

Youth Tobacco Use in Maine

2010

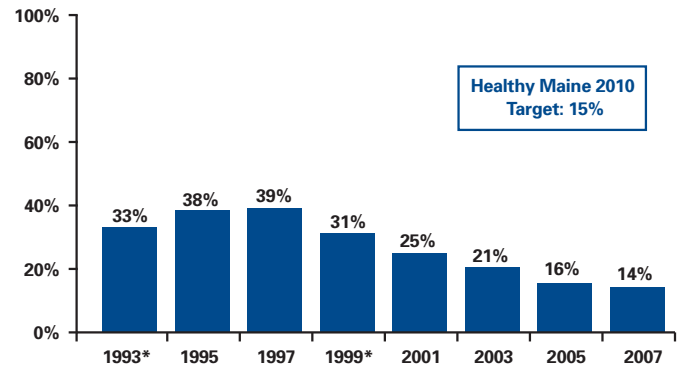
27,000 The number of Maine's youth now under 18 who will ultimately die prematurely from smoking.¹

The State's tobacco control and prevention program works to prevent young people from starting to smoke, protects Maine's citizens from exposure to secondhand smoke, and helps those who want to quit.

What are the facts?

- In the United States, very few people start smoking after their teenage years—nearly 90% of adult smokers start before the age of 19.² The younger individuals are when they initiate smoking, the more likely they are to remain smokers.
- The tobacco industry, dependent on new smokers, is spending an estimated \$59 million on marketing in Maine annually,¹ which is far more than is allocated to the state's tobacco prevention program.
- In 2007, the U.S. smoking rate for youth in grades 9-12 was 20%, and the rate in Maine was 14%.³
- Smoking rates for youth, in 2007, grades 9-12, in other New England states were as follows: Connecticut: 21%; Massachusetts: 18%; New Hampshire: 19%; Rhode Island: 15%; and Vermont: 18%.³

Proportion of Maine high school youth, grades 9-12, who smoked cigarettes on one or more of the past 30 days



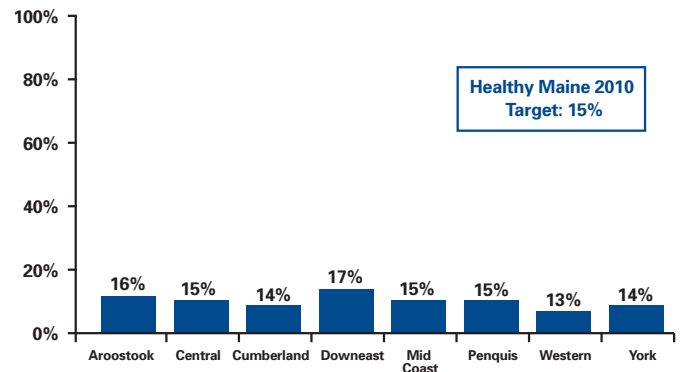
Source: Maine Youth Risk Behavior Survey; Maine Department of Education (*unweighted)

How are we doing?

- Rates of cigarette smoking have declined by 64% among Maine's high school youth over the past decade (1997-2007).
- The current smoking* rate is 14% among high school (grades 9-12) youth in Maine, meeting the Healthy Maine 2010 target of 15%.³
- In 2007, 87% of adult smokers in Maine smoked their first cigarette before the age of 19.⁴

*Current cigarette smokers or other current tobacco product users are youth who report smoking cigarettes or using tobacco on one or more of the past 30 days.

Smoking prevalence (30-day) for Maine youth, grades 6-12 by Maine DHHS district



Source: 2008 MYDAUS/Maine Youth Tobacco Survey

Prepared by the Maine Center for Public Health on behalf of the Partnership for a Tobacco-Free Maine, Maine Center for Disease Control, Department of Health and Human Services through an evaluation contract from the Healthy Maine Partnerships Initiative.



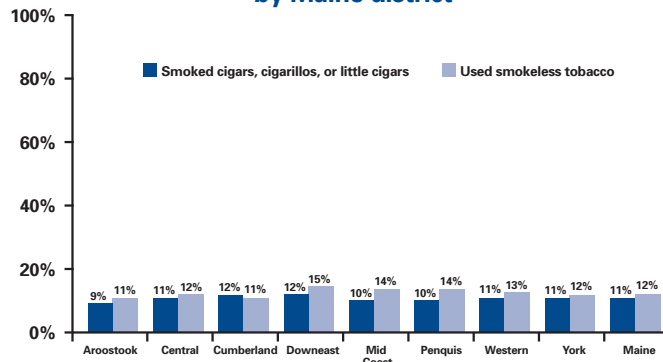
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1,600 The number of Maine's youth who become new daily smokers each year.¹

What are the facts?

- In 2006, 4% of middle school (grades 6-8) students and 12% of high school (grades 9-12) students in the U.S. reported current cigar use, and 3% of middle school students and 6% of high school students in the U.S. reported current smokeless tobacco use.⁵
- Among middle school and high school students in the U.S., males were more likely than females to report current cigar and smokeless tobacco use.⁵
- Youth who use tobacco are also more likely to be engaged in other substance use and risky behaviors;^{6,7} additionally, these risky behaviors are more pronounced for youth who use two or more tobacco products such as cigarettes, smokeless tobacco, and cigars.⁸
- Youth are likely to switch to “light” cigarettes or other tobacco products such as smokeless tobacco, in an attempt to quit, which is often an ineffective quitting strategy.⁹

Proportion of Maine youth who smoked cigars, cigarillos, or little cigars or used smokeless tobacco products, by Maine district

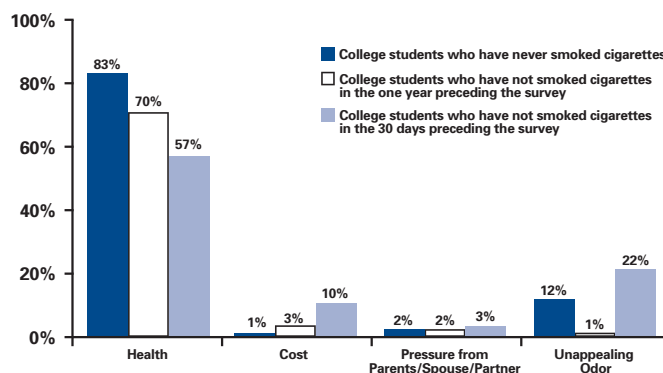


Source: 2008 MYDAUS/Maine Youth Tobacco Survey

How are we doing?

- Male youth (11%) were more likely to use smokeless tobacco products compared to female youth (4%), and the same trend was true for cigar and cigarillo use in male youth (14%), compared to female youth (6%).¹⁰
- In 2008, 41% of middle school and high school youth who smoke also used smokeless tobacco products, and 54% of middle school and high school youth who smoke also smoked cigars or cigarillos during a 30-day period preceding the survey.¹⁰
- Smoking susceptibility, a measure of how likely a youth will smoke in the future, is determined from survey questions on whether or not they smoke cigarettes or have ever tried one, if they would smoke a cigarette if offered by a friend, and how likely they were to smoke in the next year.¹⁰
- In 2008, the Maine College Student Substance Abuse and Health Survey was administered to 4826 college students from nine public and private two- and four-year institutions across Maine.¹¹ For the 30-day period preceding the survey, 17% of college students reported cigarette use, 7% reported cigar use, and 4% reported smokeless tobacco use.¹¹

Most common reasons for not smoking among Maine college students, 2008



Source: 2008 Maine College Student Substance Abuse and Health Survey

¹See Campaign for Tobacco-Free Kids: “The Toll of Tobacco in Your State.” <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=ME> for data and original data sources.

²Lantz, Jacobson, Warner, Wasserman, Pollack, Berson, & Ahlstron. 2000. Investing in youth tobacco control: a review of smoking prevention and control strategies. *Tobacco Control* 9: 47-63.

³Centers for Disease Control and Prevention. 2007 Youth Risk Behavior Survey. <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>.

⁴Maine Center for Disease Control. 2007 Maine Behavioral Risk Factor Surveillance System Results.

⁵Centers for Disease Control and Prevention. 2006 National Youth Tobacco Survey. http://www.cdc.gov/tobacco/Data_statistics/surveys/nyts/index.htm

⁶Escobedo, Reddy, & DuRant. 1997. Relationship between cigarette smoking and health risk and problem behaviors among U.S. adolescents. *Archives of Pediatric Adolescent Medicine* 151: 66-71.

⁷Zweig, Lindberg, & McGinley. 2001. Adolescent health risk profiles: The co-occurrence of health risks among females and males. *Journal of Youth and Adolescence* 30 (6): 707-728.

⁸Everett, Malarcher, Sharp, Husten, & Giovino. 2000. Relationship between cigarette, smokeless tobacco, and cigar use, and other health risk behaviors among U.S. High School students. *Journal of School Health* 70 (6): 234-240.

⁹Centers for Disease Control and Prevention. 2006. Use of cessation methods among smokers aged 16-24 years – United States, 2003. *Morbidity and Mortality Weekly Report* 55 (50): 1251-1354.

¹⁰Maine Center for Disease Control. 2008 MYDAUS / Maine Youth Tobacco Survey Results.

¹¹2008 Maine College Student Substance Abuse and Health Survey Results.