

THE KANSAS YOUTH TOBACCO SURVEY

DATA HIGHLIGHTS

2009/2010

The Kansas Youth Tobacco Survey contains in-depth information on the use of tobacco products, knowledge/beliefs of the impact of tobacco use, attitudes surrounding tobacco, and exposure to secondhand smoke among Kansas youth. It is a statewide survey conducted every two years by the Kansas Department of Health and Environment among students in grades 6-8 (Middle School/MS) and 9-12 (High School/HS). The results are used in program evaluation as well as in program planning.

This document contains major highlights of the 2009/2010 Kansas Youth Tobacco Survey. As a result of sufficient overall response rates for Middle and High School Surveys, these results can be generalized to all middle and high school students in Kansas.

TRENDS IN TOBACCO USE

CIGARETTE USE

The majority of smokers start smoking before the age of 18. These young smokers are more likely to develop nicotine dependence and have greater lifelong risk of smoking-related cancers. It is estimated that half of all cigarette smokers will die from their addiction.

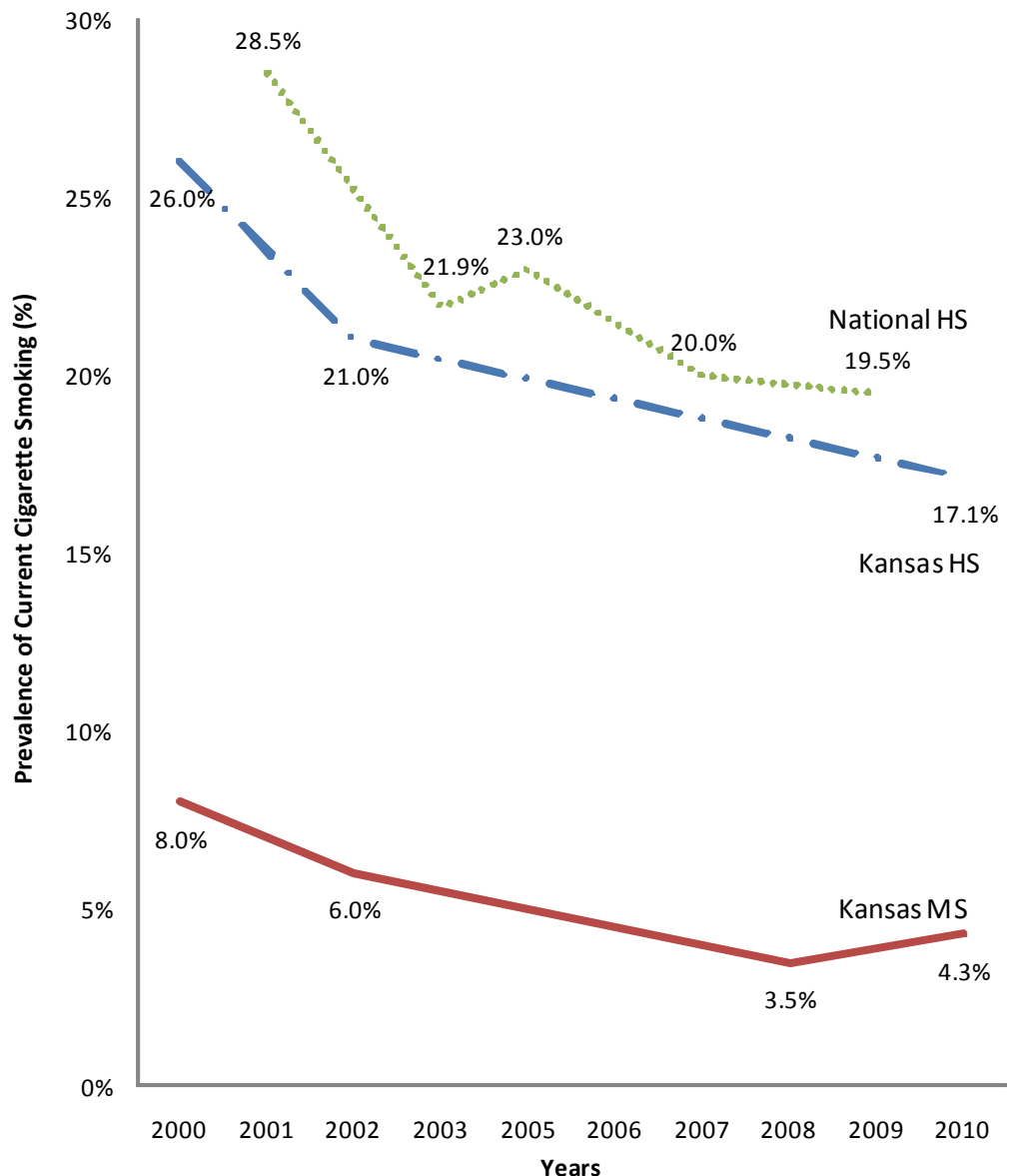
4.3% OF MS STUDENTS AND
17.1% OF HS STUDENTS ARE
CURRENT SMOKERS.

The addiction to nicotine is difficult to break. However, an increased willingness to quit increases the chance of successfully quitting.

44.6% OF HS SMOKERS
WANT TO QUIT.

OF THE HS SMOKERS WHO
TRIED TO QUIT, ONLY 28.4% OF
THEM STAYED SMOKE-FREE
FOR MORE THAN 30 DAYS.

Graph 1. Kansas HS and MS, and Natl HS Smoking Prevalence

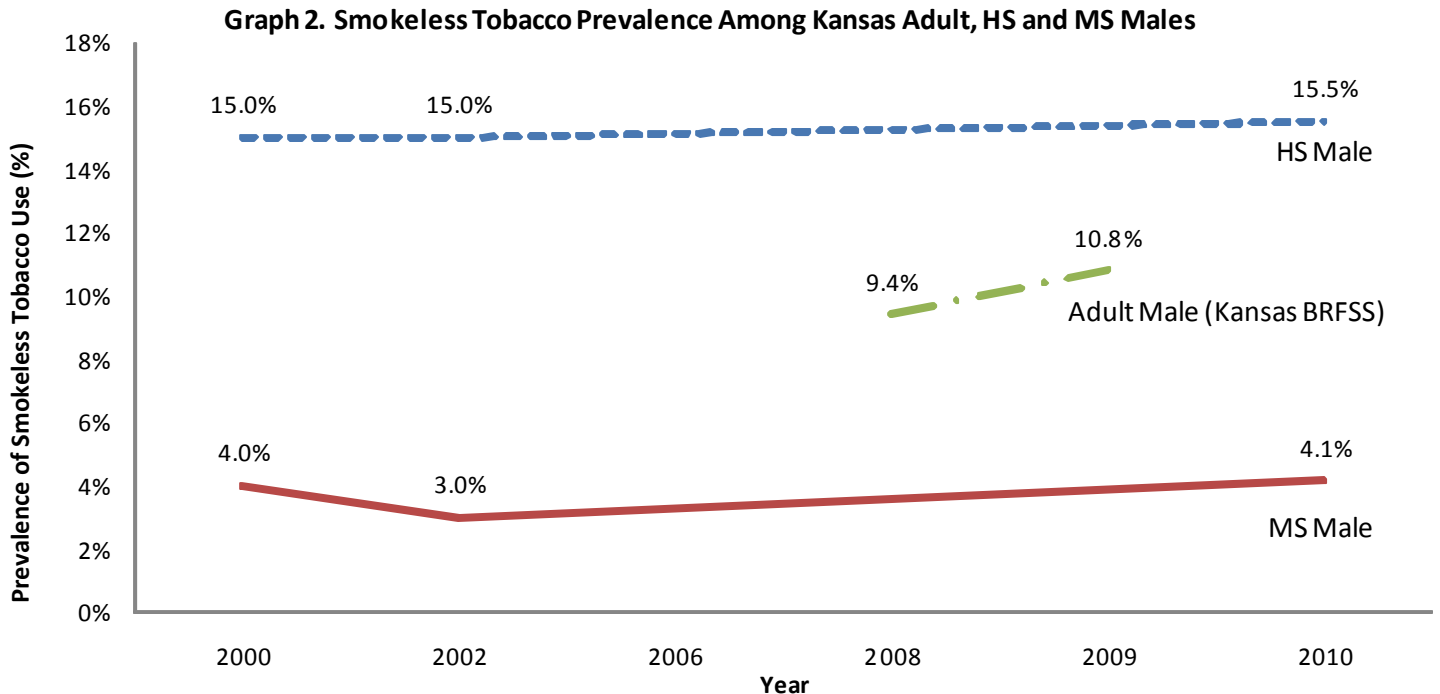


SMOKELESS TOBACCO USE: CHEWING TOBACCO, SNUFF OR DIP

4.1% OF MALE MS STUDENTS AND 15.5% OF MALE HS STUDENTS USE SMOKELESS TOBACCO.

VERY FEW FEMALE STUDENTS (LESS THAN 2%) USE SMOKELESS TOBACCO.

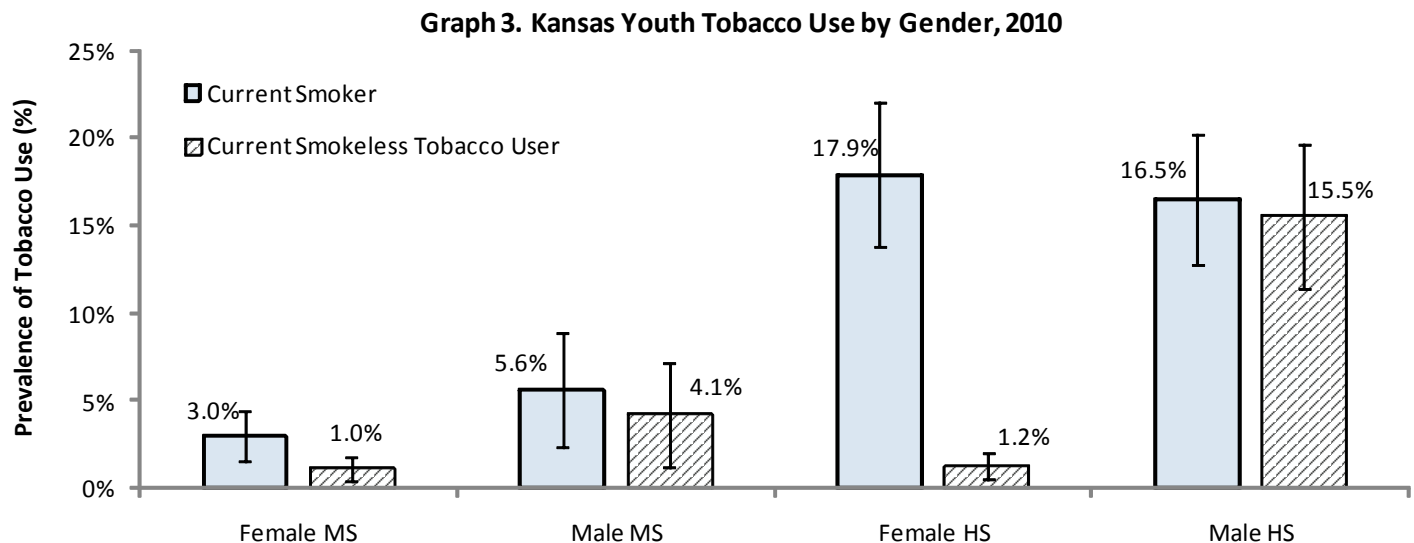
Smokeless tobacco use by male youth is a problem in Kansas. Smokeless tobacco use among HS male students has remained high during the last decade and is consistently higher than smokeless tobacco use among adult males.



Note: Kansas Adult Male Current Smokeless Tobacco Prevalence estimates obtained from the Kansas Behavioral Risk Factor Surveillance System (BRFSS).

TOBACCO USE BURDEN

Tobacco is used disproportionately more by certain demographic sub-groups of youth. Males, for instance, are much more likely than females to use smokeless tobacco.



Note: Vertical bars indicate 95% confidence intervals.

The proportion of HS males using smokeless tobacco (15.5%) is nearly 13 times greater than the proportion of HS females using smokeless tobacco (1.2%). The prevalence of cigarette smoking is similar between male and female high school students.

Table 1. Kansas Youth Tobacco Use by Race, 2010

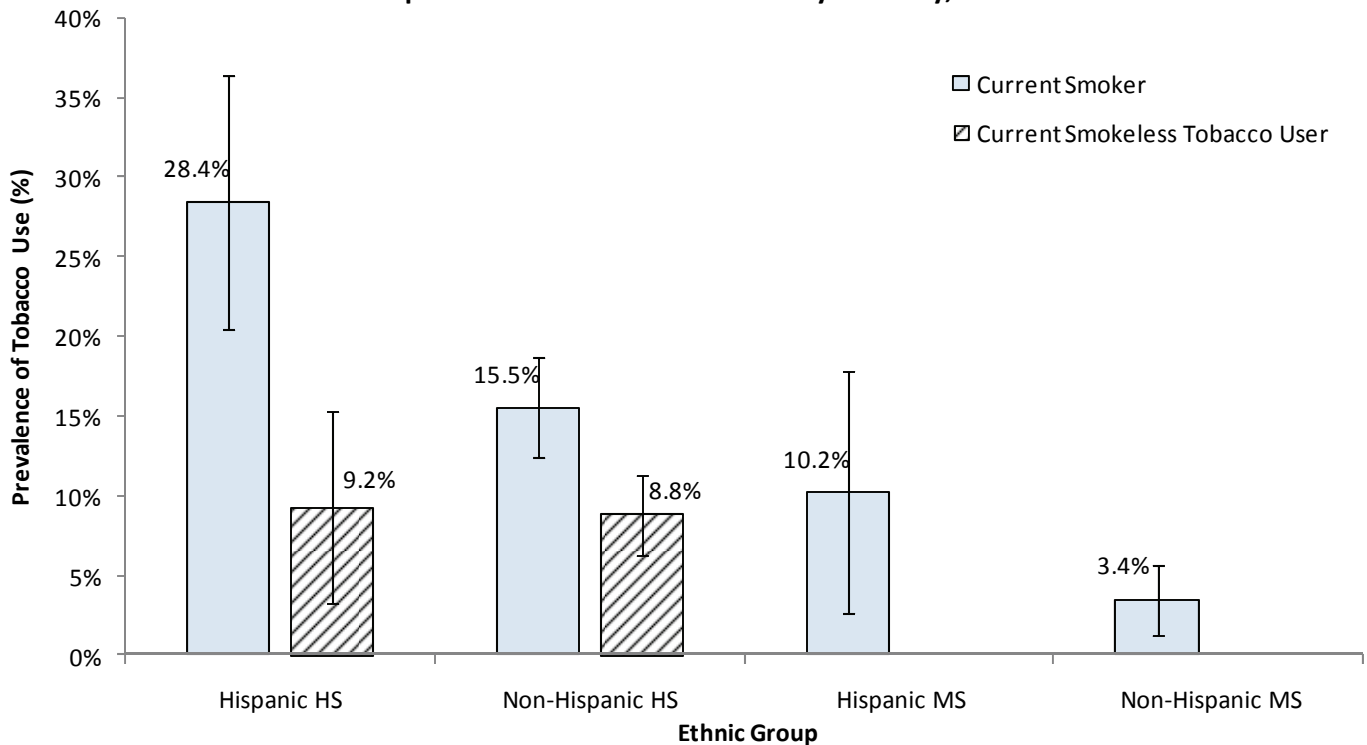
Current Smoking	Prevalence	95% CL	
Other Race HS	19.8%	13.2%	26.5%
African American HS	29.4%	12.9%	45.9%
White HS	15.1%	12.1%	18.2%
Other Race MS	4.5%	0.4%	8.5%
African American MS	13.2%	2.5%	23.9%
White MS	3.1%	0.7%	5.5%
Current Smokeless Tobacco Use			
Other Race HS	7.0%	2.7%	11.3%
African American HS	10.5%	1.7%	19.4%
White HS	9.3%	6.4%	12.2%
Other Race MS	*	*	*
African American MS	*	*	*
White MS	*	*	*

*Unstable estimates are not reported

No statistically significant differences are seen in the percentage of current cigarette or smokeless tobacco use among HS students across different racial groups (Table 1). Similarly, no significant differences are seen in the percentages of current cigarette smoking among MS students across racial groups. The percentages of current smokeless tobacco use among MS students are not calculated due to small sample size.

The prevalence of smoking in Kansas Hispanic high school students is significantly higher (28.4%) than the prevalence of smoking among non-Hispanic high school students (15.5%). Smokeless tobacco use prevalence does not appear to vary between Hispanic and non-Hispanic students. No significant difference is seen in the percentage of current smoking among Hispanic and Non-Hispanic MS students.

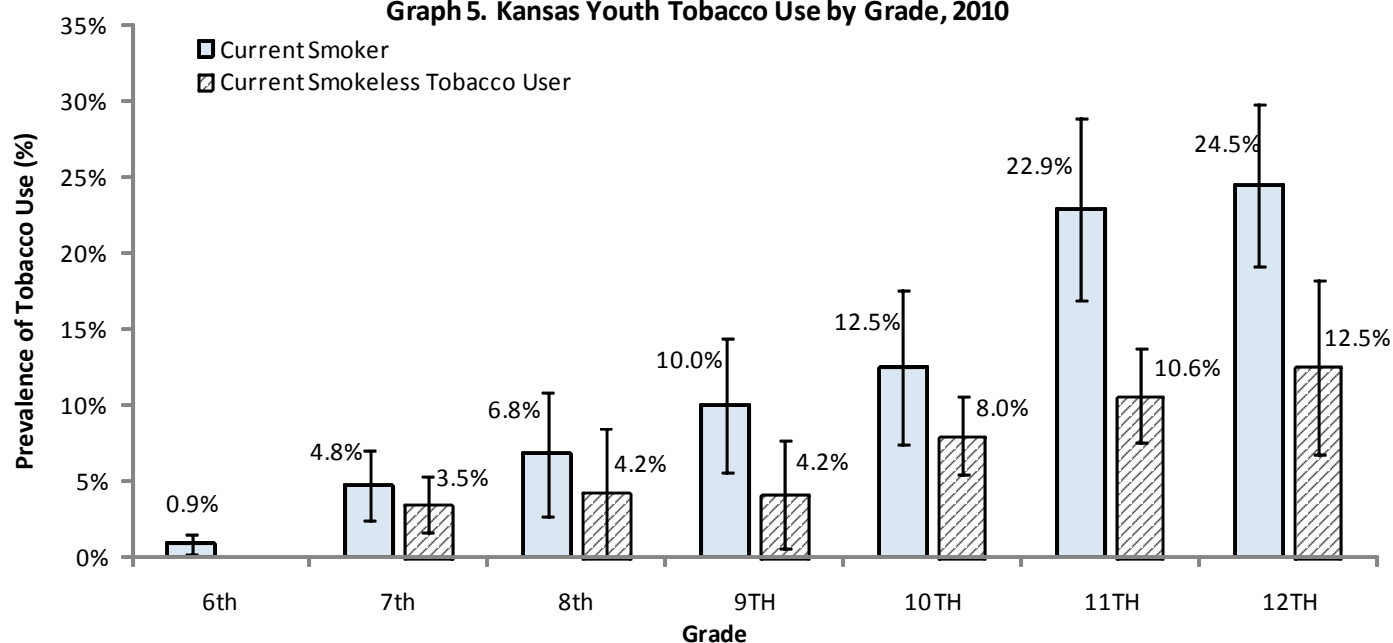
Graph 4. Kansas Youth Tobacco Use by Ethnicity, 2010



Note: Vertical bars indicate 95% confidence intervals.

Tobacco use progressively increases across grade levels. According to the 2007 Kansas Adult Tobacco Survey, 73% of current smokers 18 years and older reported they became regular smokers before or at the age of 18. To reduce tobacco use, it is critical that prevention programs target youth.

Graph 5. Kansas Youth Tobacco Use by Grade, 2010



Note: Vertical bars indicate 95% confidence intervals.

SOCIAL ACCEPTANCE OF TOBACCO USE

Social acceptance and other social views can encourage smoking among youth. Current high school smokers, for instance, are more likely than non-smokers to believe that students who smoke have more friends. Grassroots efforts engaging youth in anti-smoking activities are one of the ways tobacco prevention programs can target and change social norms regarding tobacco use.

14.1% OF ALL MS STUDENTS AND 13.9% OF ALL HS STUDENTS THINK STUDENTS WHO SMOKE HAVE MORE FRIENDS.

26% OF CURRENT HS SMOKERS THINK STUDENTS WHO SMOKE HAVE MORE FRIENDS.

16.0% OF MS STUDENTS AND 14.7% OF HS STUDENTS HAVE PARTICIPATED IN ONE OR MORE ANTI-SMOKING EVENTS IN THEIR COMMUNITIES.

KNOWLEDGE OF HARM OF TOBACCO USE

Overall, students are aware of the harm tobacco can cause, but those who are smokers seem to know less about the dangers of tobacco use.

6.6% OF MS STUDENTS AND 11.7% OF HS STUDENTS THINK IT IS SAFE TO SMOKE FOR A YEAR OR TWO.

31.6% OF HS SMOKERS THINK IT IS SAFE TO SMOKE FOR A YEAR OR TWO.

57.7% OF MS STUDENTS AND 31.1% OF HS STUDENTS ARE TAUGHT IN SCHOOL ABOUT THE DANGERS OF SMOKING.

EXPOSURE TO SECONDHAND SMOKE

Secondhand smoke affects everyone. Friends, family, pets, neighbors, and the environment are all endangered. Those who appear to know the dangers of secondhand smoke are nonsmokers while fewer smokers believe secondhand smoke is harmful.

92.1% OF MS STUDENTS AND 91.5% OF HS STUDENTS THINK SECONDHAND SMOKE IS HARMFUL.

85.8% OF HS SMOKERS THINK SECONDHAND SMOKE IS HARMFUL.

Even though a majority of MS and HS students understand secondhand smoke is harmful, many of them are still exposed to secondhand smoke every day.

40.4% OF MS STUDENTS AND 55.6% OF HS STUDENTS WERE EXPOSED TO SECONDHAND SMOKE IN A ROOM OR CAR IN THE PAST 7 DAYS.

32.4% OF MS STUDENTS AND 34.4% OF HS STUDENTS LIVE WITH SOMEONE WHO SMOKES.

48.3% OF HS SMOKERS LIVE WITH SOMEONE WHO SMOKES.

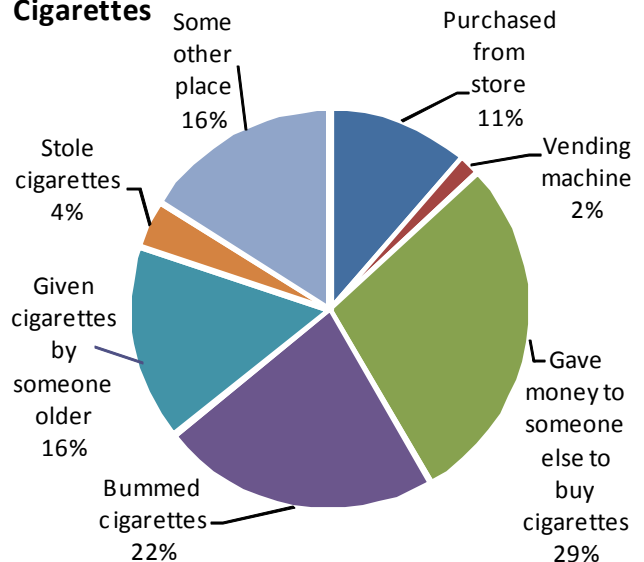
YOUTH ACCESS TO TOBACCO PRODUCTS

Although it is illegal for anyone to sell tobacco products to persons under the age of 18, youth still report relatively easy access to cigarettes and smokeless tobacco.

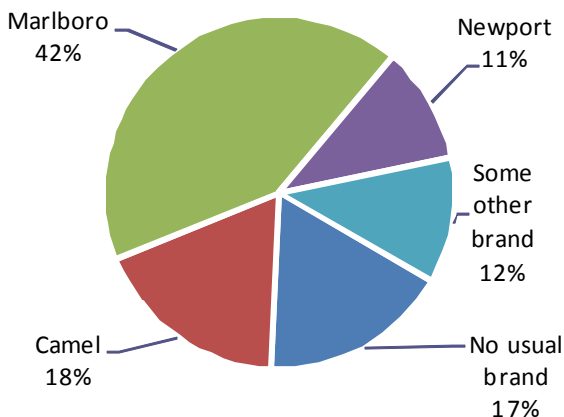
About 2 in 3 (67%) HS smokers have access to cigarettes through social sources, such as giving money to someone older to buy cigarettes, bumming, or someone older gives them cigarettes.

70.4% OF HS STUDENT SMOKERS WERE NOT ASKED FOR IDENTIFICATION WHEN THEY PURCHASED CIGARETTES FROM A STORE IN THE LAST 30 DAYS.

Graph 6. How HS Students Get Their Cigarettes



Graph 7. Reported cigarette brand preference among Kansas HS smokers



YOUTH CIGARETTE BRAND PREFERENCE

The three most heavily advertised cigarette brands continue to be the preferred brands of cigarettes smoked by youth. Camel, Marlboro and Newport account for 71% of reported brand preference by current Kansas high school smokers.

44.2% OF CURRENT KANSAS HIGH SCHOOL SMOKERS USUALLY SMOKE MENTHOLATED CIGARETTES.
