone else's secondhand smoke may suffer reduced lung development and increased ear and respiratory infections.³

In addition to the health costs, tobacco use is associated with substantial economic costs. The cost of tobacco use in NH medical expenses is approximately \$440 million per year.⁴ This tobacco related mortality also costs NH \$381 million per year in lost productivity.⁴ Due to the economic and health costs of tobacco use, it is important to try to keep our youth from becoming addicted.

In order to better understand the impact of tobacco on the state's youth, the New Hampshire Tobacco Prevention and Control Program (NH TPCP) implemented the New Hampshire Youth Tobacco Survey (NH YTS) in October of 2004.

The paper and pencil questionnaire measured tobacco related knowledge, attitudes, and behaviors among public middle and high school students.

NH TPCP staff and volunteers administered the survey to 1,652 middle school students and 1,459 high school students across the state. Due to the large participation rate, the data gathered through this survey is representative of NH public school students in grades six through twelve.

This was the third time the survey was administered in New Hampshire. The first NH YTS was implemented in the year 2000 and surveyed only seventh and eighth graders. In 2001 and 2004, the NH YTS surveyed students in grades six through twelve. The NH TPCP will use the information to monitor the prevalence of youth tobacco use and to plan, implement, and evaluate programs designed to prevent tobacco use among youth and to reduce the toll of tobacco use in the State.

THE RESULTS ARE IN

Who Is Using Tobacco And What Kind Are They Using?

In the NH YTS, NH youth were asked about all forms of tobacco use including cigarettes, cigars, spit tobacco, pipe tobacco, bidis and kreteks.

- Twenty-nine percent of NH high school students and 9% of NH middle school students used some form of tobacco.

New Hampshire Department of Health and Human Services • Division of Public Health Services
Alcohol, Tobacco and Other Drug Prevention Section • Tobacco Prevention and Control Program •
29 Hazen Drive, Concord, NH 03301
800-852-3345 ext.6891 603-271-6891

If you want to Quit Smoking or Chewing Tobacco Call: 1-800-Try-To-STOP (1-800-879-8678)

This message was provided by the NH Department of Health and Human Services through funding provided by the Centers for Disease Control and Prevention (CDC)

- Nineteen percent of NH high school students and 4% of NH middle school students were current cigarette smokers. These figures were not significantly changed from the 2001 survey.
- The prevalence of tobacco use increased by grade level. In other words, as youth become older more of them used tobacco.
- Cigars remained youth's second most popular tobacco product of choice.
- Overall, high school males were more likely to use a form of tobacco than high school females.
- According to the U.S. Surgeon General, "smoking initiation at an early age increases subsequent risk of heavy smoking." In NH, 13% of high school students smoked their first cigarette before age 13 (or before they were in the eighth grade).
- Only 11% of high school current smokers purchased their own cigarettes from a store or vending machine.
- Even though NH law prohibits it, 19% of middle school students and 14% of high school students said they knew of a place near their home that sold single or loose cigarettes.

I'm Not Addicted; I Can Quit When I Want To.

The CDC reports "among addictive behaviors, cigarette smoking is the one most likely to become established during adolescence. People who begin to smoke at an early age are more likely to develop severe levels of nicotine addiction than those who start at a later age."⁴

- In 2004, 37% of high school current smokers felt they could not go for more than a day before needing a cigarette.
- About half of middle school and high school smokers reported they tried to quit smoking at some point during the preceding year.
- Among the high school current smokers who tried to quit in the previous year, less than half were able to abstain from smoking for more than seven days.
- Among high school smokers who have ever smoked, 6% have participated in a program designed to help them quit.

How Do They Get The Tobacco Products In The First Place?

Tobacco possession or use by anyone under age 18 is illegal in New Hampshire. Providing tobacco to someone under the age of 18 is also illegal under NH law.⁵ The NH YTS asked youth who were current smokers how they usually obtained their cigarettes.

- Eighty-six percent of middle school current smokers were usually given cigarettes by someone over 18 years of age.
- Most high school current smokers usually got their cigarettes by giving someone else the money to buy them.
- The second most common way high school students got cigarettes was through "bumming" them.

Who Is Talking To Youth About The Dangers Of Tobacco Use?

The U.S. Surgeon General recommends addressing the risk of youth tobacco use on a community wide basis.⁴

- According to the NH YTS, middle school students were significantly more likely to have recently talked with their parents about tobacco use than high school students. Seventy-three percent of middle school students had talked with a parent or guardian in the past year, while 61% of high school students did the same.

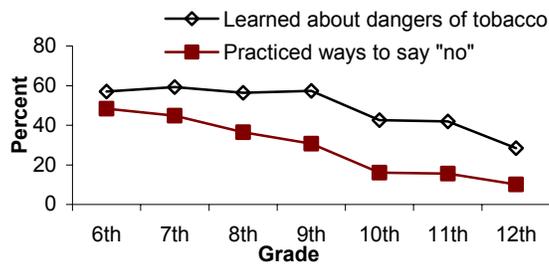
New Hampshire Department of Health and Human Services • Division of Public Health Services
 Alcohol, Tobacco and Other Drug Prevention Section • Tobacco Prevention and Control Program •
 29 Hazen Drive, Concord, NH 03301
 800-852-3345 ext.6891 603-271-6891

If you want to Quit Smoking or Chewing Tobacco Call: 1-800-Try-To-STOP (1-800-879-8678)

This message was provided by the NH Department of Health and Human Services through funding provided by the Centers for Disease Control and Prevention (CDC)

- Approximately one third of middle and high school students who had been in a doctor's office in the previous 12 months reported that someone in the office discussed the dangers of tobacco use with them. A little over 10% of both age groups reported being counseled in a dentist's office.
- For NH youth, exposure to both tobacco prevention messages and practice of refusal skills are highest during middle school and decline significantly during the high school years. (Figure 1)

Figure 1. Percentage of students who recall learning in any class in the last 12 months



- NH youth are being exposed to messages that promote tobacco use in the media. Sixty-six percent of middle school students and 80% of high school students recalled seeing ads for tobacco products in newspapers or magazines.
- Three quarters of middle school students and 86% of high school students had seen images of tobacco use by actors on television or in the movies in the past year.

What Are NH Youth Doing During Their Free Time And Where Are They?

In 2004, students were asked about how they usually spent their free time. Places where students spent their time varied by smoking status.

- Middle and high school students who had smoked at some time were significantly less likely to have played on sports teams than those who had never smoked.
- Middle and high school students who had ever smoked were significantly less likely than those who had never smoked to have usually spent their free time at home.
- Both middle and high school smokers were significantly more likely to spend three or more days per week unsupervised by a parent than never smokers.
- High school smokers were more likely to spend time at a job than never smokers.

Are NH Youth Being Exposed To Secondhand Smoke?

There is no safe level of exposure to secondhand smoke.⁶ Many of the elements that compose secondhand smoke are known to cause cancer in humans.⁶

- The proportion of high school students who reported being exposed to secondhand smoke while in a room or in a car with a smoker declined significantly from 72% in 2001 to 62% in 2004.

New Hampshire Department of Health and Human Services • Division of Public Health Services
 Alcohol, Tobacco and Other Drug Prevention Section • Tobacco Prevention and Control Program •
 29 Hazen Drive, Concord, NH 03301
 800-852-3345 ext.6891 603-271-6891

If you want to Quit Smoking or Chewing Tobacco Call: 1-800-Try-To-STOP (1-800-879-8678)

This message was provided by the NH Department of Health and Human Services through funding provided by the Centers for Disease Control and Prevention (CDC)

- Similarly, the percentage of students who lived in a home where someone had smoked some form of tobacco anywhere inside the dwelling in the last 30 days declined significantly between 2001 and 2004.
- More than half of the students surveyed report that they have rules at home about not smoking inside.
- Those students who report having close friends who smoke were more likely to be exposed to secondhand smoke.

CONCLUSIONS

As with the most current national data, there was not a significant decline in NH youth's current use of tobacco products overall or for any individual tobacco product between 2001 and 2004. The decline in youth smoking prevalence in the late 1990's was a public health success, reversing the pattern of increase in the early 1990's. That decline appears to have slowed. Because the overall prevalence of current tobacco use did not change significantly between 2001 and 2004, data from future surveys will be important in determining whether progress toward meeting the Health Objectives for the year 2010 is continuing.

CDC has cited several factors⁷ that may be related to this lack of change in prevalence. Sharp retail price increases for tobacco products have leveled. Although tobacco-prevention media campaigns are effective in preventing youth tobacco use initiation, funding for these campaigns has declined substantially across the nation. In addition, the total investment in a statewide comprehensive tobacco prevention and control program has declined. Finally, whereas factors preventing tobacco use (e.g., increasing the retail price of tobacco products, implementing tobacco use prevention media campaigns, and funding for comprehensive state tobacco prevention and control programs) declined from 2001 to 2004, the proportion of tobacco industry expenditures on tobacco advertising and promotion increased. In NH, this increase was from an estimated \$37 million in 1999 to \$67 million in 2003, an all time industry high.

The substantial decrease in youth exposure to secondhand smoke is a success to be celebrated. There is no safe level of exposure to secondhand smoke.⁶ Many of the elements that compose secondhand smoke are known to cause cancer in humans. This positive outcome is likely due to the growing body of information regarding the harmful effects of secondhand smoke and the efforts of public health stakeholders and community coalition members across the state.

¹ NH Department of Health and Human Services, Division of Public Health Services, Health Statistics and Data Management Section. New Hampshire Behavioral Risk Factor Surveillance System, 2003.

² Centers for Disease Control and Prevention. Sustaining state programs for tobacco control, data highlights 2004. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004.

³ U.S. Department of Health and Human Services. The health consequences of smoking: a report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004.

⁴ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Young People: A Report of the Surgeon General: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1994. United States Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, State Tobacco Activities Tracking and Evaluation (STATE) System, Tobacco Control Highlights 2005.

⁵ State of New Hampshire, Revised Statutes Online Chapter 126-K: Youth Access to and Use of Tobacco Products. Available at: <http://www.gencourt.state.nh.us/rsa/html/indexes/126-K.html>. Accessed August 19, 2005.

⁶ U.S. Environmental Protection Agency, Office of Health and Environmental Assessment Office of Research and Development. Respiratory Health Effects Of Passive Smoking: Lung Cancer And Other Disorders. 1992.

⁷ Centers for Disease Control and Prevention. Tobacco Use, Access, and Exposure to Tobacco in Media Among Middle and High School Students — United States. 2004. MMWR 2005;54:297-301.

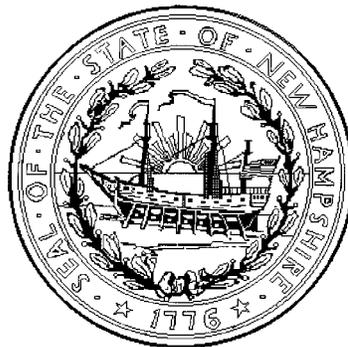
New Hampshire Department of Health and Human Services • Division of Public Health Services
 Alcohol, Tobacco and Other Drug Prevention Section • Tobacco Prevention and Control Program •
 29 Hazen Drive, Concord, NH 03301
 800-852-3345 ext.6891 603-271-6891

If you want to Quit Smoking or Chewing Tobacco Call: 1-800-Try-To-STOP (1-800-879-8678)

This message was provided by the NH Department of Health and Human Services through funding provided by the Centers for Disease Control and Prevention (CDC)

2004 NEW HAMPSHIRE YOUTH TOBACCO SURVEY

New Hampshire Department of Health and Human Services
Division of Public Health Services
Bureau of Prevention Services
Tobacco Prevention and Control Program



2004 New Hampshire Youth Tobacco Survey

John H. Lynch, Governor

John A. Stephen, Commissioner

Department of Health and Human Services

Mary Ann Cooney, Director

Division of Public Health Services

Prepared By:

Susan Knight, M.S.P.H.

New Hampshire Department of Health and Human Services

Division of Public Health Services

Bureau of Prevention Services

Tobacco Prevention and Control Program

September 2005

For additional information on the 2004 New Hampshire Youth Tobacco Survey contact:

New Hampshire Department of Health and Human Services

Division of Public Health Services

Bureau of Prevention Services

Tobacco Prevention and Control Program

29 Hazen Drive, Concord, New Hampshire 03301-6504

Phone: 603-271-6891 or 1-800-852-3345 ext. 6891

TDD Access: 1-800-735-2964



Tobacco
LIVE FREE OR DIE
NH TOBACCO PREVENTION & CONTROL PROGRAM

Table of Contents

| | |
|--|-----|
| Executive Summary | 1 |
| Introduction | 3 |
| New Features In This Report | 4 |
| Frequently Asked Questions | 5 |
| Methods | 7 |
| 2004 New Hampshire Youth Tobacco Survey Results | 9 |
| 1. Tobacco Use | 9 |
| Lifetime Tobacco Use | 11 |
| Current Tobacco Use | 13 |
| Cigarette Smoking | 16 |
| Age Of Smoking Initiation | 18 |
| Brands And Types Of Cigarettes Used | 18 |
| Setting For Youth Smoking | 19 |
| 2. Access To Tobacco | 20 |
| 3. Cessation | 22 |
| 4. Knowledge And Attitudes | 24 |
| Sources Of Information | 24 |
| Activities And Free Time | 25 |
| Attitudes and Knowledge About Tobacco | 28 |
| 5. Exposure To Tobacco Marketing And Counter-Marketing | 30 |
| Messages About The Dangers Of Tobacco Use | 30 |
| Messages Promoting Tobacco Use | 31 |
| Youth Exposure To Tobacco Use In The Entertainment Media | 33 |
| 6. Secondhand Smoke | 35 |
| September 2005 | III |

| | |
|--|----|
| 7. Long Term Trends And Selected National Data | 39 |
| Definitions | 39 |
| Acknowledgements | 44 |
| 2004 Questionnaire | 45 |
| References | 57 |

Executive Summary

Tobacco use is the leading preventable cause of death in New Hampshire. Nearly 80% of NH adult smokers or former smokers began smoking before they were 18 years old. The Centers for Disease Control and Prevention (CDC) estimates that 33,000 of youth in NH currently under the age of eighteen will eventually die of a tobacco-related disease.¹ Tobacco use puts youth at risk for nicotine addiction, cancer, chronic lung disease and heart disease later in their lives.^{2,3} The U.S. Surgeon General reports that exposure to secondhand tobacco smoke reduces lung development, and increases ear and respiratory infections among youth.²

The purpose of the New Hampshire Youth Tobacco Survey (NH YTS) is to provide information for the planning and evaluation of activities designed to prevent youth tobacco use and to reduce disabilities and premature deaths associated with tobacco use. The 2004 NH YTS is the third comprehensive survey of tobacco related knowledge, attitudes and behaviors among New Hampshire public school students. The first NH YTS was implemented in 2000 and surveyed NH seventh and eighth graders. In 2001 and 2004, the NH YTS surveyed students in grades six through twelve. Major findings from the 2004 NH YTS include:

- Current smoking prevalence was 3.8% for NH middle school students and 19.1% for high school students. These are not significantly different from 2001.
- High school students were more likely to smoke cigarettes (19.1%) or cigars (14.9%) than to use other forms of tobacco.
- High school males were more likely than high school females to smoke cigars, tobacco in a pipe, bidis or kreteks, or to use spit tobacco.
- High school males were also significantly more likely than females to use some form of tobacco overall.
- Most high school current smokers obtained cigarettes by giving someone else money to buy them (37%) or “bumming” them (27%). Only 11% of high school current smokers purchased their own cigarettes from a store or vending machine.
- About half of middle school (48%) and high school (48%) current smokers tried to quit smoking cigarettes in the previous 12 months.
- Of students who went to a doctor’s office in the last year, about a third of middle school students (29%) and high school students (36%) said they had talked with someone in the office about the dangers of tobacco use. Of students who visited a dentist in the previous year, 12% of middle school students and 11% of high school students reported talking with someone in the office about tobacco use.
- Three quarters (73%) of middle school students and 86% of high school students had seen images of tobacco use by actors on television or in the movies in the past year.

- The proportion of high school students who had been exposed to secondhand tobacco smoke by being in a room or in a car with a smoker declined significantly from 72% in 2001 to 62% in 2004.

Introduction

The 2004 New Hampshire Youth Tobacco Survey (NH YTS) is the third comprehensive survey of tobacco related knowledge, attitudes and behaviors among New Hampshire public school students. The first NH YTS was implemented in 2000 and surveyed NH seventh and eight graders. In 2001 and 2004, the NH YTS surveyed students in grades six through twelve.

Information from the NH YTS will be used to:

- monitor the prevalence of youth tobacco use;
- plan and evaluate interventions designed to prevent tobacco use among youth; and
- reduce tobacco related disease and death.

The findings presented in this report are representative of all NH public school students in grades six through twelve.

Data from California, Florida, Massachusetts and Oregon show that implementing a comprehensive tobacco control program produces substantial reductions in tobacco use.^{4,5,6,7,8,9,10,11,12} The goals of comprehensive tobacco control programs, and specifically of New Hampshire's Tobacco Prevention and Control Program (TPCP), are to reduce disease, disability, and death related to tobacco use by:

- Preventing youth from starting to use tobacco
- Promoting quitting among tobacco users
- Eliminating exposure to secondhand smoke
- Prioritizing efforts to reach those populations most affected by tobacco

When appropriate, the tobacco-related objectives from *Healthy People 2010*¹³ and *Healthy New Hampshire 2010*¹⁴ are included to put current data from New Hampshire into perspective. *Healthy People 2010* is a set of national health targets for the decade while *Healthy New Hampshire 2010* objectives are specific to New Hampshire residents. The data in this report can be used in assessing progress towards *Healthy People 2010* and *Healthy New Hampshire 2010* objectives along with the goals of the New Hampshire Tobacco Prevention and Control Program.

New Features in this Report

The following are presented for the first time:

- Both 2001 and 2004 NH YTS data;
- Information on where students usually smoke cigarettes or where they are usually exposed to secondhand smoke;
- Information on how youth spend their free time and the number of days per week they are without parental supervision by smoking status;
- Information on the prevalence of smoke-free home policies among youth; and
- Selected results from the 2004 National Youth Tobacco Survey for the purpose of comparison.

Frequently Asked Questions

Why are data not presented by race or ethnicity?

Based on the 2000 United States Census, New Hampshire's population is approximately 96.0% Caucasian, 1.3% Asian, 0.7% African American, 0.2% American Indian, and 0.6% persons reporting some other race. About 1.7% of the population is of Hispanic or Latino origin. Because no single racial or ethnic minority group exceeds 1.7% of the total population, the number of tobacco-related events in these groups is too small to allow meaningful analysis. As the state's demographics change and as data collection techniques improve, it may be possible to present data on racial and ethnic minorities in the future.

Why can't I find results for middle school students in every section?

The number of middle school current smokers in the 2004 NH YTS was too small to allow reliable results to be presented for all sections. In these areas, results for high school current smokers were presented.

Why is so much emphasis given to secondhand smoke exposure?

Eliminating exposure to secondhand smoke, or environmental tobacco smoke, is one of the four main goals of both the New Hampshire Tobacco Prevention and Control Program (NH TPCP) and the National Tobacco Control Program (NTCP). The National Cancer Institute reports that, nationally, secondhand smoke causes 53,800 deaths per year.¹⁵ Secondhand smoke causes death by contributing to heart disease (48,500 deaths nationally), cancer (3,000 deaths nationally), and sudden infant death syndrome (2,300 deaths nationally).¹⁵ In addition, exposure of children and youth to secondhand smoke causes increased numbers of middle ear infections and increases the number and severity of respiratory infections.¹⁵ The U.S. Environmental Protection Agency (EPA) has reported that there is no known safe level of exposure to secondhand smoke.²⁷

What are the Centers for Disease Control and Prevention (CDC)?

The CDC is part of the United States Department of Health and Human Services. Considered the nation's prevention agency, CDC focuses on public health measures to prevent disease, disability, and death. The NTCP, which is part of CDC's Office on Smoking and Health, has developed recommendations for states on how to control tobacco use. CDC recommends a comprehensive tobacco control program consisting of nine components: community programs, chronic disease programs, school programs, enforcement, statewide programs, counter-marketing, cessation programs, surveillance and evaluation, and administration and management. New Hampshire, like many other states, has built its tobacco control program using CDC recommendations. The NH TPCP is funded by a grant awarded by the CDC, Office on Smoking and Health through a competitive application process.

Where can I find information about how to help youth avoid tobacco addiction?

NH TPCP can provide this information. Contact the program at 1-800-852-3345, extension 6891 or 1-603-271-6891. Or view information online at: www.dhhs.state.nh.us/dhhs/atodprevention.

Where can I find information about how to quit smoking?

NH TPCP offers a toll free Smokers Helpline, 1-800-Try-To-STOP (1-800-879-8678). Persons can obtain information on how to quit by calling this number. For people ready to quit, the Helpline provides evidence-based telephone counseling to help them quit at no cost to the caller. For those not ready to quit, or for non-tobacco users seeking information, the Helpline will provide print materials.

Methods

The 2004 NH YTS was conducted during October and November of 2004 in New Hampshire public middle and high schools. For the purpose of this survey, middle school was defined as grades six through eight. High school was defined as grades nine through twelve.

The NH YTS was based on a probability sample with a two-stage design. First, 50 middle schools and 50 high schools were randomly selected with probability proportional to enrollment size. Second, classrooms were chosen randomly within selected schools. All students in selected classes were eligible to participate. Schools distributed consent forms prior to the survey date. Results were obtained anonymously and, although teachers remained in the room, an adult unknown to the students administered the survey including the distribution and collection of the answer sheets.

The 2004 NH YTS used a paper and pencil questionnaire consisting of 78 multiple-choice questions (included at the end of this report). The questionnaire was completed by the students in the classroom. The CDC developed the sample design and survey administration protocols. The questionnaire was developed in collaboration between CDC and states participating in the YTS.

A total of 83 schools in 55 towns and cities across New Hampshire participated in the survey. Each county had at least one participating school located within it.

Forty-two of the fifty middle schools selected in the sample agreed to participate in the survey (84%). Of the 1,836 middle school students enrolled in selected classrooms, 1,652 (90%) completed questionnaires. The overall response rate for the middle school sample was 75.6% (84% x 90%=75.6%).

Forty-one of the fifty high schools in the sample agreed to participate (82%). Of the 1,645 high school students enrolled in selected classrooms, 1,459 (89%) completed questionnaires. The overall response rate for the high school sample was 73% (82% x 89% = 73%).

The 2004 NH YTS data were weighted to adjust for non-response and to make them representative of the NH population of public middle and high school students. Analysis of the 2004 NH YTS was done with SAS (Statistical Analysis Software) and SUDAAN (Software for Statistical Analysis of Correlated Data) to account for the complex sampling design of the survey.

The data presented here may be viewed as representative of public middle and high school students in New Hampshire. One limitation of the data is that they do not represent youth who are not enrolled in public schools. This includes private school students, those who are home schooled and those who have dropped out of school. The New Hampshire Department of Education (NH DOE)¹⁶ reported the annual high school dropout rate as 3.8% for 2003-2004. The NH DOE estimated the cumulative dropout rate as 14.4%. In 2003-2004, 9.8% of NH six through twelfth grade students were enrolled in non-public schools and 1.3% were in home schooling.¹⁶

Definitions used in this report such as “current smoker,” “frequent smoker,” and “lifetime or ever smoker” are standard definitions provided by CDC and are included in the Definitions section at the end of this document.

Frequencies for demographic characteristics of middle and high school students completing the questionnaire are presented below. Because of the small number of students in ethnic or racial groups other than White Non-Hispanic, data are not presented by race or ethnicity.

2004 NH YTS Unweighted Respondent Demographics By Gender

| Gender | Middle School | | High School | |
|---------------|----------------------|----------------|--------------------|----------------|
| | Number | Percent | Number | Percent |
| Female | 787 | 47.8 | 734 | 50.6 |
| Male | 859 | 52.2 | 716 | 49.4 |

2004 NH YTS Unweighted Respondent Demographics By Grade

| Grade | Number | Percent |
|----------------------|---------------|----------------|
| Middle school | | |
| 6th grade | 552 | 33.6 |
| 7th grade | 643 | 39.2 |
| 8th grade | 446 | 27.2 |
| High school | | |
| 9th grade | 368 | 25.4 |
| 10th grade | 547 | 37.7 |
| 11th grade | 317 | 21.9 |
| 12th grade | 218 | 15.0 |

95% Confidence Intervals

When available, 95% confidence intervals (95% CI) are presented along with point estimates for survey data. Because this information was collected from a sample of the population, each percentage is an estimate of the true prevalence. The confidence interval reflects the degree of uncertainty for each estimate. For example, in Table 1, 21.8% of sampled NH middle school students reported lifetime use of any form of tobacco in 2004, with a 95% confidence interval of 19.2% - 24.4%. This means that our best estimate is 21.8% of NH middle school students had used tobacco during their lifetime, but the true value could actually be as low as 19.2% or as high as 24.4%. In other words, this estimate has a margin of error of $\pm 2.6\%$.

Figures

Figures have varying scales adjusted for the data displayed. This should be kept in mind when making comparisons between graphs.

2004 New Hampshire Youth Tobacco Survey Results

1. Tobacco Use

Health Objectives for the Year 2010

| | Target | 2004 NH YTS | Objective met? |
|--|--------|-------------|----------------|
| Healthy New Hampshire | | | |
| • Increase the percentage of youth (grades 9-12) who report never using tobacco to 43% | 43% | 48% | Yes |
| • Reduce the percentage of youth (grades 9-12) who report having used tobacco in the past 30 days to 24% | 24% | 29% | No |
| Healthy People | | | |
| • Reduce the prevalence of use of tobacco products in the previous 30 days by students in grades 9-12 to 21% | 21% | 29% | No |
| • Reduce the prevalence of cigarette smoking in the previous 30 days by students in grades 9-12 to 16% | 16% | 19% | No |
| • Reduce the prevalence of use of spit tobacco in the previous 30 days by students in grades 9-12 to 1% | 1% | 7% | No |
| • Reduce the current use of cigars in the previous 30 days by students in grades 9-12 to 8% | 8% | 15% | No |

Tobacco use is the leading cause of death in the United States.¹⁷ Reducing tobacco use by youth was a priority established in both Healthy New Hampshire 2010 and Healthy People 2010. New Hampshire has met one of its tobacco use prevention health objectives for the year 2010. Forty-eight percent of high school students had never used tobacco in 2004. This surpasses the New Hampshire 2010 target of 43%. New Hampshire has not yet met its remaining objective for reducing the prevalence of youth current use of tobacco products and has not yet met the Healthy People 2010 Objectives for youth tobacco use prevention.

The most recent U.S. Surgeon General report on tobacco and health, *The Health Consequences of Smoking*², updated and expanded the list of diseases caused by cigarette smoking to include cataract, cervical, kidney, pancreatic and stomach cancer, pneumonia, and periodontitis. In addition, the U.S. Surgeon General reports that cigars and spit tobacco increase the risk of oral and esophageal cancer and regular cigar smoking causes cancer of the lung, oral cavity and larynx.²

While nearly 80% of smokers began smoking before they were 18 years old¹⁸, most diseases attributable to smoking do not emerge until adulthood. However, tobacco use by youth does have shorter-term consequences. These include "impaired lung growth

during childhood and adolescence” and “the early onset of lung function decline during late adolescence and early adulthood”; “increased cough and phlegm production;” “an increased number and severity of respiratory illnesses;” “decreased physical fitness;” and “increased asthma-related symptoms (i.e., wheezing).”² In addition, the U.S. Surgeon General reported that “smoking initiation at an early age increases subsequent risk of heavy smoking”.³

Lifetime Tobacco Use

Lifetime use of cigarettes, cigars and tobacco in pipes was defined as having ever smoked, even one or two puffs. Lifetime use of spit tobacco was defined as having ever tried using spit tobacco.

Middle School

In 2004, 22% of middle school students had tried using some form of tobacco in their lifetime. Among middle school students, there was no significant change between 2001 and 2004 in the prevalence of lifetime use any form of tobacco. The question regarding lifetime use of pipe tobacco was not asked in 2001.

Table 1. Prevalence of Lifetime Use of Tobacco, by Type, NH Middle School Students, 2001-2004

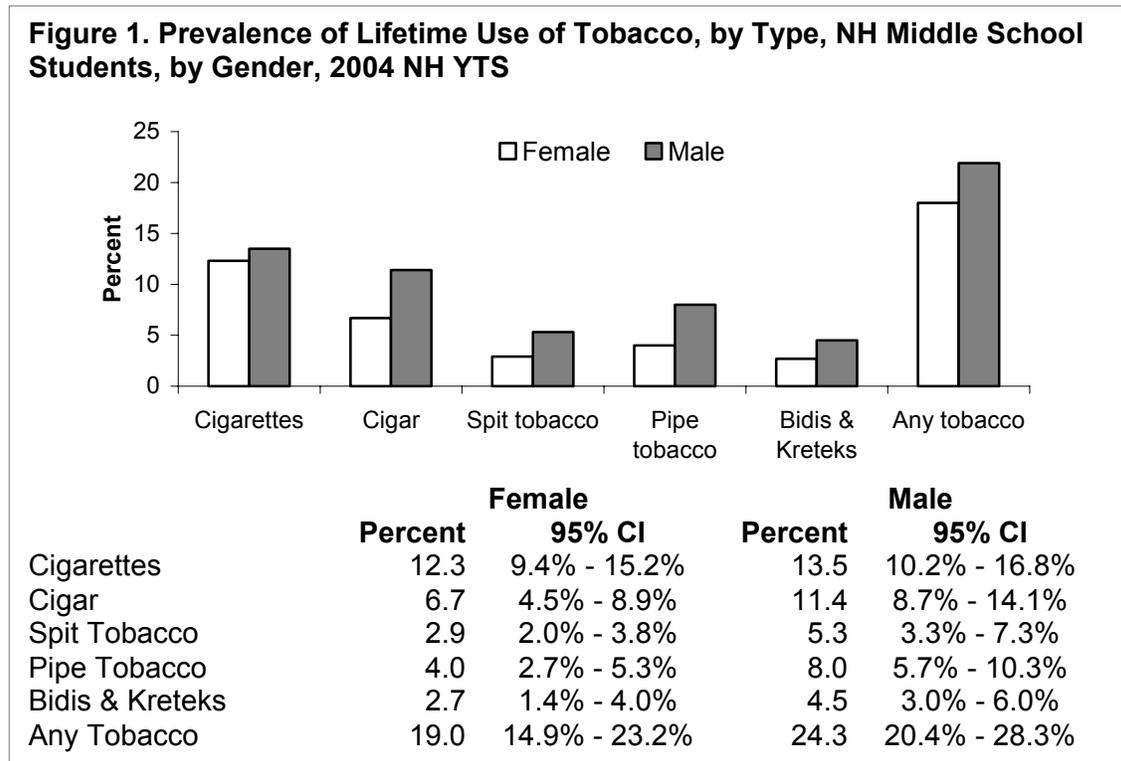
| | 2001 | | 2004 | |
|--------------|---------|---------------|---------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigarettes | 18.5 | 15.0% - 22.0% | 12.9 | 10.5% - 15.3% |
| Cigars | 11.0 | 9.5% - 12.5% | 9.1 | 7.3% - 10.9% |
| Spit Tobacco | 5.6 | 4.3% - 6.9% | 4.2 | 3.0% - 5.4% |
| Pipe Tobacco | NA | NA | 6.0 | 4.6% - 7.4% |
| Bidis** | 3.6 | 2.8% - 4.4% | 2.8 | 1.9% - 3.7% |
| Kreteks** | 2.2 | 1.7% - 2.7% | 1.7 | 0.9% - 2.5% |
| Any Tobacco* | 25.9 | 22.7% - 29.1% | 21.8 | 19.1% - 24.4% |

*For 2001, lifetime use of any tobacco does not include tobacco in a pipe

**Bidis are small, thin cigarettes imported from India or other Southeast Asian countries. Kreteks (also called clove cigarettes) are flavored cigarettes containing tobacco and clove extract.

Overall, 19% of middle school females and 24% of middle school males had used some form of tobacco during their lives. Among middle school students, there were few differences in the prevalence of current use of different forms of tobacco. Only lifetime use of pipe tobacco was significantly higher among middle school males than middle school females. (Figure 1)

Figure 1. Prevalence of Lifetime Use of Tobacco, by Type, NH Middle School Students, by Gender, 2004 NH YTS



High School

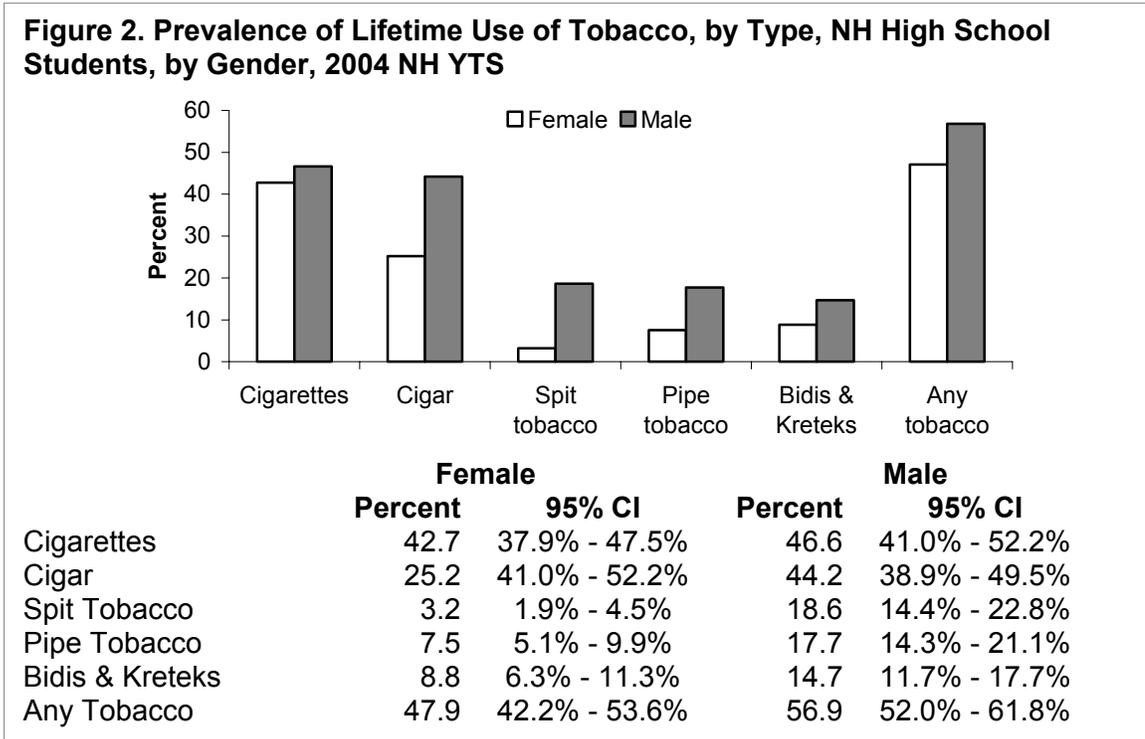
In 2004, 53% of high school students had used some form of tobacco during their lifetime. Among high school students, the prevalence of lifetime use of cigarettes and bidis was significantly lower in 2004 compared to 2001. The question regarding lifetime use of tobacco in a pipe was not asked in 2001. (Table 2)

Table 2. Prevalence of Lifetime Use of Tobacco, by Type, NH High School Students, 2001-2004

| | 2001 | | 2004 | |
|--------------|---------|---------------|---------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigarettes | 57.9 | 53.4% - 62.4% | 44.7 | 39.9% - 49.5% |
| Cigars | 36.9 | 33.4% - 40.4% | 34.9 | 30.8% - 39.0% |
| Spit Tobacco | 14.4 | 12.0% - 16.8% | 10.8 | 8.1% - 13.5% |
| Pipe Tobacco | NA | NA | 12.7 | 10.1% - 15.3% |
| Bidis | 12.0 | 9.6% - 14.4% | 6.5 | 5.0% - 8.0% |
| Kreteks | 12.4 | 9.9% - 14.9% | 8.9 | 7.1% - 10.7% |
| Any Tobacco* | 61.7 | 57.3% - 66.1% | 52.5 | 47.9% - 57.0% |

*For 2001, lifetime use of any tobacco does not include pipe tobacco

High school males were significantly more likely than females to have used spit tobacco, pipe tobacco, bidis or kreteks at some time in their lives. The prevalence of lifetime use of cigarettes or cigars by males and females was not significantly different. (Figure 2)



Current Tobacco Use

Current use was defined as smoking or using tobacco on one or more of the previous 30 days. Nine percent of middle school students and 29% of high school students were current tobacco users in 2004. High school students were significantly more likely to have been current users of each type of tobacco than middle school students and were more likely, overall to have been current tobacco users. There were no significant differences in the prevalence of current use by gender among middle school students. Among high school students, however, males were more likely to use all forms of tobacco than females, with the exception of cigarettes and were more likely overall to be current users of some form of tobacco. The prevalence of current smoking did not change between 2001 and 2004 for either middle school or high school students.

Middle School

Between 2001 and 2004, there were no significant differences in the prevalence of current use of various forms of tobacco among middle school students or in current use of any tobacco between 2001 and 2004. (Table 3)

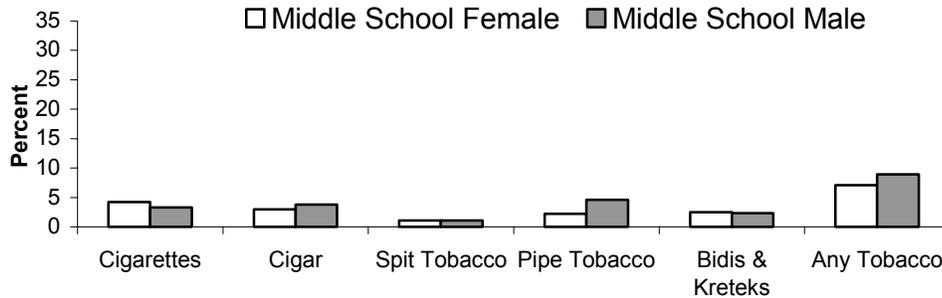
Table 3. Prevalence of Current Use of Tobacco, by Type, among Middle School Students, 2001- 2004 NH YTS

| | 2001 | | 2004 | |
|--------------|---------|-------------|---------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigarettes | 5.1 | 3.6% - 6.6% | 3.8 | 2.4% - 5.2% |
| Cigars | 1.9 | 1.2% - 2.6% | 3.4 | 2.4% - 4.4% |
| Spit Tobacco | 1.6 | 1.1% - 2.1% | 1.1 | 0.6% - 1.6% |
| Pipe Tobacco | 2.2 | 1.6% - 2.8% | 3.4 | 2.1% - 4.7% |
| Bidis | 2.1 | 1.2% - 3.0% | 1.6 | 1.0% - 2.2% |
| Kreteks | NA | NA | 1.4 | 0.8% - 2.0% |
| Any Tobacco* | 7.4 | 5.5% - 9.3% | 8.6 | 6.7% - 10.5% |

*For 2001, current use of any tobacco does not include kreteks

Figure 3 presents the current smoking prevalence for NH middle students by gender. Among middle school students, there were no significant differences by gender in current use of different forms of tobacco or in current use of any tobacco.

Figure 3. Prevalence of Current Use of Tobacco among NH Middle School Students, by Gender and Type of Tobacco, 2004 NH YTS



| | Female | | Male | |
|------------------|---------|-------------|---------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigarettes | 4.2 | 2.3% - 6.1% | 3.3 | 1.9% - 4.7% |
| Cigar | 3.0 | 2.0% - 4.0% | 3.8 | 1.8% - 5.8% |
| Spit Tobacco | 1.1 | 0.4% - 1.8% | 1.1 | 0.5% - 1.7% |
| Pipe Tobacco | 2.2 | 1.2% - 3.2% | 4.6 | 2.9% - 6.3% |
| Bidis Or Kreteks | 2.5 | 1.5% - 3.5% | 2.3 | 1.2% - 3.3% |
| Any Tobacco | 8.3 | 5.8% - 10.7 | 9.0 | 6.4% - 11.6% |

High School

High school students were significantly more likely to smoke cigarettes or cigars than use other types of tobacco in both 2001 and 2004. The prevalence of smoking bidis declined significantly between 2001 and 2004. There were no other significant changes in the prevalence of current use of various forms of tobacco or of any tobacco between 2001 and 2004. (Table 4)

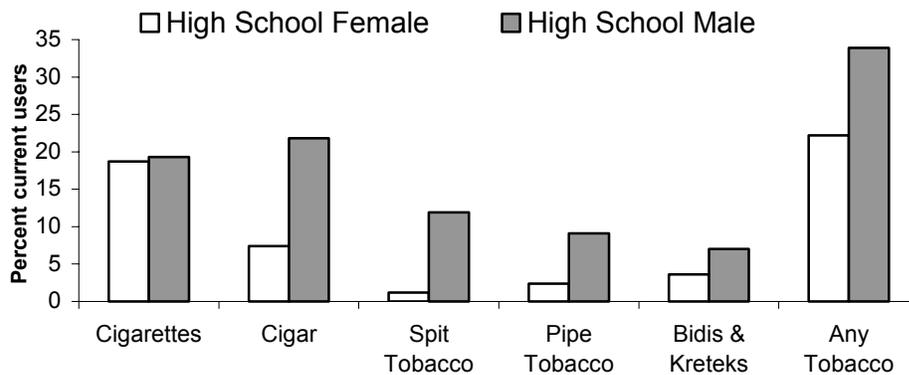
Table 4. Prevalence of Current Use of Tobacco, by Type, among High School Students, 2001- 2004 NH YTS

| High School | 2001 | | 2004 | |
|---------------|---------|---------------|---------|---------------|
| | Percent | | Percent | 95% CI |
| Cigarettes | 25.3 | 21.7% - 28.9% | 19.1 | 15.7% - 22.5% |
| Cigars | 11.8 | 9.5% - 14.1% | 14.9 | 11.8% - 18.0% |
| Spit Tobacco | 4.5 | 3.0% - 6.0% | 6.6 | 4.3% - 8.9% |
| Pipe Tobacco | 3.6 | 2.5% - 4.7% | 5.8 | 4.2% - 7.4% |
| Bidis | 6.5 | 4.9% - 8.1% | 3.0 | 2.0% - 4.0% |
| Kreteks | NA | NA | 4.5 | 3.5% - 5.5% |
| Any Tobacco * | 30.7 | 26.8% - 34.6% | 28.6 | 24.2% - 33.0% |

*For 2001, current use of any tobacco does not include Kreteks

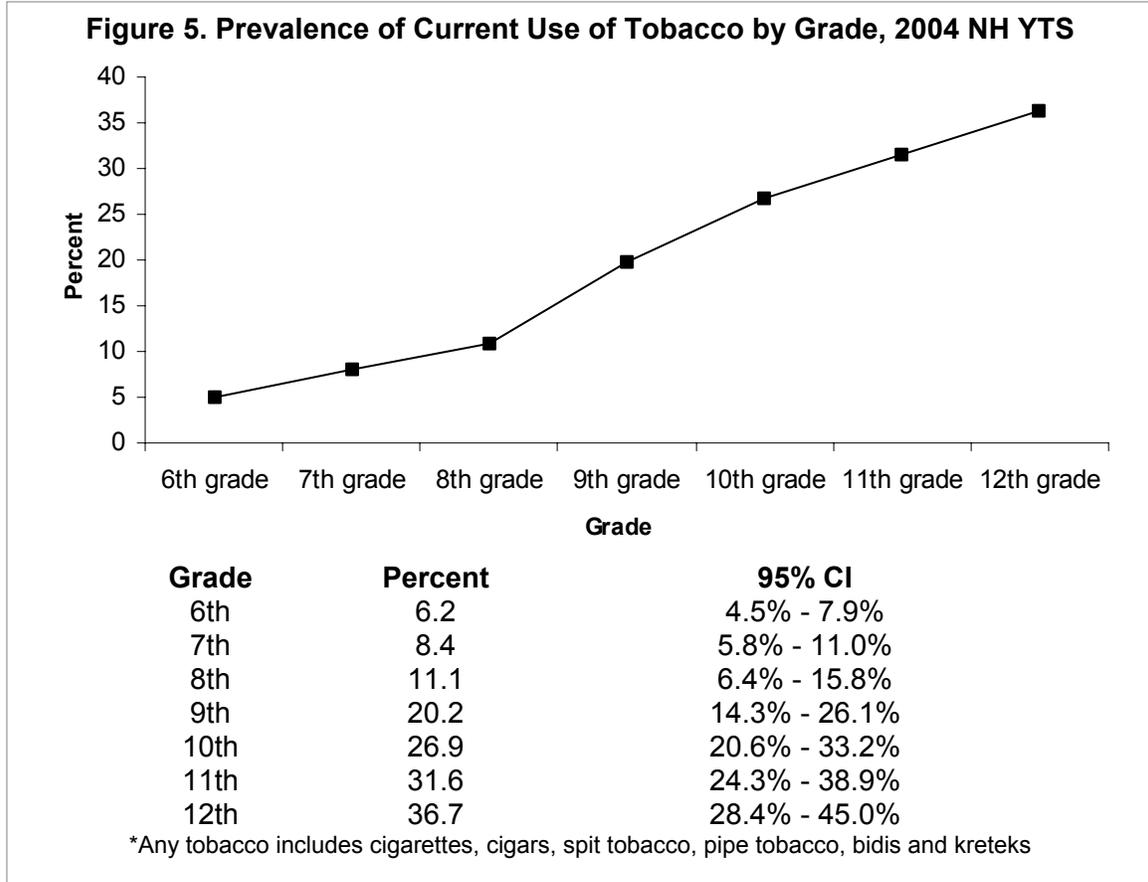
High school males were significantly more likely to have smoked cigars, pipe tobacco, bidis or kreteks, or to have used spit tobacco than high school females. Overall, high school males were more likely to have used any tobacco in 2004 than high school females. (Figure 4)

Figure 4. Prevalence of Current Use of Tobacco, among NH High School Students, by Gender and Type of Tobacco, 2004 NH YTS



| Tobacco Type | Females | | Males | |
|------------------|---------|---------------|---------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigarettes | 18.7 | 14.2% - 23.2% | 19.3 | 15.5% - 23.1% |
| Cigar | 7.4 | 4.7% - 10.1% | 21.8 | 17.7% - 25.9% |
| Spit Tobacco | 1.2 | 0.4% - 2.0% | 11.9 | 8.1% - 15.7% |
| Pipe Tobacco | 2.4 | 1.0% - 3.8% | 9.1 | 6.5% - 11.7% |
| Bidis Or Kreteks | 3.6 | 2.2% - 4.9% | 7.0 | 5.1% - 8.9% |
| Any Tobacco | 22.6 | 17.6% - 27.6% | 34.3 | 29.3% - 39.2% |

Figure 5 presents the prevalence of current tobacco use by grade. With the exception of pipe tobacco, the prevalence of current use of all forms of tobacco increases with school grade. Any tobacco included cigarettes, cigars, spit tobacco, pipe tobacco, bidis and kreteks.



Cigarette Smoking

Historically, and in 2004, the prevalence of current cigarette smoking among NH youth has been higher than the prevalence of current use of other tobacco products. To better understand the use of cigarettes by NH youth, additional questions were asked regarding frequency of smoking, amount and type of cigarettes smoked, age of first smoking and places where youth usually smoked.

CDC has adopted an indicator to measure the susceptibility of students who have never smoked to trying smoking.^{25,19} This indicator is based on questions regarding a student's expectation of whether they will smoke in the future and whether they would accept a cigarette from a friend. In 2004, 21% of middle school never smokers and 26% of high school never smokers were susceptible to starting smoking using this indicator. There was no significant change in the percentage of never smokers who were susceptible to starting smoking between 2001 and 2004 for either middle or high school students. (Table 5)

Table 5. Percentage of Never Smokers Who Are Susceptible to Starting Smoking, Middle and High School Students, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 23.5 | 20.4% - 26.6% | 29.4 | 26.2% - 32.6% |
| 2004 | 20.9 | 19.0% - 22.8% | 25.9 | 21.7% - 30.1% |

For the YTS, frequent smoking of cigarettes was defined as smoking on 20 or more of the previous 30 days. The prevalence of frequent smoking did not change significantly between 2001 and 2004. The prevalence of frequent smoking among high school students was significantly higher than among middle school students in both years. (Table 6)

Table 6. Prevalence of Frequent Smoking, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|-------------|-------------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 1.5 | 0.7% - 2.3% | 11.7 | 9.0% - 14.4% |
| 2004 | 1.1 | 0.4% - 1.8% | 8.8 | 6.8% - 10.8% |

The NH YTS questionnaire asked students how long they could go before they felt like they needed a cigarette. In 2004, 37% of high school current smokers felt they could not go for more than a day before needing a cigarette. This was not significantly different from 2001. (Table 7)

Table 7. High School Current Smokers Who Feel They Need a Cigarette Every Day, 2001 NH YTS, 2004 NH YTS

| | Percent | 95% CI |
|------|---------|---------------|
| 2001 | 40.3 | 32.9% - 47.7% |
| 2004 | 37.4 | 30.6% - 44.2% |

The CDC defined Established Smokers as those ever (lifetime) smokers who smoked 100 or more cigarettes in their lifetimes. Between 2001 and 2004, there were no significant changes in the proportion of high school established smokers. (Table 8)

Table 8. Percent of High School Ever Smokers Who Smoked 100 or More Cigarettes in their Lifetime, 2001 NH YTS, 2004 NH YTS

| | Percent | 95% CI |
|------|---------|---------------|
| 2001 | 32.3 | 27.9% - 36.7% |
| 2004 | 29.1 | 26.0% - 32.2% |

Age of Smoking Initiation

Healthy People 2010 Objective: (27-4a) Increase the average age of first use of tobacco products by adolescents and young adults.

The 1994 U.S. Surgeon General report on tobacco use among youth found that “smoking initiation at an early age increases subsequent risk of heavy smoking”.³ Table 9 presents the percentage of NH high school students first smoking before age 13 by gender and overall. There were no significant differences between high school males and females in age of smoking initiation. The percent smoking before age 13 was significantly higher for frequent smokers compared to lifetime (ever) smokers. (Table 10)

Table 9. Percent of High School Students Who Smoked a Cigarette before Age 13, by Gender, 2004 NH YTS

| | Percent | 95% CI |
|---------|---------|---------------|
| Males | 14.6 | 10.6% - 18.7% |
| Females | 11.6 | 9.2% - 13.9% |
| Total | 13.3 | 10.6% - 15.9% |

Table 10. Percent of High School Students Smoking before Age 13 by Smoking Status and Year, 2004 NH YTS

| Year | Ever Smoked | | Current Smokers | | Frequent Smokers | |
|------|-------------|---------------|-----------------|---------------|------------------|---------------|
| | Percent | 95% CI | Percent | 95% CI | Percent | 95% CI |
| 2001 | 37.4 | 32.5% - 42.3% | 52.2 | 45.0% - 59.4% | 64.3 | 56.9% - 73.8% |
| 2004 | 28.2 | 23.5% - 33.0% | 39.9 | 32.1% - 47.8% | 54.5 | 43.9% - 65.1% |

Brands and Types of Cigarettes Used

Respondents were asked what brand of cigarettes they usually smoked. Choices offered were: Camel, GPC, Basic or Doral, Marlboro, Newport, Virginia Slims or “Some Other Brand.” The three most frequent responses for middle and high school students are presented below. (Table 11) In 2002 and 2003, NH youth conducted Operation Store Front, a survey of stores in their local areas. The survey measures the number, types, and placement of tobacco advertising inside and on the exterior of stores. In both 2002 and 2003, youth found Marlboro to be the most commonly advertised brand of cigarettes.

Table 11. Most Commonly Smoked Brand of Cigarettes, Middle and High School Students, 2004 NH YTS

| | Middle School | | High School | |
|----------------|---------------|---------------|--------------|--------------------|
| | Percent | 95% CI | Percent | 95% CI |
| Marlboro | 64.8 | 50.3% - 79.3% | Marlboro | 56.1 48.9% - 63.3% |
| Newport | 15.3 | 0.3% - 30.3% | Other brands | 17.1 12% - 22.2% |
| No Usual Brand | 10.9 | 0.6% - 21.2% | Newport | 11.8 7.2% - 16.4% |

About a third (29.9% (95% CI: 22.8% - 37.0%)) of high school current smokers used menthol cigarettes in 2004. Menthol added to cigarettes may mask the taste of tobacco and sooth the irritating effects of the tobacco smoke.³

Setting for Youth Smoking

To better plan prevention programs, the NH TPCP added a question to the 2004 NH YTS that asked respondents where they usually smoked cigarettes. Table 12 presents proportions of high school current smokers selecting available responses. More than one choice was possible.

Table 12. Places where High School Current Smokers Smoke Cigarettes, 2004 NH YTS

| | Percent | 95% CI |
|---|---------|---------------|
| In The Car | 45.3 | 37.1% - 53.5% |
| Outdoors (Sidewalks, Parking Lots, Parks) | 44.4 | 39.1% - 49.6% |
| At Friends' Houses | 41.5 | 36.0% - 46.9% |
| At Home | 33.1 | 27.0% - 39.1% |
| At Sports Events Or Social Events | 29.8 | 24.3% - 35.3% |
| Other Places | 22.5 | 17.0% - 28.1% |
| At Work | 15.7 | 10.1% - 21.3% |
| In Public Buildings (Ex Restaurants Or Malls) | 12.5 | 7.8% - 17.2% |
| At School | 12.1 | 8.4% - 15.8% |

State law prohibits smoking on the grounds of a public school in NH for individuals of all ages.²⁰ The proportion of all middle school and high school students reporting that they smoked on school grounds in the previous 30 days is presented below. (Table 13) There were no significant differences between 2001 and 2004 in the percentage of middle or high school students who smoked on school grounds in the previous month.

Table 13. Prevalence of Smoking on School Grounds in the Previous 30 days, All Middle and High School Students, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|-------------|-------------|--------------|
| | Percent | | Percent | |
| 2001 | 2.2 | 1.5% - 2.9% | 9.9 | 8.3% - 11.5% |
| 2004 | 1.5 | 0.6% - 2.4% | 7.4 | 5.5% - 9.3% |

2. Access To Tobacco

In New Hampshire, state law prohibits selling or otherwise furnishing tobacco to a person under 18 years of age.²⁰ The NH YTS asked current smokers how they usually got their own cigarettes during the 30 days prior to the survey.

In 2004, most middle and high school students did not usually purchase their cigarettes.

Eighty-six percent of middle school current smokers (95% CI: 74.7% - 97.1%) usually obtained cigarettes in the following ways: someone over 18 years of age gave them cigarettes; they bummed them; they took them without permission; or they gave someone else money to buy cigarettes for them.

Most high school current smokers said that they usually got their cigarettes by giving someone else money to buy them or by borrowing or “bumming” them. (Table 14) Of those high school current smokers who did purchase their own cigarettes, 30% bought them in a convenience store (95% CI: 21.6% - 38.6%) and 25% in a gas station (95% CI: 16.3% - 33.1%).

Table 14. Usual Source of Cigarettes in the Last 30 Days, NH High School Current Smokers under 18 Years of Age, 2004 NH YTS

| Source of cigarettes | Percent | 95% CI |
|---|---------|---------------|
| Gave someone else money to buy them | 36.6 | 28.6% - 44.6% |
| Bummed or borrowed them | 26.5 | 19.9% - 33.1% |
| Some other way | 11.1 | 6.6% - 15.6% |
| From someone older than 18 years | 8.9 | 5.6% - 12.2% |
| Bought them from a store | 7.9 | 4.3% - 11.5% |
| Took them from a store or family member | 6.0 | 2.6% - 9.4% |
| Bought them from a vending machine | 3.1 | 0.2% - 6.0% |

New Hampshire law also prohibits the sale of single cigarettes.²⁰ Nineteen percent of middle school students and 14% of high school students said they knew of someplace in the area where they lived that sold single or loose cigarettes in 2004. This is not significantly changed from 2001. (Table 15)

In 2004, middle school ever smokers (lifetime smokers) were significantly more likely to know of a place that sold loose cigarettes than middle school never smokers. Middle school ever smokers were also significantly more likely to know of some place that sold single cigarettes than high school ever smokers. (Table 16)

Table 15. Percent of Middle and High School Students Who Know of Someplace that Sells Single or Loose Cigarettes, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle school | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 19.9 | 17.3% - 22.5% | 15.8 | 12.8% - 18.8% |
| 2004 | 19.1 | 16.8% - 21.4% | 14.3 | 11.8% - 16.8% |

Table 16. Percent of Middle and High School Students Who Know of Someplace that Sells Single or Loose Cigarettes, by Lifetime Smoking Status, 2004 NH YTS

| | Middle School | | High School | |
|---------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Ever Smokers | 33.2 | 25.8% - 40.6% | 17.6 | 13.9% - 21.3% |
| Never Smokers | 15.7 | 13.6% - 17.8% | 11.2 | 8.3% - 14.1% |

3. Cessation

Healthy People 2010 Objective:

(27-07) Increase tobacco use cessation attempts by adolescent smokers to 84%.

The following section presents information regarding attitudes toward and experiences with smoking cessation attempts among NH middle and high school students. In 2004, almost half of middle and high school current smokers said they would like to quit smoking (Table 17) and about the same percentage tried to quit in the previous 12 months. (Table 18) This is not significantly changed from 2001. Among high school smokers who have ever smoked, 6% have participated in a program to help them quit smoking. This percentage is not significantly changed from 2001. (Table 19)

Table 17. Percent of Current Smokers Who Would Like to Quit Smoking Cigarettes, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 51.8 | 35.0% - 68.6% | 57.2 | 50.4% - 64.0% |
| 2004 | 46.5 | 36.0% - 57.0% | 48.3 | 41.7% - 54.9% |

Table 18. Percent of Current Smokers Who Tried to Quit Smoking in the Previous 12 Months, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 59.6 | 47.5% - 71.7% | 59.9 | 54.3% - 65.5% |
| 2004 | 47.5 | 35.5% - 59.5% | 48.2 | 41.7% - 54.7% |

Table 19. High School Ever Smokers Who Have Participated in a Program to Help Them Quit Smoking, 2001 NH YTS, 2004 NH YTS

| | Percent | 95% CI |
|------|---------|-------------|
| 2001 | 5.9 | 3.5% - 8.2% |
| 2004 | 5.8 | 3.1% - 8.5% |

Among high school current smokers who tried to quit in the previous year, less than half were able to abstain from smoking for more than seven days. This percentage is not significantly changed from 2001. (Table 20)

Table 20. Percent of High School Current Smokers Who Have Tried to Quit in the Last Year and Stayed Off Cigarettes More than Seven Days When They Last Tried to Quit, 2001 NH YTS, 2004 NH YTS

| | Percent | 95% CI |
|------|---------|---------------|
| 2001 | 44.5 | 36.1% - 53.0% |
| 2004 | 41.4 | 31.5% - 51.3% |

Current smokers who smoked on 20 or more days in the previous month were significantly less likely to abstain from smoking for more than seven days when they last tried to quit than those who smoked less frequently. (Table 21)

Table 21. Percent of High School Current Smokers Who Tried to Quit in the Last Year and Stayed Off Cigarettes More than Seven Days at Last Quit Attempt, by Frequent Smoking Status, 2004 NH YTS

| | Percent | 95% CI |
|----------------------|----------------|---------------|
| Frequent Smokers | 18.4 | 5.0% - 31.8% |
| Non Frequent Smokers | 71.1 | 58.1% - 84.0% |

4. Knowledge and Attitudes

Sources of Information

Apart from media and advertising, potential sources of information for youth regarding the dangers of tobacco use include family, school, community activities, and medical providers. The tables below show the frequency with which youth spoke with parents or medical providers, received information or practiced refusal skills in classes, or attended tobacco prevention activities in their communities.

Middle school students were significantly more likely to have talked with their parents recently about tobacco than high school students. The percentage of students talking with parents about the dangers of tobacco in the previous 12 months was not significantly changed from 2001. (Table 22)

Table 22. Percent that Discussed the Dangers of Tobacco with a Parent or Guardian in the Last Twelve Months, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 74.4 | 71.9% - 76.9% | 60.7 | 57.3% - 64.1% |
| 2004 | 72.8 | 70.0% - 75.6% | 61.0 | 58.3% - 63.7% |

Approximately a third of middle (29%) and high school students (36%) who were in a doctor's office in the previous 12 months reported being counseled about the dangers of tobacco use by someone in the office. (Table 23) Of those who had seen a dentist, 12% of middle school students and 11% of high school students reported being counseled about the dangers of tobacco use by someone in the dentist's office. The rate at which students reported being counseled by their providers was not significantly changed from 2001. (Table 24)

Table 23. Percent Who Talked with Someone in a Doctor's Office About the Dangers of Tobacco Use*, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 30.0 | 27.6% - 32.5% | 36.0 | 32.4% - 39.6% |
| 2004 | 28.6 | 26.2% - 31.1% | 35.7 | 31.8% - 39.6% |

*Denominator includes only those who visited a doctor's office in the last 12 months

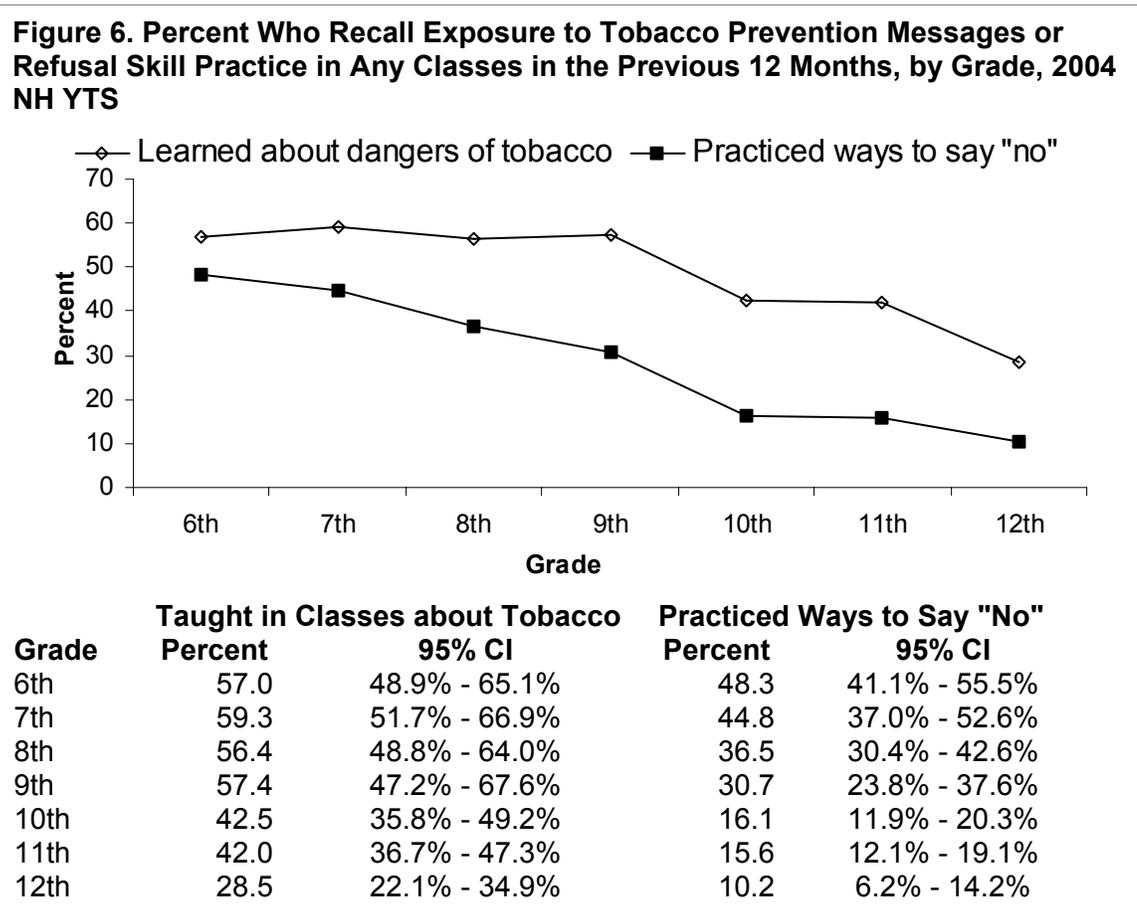
Table 24. Percent Who Talked with Someone in a Dentist's Office About the Dangers of Tobacco Use*, 2001 NH YTS, 2004 NH YTS

| | Middle school | | High school | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 15.3 | 13.1% - 17.4% | 12.9 | 10.7% - 15.0% |
| 2004 | 12.3 | 10.5% - 14.0% | 11.0 | 9.4% - 12.6% |

*Denominator includes only those who visited a dentist's office in the last 12 months

The CDC recommends that a tobacco use prevention curriculum be used from kindergarten through 12th grade and that “programs should help students develop refusal skills through direct instruction, modeling, rehearsal, and reinforcement, and should coach them to help others develop these skills.”²¹ Several school based prevention programs have demonstrated short-term effectiveness in reducing youth smoking.¹² Evidence for long-term effectiveness is limited, although one program has demonstrated a significant reduction in youth smoking through the twelfth grade.²²

For NH youth, exposure to both tobacco prevention messages and practice of refusal skills are highest during middle school and decline significantly during the high school years. (Figure 6)



Activities and Free Time

In 2004, middle school students were significantly more likely than high school students to participate in community events designed to reduce tobacco use. The percentage of students attending these community events in 2004 is not significantly different from that in 2001. (Table 25)

Table 25. Participated in any Community Activities in Last Year to Discourage Tobacco Use

| | Middle School | | High School | |
|------|---------------|---------------|-------------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 16.1 | 13.5% - 18.7% | 10.8 | 8.6% - 13.0% |
| 2004 | 16.9 | 13.6% - 20.2% | 10.7 | 8.3% - 13.1% |

In 2004, students were asked about how they usually spent their free time, including how many sports teams they played on in the previous 12 months.

Seventy-six percent of middle school students participated on one or more sports teams during the 12 months prior to the NH YTS. Participation on sports teams varied by smoking status. Middle school students who had never smoked were significantly more likely to have played on one or more sports teams than those who had smoked at some time in their lives. (Table 26)

Table 26. Percent of Middle School Students Participating on One or More Sports Teams, by Lifetime Smoking Status, 2004 NH YTS

| | Percent | 95% CI |
|--------------|---------|---------------|
| Ever Smoker | 62.2 | 54.3% - 70.1% |
| Never Smoker | 79.0 | 76.0% - 82.0% |

In 2004, 61% of high school students said they had played on one or more teams in the previous year. Playing on one or more sports teams was associated with smoking status, with a significantly higher percentage of high school non-smokers than current smokers playing on one or more teams. (Table 27)

Table 27. Percent of High School Students Participating on One or More Sports Teams, by Current Smoking Status, 2004 NH YTS

| | Percent | 95% CI |
|----------------|---------|---------------|
| Current Smoker | 50.9 | 44.7% - 57.2% |
| Non-smoker | 63.6 | 59.8% - 67.5% |

In 2004, the NH YTS asked respondents, apart from participating on sports teams, where they usually spent their free time. Available choices were: hanging out at home; hanging out at a friend's home; school club or activity (such as language club, student council); faith-based activities (such as church, temple or other religious groups); club or activity outside of school (such as Scouts, Boys and Girls Clubs, 4-H Club); working at a job for pay (outside of my home); hanging out in public places (such as parks, shopping centers, street corners); and other. Places where students usually spent their time varied by smoking status.

Middle school ever smokers were significantly less likely than never smokers to usually spend their free time at home. (Table 28)

Table 28. Percentage of Middle School Students Usually Spending their Free Time at Home, by Lifetime Smoking Status, 2004 NH YTS

| | Percent | 95% CI |
|--------------|---------|---------------|
| Ever Smoker | 34.1 | 26.4% - 41.7% |
| Never Smoker | 46.3 | 42.7% - 49.9% |

High school never smokers were more likely to usually spend their free time at home or in a club or other organized activity and less likely to spend their free time at a job than high school students who had smoked at some time. (Table 29)

Table 29. Percentage of High School Students Usually Spending their Free Time at Selected Places, by Lifetime Smoking Status, 2004 NH YTS

| | Ever Smoked | | Never Smoked | |
|----------------|-------------|---------------|--------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| At Home | 15.2 | 11.9% - 18.6% | 31.5 | 27.4% - 35.6% |
| Friends' Homes | 32.2 | 27.2% - 37.3% | 24.9 | 21.1% - 28.7% |
| Club, Activity | 7.0 | 4.6% - 9.4% | 12.4 | 9.9% - 14.9% |
| At a Job | 21.1 | 16.9% - 25.3% | 12.1 | 9.0% - 15.2% |
| Public Places | 9.2 | 6.0% - 12.5% | 5.1 | 3.2% - 7.0% |
| Other | 15.3 | 11.8% - 18.7% | 14.0 | 11.8% - 16.2% |

In 2004, 35% of middle school students (95% CI: 32.0% - 37.5%) said they spent three or more days a week at home or at a friend's home without a parent present. Middle school students who had tried smoking were more likely to spend three or more days per week unsupervised by a parent than never smokers. (Table 30)

Table 30. Percent of Middle School Students without a Parent's Supervision on Three or More Days a Week by Lifetime Smoking Status, 2004 NH YTS

| | Percent | 95% CI |
|--------------|---------|---------------|
| Ever Smoked | 53.7 | 45.1% - 62.3% |
| Never Smoked | 31.9 | 29.2% - 34.6% |

Overall, 50.7% (95% CI: 48.0% - 53.3%) of high school students spent three or more days a week at home or at a friend's home without the supervision of a parent. High school current smokers were significantly more likely to spend three or more days per week unsupervised by a parent than non-smokers. (Table 31)

Table 31. Percent of High School Students without a Parent's Supervision on Three or More Days a Week by Current Smoking Status, 2004 NH YTS

| | Percent | 95% CI |
|----------------|---------|---------------|
| Current Smoker | 66.6 | 60.4% - 72.8% |
| Non-smoker | 46.5 | 43.5% - 49.5% |

Attitudes and Knowledge About Tobacco

The NH YTS asked students a series of questions to measure their knowledge of the dangers of tobacco use. Most understood that even short-term smoking was risky. However, answers to these questions differed significantly by smoking status.

The percentage of middle and high school students who responded definitely or probably yes, that people can get addicted to using tobacco like cocaine or heroin was unchanged from 2001. (Table 32) Current smokers were more likely than students who had never smoked to not believe that smoking was as addictive as heroin or cocaine. (Table 33) The number of middle school current smokers was too small to present results by middle school current smoking status.

Table 32. Percent of Middle and High School Students Who Think People Can Get Addicted to Tobacco, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 90.7 | 88.7% - 92.7% | 93.1 | 91.4% - 94.8% |
| 2004 | 93.9 | 92.6% - 95.2% | 91.3 | 89.4% - 93.2% |

Table 33. Percent of High School Students Who Think People Can be Addicted to Tobacco, 2001 NH YTS, 2004 NH YTS

| Smoking Status | Percent | 95% CI |
|-----------------|---------|---------------|
| Current Smokers | 82.0 | 75.9% - 88.1% |
| Never Smoked | 94.6 | 92.9% - 96.3% |

The percentage of middle and high school students who thought that young people risk harming themselves if they smoke between one and five cigarettes a day did not significantly change from 2001. (Table 34)

Responses to this question differed significantly by smoking status however. High school current smokers were less likely than never smokers to say that young people risk harming themselves by smoking between 1 and 5 cigarettes a day. The number of middle school current smokers was too small to present results by middle school current smoking status. (Table 35)

Table 34. Percent of Middle and High School Students Who Think Young People Risk Harming Themselves if They Smoke Between One and Five Cigarettes a Day, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 92.7 | 91.5% - 94.0% | 92.4 | 90.0% - 93.9% |
| 2004 | 92.6 | 91.1% - 94.1% | 92.8 | 91.3% - 94.4% |

Table 35. Percent of High School Students Who Think Young People Risk Harming Themselves if They Smoke Between One and Five Cigarettes a Day by Smoking Status, 2004 NH YTS

| Smoking Status | Percent | 95% CI |
|-----------------|---------|---------------|
| Current Smokers | 85.4 | 81.1% - 89.7% |
| Never Smoked | 94.7 | 92.9% - 96.5% |

In 2004, the proportion of students responding definitely or probably yes, it is safe to smoke for a year or two as long as you quit after that, was not significantly different from 2001. (Table 36) However, responses to this question differed significantly by smoking status. (Table 37) The number of middle school current smokers was too small to present results by middle school current smoking status.

Table 36. Percent of Middle and High School Students Who Think It Is Safe to Smoke for a Year or Two as Long as You Quit After That, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|--------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 11.4 | 9.8% - 13.0% | 18.1 | 15.1% - 21.1% |
| 2004 | 8.2 | 6.4% - 9.9% | 13.0 | 10.6% - 15.5% |

Table 37. Percent of High School Students Who Think It Is Safe to Smoke for a Year or Two as Long as You Quit after That, by Smoking Status, 2004 NH YTS

| Smoking Status | Percent | 95% CI |
|-----------------|---------|---------------|
| Current Smokers | 28.7 | 22.8% - 34.6% |
| Never Smoked | 5.4 | 3.7% - 7.1% |

The proportion of students who thought that smoking makes young people look cool or fit in was not significantly different from 2001 (Table 38) but responses differed significantly by high school smoking status. (Table 39) The number of middle school current smokers was too small to present results by middle school current smoking status.

Table 38. Percent of Middle and High School Students Who Think Smoking Makes Young People Look Cool or Fit In, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|-------------|-------------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 7.6 | 6.0% - 9.2% | 10.5 | 8.3% - 12.7% |
| 2004 | 7.8 | 6.3% - 9.3% | 9.3 | 7.4% - 11.2% |

Table 39. Percent of High School Students Who Think Smoking Makes Young People Look Cool or Fit In, 2004 NH YTS

| Smoking Status | Percent | 95% CI |
|-----------------|---------|---------------|
| Current Smokers | 19.0 | 13.6% - 24.4% |
| Never Smoked | 5.0 | 3.4% - 6.6% |

5. Exposure to Tobacco Marketing and Counter-marketing

Messages About the Dangers of Tobacco Use

Counter-marketing is presenting messages in the media about the dangers of tobacco use that serve to “counter” the promotional messages of the tobacco industry. There is evidence that counter-marketing is an effective way to reduce youth tobacco use.¹²

Tables 40 through 43 below present the percentages of students responding to questions about counter-marketing that they recalled in print and on the Internet, TV and radio. The majority of both middle and high school students had been exposed to tobacco prevention messages in the media. High school students are more likely than middle school students to have seen tobacco prevention messages in newspapers or magazines. This is due to their increased use of print media. (Table 40)

Table 40. Percent Who Saw Messages About NOT Smoking Cigarettes or Using Other Tobacco Products When They Read Newspapers or Magazines, 2004 NH YTS

| | Middle School | | High School | |
|------------------------------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Don't Read Newspapers or Magazines | 26.5 | 23.7% - 29.3% | 16.8 | 14.8% - 18.8% |
| Saw Messages Some of the Time | 61.4 | 57.9% - 64.8% | 71.0 | 68.2% - 73.7% |
| Did Not See Messages | 12.1 | 10.5% - 13.7% | 12.3 | 10.6% - 14.0% |

Table 41. Percent Who Saw Messages About NOT Smoking Cigarettes or Using Other Tobacco Products when Using the Internet, 2004 NH YTS

| | Middle School | | High School | |
|-------------------------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Don't Use the Internet | 11.9 | 9.1% - 14.6% | 6.1 | 4.7% - 7.5% |
| Saw Messages Some of the Time | 62.1 | 59.0% - 65.3% | 65.9 | 63.0% - 68.8% |
| Did Not See Messages | 26.0 | 22.9% - 29.1% | 28.0 | 25.6% - 30.5% |

Table 42. Percent Who Saw Messages About NOT Smoking Cigarettes or Using Other Tobacco Products on Television During the Past Month, 2004 NH YTS

| | Middle School | | High School | |
|-------------------------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| I Never Watch TV | 3.2 | 2.3% - 4.1% | 8.1 | 6.4% - 9.9% |
| Saw Messages Some of the Time | 79.1 | 77.4% - 80.8% | 78.2 | 75.5% - 80.9% |
| Did Not See Messages | 17.7 | 16.1% - 19.4% | 13.7 | 11.2% - 16.1% |

Table 43. Percent Who Heard Commercials on the Radio About NOT Smoking Cigarettes During the Past Month, 2004 NH YTS

| | Middle School | | High School | |
|---------------------------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| I Never Listen to the Radio | 11.5 | 10.0% - 13.1% | 12.4 | 10.4% - 14.3% |
| Heard Messages Some of the Time | 44.9 | 42.6% - 47.2% | 46.6 | 44.4% - 48.9% |
| Did Not Hear Messages | 43.6 | 41.4% - 45.7% | 41.0 | 38.5% - 43.4% |

Messages Promoting Tobacco Use

In their annual report on cigarette advertising, the Federal Trade Commission reported that in 2002, \$12.47 billion was spent on tobacco advertising and promotion nationally. This is the highest amount ever reported to the FTC since reporting began in 1963.²³ The following section presents responses to questions regarding exposure to tobacco advertising and promotions among NH youth. Although a substantial proportion of both middle and high school students had seen tobacco ads or promotions, high school students were more likely than middle school students to have been exposed to these promotional messages in newspapers or magazines and on the Internet. This is due, in part, to their increased use of these media. (Tables 44 and 45)

Table 44. Percent of Students Who Saw Ads or Promotions FOR Cigarettes or Other Tobacco Products in Newspapers or Magazines, 2004 NH YTS

| | Middle School | | High School | |
|------------------------------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Don't Read Newspapers or Magazines | 23.3 | 22.0% - 34.7% | 15.1 | 13.2% - 16.9% |
| Saw Some Ads | 66.2 | 63.0% - 69.4% | 79.9 | 78.1% - 81.8% |
| Never Saw Ads | 10.5 | 5.9% - 13.4% | 5.0 | 3.8% - 6.2% |

Table 45. Percent of Students Who Saw Ads FOR Tobacco Products when Using the Internet, 2004 NH YTS

| | Middle School | | High School | |
|------------------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Don't Use the Internet | 10.8 | 8.5% - 13.0% | 7.2 | 5.6% - 3.9% |
| Saw Some Ads | 55.9 | 52.6% - 59.2% | 67.1 | 64.5% - 69.7% |
| Never Saw Ads | 33.3 | 30.7% - 35.9% | 25.7 | 23.1% - 28.2% |

The NH YTS asked students if they had bought or received anything with a tobacco company name or picture on it in the past 12 months and if they would ever use or wear anything with a tobacco company name or picture on it. There was no change between 2001 and 2004 in the proportion of middle school current tobacco users and never tobacco users who had bought or received tobacco company gear. (Table 46)

Table 46. Percent of Middle School Students Who Bought or Received Anything with a Tobacco Company Name or Picture on It, 2001 NH YTS, 2004 NH YTS

| | Current Tobacco Users | | Never Used Tobacco | |
|------|-----------------------|---------------|--------------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 43.4 | 33.9% - 52.9% | 12.4 | 10.4% - 14.4% |
| 2004 | 35.8 | 24.8% - 46.8% | 13.4 | 10.7% - 16.1% |

The proportion of middle school current tobacco users and never users who said they would ever use or wear tobacco company gear did not change between 2001 and 2004. The proportion saying they would use or wear tobacco company gear was higher among tobacco users than among those who had never used tobacco in both 2001 and 2004. (Table 47)

Table 47. Percent of Middle School Students Who Would Ever Use or Wear Anything with a Tobacco Company Name or Picture on It, 2001 NH YTS, 2004 NH YTS

| | Current Tobacco Users | | Never Used Tobacco | |
|------|-----------------------|---------------|--------------------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 54.0 | 44.5% - 63.5% | 11.6 | 9.8% - 13.4% |
| 2004 | 44.0 | 36.2% - 51.8% | 8.7 | 7.0% - 10.4% |

CDC has adopted an indicator^{24,25} to measure students' receptiveness to tobacco advertising based upon these two questions. A student responding yes to the question regarding buying or receiving tobacco gear and responding probably yes or definitely yes to the question regarding willingness to use tobacco gear was considered receptive to tobacco advertising. There was no significant change in the proportion of middle school students who were receptive to tobacco advertising between 2001 and 2004. (Table 48)

Table 48. Percent of Middle School Students Receptive to Tobacco Advertising, by Tobacco Use Status, 2004 NH YTS

| Middle School | Current Tobacco Users | | Never Used Tobacco | |
|---------------|-----------------------|---------------|--------------------|-------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 26.2 | 15.8% - 36.6% | 3.5 | 2.5% - 4.5% |
| 2004 | 23.3 | 15.4% - 31.2% | 2.6 | 1.5% - 3.7% |

There was a significant increase between 2001 and 2004 in the percentage of high school current tobacco users who had bought or received items with a tobacco company name or picture. (Table 49) High school current tobacco users were significantly more likely than those who had never used tobacco to have bought or received tobacco company gear. (Table 49)

Table 49. Percent of High School Students Who Bought or Received Anything with a Tobacco Company Name or Picture on It, 2001 NH YTS, 2004 NH YTS

| | Current Tobacco Users | | Never Used Tobacco | |
|------|-----------------------|---------------|--------------------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 32.8 | 28.1% - 37.5% | 12.5 | 8.7% - 16.3% |
| 2004 | 51.7 | 47.3% - 56.1% | 13.1 | 11.2% - 15% |

There was no significant change in the proportion of high school current tobacco users or never users who said they would use or wear something with a tobacco company name or logo between 2001 and 2004. High school current tobacco users were more likely to consider using or wearing tobacco company gear than those who had never used tobacco.

Table 50. Percent of High School Students Who Would Ever Use or Wear Anything with a Tobacco Company Name or Picture on It, 2001 NH YTS, 2004 NH YTS

| | Current Tobacco Users | | Never Used Tobacco | |
|------|-----------------------|-------------|--------------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 56.2 | 50.4% - 62% | 15.0 | 11.9% - 18.1% |
| 2004 | 57.3 | 52% - 62.6% | 14.5 | 11.7% - 17.3% |

There was a significant increase in the proportion of high school students who were receptive to tobacco advertising between 2001 and 2004. (Table 51) Of the two questions that made up this indicator, the increase was due primarily to a higher proportion of students who bought or received tobacco company gear, rather than a higher percentage of students willing to use this gear. (Table 49)

Table 51. Percent of High School Students Receptive to Tobacco Advertising, by Tobacco Use Status, 2004 NH YTS

| High School | Current Tobacco Users | | Never Used Tobacco | |
|-------------|-----------------------|---------------|--------------------|-------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 23.2 | 18.7% - 27.7% | 4.5 | 2.8% - 6.2% |
| 2004 | 33.6 | 29.0% - 38.2% | 3.7 | 2.2% - 5.2% |

Youth Exposure to Tobacco Use in the Entertainment Media

In 1971, tobacco advertising on television and radio was prohibited when the 1969 Public Health Cigarette Smoking Act took effect.¹² For this reason, the NH YTS did not ask questions on exposure to tobacco advertisements on radio and television. Youth are, however, exposed to images of tobacco use in the entertainment industry. Tables 52 and 53, below, present the percentage of youth who saw tobacco being used by actors on television or in movies or by athletes on televised sporting events.

There was no significant change between 2001 and 2004 in the percentage of NH students seeing actors using tobacco on TV or at movies. High school students were significantly more likely to have been exposed to images of actors using tobacco than middle school students. (Table 52)

Table 52. Percent of Middle and High School Students Who Watch TV or Go to the Movies and Who Have Seen Actors Using Tobacco (Most or Some of the Time), by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 78.1 | 75.9% - 80.3% | 87.3 | 85.4% - 89.2% |
| 2004 | 73.4 | 70.5% - 76.3% | 85.7 | 83.4% - 88.0% |

The percentage of middle school students reporting that they had seen athletes using tobacco on television increased significantly between 2001 and 2004. In 2004, the proportion of middle school students reporting seeing athletes using tobacco was no longer significantly different from the proportion of high school students who had seen athletes using tobacco. (Table 53)

Table 53. Percent Who Watch TV Who See Athletes on TV Using Tobacco (Most or by Year, 2001 NH YTS, 2004 NH YTS, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 22.3 | 20.0% - 24.6% | 28.3 | 25.5% - 31.1% |
| 2004 | 28.3 | 25.5% - 31.1% | 25.6 | 23.2% - 28.0% |

6. Secondhand Smoke

Children exposed to secondhand tobacco smoke have higher rates of middle ear infection and upper and lower respiratory infections.¹⁵ Exposure to secondhand smoke increases the number of asthma attacks and need for medication in children with asthma.²⁶

The U.S. Environmental Protection Agency has classified secondhand smoke (or Environmental Tobacco Smoke) as a class A carcinogen.²⁷ This is a chemical that is known to cause cancer in humans. The EPA has also found that there is no known lower limit or threshold below which secondhand smoke can be considered safe.³¹

The NH YTS asked students about their exposure to secondhand tobacco smoke and rules in the home to protect them from exposure. The prevalence of exposure among high school students has significantly declined between 2001 and 2004. There was no change in the prevalence of exposure among middle school students. (Tables 54, 55, and Table 56)

Table 54. Percent of Students Who Were in a Room with Someone Who Was Smoking Cigarettes in the Past Seven Days, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 49.3 | 45.0% - 53.7% | 67.2 | 64.7% - 69.8% |
| 2004 | 43.2 | 39.1% - 47.3% | 58.2 | 54.4% - 61.9% |

Table 55. Percent of Students Who Were in a Car with Someone Who Was Smoking Cigarettes in the Past Seven Days, by Year, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 38.1 | 33.9% - 42.4% | 52.0 | 48.8% - 55.3% |
| 2004 | 33.5 | 29.4% - 37.7% | 43.4 | 39.2% - 47.6% |

Table 56. Percent of Students Who Were in the Same Room or Car with Someone Who Was Smoking Cigarettes in the Past Week

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 54.9 | 50.8% - 59.0% | 72.4 | 70.0% - 74.8% |
| 2004 | 49.5 | 45.7% - 53.3% | 62.4 | 58.5% - 66.3% |

The percentage of students who lived in a home where someone had smoked cigarettes, cigars or tobacco in a pipe anywhere inside in the previous 30 days declined significantly between 2001 and 2004 for both middle and high school students. (Table 57)

Table 57. Percent of Students Living in Homes Where Someone Smoked Indoors in the Past 30 Days, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 25.1 | 22.6% - 27.6% | 35.5 | 32.9% - 38.1% |
| 2004 | 20.0 | 17.6% - 22.4% | 26.2 | 23.4% - 29.0% |

In 2001 and 2004 approximately 40% of students lived with someone who smoked cigarettes (Table 58). Although the proportion of students living with smokers did not change between 2001 and 2004, there was a significant decline in the percentage of middle and high school students who lived with a smoker and who said that someone had smoked inside of their home in the previous 30 days. There was also a significant decline among high school students not living with a smoker who reported that there was smoking inside of their home in the last 30 days. (Table 59, Table 60)

Table 58. Percent Who Now Live With Someone Who Smokes Cigarettes, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 39.3 | 35.2% - 43.4% | 43.0 | 39.3% - 46.7% |
| 2004 | 36.1 | 32.3% - 39.9% | 38.6 | 34.8% - 42.4% |

Table 59. Percent of Middle School Students Living in Homes Where Someone Smoked Indoors in the Past 30 Days, 2001 NH YTS, 2004 NH YTS

| | Lives with Smoker | | Does Not Live with a Smoker | |
|------|-------------------|---------------|-----------------------------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 56.0 | 51.8% - 60.1% | 8.8 | 6.6% - 11.1% |
| 2004 | 46.8 | 43.4% - 50.2% | 6.6 | 4.7% - 8.6% |

Table 60. Percent of High School Students Living in Homes Where Someone Smoked Indoors in the Past 30 Days, 2001 NH YTS, 2004 NH YTS

| | Lives with Smoker | | Does Not Live with a Smoker | |
|------|-------------------|---------------|-----------------------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 69.9 | 65.7% - 74.2% | 13.0 | 11.0% - 15.0% |
| 2004 | 56.7 | 53.2% - 60.3% | 9.0 | 7.3% - 10.7% |

In 2004, NH YTS respondents were asked about rules in their homes regarding smoking indoors. Sixty-eight percent of middle school students and 64% of high school students reported that there were rules in their homes against smoking anywhere indoors. (Table 61)

Table 61. Percent Living in Homes with Rules Against Smoking Anywhere Indoors, 2004 NH YTS

| | Percent | 95% CI |
|---------------|---------|---------------|
| Middle School | 67.9 | 67.9% - 67.9% |
| High School | 64.4 | 64.4% - 64.4% |

Middle and high school students with smokers among their closest friends were significantly more likely to have been exposed to secondhand smoke in the previous week. (Table 62, Table 63)

Table 62. Percent in a Room with Someone Who Was Smoking in the Last Week, by Number of Close Friends That Smoke, 2004 NH YTS

| | Middle School | | High School | |
|-------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| None | 37.5 | 33.4% - 41.7% | 43.0 | 38.8% - 47.2% |
| One to Four | 71.0 | 65.8% - 76.3% | 77.2 | 73.9% - 80.6% |

Table 63. Percent in a Car with Someone Who Was Smoking in the Last Week, by Number of Close Friends That Smoke, 2004 NH YTS

| | Middle School | | High School | |
|-------------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| None | 26.3 | 22.5% - 30.1% | 25.7 | 22.7% - 28.7% |
| One to Four | 64.9 | 58.4% - 71.4% | 65.0 | 59.5% - 70.6% |

In 2001 and 2004 both middle school and high school students understood that secondhand smoke was dangerous. The percentage of middle and high school students who said they thought smoke from other peoples' cigarettes was definitely or probably harmful was not significantly changed between 2001 and 2004. (Table 64)

Table 64. Percent Who Think the Smoke from Other People's Cigarettes is Definitely or Probably Harmful, 2001 NH YTS, 2004 NH YTS

| | Middle School | | High School | |
|------|---------------|---------------|-------------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 92.3 | 91.2% - 93.4% | 94.1 | 91.9% - 96.3% |
| 2004 | 92.8 | 91.3% - 94.3% | 94.0 | 92.7% - 95.3% |

To better understand youth exposure to secondhand smoke, students were asked, "During the past 7 days, when you were around someone who was smoking indoors, where were you usually?" The available choices were: at home; at school; at work; in a restaurant; in another public place other than a restaurant; at someone else's house; in my parents' car; in someone else's car or; at some other place. Most students who had been recently exposed said they were at home or at someone else's home when they were around someone who was smoking. Middle school students were significantly more likely to have been exposed to secondhand smoke at home than high school students. (Tables 65 and Table 66)

Table 65. Percent of Middle School Students Recently Exposed to Secondhand Smoke, by Places Where They Were Usually Exposed, 2004 NH YTS

| | Percent | 95% CI |
|----------------------|---------|---------------|
| At Home | 45.1 | 41.0% - 49.1% |
| Someone Else's House | 13.4 | 10.9% - 15.9% |
| Some Other Place | 12.4 | 9.8% - 15.0% |
| Parent's Car | 7.7 | 5.8% - 9.6% |
| In a Restaurant | 7.7 | 5.2% - 10.1% |

Table 66. Percent of High School Students Recently Exposed to Secondhand Smoke, by Places Where They Were Usually Exposed, 2004 NH YTS

| | Percent | 95% CI |
|----------------------|----------------|---------------|
| At Home | 33.4 | 27.9% - 38.9% |
| Someone Else's House | 18.4 | 15.5% - 21.3% |
| Some Other Place | 11.3 | 8.4% - 14.1% |
| Someone Else's Car | 10.4 | 8.4% - 12.4% |
| In a Restaurant | 7.9 | 6.0% - 9.7% |

7. Long Term Trends and Selected National Data

Middle School

The current smoking prevalence for middle school students did not change significantly between 2001 and 2004. (Table 67) The middle school current smoking prevalence was significantly lower in NH in 2004 than in the U.S. as a whole.²⁸

Table 67. Prevalence of Current Cigarette Smoking by Year Among Middle School Students, NH and the U.S., 2001-2004

| | New Hampshire | | U.S. | |
|--------------------|---------------|-------------|---------|--------------|
| | Percent | 95% CI | Percent | 95% CI |
| 2001 | 5.1 | 3.6% - 6.6% | NA | NA |
| 2002 ²⁹ | NA | NA | 9.8 | 8.6% - 11% |
| 2004 | 3.8 | 2.4% - 5.2% | 8.3* | 7.1% - 9.5%* |

*Data from the National Youth Tobacco Survey, corrected November 2005

Among middle school students, prevalence of current use of cigars, spit tobacco and use of any tobacco overall was significantly lower in NH than the U.S. as a whole. (Table 68)

Table 68. Prevalence of Current Use of Other Forms of Tobacco and of any Tobacco Among Middle School Students, NH and the U.S., 2004 NH YTS, 2004 NYTS²⁸

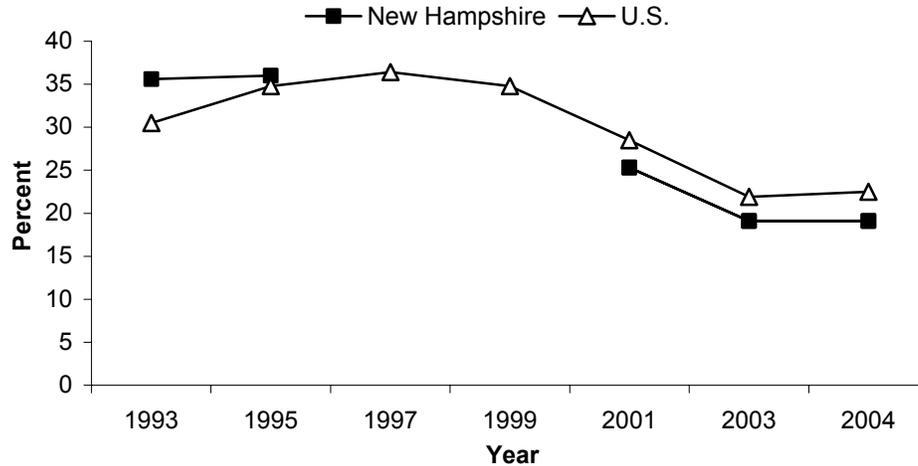
| | NH | | US* | |
|--------------|---------|-------------|---------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigars | 3.4 | 2.4% - 4.4% | 5.3 | 4.6% - 6.0% |
| Spit Tobacco | 1.1 | 0.6% - 1.6% | 2.9 | 2.4% - 3.4% |
| Pipe Tobacco | 3.4 | 2.1% - 4.7% | 2.7 | 2.2% - 3.2% |
| Bidis | 2.4 | 1.8% - 3.0% | 2.4 | 2.0% - 2.8% |
| Kreteks | 1.4 | 0.8% - 2.0% | 1.6 | 1.3% - 1.9% |
| Any Type | 8.0 | 6.1% - 9.9% | 11.8 | 10.5% - 13.1% |

*Data from the National Youth Tobacco Survey, corrected November 2005

High School

Between 2001 and 2004, the prevalence of high school current smoking did not change significantly for either New Hampshire or the U.S.²⁸ (Figure 7) Historically, between the mid-1990s and 2001, both NH and the U.S. saw significant declines in high school current smoking rates.^{28,30} The CDC has attributed the lack of significant change in the national youth smoking prevalence to: substantial declines in funding for smoking prevention media campaigns; a flattening in the trend of increasing cigarette prices that began in 1997; and an increase in tobacco industry expenditures for tobacco advertising and promotion from \$5.7 billion in 1997 to \$12.5 billion in 2002.²⁸ In 1993, the NH current smoking prevalence for high school students was significantly lower than the U.S. prevalence. However, since that time, there have been no significant differences between the high school current smoking prevalence for NH and the U.S. (Figure 7)

Figure 7. Prevalence of Current Cigarette Smoking, Among High School Students, New Hampshire and the U.S., 1993-2004



| | New Hampshire | | U.S. | |
|-------|---------------|---------------|---------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| 1993 | 35.6 | 33.3% - 37.9% | 30.5 | 28.6% - 32.4% |
| 1995 | 36.0 | 33.2% - 38.8% | 34.8 | 32.5% - 37.1% |
| 1997† | NA | NA | 36.4 | 34.1% - 38.7% |
| 1999† | NA | NA | 34.8 | 32.3% - 37.3% |
| 2001 | 25.3 | 21.7% - 28.9% | 28.5 | 26.5% - 30.5% |
| 2003 | 19.1 | 16.0% - 22.2% | 21.9 | 19.8% - 24.0% |
| 2004 | 19.1 | 15.7% - 22.5% | 21.7 | 19.5% - 23.9% |

*NH data from the NH YRBS (1993, 1995, 2003)¹ and the NH YTS (2001, 2004). U.S. data from the National YRBS (1993-2003) and the National YTS (2004), corrected November 2005.^{28,30}

†Data from 1997 and 1999 were not available for NH high school prevalence rates due to a low rate of response to the NH YRBS during those years.

The prevalence of use of pipe tobacco and kreteks among NH high school students was significantly higher than that of the U.S. average for 2004. The prevalence of use of other forms of tobacco and of any tobacco was not significantly different. (Table 69)

Table 69. Prevalence of Current Use of Other Forms of Tobacco and of Any Tobacco Among High School Students, NH and the U.S., 2004 NH YTS, 2004 NYTS²⁸

| | NH | | US** | |
|--------------|---------|---------------|---------|---------------|
| | Percent | 95% CI | Percent | 95% CI |
| Cigars | 14.9 | 11.8% - 18.0% | 12.9 | 11.6% - 14.2% |
| Spit Tobacco | 6.6 | 4.3% - 8.9% | 5.4 | 4.3% - 6.5% |
| Pipe Tobacco | 5.8 | 4.2% - 7.4 | 3.1 | 2.6% - 3.6% |
| Bidis | 3 | 2.0% - 4.0% | 2.7 | 2.3% - 3.1% |
| Kreteks | 4.5 | 3.5% - 5.5% | 2.5 | 2.1% - 2.9% |
| Any Tobacco* | 28.2 | 23.9% - 32.5% | 27.4 | 25.0% - 29.8% |

*Any tobacco includes cigarettes, cigars, tobacco in a pipe, bidis, and kreteks

**Data from the National Youth Tobacco Survey, corrected November 2005

Definitions

Bidis: Bidis are small, thin cigarettes imported from India or other Southeast Asian countries consisting of tobacco wrapped in a leaf and secured with a colorful string.³¹ Bidis and kreteks are two emerging forms of tobacco in the United States.³²

Counter-marketing: Counter-marketing is presenting messages in the media about the dangers of tobacco use that serve to “counter” the promotional messages of the tobacco industry.

Current smoker: Current smoking was defined as smoking on one or more of the previous 30 days.

Established smoker: Established smokers were those who had ever smoked 100 or more cigarettes in their lifetime.

Experimenter: An experimenter was a student who had ever smoked, but has smoked less than 100 cigarettes in their lifetime.

Frequent smoking: Frequent smoking was defined as smoking on 20 or more of the previous 30 days.

High School: High school was defined as grades nine through twelve.

Kreteks: Kreteks (also called clove cigarettes) are flavored cigarettes containing tobacco and clove extract. Bidis and kreteks are two emerging forms of tobacco in the United States.³²

Lifetime smoking: Lifetime smoking was defined as having ever smoked a cigarette, even one or two puffs.

Middle School: Middle school was defined as grades six through eight.

Receptive to tobacco advertising: Students who were classified as receptive to tobacco advertising were those who had received anything with a tobacco name or picture on it and who would definitely or probably use something with a tobacco company name or picture on it.¹⁹

Susceptible: Students who were classified as susceptible to smoking were those who answered no to whether they had tried cigarette smoking, even one or two puffs and who:

1. Answered yes, they would try a cigarette soon;
OR
2. Answered definitely yes, probably yes, or probably not, they would smoke a cigarette in the next year;
OR
3. Answered definitely yes, probably yes, or probably not, they would smoke a cigarette if one of their best friends offered them a cigarette.

Secondhand smoke: Secondhand smoke (also called environmental tobacco smoke or ETS) is smoke that has been exhaled by a smoker or that escapes from burning tobacco. Secondhand smoke contains more than 4,000 different components, many of which have been found to cause cancer and other negative health effects.

Acknowledgements

The time and energy of participating students, teachers, school staff, administrators and school boards was invaluable to the successful implementation of the 2004 NH YTS. Their contribution to the 2004 survey and to the goal of preventing the use of tobacco by NH youth is gratefully acknowledged.

Sixty-five volunteers from twenty-five NH voluntary organizations worked to administer the 2004 NH YTS in New Hampshire schools. Without the assistance of these volunteers, the survey would not have been completed.

The Centers for Disease Control and Prevention provided financial support and technical assistance for the NH YTS including survey design, sample selection, data entry and analysis.

2004 NH YTS Questionnaire

This survey asks about tobacco use. This is not a test. The information you give will be used to develop better education programs about tobacco for young people like yourself.

Completing this survey is voluntary. Whether or not you participate will not affect your grade in this class.

Do not write your name on this survey or on the answer sheet. The answers you give will be kept private. No one will know what you write. Answer the questions based on what you really do.

The questions that ask about your background will only be used to describe the types of students completing the survey. The information will not be used to find out your name. No names will ever be reported.

Make sure to answer every question. Fill in the circles on the answer sheet completely. When you are finished, follow the instructions of the person giving the survey.

**Thank You Very Much for
Your Help!**

The first questions ask for some information about you.

1. How old are you?
 - a. 11 years old or younger
 - b. 12 years old
 - c. 13 years old
 - d. 14 years old
 - e. 15 years old
 - f. 16 years old
 - g. 17 years old
 - h. 18 years old or older

2. What is your sex?
 - a. Female
 - b. Male

3. What grade are you in?
 - a. 6th
 - b. 7th
 - c. 8th
 - d. 9th
 - e. 10th
 - f. 11th
 - g. 12th
 - h. Ungraded or other grade

4. How do you describe yourself?

(CHOOSE ONLY ONE

ANSWER)

- a. American Indian or Alaskan Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Native Hawaiian or Other Pacific Islander
- f. White
- g. More than one of the above

5. During the past 12 months, how would you describe your grades in school?

- a. Mostly A's
- b. Mostly B's
- c. Mostly C's
- d. Mostly D's
- e. Mostly F's
- f. None of these grades
- g. Not sure

The next questions ask about tobacco use.
The first group asks about cigarette smoking.

6. Have you ever tried cigarette smoking, even one or two puffs?

- a. Yes
- b. No

7. How old were you when you smoked a whole cigarette for the first time?

- a. I have never smoked a whole cigarette
- b. 8 years old or younger
- c. 9 or 10 years old
- d. 11 or 12 years old
- e. 13 or 14 years old
- f. 15 or 16 years old

g. 17 years old or older

8. About how many cigarettes have you smoked in your entire life?

- a. None
- b. 1 or more puffs but never a whole cigarette
- c. 1 cigarette
- d. 2 to 5 cigarettes
- e. 6 to 15 cigarettes (about half of a pack total)
- f. 16 to 25 cigarettes (about 1 pack total)
- g. 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
- h. 100 or more cigarettes (5 or more packs)

9. Have you ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days?

- a. Yes
- b. No

10. During the past 30 days, on how many days did you smoke cigarettes?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

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

- a. I did not smoke cigarettes during the past 30 days
- b. Less than 1 cigarette per day
- c. 1 cigarette per day
- d. 2 to 5 cigarettes per day

- e. 6 to 10 cigarettes per day
 - f. 11 to 20 cigarettes per day
 - g. More than 20 cigarettes per day
12. During the past 30 days, what brand of cigarettes did you usually smoke?
(CHOOSE ONLY ONE ANSWER)
- a. I did not smoke cigarettes during the past 30 days
 - b. I do not have a usual brand
 - c. Camel
 - d. GPC, Basic or Doral
 - e. Marlboro
 - f. Newport
 - g. Virginia Slims
 - h. Some other brand
13. Are the cigarettes you usually smoke menthol cigarettes?
- a. I do not smoke cigarettes
 - b. Yes
 - c. No
14. During the past 30 days, how did you usually get your own cigarettes?
(CHOOSE ONLY ONE ANSWER)
- a. I did not smoke cigarettes during the past 30 days
 - b. I bought them in a store such as a convenience store, supermarket, discount store, or gas station
 - c. I bought them from a vending machine
 - d. I gave someone else money to buy them for me
 - e. I borrowed (or bummed) them from someone else
 - f. A person 18 years old or older gave them to me
 - g. I took them from a store or family member
 - h. I got them some other way
15. During the past 30 days, where did you buy the last pack of cigarettes you bought?
(CHOOSE ONLY ONE ANSWER)
- a. I did not buy a pack of cigarettes during the past 30 days
 - b. A gas station
 - c. A convenience store
 - d. A grocery store
 - e. A drugstore
 - f. A vending machine
 - g. I bought them over the Internet
 - h. Other
16. When you bought or tried to buy cigarettes in a store during the

past 30 days, were you ever asked to show proof of age?

- a. I did not try to buy cigarettes in a store during the past 30 days
- b. Yes, I was asked to show proof of age
- c. No, I was not asked to show proof of age

17. During the past 30 days, did anyone ever refuse to sell you cigarettes because of your age?

- a. I did not try to buy cigarettes in a store during the past 30 days
- b. Yes, someone refused to sell me cigarettes because of my age
- c. No, no one refused to sell me cigarettes because of my age

18. In the area where you live, do you know of any places that sell single or loose cigarettes?

- a. Yes
- b. No

19. During the past 30 days, on how many days did you smoke cigarettes on school property?

- a. 0 days
- b. 1 or 2 days
- c. 3 to 5 days
- d. 6 to 9 days
- e. 10 to 19 days
- f. 20 to 29 days
- g. All 30 days

20. Where do you smoke cigarettes?
(CHOOSE ONE OR MORE ANSWERS)

- a. I do not smoke now
- b. At home
- c. At school
- d. At work
- e. In the car
- f. At friends' houses
- g. At sports events, parties, dances, raves or other social events
- h. In public buildings (restaurants, fast food places, shopping malls, or other hangouts)
- i. Outdoors (sidewalks, parking lots, parks)
- j. Other places

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

- a. I have never smoked even one or two puffs
- b. Earlier today
- c. Not today but sometime during the past 7 days
- d. Not during the past 7 days but sometime during the past 30 days
- e. Not during the past 30 days but sometime during the past 6 months
- f. Not during the past 6 months but sometime during the past year
- g. 1 to 4 years ago
- h. 5 or more years ago

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

- a. I have never smoked cigarettes
- b. I do not smoke now
- c. Less than an hour
- d. 1 to 3 hours
- e. More than 3 hours but less than a day
- f. A whole day
- g. Several days
- h. A week or more

23. Do you want to stop smoking cigarettes?

- a. I do not smoke now
- b. Yes
- c. No

24. How many times during the past 12 months have you stopped smoking for one day or longer because you were trying to quit smoking?
- I have not smoked in the past 12 months
 - I have not tried to quit
 - 1 time
 - 2 times
 - 3 to 5 times
 - 6 to 9 times
 - 10 or more times
25. When you last tried to quit, how long did you stay off cigarettes?
- I have never smoked cigarettes
 - I have never tried to quit
 - Less than a day
 - 1 to 7 days
 - More than 7 days but less than 30 days
 - 30 days or more but less than 6 months
 - 6 months or more but less than a year
 - 1 year or more
26. Have you ever participated in a program to help you quit using tobacco?
- I have never used tobacco
 - Yes
 - No
27. Have you ever used a nicotine skin patch, gum, inhaler, or nasal spray?
- Yes
 - No
 - Don't know

The next questions are about chewing tobacco, snuff, or dip

28. Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?
- Yes
 - No
29. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?
- 0 days
 - 1 or 2 days
 - 3 to 5 days
 - 6 to 9 days
 - 10 to 19 days
 - 20 to 29 days
 - All 30 days
30. During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip on school property?
- 0 days
 - 1 or 2 days
 - 3 to 5 days
 - 6 to 9 days
 - 10 to 19 days
 - 20 to 29 days
 - All 30 days

The next questions ask about cigars.

31. Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?
 - a. Yes
 - b. No

32. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?
 - a. 0 days
 - b. 1 or 2 days
 - c. 3 to 5 days
 - d. 6 to 9 days
 - e. 10 to 19 days
 - f. 20 to 29 days
 - g. All 30 days

The next questions are about tobacco in pipes.

33. Have you ever tried smoking tobacco in a pipe, even one or two puffs?
 - a. Yes
 - b. No

34. During the past 30 days, on how many days did you smoke tobacco in a pipe?
 - a. 0 days
 - b. 1 or 2 days
 - c. 3 to 5 days
 - d. 6 to 9 days
 - e. 10 to 19 days
 - f. 20 to 29 days
 - g. All 30 days

The next questions are about bidis (or “beedies”) and kreteks (also called “clove cigarettes”). Bidis are small brown cigarettes from India consisting of tobacco wrapped in a leaf tied with a thread. Kreteks are cigarettes containing tobacco and clove extract.

35. Have you ever tried smoking any of the following?
 - a. Bidis
 - b. Kreteks
 - c. I have tried both bidis and kreteks
 - d. I have never smoked bidis or kreteks

36. During the past 30 days, on how many days did you smoke bidis?
 - a. 0 days
 - b. 1 or 2 days
 - c. 3 to 5 days
 - d. 6 to 9 days
 - e. 10 to 19 days
 - f. 20 to 29 days
 - g. All 30 days

37. During the past 30 days, on how many days did you smoke kreteks?
 - a. 0 days
 - b. 1 or 2 days
 - c. 3 to 5 days
 - d. 6 to 9 days
 - e. 10 to 19 days
 - f. 20 to 29 days
 - g. All 30 days

The next questions ask your thoughts about tobacco.

38. Do you think that you will try a cigarette soon?
- I have already tried smoking cigarettes
 - Yes
 - No
39. Do you think you will smoke a cigarette at anytime during the next year?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
40. If one of your best friends offered you a cigarette, would you smoke it?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
41. In the past 12 months, how often have your parents or guardians discussed the dangers of tobacco use with you?
- Never
 - Rarely
 - Sometimes
 - Often
 - Very often
42. In the past 12 months, has a doctor or someone in a doctor's office talked to you about the danger of tobacco use?
- I have not visited a doctor's office in the last 12 months
 - Yes
 - No
43. In the past 12 months, has a dentist or someone in a dentist's office talked to you about the danger of tobacco use?
- I have not visited a dentist's office in the last 12 months
 - Yes
 - No
44. Do you think people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
45. Do you think smoking cigarettes makes young people look cool or fit in?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
46. Do you think young people risk harming themselves if they smoke from 1 - 5 cigarettes per day?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not
47. Do you think it is safe to smoke for only a year or two, as long as you quit after that?
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not

48. Do you think you would be able to quit smoking cigarettes now if you wanted to?
- I do not smoke now
 - Yes
 - No
49. During the previous 12 months, were you taught in any of your classes about the dangers of tobacco use?
- Yes
 - No
 - Not sure
50. During the previous 12 months, did you practice ways to say "no" to tobacco in any of your classes (for example, by role playing)?
- Yes
 - No
 - Not sure
51. During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?
- Yes
 - No
 - I did not know about any activities
52. During the past 12 months, on how many sports teams did you play? (Include any teams run by your school or community groups.)
- 0 teams
 - 1 team
 - 2 teams
 - 3 or more teams
 -
53. Not counting sports teams, how do you USUALLY spend your free time? (CHOOSE ONLY ONE ANSWER)
- Hanging out at home
 - Hanging out at friends' homes
 - School club or activity (Such as language club, student council)
 - Faith-based activities (Such as church, temple or other religious groups)
 - Club or activity outside of school (Such as Scouts, Boys and Girls Clubs, 4-H club)
 - Working at a job for pay (outside of my home)
 - Hanging out in public places (Such as parks, shopping centers, street corners)
 - Other
54. About how many days a week are you at home or at a friend's home without a parent or adult around?
- 0 days
 - 1 or 2 days
 - 3 or 4 days
 - 5 or 6 days
 - 7 days

55. When you read newspapers or magazines, how often do you see messages about NOT smoking cigarettes or using other tobacco products?
- I do not read newspapers or magazines
 - All of the time
 - Most of the time
 - Some of the time
 - Never
56. When you are using the Internet, how often do you see messages about NOT smoking cigarettes or using other tobacco products?
- I don't use the Internet
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never
57. During the past 30 days, how many commercials have you seen on TV about NOT smoking cigarettes?
- I never watch TV
 - A lot
 - A few
 - None
58. During the past 30 days, how many commercials have you heard on the radio about NOT smoking cigarettes?
- I never listen to the radio
 - A lot
 - A few
 - None
59. When you read newspapers or magazines, how often do you see ads or promotions FOR cigarettes or other tobacco products?
- I do not read newspapers or magazines
 - All of the time
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never
60. During the past 30 days, how many ads or promotions for tobacco products have you seen in newspapers or magazines?
- A lot
 - A few
 - None
61. When you are using the Internet, how often do you see ads FOR tobacco products?
- I don't use the Internet
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never
62. When you watch TV or go to movies, how often do you see actors using tobacco?
- I don't watch TV or go to movies
 - Most of the time
 - Some of the time
 - Hardly ever
 - Never
63. When you watch TV, how often do you see athletes using tobacco?
- I don't watch TV
 - Most of the time

- c. Some of the time
 - d. Hardly ever
 - e. Never
64. In the last 12 months, when you have seen ads on TV about smoking or tobacco, what was the theme or message of these TV ads? (CHOOSE ONE OR MORE THAN ONE)
- a. Truth
 - b. There is no safe cigarette
 - c. Live Tobacco Free or Die
 - d. Talk to your kids about tobacco
 - e. Health Rocks
 - f. Other
 - g. Not sure
 - h. I did not see any TV ads about smoking or tobacco in the last 12 months
65. Have you heard of a group or club called YNOT (Youth Network Opposing Tobacco)?
- a. Yes
 - b. No
 - c. Not sure
66. During the past 12 months, did you buy or receive anything that has a tobacco company name or picture on it?
- a. Yes
 - b. No
67. Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?
- a. Definitely yes
 - b. Probably yes
 - c. Probably not
 - d. Definitely not

The next questions ask about your exposure to tobacco use.

68. During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?
- a. 0 days
 - b. 1 or 2 days
 - c. 3 or 4 days
 - d. 5 or 6 days
 - e. 7 days
69. During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?
- a. 0 days
 - b. 1 or 2 days
 - c. 3 or 4 days
 - d. 5 or 6 days
 - e. 7 days
70. In the past 30 days has anyone, including yourself, smoked cigarettes, cigars or tobacco in a pipe anywhere inside your home?
- a. Yes
 - b. No
 - c. Not sure
71. Do you think the smoke from other people's cigarettes is harmful to you?
- a. Definitely yes
 - b. Probably yes
 - c. Probably not
 - d. Definitely not

72. Does anyone who lives with you now smoke cigarettes?

- a. Yes
- b. No

73. Does anyone who lives with you now use chewing tobacco, snuff, or dip?

- a. Yes
- b. No

74. How many of your four closest friends smoke cigarettes?

- a. None
- b. One
- c. Two
- d. Three
- e. Four
- f. Not sure

75. Which statement best describes the rules about smoking inside your home?

- a. Smoking is not allowed anywhere inside my home
- b. Smoking is allowed in some places or at some times
- c. Smoking is allowed anywhere inside my home
- d. There are no rules about smoking inside my home

76. During the past 7 days, when you were around someone who was smoking indoors, where were you USUALLY? (CHOOSE ONLY ONE ANSWER)

- a. I was not around anyone smoking during the past 7 days
- b. At home
- c. At school
- d. At work
- e. In a restaurant
- f. Not in a restaurant but in another public place like a mall
- g. At someone else's house
- h. In my parent's car
- i. In someone else's car
- j. At some other place

The next questions are about your health

77. Have you ever been told by a doctor that you have or had asthma?

- a. Yes
- b. No
- c. Not sure

78. Do you have asthma now?

- a. Yes
- b. No
- c. Not sure

Thank You for Completing the Survey

References

- ¹ Centers for Disease Control and Prevention. Sustaining state programs for tobacco control, data highlights 2004. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004.
- ² U.S. Department of Health and Human Services. The health consequences of smoking: a report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004.
- ³ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Young People: A Report of the Surgeon General: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1994.
- ⁴ CDC. Decline in Lung Cancer Rates---California, 1988-1997. MMWR 2000;49:1066-9.
- ⁵ CDC. Effectiveness of School-Based Programs as a Component of a Statewide Tobacco Control Initiative --- Oregon, 1999—2000. MMWR 2001;50:663-6.
- ⁶ CDC. Decline in Cigarette Consumption Following Implementation of a Comprehensive Tobacco Prevention and Education Program --- Oregon, 1996-1998. MMWR 1999;48:140-143
- ⁷ Siegel M. The Effectiveness of State-Level Tobacco Control Interventions: A Review of Program Implementation and Behavioral Outcomes. Annu. Rev. Public Health 2002. 23:45-71.
- ⁸ National Cancer Policy Board. State Programs Can Reduce Tobacco Use. National Research Council, Institute of Medicine, National Cancer Policy Board, 2000. Available at: http://books.nap.edu/html/state_tobacco/, copyright 2000, 2001 The National Academy of Sciences.
- ⁹ Fichtenberg CM, Glantz SA. Association of the California Tobacco Control Program with Declines in Cigarette Consumption and Mortality From Heart Disease. N Engl J Med 2000;343:1772-7.
- ¹⁰ Pierce J P, Gilpin E A, Emery S L, et al. Has the California Tobacco Control Program Reduced Smoking? JAMA. 1998;280:893-899.
- ¹¹ Wakefield M, Chaloupka F. Effectiveness of Comprehensive Tobacco Control Programmes in Reducing Teenage Smoking in the USA. Tobacco Control 2000;9:177-186.
- ¹² U.S. Department of Health and Human Services. Reducing Tobacco Use: A Report of the Surgeon General. Atlanta, Georgia; U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2000. Reprinted with corrections, October 2000.
- ¹³ U.S. Department of Health and Human Services. Healthy people 2010 (conference ed. 2 vols), Washington, DC: U.S. Department of Health and Human Services, 2000.

-
- ¹⁴ NH Department of Health and Human Services. Healthy New Hampshire 2010. Concord, NH. NH Department of Health and Human Services, 2001. Available at: <http://www.healthynh2010.org>. Accessed December 2004.
- ¹⁵ National Cancer Institute. Health Effects of Exposure to Environmental Tobacco Smoke: The Report of the California Environmental Protection Agency. Smoking and Tobacco Control Monograph no. 10. Bethesda, MD. U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, NIH Pub. No. 99-4645, 1999.
- ¹⁶ New Hampshire Department of Education, Available at: <http://www.ed.state.nh.us/education/data/index.htm> Accessed April, 2004.
- ¹⁷ Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual Causes of Death in the United States, 2000. JAMA, 2004;291:1238-1245.
- ¹⁸ New Hampshire Department of Health and Human Services, Division of Public Health Services, Tobacco Prevention and Control Program. 2003 New Hampshire Tobacco Data. Available at: <http://www.dhhs.nh.gov/DHHS/ATODPREVENTION/LIBRARY/>
- ¹⁹ Pierce JP, Farkas A, Evans N, et al. Tobacco Use in California 1992: A focus on Prevention Uptake in Adolescents. Sacramento: California Dept. of Health Services; 1993. Available at: <http://repositories.cdlib.org/tc/surveys/CTC1992>. Accessed April 2005.
- ²⁰ New Hampshire RSA 126-K. Available at: <http://www.gencourt.state.nh.us/rsa/html/indexes/126-K.html>. Accessed February 2005.
- ²¹ CDC. Guidelines for School Health Programs to Prevent Tobacco Use and Addictions. MMWR 1994;43(No. RR-2).
- ²² Wiehi SE, Garrison MM, Christakis DA, et. al. A systematic review of school-based smoking prevention trials with long-term follow-up. J Adolesc Health. 2005 Mar;36(3):162-9.
- ²³ U.S. Federal Trade Commission. Federal Trade Commission Cigarette Report For 2002, Issued: 2004. Available at: <http://www.ftc.gov/reports/cigarette/041022cigaretterpt.pdf>
- ²⁴ Pierce JP, Choi WS, Gilpin EA, et. al. Tobacco Industry Promotion of Cigarettes and Adolescent Smoking. JAMA. 1998;279:511-515.
- ²⁵ Centers for Disease Control and Prevention. CDC Surveillance Summaries, October 13, 2000. MMWR 2000;49(No. SS-10).
- ²⁶ National Heart, Lung, and Blood Institute, National Asthma Education and Prevention Program. Expert panel report 2: guidelines for the diagnosis and management of asthma. Bethesda MD: US Department of Health and Human Services, National Institutes of Health, 1997; publication no. 97-4051. Available at <http://www.nhlbi.nih.gov/guidelines/asthma/asthgdln.pdf>.
- ²⁷ U.S. Environmental Protection Agency. Setting the Record Straight: Secondhand Smoke is a Preventable Health Risk. U.S. EPA Office of Air and Radiation. EPA Document Number 402-F-94-005, June 1994. Available at: <http://www.epa.gov/smokefree/pubs/strsfs.html> Accessed March 21, 2005.
- ²⁸ CDC Tobacco Use, Access, and Exposure to Tobacco in Media Among Middle and High School Students — United States, 2004. Centers for Disease Control and Prevention. MMWR. 2005; 54: 297-300.
- ²⁹ CDC. Tobacco Use Among Middle and High School Students --- United States, 2002. Centers for Disease Control and Prevention. MMWR. 2003; 52: 1096-1098.

³⁰ U.S. Department of Health Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent and School Health, Youth Risk Behavior Surveillance System. Available at: <http://www.cdc.gov/healthyyouth/yrbs/index.htm>.

³¹ Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, Tobacco Information and Prevention Source (TIPS). Available at: <http://www.cdc.gov/tobacco/factsheets/bidisandkreteks.htm> Accessed January 20, 2005.

³² CDC. Youth Tobacco Surveillance---United States, 1998---1999. Centers for Disease Control and Prevention. CDC Surveillance Summaries, October 13, 2000. MMWR 2000;49(No. SS-10).