

2000 Hawai'i Youth Tobacco Survey (HYTS) HIGHLIGHTS

INTRODUCTION

Tobacco use is the single leading preventable cause of death in the United States and Hawai'i, accounting for approximately 430,000 and 1,200 deaths each year, respectively. Approximately 80% of tobacco users initiate use before the age of 18 years. If the trend in early initiation of cigarette smoking continues approximately 5 million young people, who are under the age of 18 today, will die prematurely as adults because they begin to smoke cigarettes during adolescence.

The Centers for Disease Control and Prevention (CDC) recommends that states establish and maintain comprehensive tobacco control programs to reduce tobacco use among youth. Surveillance and evaluation are key components of a comprehensive tobacco control program.

BACKGROUND

In Spring 2000, the Hawai'i State Department of Health (DOH) in partnership with the Hawai'i Department of Education (DOE) conducted the first Hawai'i Youth Tobacco Survey (HYTS) in the form of a self-administered school-based survey of public middle (grades 6 through 8) and high school (grades 9 through 12) students. The survey was administered throughout the state by the University of Hawai'i Curriculum Research & Development Group and the DOE's Peer Education Program with assistance from the Office on Smoking and Health at the Centers for Disease Control and Prevention (CDC).

The 2000 HYTS used a two-stage cluster sample design (selecting schools and classrooms within schools) for public middle and high schools separately to obtain samples of 1,045 public middle school and 1,511 public high school students from 29 selected schools.

Students completed a self-administered questionnaire during one class period. Parental permission was obtained. Procedures were designed to protect students' privacy by providing for anonymity and voluntary participation. The students used an answer sheet to respond to the survey which included questions about tobacco use (cigarettes, cigars, smokeless tobacco, pipes, bidis, and kreteks), exposure to second hand smoke, school curriculum, familiarity with media and advertising, access to tobacco products, enforcement, attitudes, intentions, and knowledge about tobacco.

Data were weighted to provide estimates generalizable to all public schools in grades 9-12 throughout the state. The middle school student response rate fell below the required 60%, and therefore weighting was not performed by CDC for this age group. Survey data were analyzed and point estimates were calculated using the Statistical Analysis System (SAS). Variance estimates and 95% confidence limits were calculated using the Software for Statistical Analysis of Correlated Data (SUDAAN) to take into account the clustering of the

sample within schools and classrooms. Because the national 2000 Youth Tobacco Survey data have not been released, at this time our comparisons of Hawai'i's to US data are with the 1999 YTS results.

RESULTS

The survey was composed of seven major content areas:

- tobacco use prevalence
- age of initiation
- access to tobacco
- school
- knowledge and attitudes
- mass media influences
- environmental tobacco smoke exposure

PREVALENCE

Cigarettes are the most commonly used form of tobacco among Hawai'i's youth. Overall, 24.5% of high school and 12.9% of middle school students in Hawai'i reported smoking cigarettes in the 30 days preceding the survey. High school students are almost five times more likely than middle school students (10.3% compared to 2.1%) to smoke cigarettes frequently, lighting up at least 20 of the past 30 days. Among high school students, more girls report smoking cigarettes than boys (25.5% compared to 23.3%), and 12th graders had the highest grade prevalence of 29.8%.

High School Cigarette Smoking by Grade

	9 th grade	10 th grade	11 th grade	12 th grade
Never smoked a cigarette	46.5%	37.9%	31.5%	27.6%
Current smokers	19.2%	22.7%	28.3%	29.8%
Frequent smokers	6.1%	8.7%	12.2%	16.0%

The second most popular form of tobacco among current users is bidis (3.3% of middle school and 5.2% of high school students), followed by cigars (2.9% and 4.9% respectively). It must be noted that this survey was implemented prior to the Honolulu County ordinance banning the sales of bidis on O'ahu.

A smaller percentage of students used smokeless tobacco (2.7% of middle school students and 3.4% of high school students) in the 30 days preceding the. However, there is an increase in the current use of smokeless tobacco over the previous year. Reported results from the Hawai'i Youth Risk Behavior Surveys (HYRBS 1993-1999) had shown a downward trend in the use of smokeless tobacco.

Almost 18,000 of Hawai'i middle and high school students have used at least one form of tobacco (cigarettes, cigars, smokeless tobacco, pipes, bidis, or kreteks) in the 30 days

preceding the survey. This equates to 27.1% of high school and 15.6% of middle school students currently using some form of tobacco.

High School Current Tobacco Use by Gender

	<u>Girls</u>	<u>Boys</u>
Any tobacco use	27.7%	26.2%
Cigarettes	25.5%	23.3%
Cigars	2.3%	6.8%
Smokeless tobacco	1.6%	4.6%
Bidis	4.6%	5.3%
Pipe	2.5%	4.2%

INITIATION

Of students having reported ever smoking, 24.7% of middle and 12.3% of high school students in Hawai'i smoked their first whole cigarette before the age of 11 years.

Intentions about tobacco

	<u>High School</u>	<u>Middle School</u>
Have never smoked who will try a cigarette soon	3.3%	6.3%
Have never smoked who think they will smoke during the next year	2.7%	4.2%
Have never smoked who think they will smoke if one of their best friends offered them a cigarette.	3.3%	3.3%
Susceptible to initiating cigarettes	22.9%	26.1%
Not susceptible to initiating cigarettes	77.1%	73.9%

(Non susceptible are those answering "no - will not try a cigarette soon" and "definitely no - will not smoke in the next year" and "definitely no - would not smoke if a best friend offered." All others are susceptible.)

ACCESS

Almost 30% of high school students under the age of 18, who are current smokers, report obtaining their cigarettes by having someone buy them. Other means of access include borrowing from someone else (23.3%), buying in a store themselves (16.7%), or by getting them from someone over the age of 18 years (11.9%). When they did buy, 25.7% reported the source of the last pack as being a convenience store; 16.7% reported a grocery store; and 14.3% reported a gas station.

36.1% of high school, under the age of 18, and 26.3% of middle school students bought cigarettes in a store even though they were asked to show proof of their age. However, 43.3% of high school and 28.9% of middle school students were refused to be sold cigarettes in a store because of their age.

SCHOOL

More Hawai'i students reported having smoked cigarettes on school property during the 30 days preceding the survey than the national US average; 12.2% of high school (US: 9.3%) and 5.8% (US: 2.4%) of middle school students.

As part of the school curriculum, 23.7% of high school and 49% of middle school students practiced ways to say "NO" to tobacco .

CESSATION

73.5% of high school and 71% of middle school students reported that they tried to quit smoking during the past twelve months.

Of those who smoke now, 71.4% of high school and 73.6% of middle school students declared they want to quit.

Only 10.4% of high school and 17% middle school students reported that they had participated in a program to help quit using tobacco.

KNOWLEDGE & ATTITUDES

Hawai'i students appear to have a basic knowledge about the dangers of tobacco smoke. Over 90 percent of both high school and middle school students agree with statements about the addictiveness and harmfulness of tobacco.

Perceptions and beliefs about tobacco

	<u>High School</u>	<u>Middle School</u>
Students who think people can get addicted to tobacco just like getting addicted to cocaine or heroine	91.3%	91.0%
Never smokers who think people can get addicted to tobacco just like getting addicted to cocaine or heroine	92.3%	91.9%
Current smokers who think people can get addicted to tobacco just like getting addicted to cocaine or heroine	87.0%	87.4%
Students who think young people risk harming themselves if they smoke between 1 and 5 cigarettes per day	90.6%	87.0%
Never smokers who think young people risk harming themselves if they smoke between 1 and 5 cigarettes per day	92.5%	88.5%
Current smokers who think young people risk harming themselves if they smoke between 1 and 5 cigarettes per day	90.2%	81.8%

Attitudes regarding smoking reflect peer relationships among smokers and nonsmokers. Among high school students, 33.5% of never smokers and 76.4% of current smokers claim to have one or more best friends who smoke. Hawai'i students appear to accept that smoking cigarettes is desirable for social reasons more so than the US average.

Social Desirability

	High School		Middle School	
	HI	US	HI	US
Current smokers who think young people who smoke cigarettes have more friends	36.9%	26.6%	54.5%	42.2%
Never smokers who think young people who smoke cigarettes have more friends	22.0%	14.3%	21.7%	11.6%
Current smokers who think smoking makes young people look cool and fit in	19.3%	17.5%	33.0%	29.0%
Never smokers who think smoking makes young people look cool and fit in	12.8%	6.9%	9.2%	5.6%

MEDIA & ADVERTISING

Direct advertising is banned on television and radio. However, widespread exposure to tobacco and using tobacco still takes place in the media. Students reported seeing actors in movies and on television, and to a lesser degree athletes, using tobacco. Ads are also visible on the Internet.

Media Exposure

	High School	Middle School
Students who watch tv or movies who see actors using tobacco (most or some of the time)	89.3%	80.6%
Students who watch tv who see athletes on tv using tobacco (most or some of the time)	33.5%	35.4%
Students who use the Internet and see Internet ads for tobacco products (most or some of the time)	23.2%	32.9%

Tobacco companies have invested heavily into selling or giving away items like sports gear, jackets, hats, lighters, etc. that carry tobacco company names or logos. Some of Hawai'i's public school students report they have obtained and/or would wear such items. 22.5% of high school and 16.2% of middle school students admit to having bought or received anything with a tobacco company name or picture. More smokers than nonsmokers report buying or receiving promotional items.

Counter-advertising messages have been produced locally by the Hawai'i Department of Health's Tobacco Prevention and Education Program as well as nationally by the American Legacy Foundation and national health organizations. Overall, 78.7% of high school and 72.5% of middle school students reported they had seen or heard anti-smoking messages during the 30 days preceding the survey.

ENVIRONMENTAL TOBACCO SMOKE

Young people are often exposed to environmental tobacco smoke (ETS), also known as "second hand smoke" in their homes, in cars, and other public places in which smoking is

allowed. ETS is not only annoying to many people, it is also a risk factor contributing to lung cancer, heart disease, asthma, and respiratory infections.

Overall, 68% of high school and 53.7% of middle school students were in the same room with someone who was smoking cigarettes on one or more days during the 7 days preceding the survey.

	<u>High School</u>	<u>Middle School</u>
Students who live with someone who currently smokes	45.3%	46.1%
Students who rode in a car with someone who was smoking cigarettes on 1 + days during the past 7 days	49.4%	40.0%
Students who definitely or probably think smoke from other people's cigarettes is harmful to them	91.7%	89.2%

DEFINITIONS

Tobacco Use

Students were asked questions about their frequency of use of tobacco products. They were asked if they used cigarettes, cigars, smokeless tobacco (chewing tobacco, snuff, or dip), tobacco in pipes, bidis, and kreteks and followed the form:

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

- a) I did not smoke cigarettes during the past 30 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 question was repeated for each tobacco product form.

Current use is defined as use of the tobacco product on one or more of the past 30 days.

Frequent use is defined as use of the tobacco product on 20 or more of the past 30 days.

Ever smoker was ascertained by the question:

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

- a) Yes
- b) No

Age of Initiation was determined by asking:

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 or younger
- c) 9 or 10 years old
- e) 11 or 12 years old
- f) 13 or 14 years old
- g) 15 or 16 years old
- h) 17 years or older

The question was repeated for each tobacco product form (except bidis and kreteks)

Bidis: Small brown cigarettes from India consisting of tobacco wrapped in a leaf tied with a thread

Kreteks: Also called "clove cigarettes" which are cigarettes containing tobacco and clove extract

Use of any tobacco product is defined as current use of cigarettes OR cigars OR smokeless tobacco OR tobacco in pipes OR bidis OR kreteks on one or more of the 30 days preceding the survey.