

2005 Utah Youth Tobacco Survey



Summary Report

Utah Department of Health
Tobacco Prevention and Control Program





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Introduction

Tobacco use remains the leading cause of preventable death and disease in the United States. Each year nearly 440,000 people nationwide die from tobacco-related illnesses. In Utah, tobacco use claims more than 1,100 lives annually.

Approximately 80% of adult smokers start smoking before the age of 18. Early initiation of tobacco use has been shown to increase the likelihood of lifetime smoking and the risk for tobacco-related illnesses and mortality. Consequently, preventing initiation of tobacco use among youth is crucial for reducing tobacco-related human and economic costs over time.

The tobacco industry spends an estimated \$63.7 million in Utah each year to entice people to use their products. Their strategies include event sponsorship; counter displays; merchandise; product placement in movies and on TV; and ads in magazines, on billboards, and on the Internet. Despite restrictions in marketing tobacco to youth, teens continue to buy the most heavily advertised brands.

To counter these tobacco industry activities and help Utah youth remain tobacco-free, the Tobacco Prevention and Control Program (TPCP) at the Utah Department of Health and its partners use comprehensive and proven methods of tobacco prevention. These efforts have been significantly expanded since the Utah Legislature provided additional program funding through the Master Settlement Agreement (State Fiscal Year 2001) and the Cigarette Tax Restricted Account (State Fiscal Year 2003). TPCP-funded programs addressing youth include The TRUTH anti-tobacco media campaign, initiatives to introduce and strengthen comprehensive school tobacco policies, prevention education in schools and local communities, enforcement of youth access laws, and statewide and local teen tobacco cessation programs.

The 2003 and 2005 Utah Youth Tobacco Surveys (UYTS) provide information on tobacco use among middle and high school students in public schools statewide. High schools were selected to allow for analysis at the local health district level. Middle schools were selected to allow for statewide analysis. Data collected through the UYTS help the TPCP and its partners to plan, implement, and evaluate tobacco use prevention and cessation programs and tailor future programs to the needs of Utah's students.

To reduce the survey burden on schools, the TPCP partners with the Utah State Office of Education and the Division of Substance Abuse and Mental Health at the Department of Health and Human Services to plan and conduct one combined school survey project every other year. The SHARP (School Health and Risk Prevention) survey project, which includes the UYTS, the Utah Youth Risk Behavior Survey, and the Prevention Needs Assessment, was completed for the first time in the spring of 2003 and the second time in the spring of 2005. Summary data for the UYTS portion of the SHARP project are presented in this report.

Summary of Findings (2005 YTS)

Tobacco Use

- About one in eight middle school students (12%) and nearly one in three high school students (28%) reported that they had tried cigarette smoking.
- Two percent of middle school students and 10% of high school students indicated that they had smoked cigarettes during the month preceding the survey.
- The greatest relative increase in current cigarette smoking occurred between 8th and 9th grade.
- Male high school students were more likely than female students to report both experimentation with cigarette smoking and current smoking.
- About one sixth of middle school students (18%) and one third of high school students had experimented with tobacco products (one or more of the following: cigarettes, cigars, pipes, smokeless tobacco, bidis, kreteks).
- About four percent of middle school students and 14% of high school students reported that they had used some form of tobacco during the month preceding the survey.
- After cigarettes, cigars were the second most popular tobacco product among both middle and high school students.

Media Exposure and Tobacco Promotions

- About 76% of middle school students and 85% of high school students saw actors use tobacco most or some of time when they watched TV or movies.
- Nearly 30% of middle and high school students reported exposure to tobacco advertising on the internet.
- More than 10% of middle school students and nearly 15% of high school students bought or received tobacco gear in the year preceding the survey. Approximately 10% of middle school students and 20% of high school students confirmed that they would use or wear promotional items from tobacco companies.

Attitudes Toward Tobacco Use

- About five percent of middle and high school students believed that smoking made young people look cool or fit in. Eight percent of middle school students and 11% of high school students accepted the idea that smokers had more friends.
- More than 90% of middle and high school students believed that tobacco use was addictive and harmful. Current smokers were less likely to hold these beliefs than students who reported that they had never smoked.

Quitting

- About 50% of high school smokers reported that they wanted to quit smoking. Male smokers were somewhat less likely to report that they wanted to stop smoking than female students.
- About 50% of high school smokers reported that they had tried to quit smoking during the past year.
- Male smokers reported quit attempts more frequently than female smokers.
- About 80% of current smokers were confident that they would be able to quit smoking if they wanted to.

Access to Cigarettes

- Among high school students, the majority of current smokers (nearly 70%) listed social sources such as giving someone money to buy cigarettes, borrowing them, or getting them from someone older than 18 as their primary means for obtaining cigarettes.
- Less than 3% of high school smokers reported that they usually bought cigarettes in a store.

Preferred Cigarette Brands

- Nearly 60% of high school smokers selected one of the three most heavily advertised brands (Camel, Marlboro, Newport) as their usual cigarette brand.

Exposure to Tobacco Smoke

- Nearly 30% of middle school students and 37% of high school students reported indoor exposure to tobacco smoke during the week preceding the survey. Approximately 20% of students reported exposure in cars.

Influence of Friends and Family

- Current smokers in high school were six times more likely than never smokers to report that one or more of their friends smoked and four times more likely to report living with a smoker than their non-smoking peers.
- Overall, 11% of middle school students and 24% of high school students indicated that one or more of their four closest friends smoked. More than 20% of students reported that they lived with a smoker.

Tobacco Prevention

- Eighty-six percent of middle school students and 90% of high school students reported that they had seen or heard anti-tobacco advertisements in the past month.
- About two thirds of middle school students and half of high school students indicated that they had been taught about the dangers of tobacco in the past school year.
- Forty percent of sixth graders and 15% of 12th graders reported tobacco prevention education in school.

Conclusions

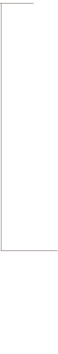
In 2005, the percentages of Utah students who reported current smoking remained low. From 2003 to 2005, middle school students showed a small, non-significant decrease in current smoking; high school students showed a small, non-significant increase. Among high school students, only male students reported higher rates of smoking and other tobacco use in 2005 compared to 2003. The rate of male never-smokers in high school who were susceptible to smoking increased significantly. Female students reported lower rates of experimentation with tobacco use and smoking, lower rates of current tobacco use, and no changes in current smoking and susceptibility to smoking. Although these differences in male and female tobacco use behaviors were not significant, they are consistent with Utah Youth Risk Behavior Survey findings from 2003 and 2005.

In 2005, the greatest relative increase in experimentation with smoking occurred between 7th and 8th grade. The greatest relative increase in current smoking occurred between 8th and 9th grade. For high school students who identified themselves as American Indian, Black or Hispanic, the rates of experimentation with smoking were significantly higher than for students who identified themselves as White. Black students also reported a significantly higher rate of current smoking.* Interventions to reduce tobacco use should specifically focus on the needs of male students, students in grades 8 and 9, and students who identified as non-White.

Exposure to tobacco promotions in the media remained high. The majority of Utah students reported seeing tobacco use in movies and on TV and significant numbers continued to receive or buy tobacco gear. Many Utah students reported exposure to tobacco smoke in rooms and cars. About one in five students indicated that they lived with a smoker. High school students were significantly more likely than middle school students to report that some of their closest friends were smokers. Students who lived with smokers and students who reported that some of their best friends smoked were significantly more likely to report current smoking than students who did not live with smokers or had no smoking friends. Middle school students were significantly more likely than high school students to have received tobacco prevention education and somewhat more likely to report participation in community events to prevent youth tobacco use.

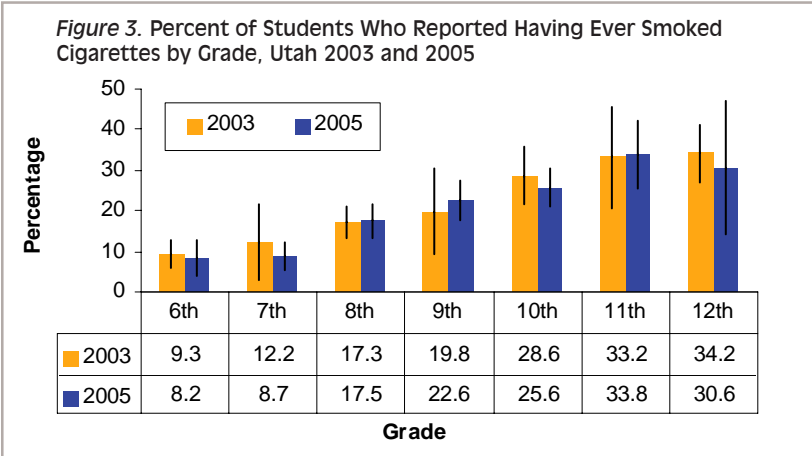
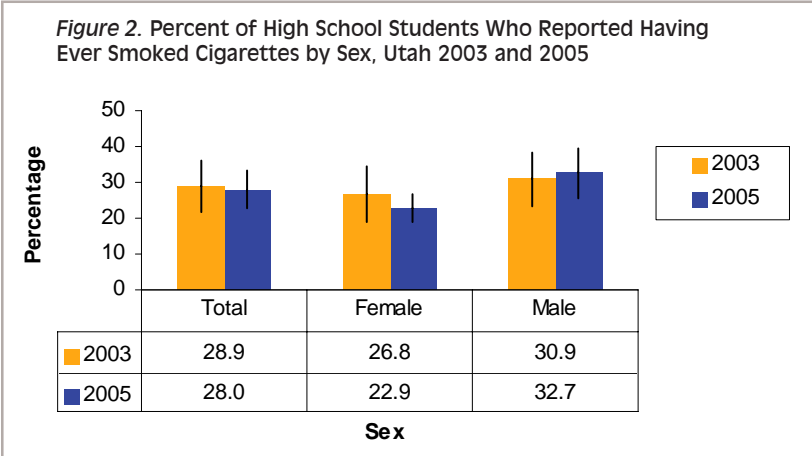
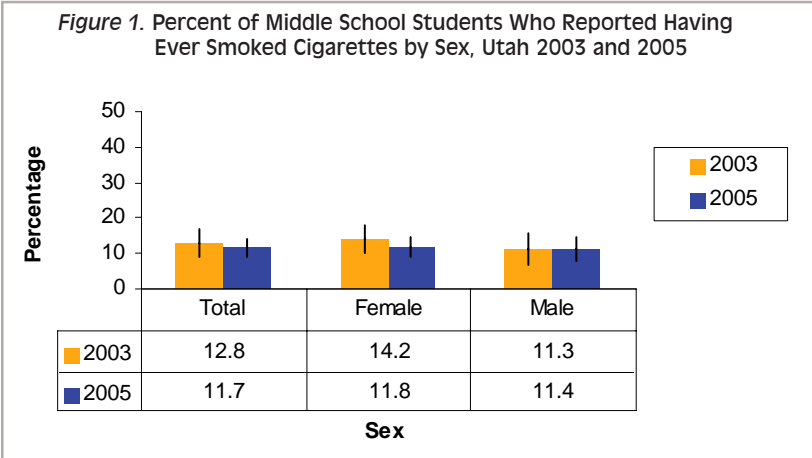
Efforts to counter tobacco industry influences through mass media, and school and community based tobacco policies and education need to continue to protect all Utah students from the harmful effects of tobacco use.

*Note: For analysis by race/ethnicity, data from the 2003 and 2005 Utah YTS were combined.



Ever Smoked Cigarettes

Students were asked whether they had ever tried cigarette smoking (even one or two puffs) in their lifetime. The graphs below show lifetime cigarette smoking by sex, type of school, survey year, and grade. Experimentation with cigarettes increased from about one in ten students in middle school to more than one in four students in high school.



- In 2003 and 2005, approximately one out of ten middle school students reported that they had experimented with cigarette smoking.
- In both survey years, female and male middle school students reported comparable rates of experimentation with smoking.
- The percentage of students who had ever smoked cigarettes more than doubled from middle school to high school. In 2005, about one fifth of female students and about one third of male students reported experimentation with smoking.
- For female and male high school students reported experimentation with smoking did not change significantly from 2003 to 2005.
- In 2005, smoking experimentation increased significantly between 7th and 8th grade and continued to increase throughout most of high school.

Current Cigarette Smoking

Students who reported that they smoked on one or more of the 30 days preceding the survey were considered current cigarette smokers. From 2003 to 2005, the reported rate of current smoking decreased among male and female middle school students and increased among male high school students. Current smoking of female high school students remained unchanged.

- Among middle school students, the reported rate of current smoking decreased from 3.3% in 2003 to 2.0% in 2005.
- Female and male middle school students reported comparable rates of current smoking in both survey years.
- High school students reported an increase in current smoking from 8.8% in 2003 to 10.3% in 2005.
- The current smoking rate of female high school students remained stable. Male high school students reported an increase in current smoking.
- The 2005 current smoking rate of high school students was more than five times the rate of middle school students.
- In 2005, 0.9% of 6th graders, reported smoking during the past 30 days. By 12th grade, this rate had increased to 17.0%.
- The greatest relative increase in current smoking occurred between 8th grade (3.2%) and 9th grade (7.6%).

Figure 4. Percent of Middle School Students Who Reported Current Smoking by Sex, Utah 2003 and 2005

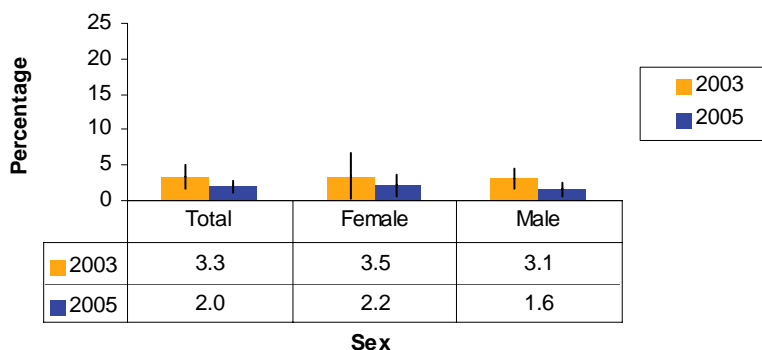


Figure 5. Percent of High School Students Who Reported Current Smoking by Sex, Utah 2003 and 2005

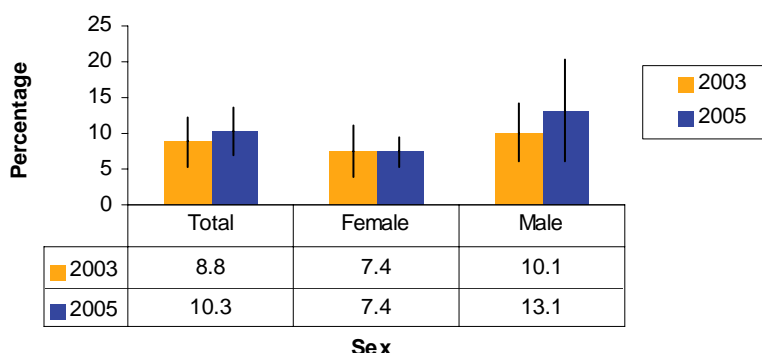
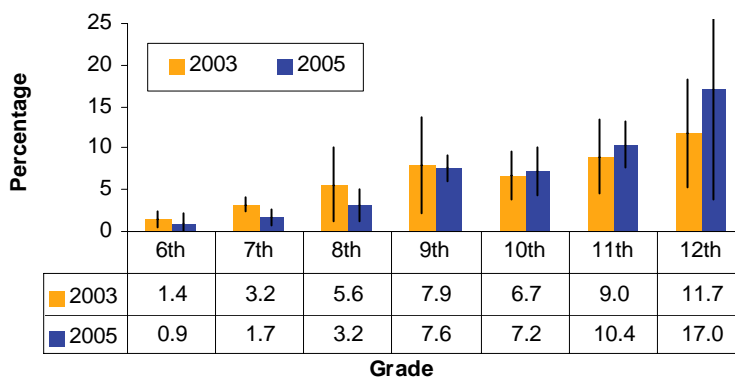


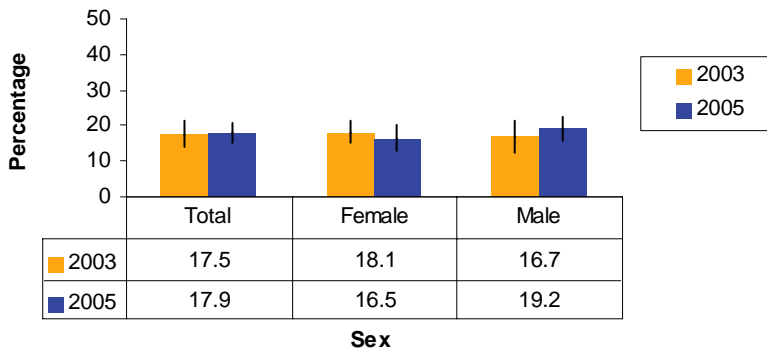
Figure 6. Percent of Students Who Reported Current Smoking by Grade, Utah 2003 and 2005



Ever Tried Any Form of Tobacco

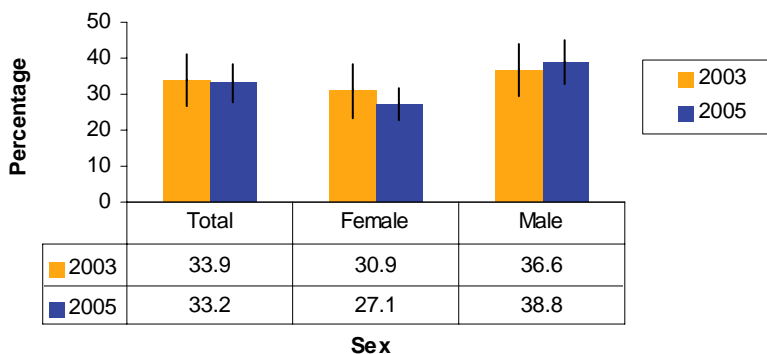
The forms of tobacco that students were asked about included cigarettes, cigars, pipes, smokeless tobacco, bidis, and kreteks.* The graphs below show lifetime use of these combined products by sex, grade, and survey year. In 2005, male middle and high school students were more likely to report experimentation with tobacco products than female students.

Figure 7. Percent of Middle School Students Who Reported Having Ever Tried Tobacco (Any Form) by Sex, Utah 2003 and 2005



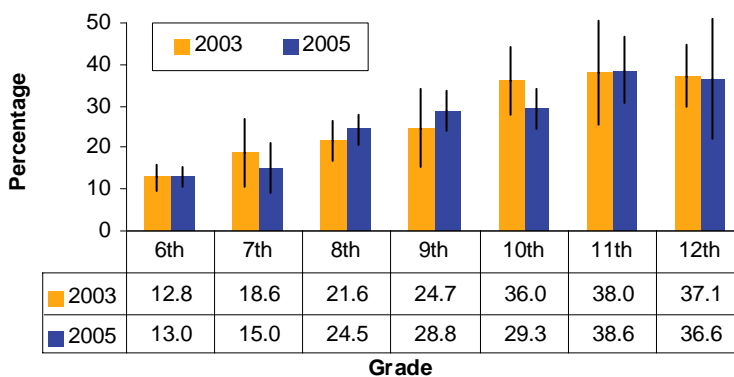
- The percentage of middle school students who reported that they had tried a tobacco product in their lifetime remained unchanged at nearly 18%.
- In 2003, female and male students reported similar rates of experimentation with tobacco. In 2005, male students reported a higher rate of lifetime tobacco use.

Figure 8. Percent of High School Students Who Reported Having Ever Tried Tobacco (Any Form) by Sex, Utah 2003 and 2005



- The percentage of students who reported lifetime tobacco use nearly doubled from middle school to high school. In high school, about one third of students indicated that they had tried tobacco products.
- With increasing grade levels, the rate of lifetime tobacco use increased significantly.

Figure 9. Percent of Students Who Reported Having Ever Tried Tobacco (Any Form) by Grade, Utah 2003 and 2005



- In both survey years, about 13% of sixth graders reported that they had tried tobacco products.
- By 12th grade, almost 40% of students reported having used some form of tobacco in their lifetime.

* Note: Kreteks (also called "clove cigarettes") are cigarettes containing tobacco and clove extract. Bidis (or Beedies) are small brown cigarettes from India consisting of tobacco wrapped in a leaf tied with a thread.

Current Use of Any Tobacco Product

Current use of any tobacco product is defined as having used one or more tobacco products during the 30 days preceding the survey. Tobacco products that students were asked about included cigarettes, cigars, pipes, bidis, kreteks, and smokeless tobacco. Current use of any tobacco remained mostly stable among middle and high school students.

- The percentage of middle school students who reported current use of any form of tobacco decreased somewhat from 5.3% in 2003 to 4.2% in 2005.
- Both male and female students showed small decreases in reported current tobacco use.
- In 2005, the rate of current tobacco use among high school students was more than three times the middle school rate.
- The percentage of high school students who indicated that they had used some form of tobacco in the past month remained unchanged.
- In 2005, male students were almost twice as likely to report tobacco use as female students.
- The greatest relative increase in current tobacco use occurred between 8th grade (5.5%) and 9th grade (10.9%).

Figure 10. Percent of Middle School Students Who Reported Current Use of Tobacco Products by Sex, Utah 2003 and 2005

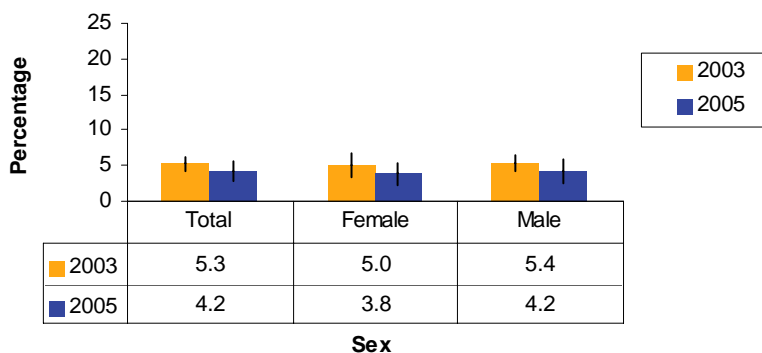


Figure 11. Percent of High School Students Who Reported Current Use of Tobacco Products by Sex, Utah 2003 and 2005

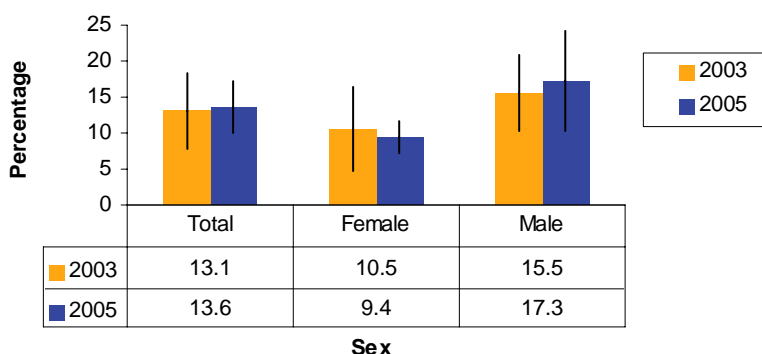
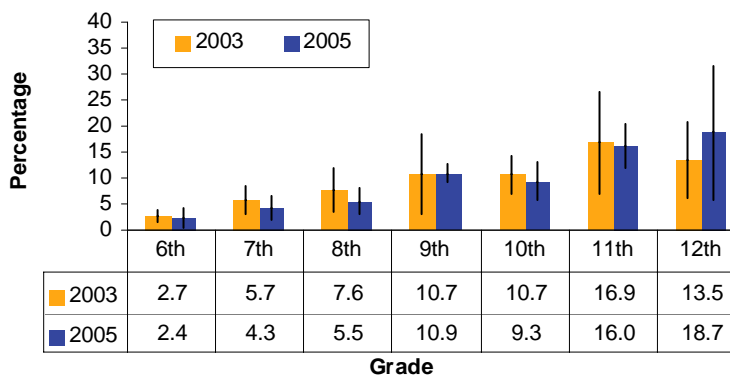
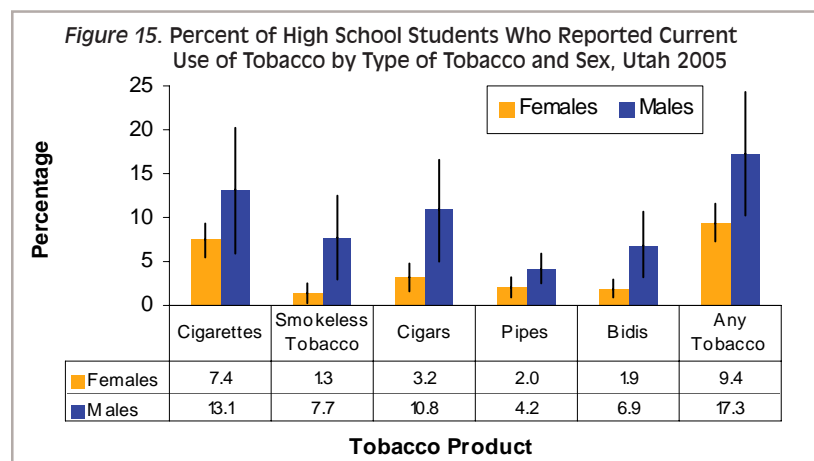
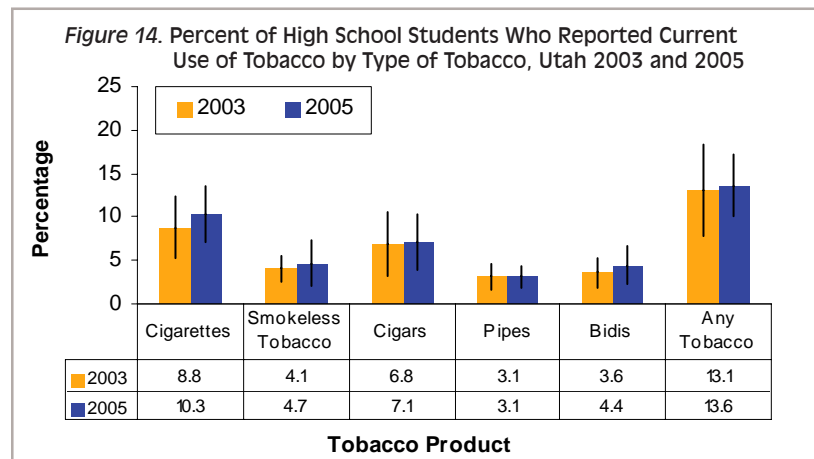
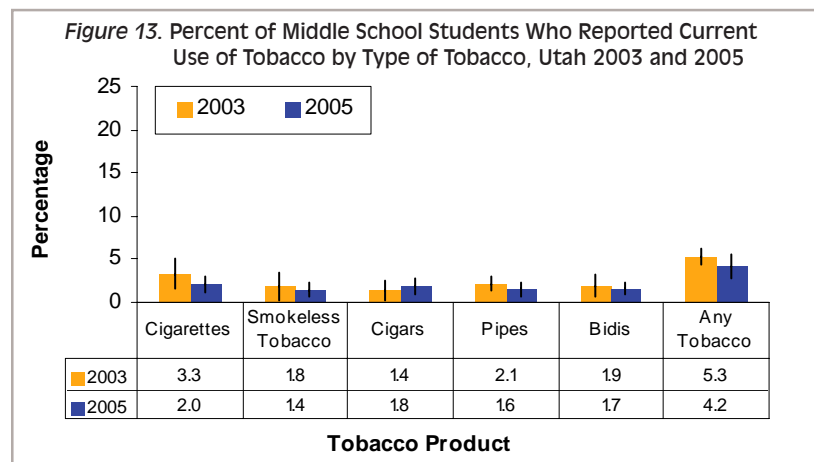


Figure 12. Percent of Students Who Reported Current Use of Tobacco Products by Grade, Utah 2003 and 2005



Current Use of Any Tobacco Product

The graphs below compare rates of current use of tobacco products by type of product. Both middle school and high school students were more likely to report cigarette smoking than use of any other individual tobacco product. Cigar smoking was the second most popular form of tobacco use. Male high school students also reported high rates of smokeless tobacco and bidi use.



- In 2003 and 2005, middle school students reported that they used cigarettes more frequently than any other tobacco product.
- In 2003 and 2005, middle school students reported similar rates of use for each individual tobacco product and tobacco use overall.
- In both survey years, high school students reported current use of cigarettes more frequently than current use of other tobacco products. Cigars were listed as the second most popular tobacco product.
- Use of each tobacco product and tobacco overall remained stable.
- In 2005, male students reported current cigarette smoking, pipe smoking and overall tobacco use at about twice the rate of female students; current cigar and bidi use rates were three times higher among male students; and current smokeless tobacco use was nearly six times higher.
- One in six male high school students reported that they had used some form of tobacco during the past month.

Susceptibility to Smoking and Tobacco Ads

Students were considered susceptible to smoking if they confirmed that they would try a cigarette soon, OR if they reported that they might smoke during the next year, OR if they indicated that they would smoke a cigarette if their best friend offered it to them. Following this definition, most Utah students who had never smoked were found to be not susceptible to smoking. Most middle school students who had never smoked were not planning to smoke in the next year.

- The percentage of middle school students who had never smoked and were susceptible remained unchanged at 13-14% between 2003 and 2005.
- Susceptibility to smoking was nearly equal for male and female never smokers.
- The percentage of high school students who had never smoked and were susceptible to smoking increased from 11.5% in 2003 to 14.4% in 2005.
- The susceptibility rate for female never smokers remained stable. However, the rate of susceptible male never smokers increased significantly from 9.2% in 2003 to 15.1% in 2005.
- The percentage of middle school students who had never smoked and reported that they will definitely not smoke during the next year, remained unchanged between 2003 and 2005.
- Intention to not smoke was nearly equal among male and female middle school students.

Figure 16. Percent of Middle School Students Who Had Never Smoked and Were Susceptible to Smoking by Sex, Utah 2003 and 2005

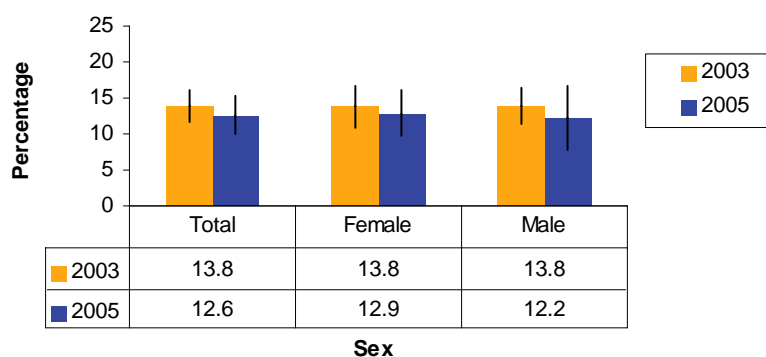


Figure 17. Percent of High School Students Who Had Never Smoked and Were Susceptible to Smoking by Sex, Utah 2003 and 2005

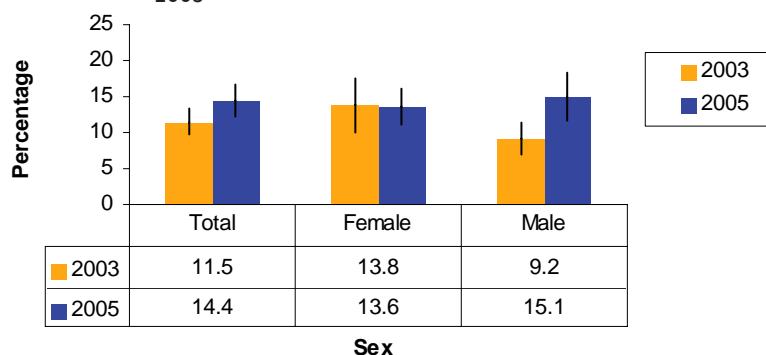
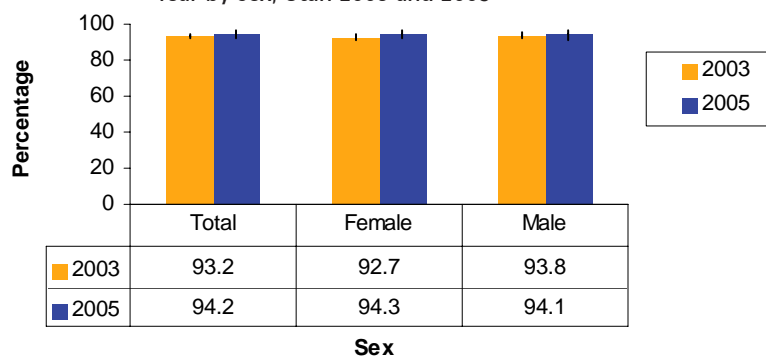


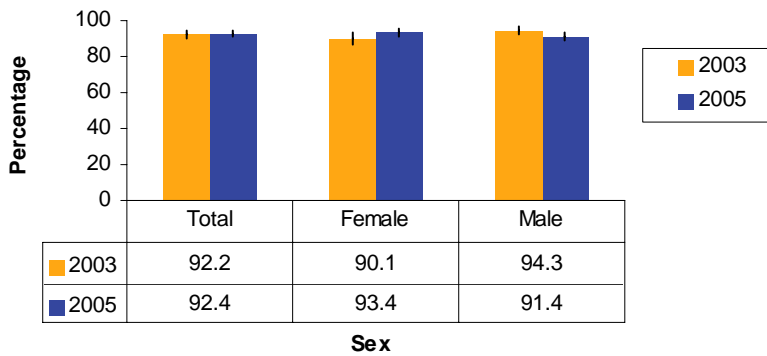
Figure 18. Percent of Middle School Students Who Had Never Smoked and Will Definitely Not Smoke During the Next Year by Sex, Utah 2003 and 2005



Susceptibility to Smoking and Tobacco Ads

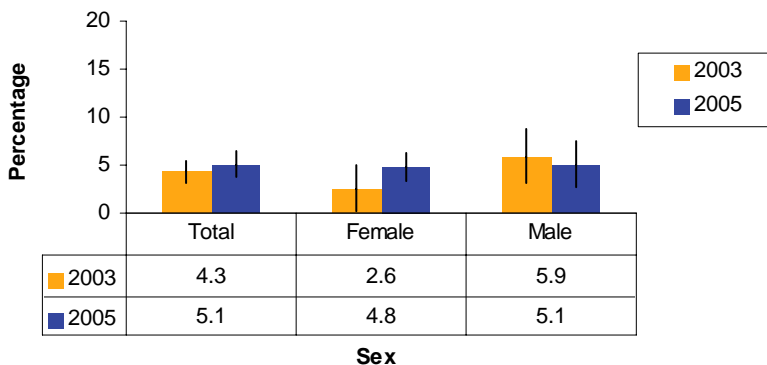
When asked about future intentions to smoke, 8% of high school students who had never smoked indicated that they might smoke during the next year. Students were considered receptive to tobacco advertising if they reported that they had received items with a tobacco company name or picture on it and that they would definitely or probably wear such items. In 2005, 5% of middle school students and 7% of high school students were considered receptive to tobacco advertising.

Figure 19. Percent of High School Students Who Had Never Smoked and Will Definitely Not Smoke During the Next Year by Sex, Utah 2003 and 2005



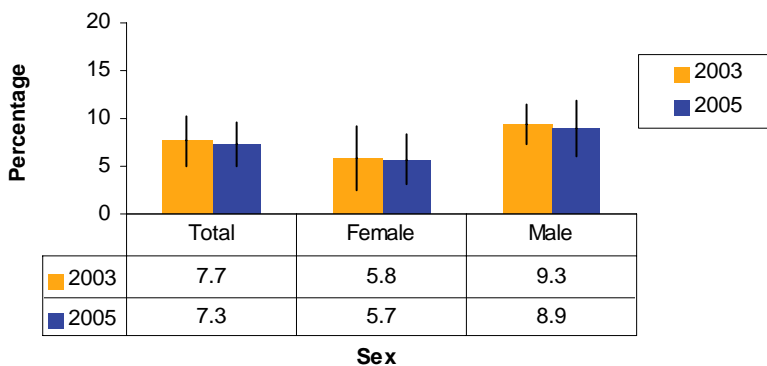
- The percentage of high school students who had never smoked and reported that they will definitely not smoke during the next year, remained unchanged from 2003 to 2005.
- Reported intention to not smoke was similar among male and female high school students.

Figure 20. Percent of Middle School Students Who Were Receptive to Tobacco Advertising by Sex, Utah 2003 and 2005



- In 2005, approximately 5% of middle school students were considered receptive to tobacco advertising.
- The percentages of middle school students who reported that they were receptive to tobacco advertising were comparable for 2003 to 2005 surveys.

Figure 21. Percent of High School Students Who Were Receptive to Tobacco Advertising by Sex, Utah 2003 and 2005



- High school students were somewhat more likely to be receptive to tobacco advertising than middle school students.
- In both survey years, male high school students reported higher levels of receptiveness than female students. Overall receptiveness remained stable.

Exposure to Tobacco Use in the Media

Although direct advertising of tobacco products to youth is restricted, students continue to be exposed to tobacco use and tobacco promotions through the entertainment industry, sports, and the Internet. The percentage of students who reported exposure to tobacco use in film declined since 2003. However, approximately 75% of middle school students and 85% of high school students continue to see actors using tobacco on TV and in movies most or some of the time.

- More than 75% of middle school students and approximately 85% of high school students reported that they saw actors in movies or on TV use tobacco most or some of the time.
- Middle school students' exposure to tobacco use in film decreased from 80.8% in 2003 to 76.4% in 2005. High school students' exposure remained unchanged.
- Approximately 20% of middle and high school students reported that they saw athletes use tobacco on TV most or some of the time.
- In 2005, nearly 30% of middle and high school students noticed tobacco advertising most or some of the time they used the Internet.
- Reported exposure to tobacco advertising on the Internet showed a small decrease among middle school students and a small increase among high school students.

Figure 22. Percent of Students Who Reported Watching TV or Movies and Seeing Actors Using Tobacco Most or Some of the Time by School Type, Utah 2003 and 2005

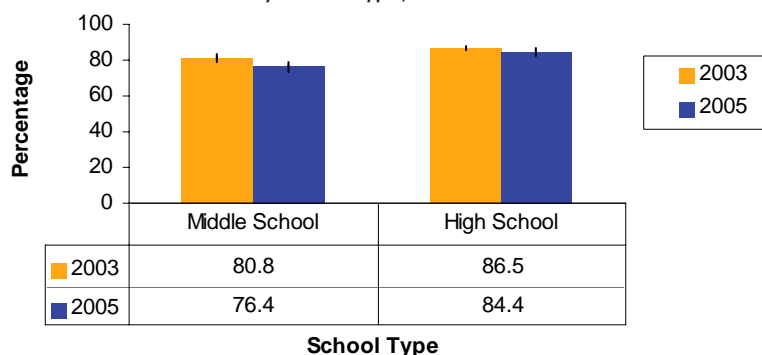


Figure 23. Percent of Students Who Reported Watching TV and Seeing Athletes Using Tobacco Most or Some of the Time by School Type, Utah 2003 and 2005

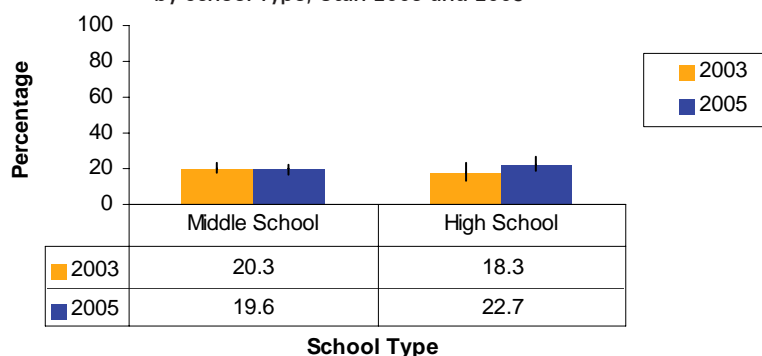
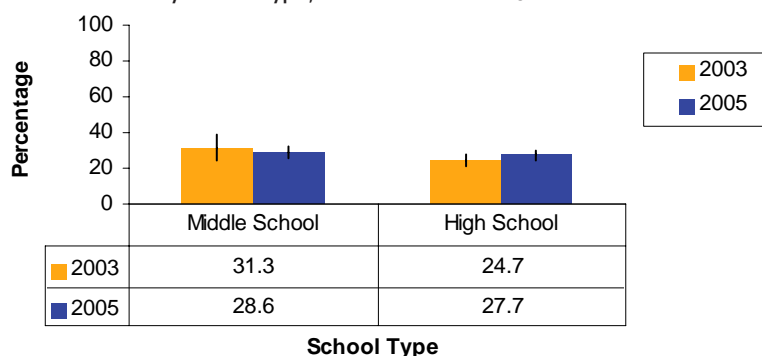


Figure 24. Percent of Students Who Reported Using the Internet and Seeing Tobacco Advertising Most or Some of the Time by School Type, Utah 2003 and 2005



Exposure to Tobacco Company Promotions

Tobacco companies sell and give away promotional items such as hats, lighters, and sports gear that display tobacco company names or logos. Survey data show that these items are available to middle and high school students. Current tobacco users reported significantly higher use of promotional items than non-tobacco users.

Figure 25. Percent of Middle School Students Who Reported Buying or Receiving, or Possibly Using or Wearing Something With a Tobacco Company Name or Picture on It, Utah 2003 and 2005

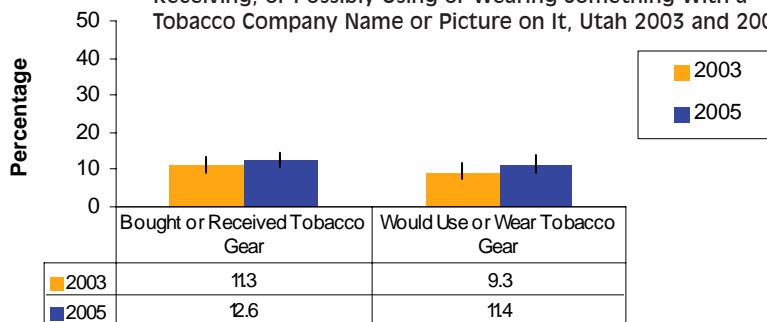


Figure 26. Percent of High School Students Who Reported Buying or Receiving, or Possibly Using or Wearing Something With a Tobacco Company Name or Picture on It, Utah 2003 and 2005

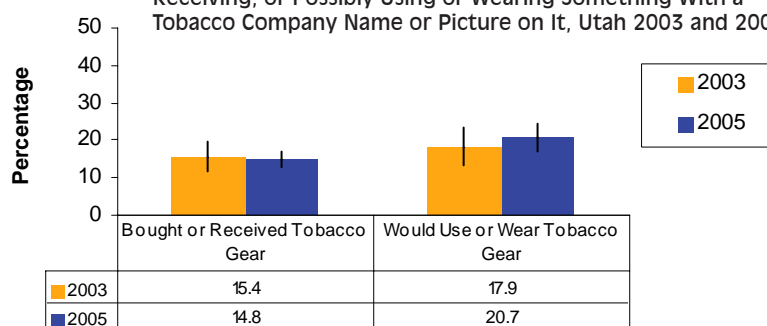


Figure 27. Percent of High School Students Who Reported Buying or Receiving Something With a Tobacco Company Name or Picture on It by Sex Utah 2005

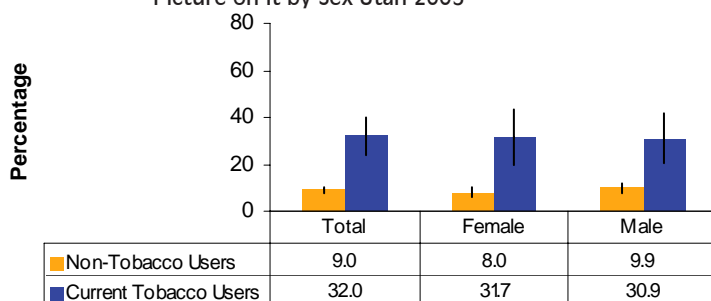
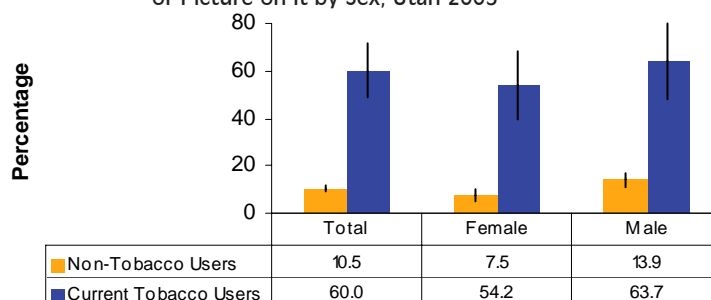


Figure 28. Percent of High School Students Who Reported That They Might Use or Wear Something With a Tobacco Company Name or Picture on It by Sex, Utah 2005

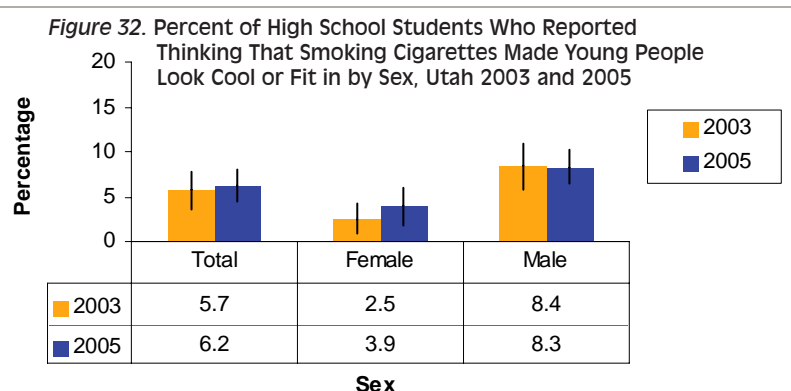
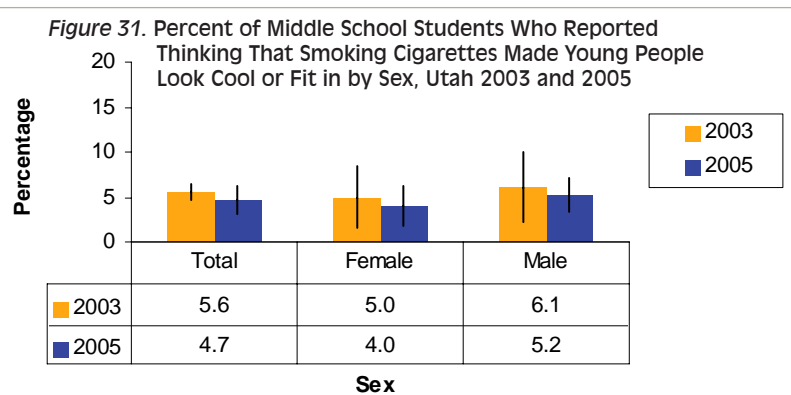
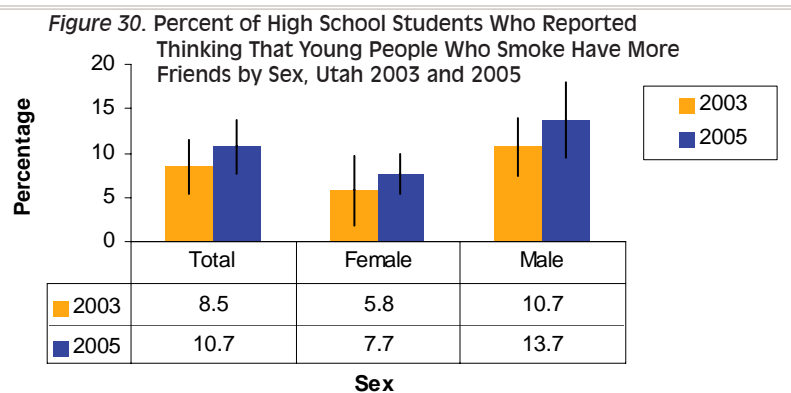
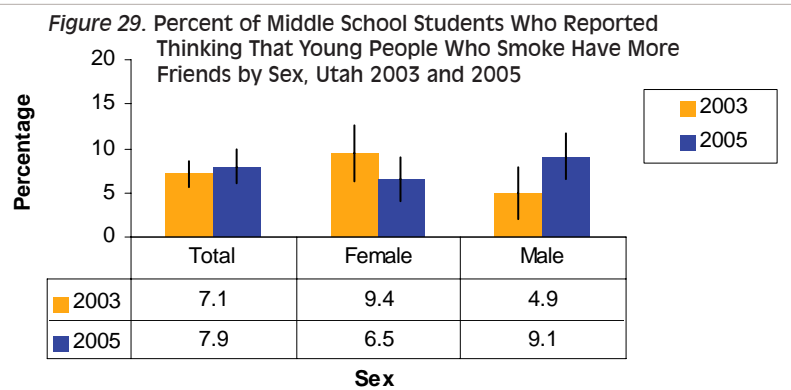


- More than 10% of middle school students reported buying or receiving tobacco company gear. Furthermore, about 10% confirmed that they would use or wear items with tobacco company logos on them.
- The percentages of middle school students who bought or received, or would use or wear tobacco company promotions remained unchanged from 2003 to 2005.
- About 15% of high school students bought or received tobacco gear.
- The 2003 and 2005 percentages of high school students who would use or wear tobacco gear were comparable.
- High school students who reported current tobacco use were significantly more likely to report buying or receiving tobacco gear than non-tobacco users. No significant differences were found between male and female students.
- Current tobacco users were approximately six times more likely to report that they would use or wear tobacco gear than non-tobacco users.

Perceived Benefits of Tobacco Use

To assess whether students thought that smoking provided social benefits, they were asked if they believed that ‘young people who smoke have more friends’ and if ‘smoking made young people look cool or fit in.’ As demonstrated in the graphs below, very few Utah students considered smoking helpful in social situations.

- In 2003 and 2005, less than 10% of middle school students reported that they believed that young people who smoked had more friends.
- In 2003, female middle school students were almost twice as likely to think that smokers had more friends compared to male students.
- The percentage of high school students who considered smoking beneficial to having friends remained unchanged from 2003 to 2005.
- In both years, male high school students were almost twice as likely as female students to accept the idea that smokers had more friends.
- Approximately five percent of all middle and high school students reported that smoking made young people look cool or fit in.
- In 2003 and 2005, male high school students were more than twice as likely than female high school students to believe that smoking was cool or helped young smokers to fit in.



Harmful Effects of Tobacco Use

Sound knowledge of the addictiveness and other harmful effects of tobacco may help students in their decision to avoid tobacco products. In both survey years an overwhelming majority of middle and high school students reported that they were aware of the dangers of tobacco and the addictiveness of smoking. Male and female students reported comparable rates of knowledge.

Figure 33. Percent of Middle School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Sex, Utah 2003 and 2005

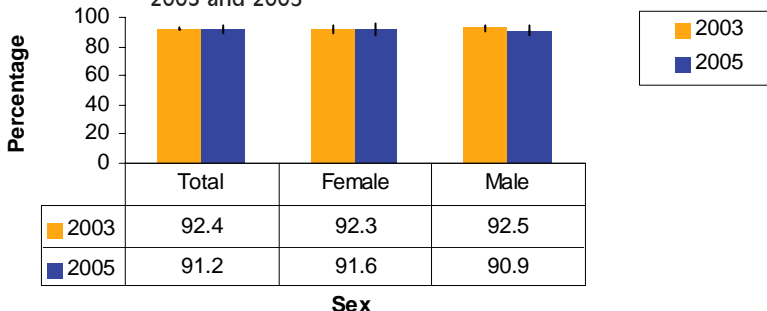


Figure 34. Percent of High School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Sex, Utah 2003 and 2005

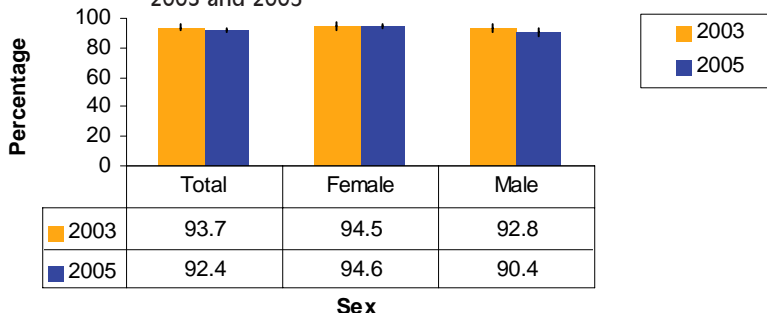


Figure 35. Percent of Middle School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Sex, Utah 2003 and 2005

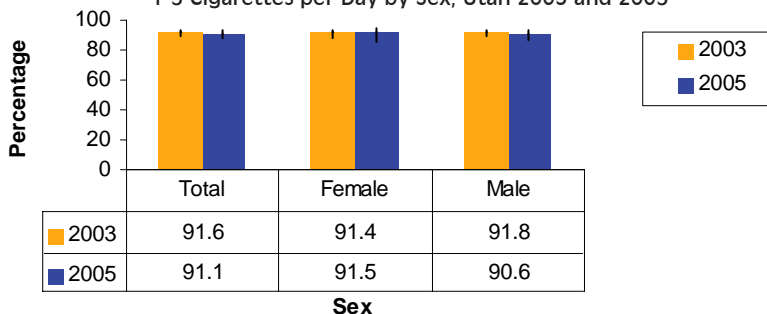
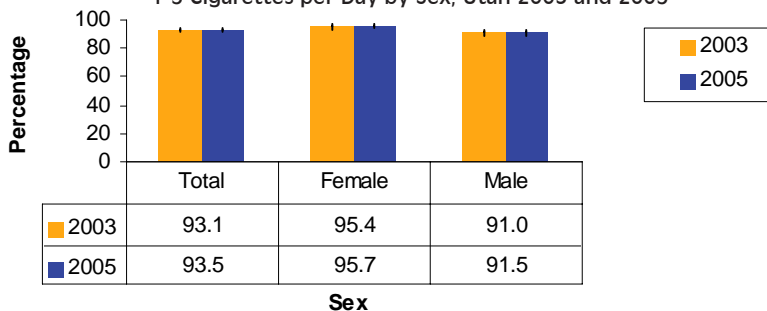


Figure 36. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Sex, Utah 2003 and 2005



- In both survey years, more than 90% of middle school students reported thinking that people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin.
- Female and male students reported comparable rates of awareness of the addictiveness of tobacco use.
- The percentage of female high school students who reported that tobacco was addictive remained unchanged at 95%.
- The percentage of male high school students who reported that tobacco was addictive declined somewhat from 93% in 2003 to 90% in 2005.
- In 2003 and 2005, more than 90% of middle school students indicated that they considered smoking harmful to young people.
- Middle and high school students reported comparable levels of awareness of potential harm caused by smoking.
- Female high school students were more likely than male students to report that they believed that smoking was harmful.

Harmfulness and Addiction

Due to the addictive potential of nicotine, quitting smoking is often a lengthy and difficult process. In addition to assessing knowledge of harmful effects and addiction, the surveys asked if smokers needed cigarettes daily.* Male students were somewhat less likely than females to report a belief in addiction and harmful effects. However, male smokers were almost twice as likely as female smokers to report that they needed cigarettes every day.

- Among both female and male high school students, current smokers were less likely than non-smokers to believe that young people risk harming themselves if they smoke 1-5 cigarettes per day.
- Similarly, current smokers were less likely to think that people can get addicted to tobacco.
- Nevertheless, more than 80% of current smokers reported that smoking is harmful to young people and addictive.
- Female and male non-smokers as well as female and male smokers reported comparable attitudes about smoking addiction.
- The percentage of current smokers who reported that they needed a cigarette every day increased somewhat from 32.3% in 2003 to 35.9% in 2005.
- In 2005, more male smokers reported needing cigarettes daily than female smokers.

Figure 37. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Smoking Status and Sex, Utah 2005

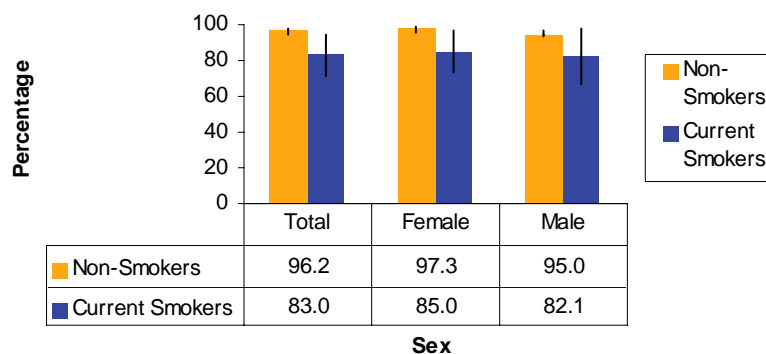


Figure 38. Percent of High School Students Who Reported Thinking That People Can Get Addicted to Tobacco by Smoking Status and Sex, Utah 2005

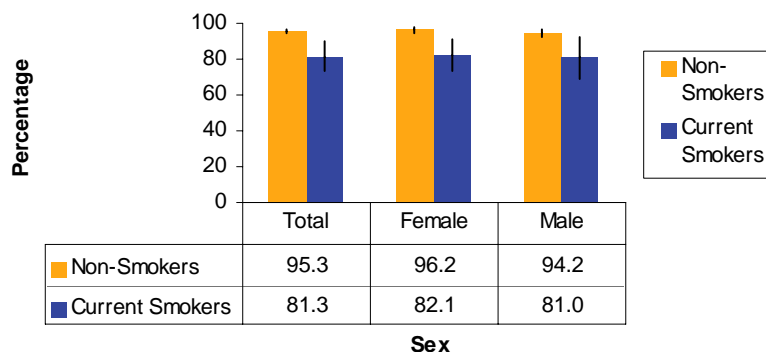
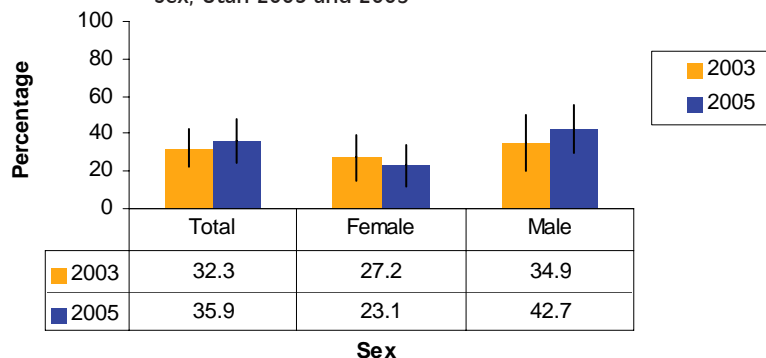


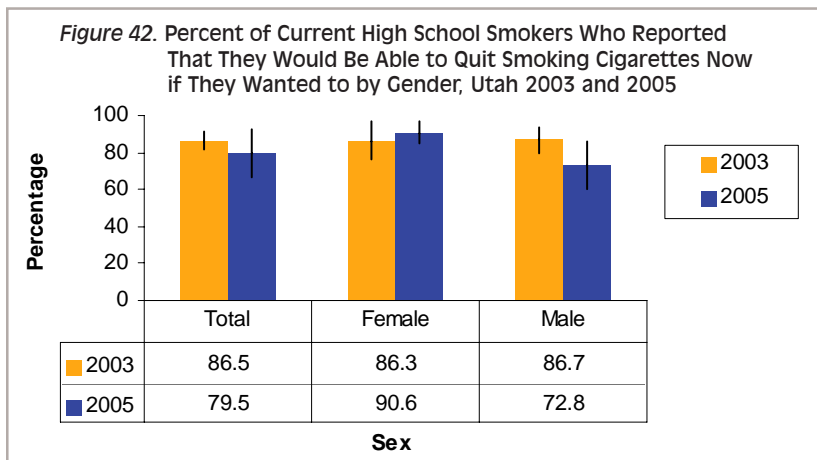
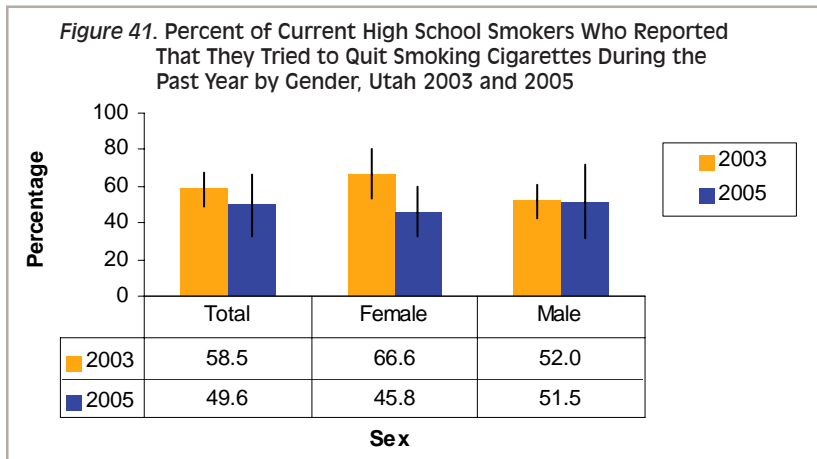
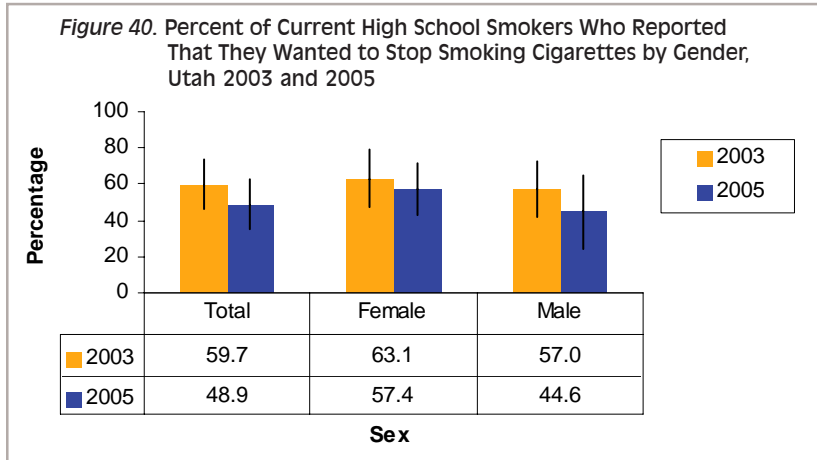
Figure 39. Percent of Current High School Smokers Who Reported That They Feel like They Need a Cigarette Every Day by Sex, Utah 2003 and 2005



* Note: Due to small numbers of current smokers, data related to harmfulness and addiction are not reported for middle school students.

Addiction and Quit Attempts

Smokers were asked about their interest in quitting, quit attempts, and the belief that one could be successful with quitting.* In 2005, nearly 50% of high school smokers reported that they wanted to quit or that they had tried to quit in the past year. The percentages of smokers reporting an interest in quitting declined since 2003. The majority of smokers (almost 80%) continued to believe that they would be able to quit if they wanted to.



- Current smokers' desire to quit differed by sex. In both survey years, female smokers were more likely to indicate that they wanted to stop smoking than male smokers.
- The overall rate of high school smokers who reported that they wanted to quit declined from 59.7% in 2003 to 48.9% in 2005.
- Nearly half of all high school smokers had made an attempt to quit during the past year.
- Since 2003, the rate of female high school smokers who had tried to quit decreased. The rate of male high school smokers who had made quit attempts remained unchanged.
- The overall percentage of current smokers who believed in their ability to quit remained unchanged between 2003 and 2005.
- In 2005, 91% of female students and 73% of male students indicated that they would be able to quit if they wanted to.

* Note: Due to small numbers of current smokers, attitudes and behaviors related to quitting are not reported for middle school students.

Access to Cigarettes

Current cigarette smokers were asked to identify their usual source for obtaining cigarettes. In 2005, most current smokers reported that social contacts were their main suppliers. Nearly 30% of high school smokers usually borrowed cigarettes; an additional 30% usually gave someone money to purchase them. The percentage of smokers who reported taking cigarettes from a store or family member increased from 2003 to 2005.*

- Most current smokers (nearly 70%) relied on social sources for obtaining cigarettes (giving someone money to purchase cigarettes, borrowing them, or getting them from someone older than 18).**
- Only 2.5% of smokers reported that they usually bought their cigarettes in a store.
- When current smokers were asked to identify the type of store where they bought their last pack of cigarettes, most selected “other” from the listed options (54.1%). Among identified stores, gas stations were most frequently listed as a source for buying cigarettes (29.2%), followed by convenience stores (9.7%).
- Compared to 2003, high school smokers who responded to the surveys in 2005 were less likely to report that they usually bought their cigarettes in a store and more likely to report that they took them from a store or family members. Use of social sources remained mostly unchanged.

Figure 43. Usual Source of Cigarettes For High School Students Who Reported Smoking During the Past 30 Days, Utah 2005

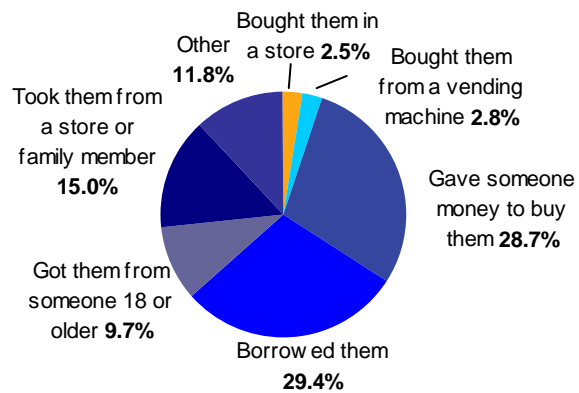


Figure 44. Type of Store Where High School Students Who Reported Smoking During the Past 30 Days Bought Cigarettes, Utah 2005

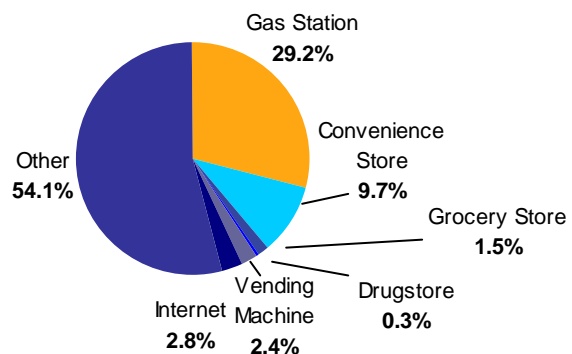
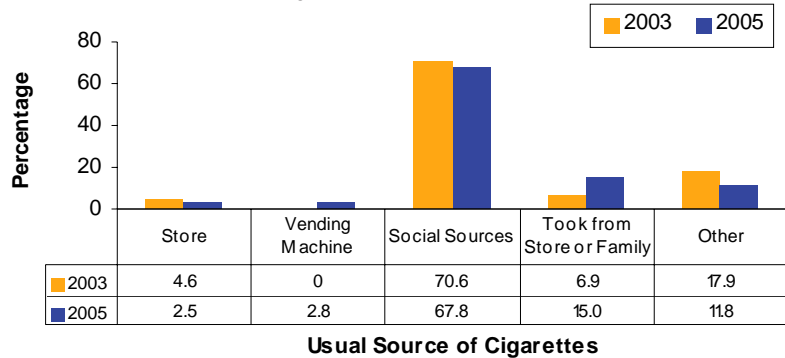


Figure 45. Usual Source of Cigarettes For High School Students Who Reported Smoking During the Past 30 Days, Utah 2003 and 2005

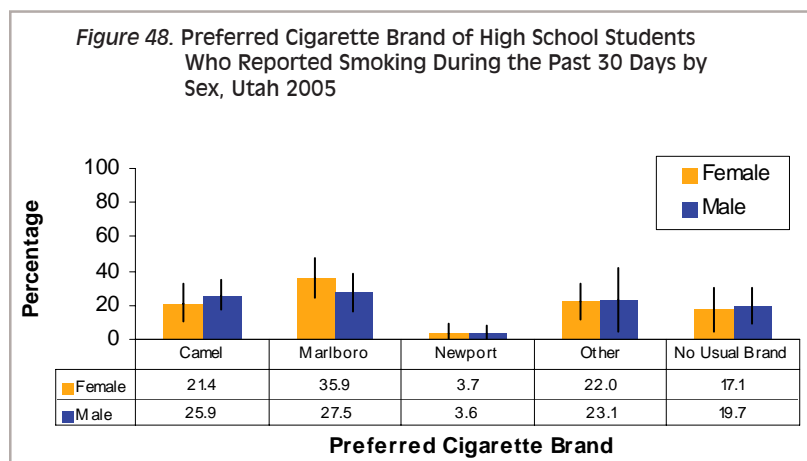
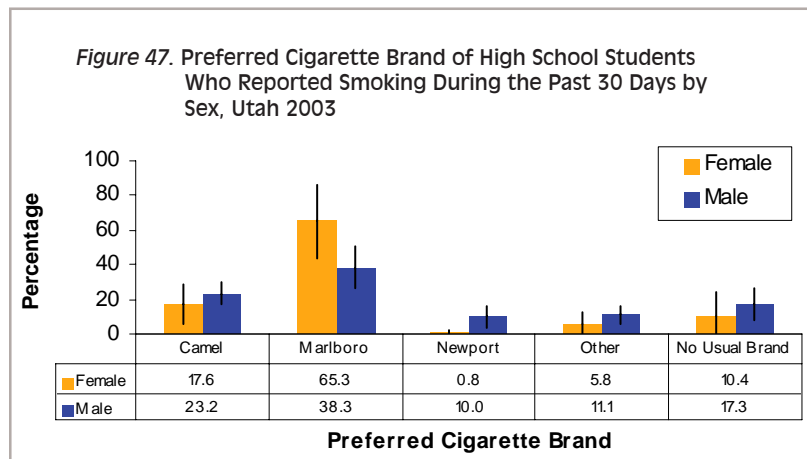
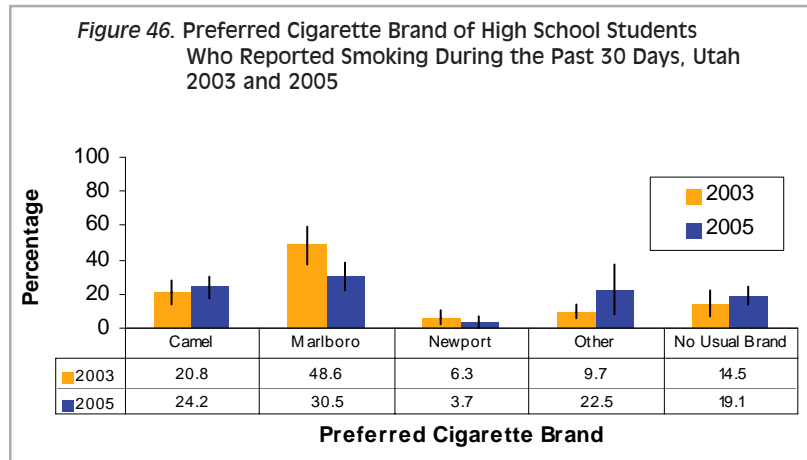


* Note: Due to small numbers of current smokers, sources for obtaining cigarettes are not reported for middle school students.

**Note: Utah law prohibits cigarette sales to anyone under the age of 19. However, the standardized YTS question asks students if they received cigarettes from someone older than 18.

Preferred Cigarette Brands

Promotion, advertising, and product placement play an important role in determining which brands students typically smoke. In 2005, more than 50% of current high school smokers reported that they usually smoked Camel or Marlboro.* The percentage of students who preferred Camel increased among male and female students. The percentage of students who listed Marlboro as their usual brand decreased.



* Note: Due to small numbers of current smokers, preferred brands are not reported for middle school students.

- Nearly 60% of current high school smokers reported that they usually smoked one of the most heavily advertised brands (Camel, Marlboro, or Newport).
- Marlboro was listed as the most frequently smoked brand (31%), followed by Camel (24%).
- Nearly 20% of current smokers indicated that they had no usual brand.
- In 2003, nearly two thirds of female smokers and nearly 40% of male smokers usually smoked Marlboro.
- In 2005, use of Marlboro declined among female and male smokers. The percentage of smokers who preferred Camel remained the same.
- The percentage of students who listed “Other” as their usual brand increased by four times for female smokers and doubled for male smokers.
- From 2003 to 2005, the percentages of students who indicated that they did not have a usual brand almost doubled for female smokers and remained the same for male smokers.

Exposure to Tobacco Smoke

Exposure to tobacco smoke remains a serious public health problem for Utah students. Students were asked to identify whether they were exposed to tobacco smoke indoors or in cars and if they perceived tobacco smoke from other people's cigarettes as being harmful. Approximately one third of students reported indoor exposure during the past seven days; about 20% reported exposure in cars. More than 90% of students considered exposure to secondhand smoke harmful.

- In 2003 and 2005, high school students were more likely to report indoor exposure to tobacco smoke than middle school students.
- The rates of exposure remained high at nearly 30% for middle school students and close to 40% for high school students.
- The percentages of students reporting exposure to tobacco smoke in cars increased slightly for both middle and high school students.
- About one in five students reported that they rode in a car with someone who smoked during the seven days preceding the survey.
- In 2003 and 2005, more than 90% of middle and high school students reported that they believed that smoke from other people's cigarettes was harmful to them.
- From 2003 to 2005, the percentages of students who indicated that they were aware of the harmfulness of secondhand smoke remained the same.

Figure 49. Percent of Students Who Reported Being in the Same Room During the Past 7 Days With Someone Who Smoked by Type of School, Utah 2003 and 2005

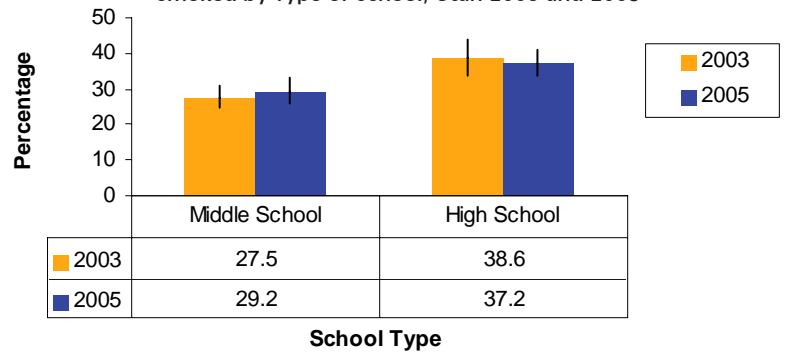


Figure 50. Percent of Students Who Reported Riding in a Car During the Past 7 Days With Someone Who Smoked by Type of School, Utah 2003 and 2005

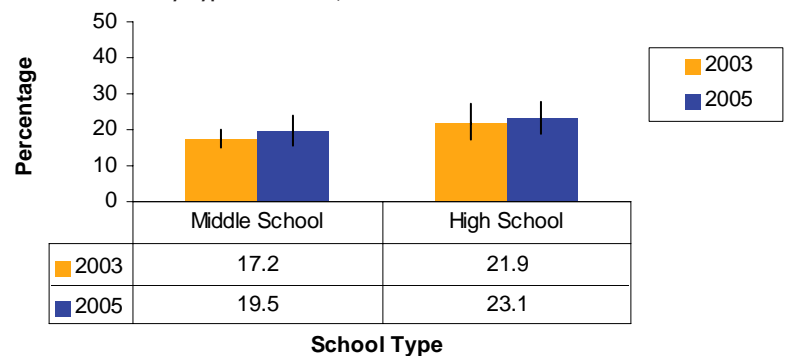
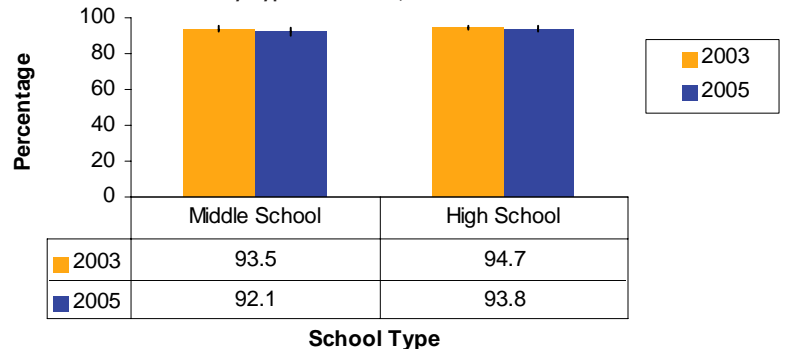
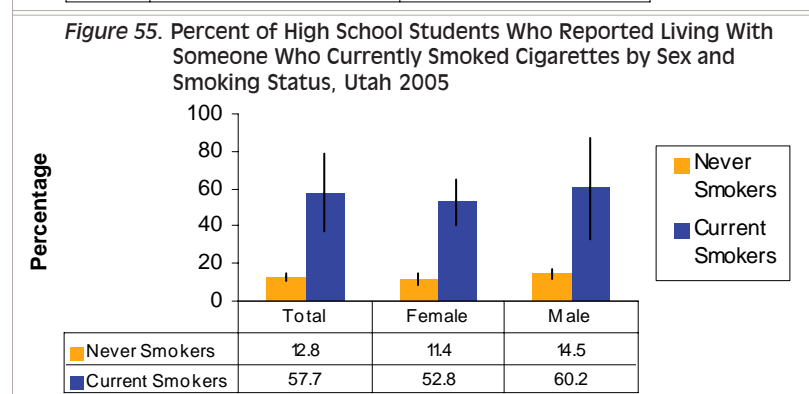
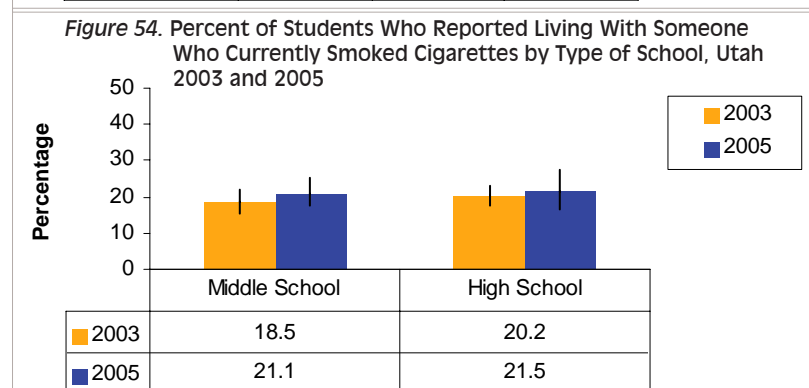
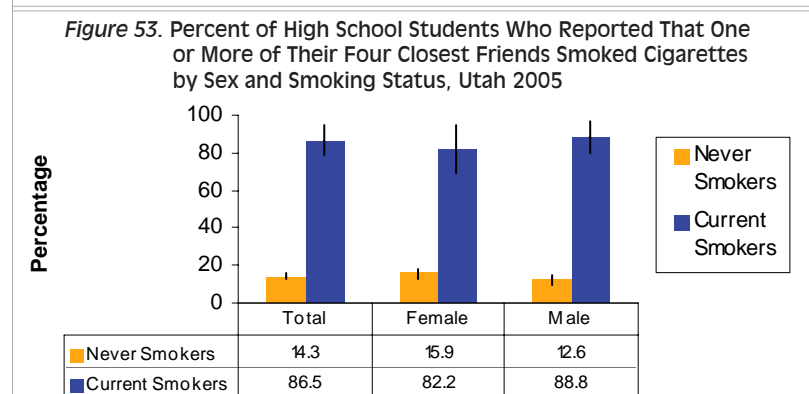
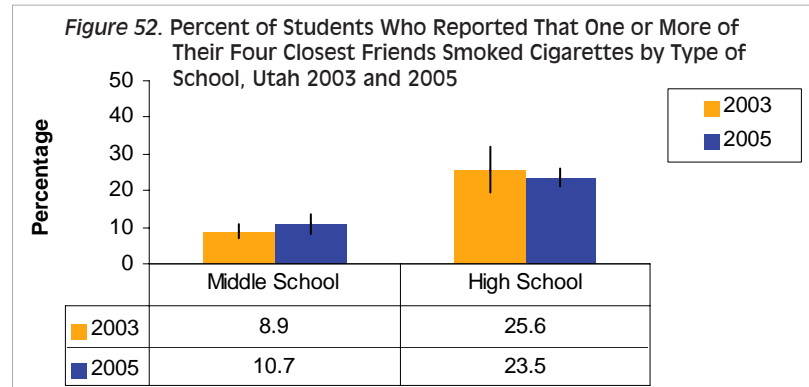


Figure 51. Percent of Students Who Reported Thinking That Smoke From Other People's Cigarettes is Harmful to Them by Type of School, Utah 2003 and 2005



Tobacco Use Among Friends and Family

Friends and family members who smoke influence students' decision to start smoking. They may share risk factors and they may encourage experimentation and serve as a source for obtaining cigarettes. As shown in the graphs below, current smokers in high school were significantly more likely to report that they had smokers among their friends or lived with smokers than their non-smoking peers.



- In both survey years, about one out of ten middle school students and one out of four high school students reported that one or more of their closest friends smoked cigarettes.
- The percentages of middle and high school students who reported that they had friends who smoked did not change from 2003 to 2005.
- Current smokers in high school were six times more likely than never smokers to report that one or more of their friends smoked. Male smokers were more likely to have smokers among their friends than female smokers.
- About 20% of students in middle and high school reported that they lived with someone who smoked cigarettes.
- In 2005, high school students who smoked were four times more likely to report living with a smoker than high school students who did not smoke.
- Male students reported living with a smoker somewhat more frequently than female students.

Exposure to Utah's "The TRUTH" Anti-Tobacco Media Campaign

The TRUTH anti-tobacco media campaign is a key component of Utah's Tobacco Prevention and Control Program. Its youth-oriented goals include deglamorization of tobacco, countering tobacco industry advertising, and providing information about the risks of tobacco use and secondhand smoke.

- In both survey years, more than 85% of middle school students reported that they had seen or heard anti-tobacco advertisements on TV, the radio, or the Internet in the past month.
- Female and male middle school students reported comparable levels of awareness of anti-tobacco ads.
- In 2003 and 2005, about 90% of high school students reported that they had seen or heard anti-tobacco advertisements.
- In 2003, more female high school students than male high school students had reported awareness of anti-tobacco ads. In 2005, female and male students indicated equal levels of awareness.
- Utah's anti-tobacco advertisements use the brand name The TRUTH. In 2005, close to 90% of middle school students confirmed that they had heard The TRUTH anti-tobacco slogan.
- The percentages of male and female middle school students who reported knowledge of The TRUTH slogan were comparable.

Figure 56. Percent of Middle School Students Who Reported Seeing or Hearing Anti-Tobacco Ads in the Past Month by Sex, Utah 2003 and 2005

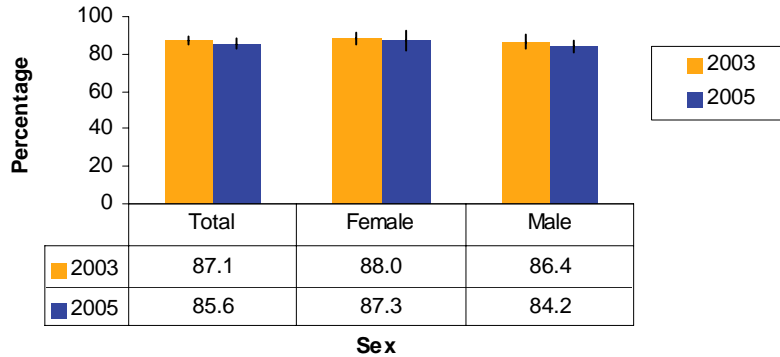


Figure 57. Percent of High School Students Who Reported Seeing or Hearing Anti-Tobacco Ads in the Past Month by Sex, Utah 2003 and 2005

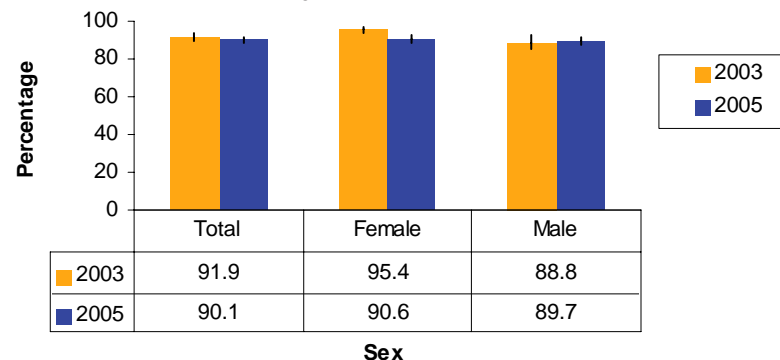
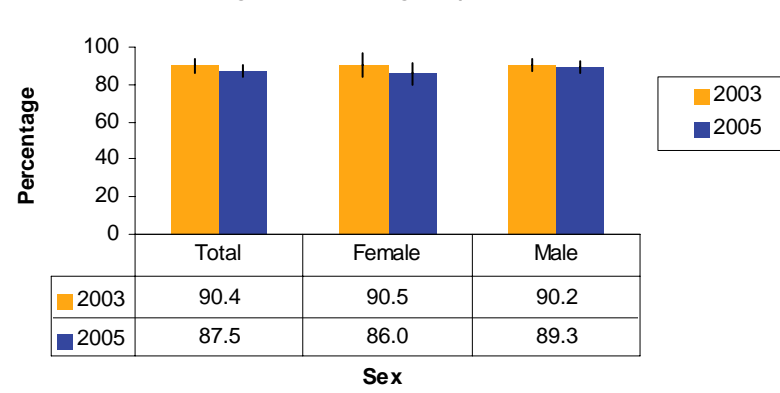


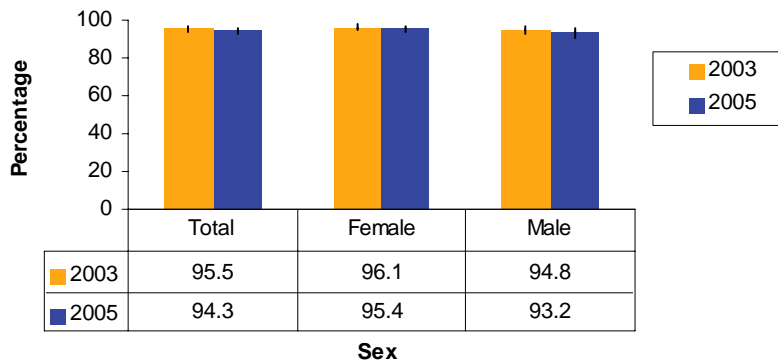
Figure 58. Percent of Middle School Students Who Reported Knowing The TRUTH Slogan by Sex, Utah 2003 and 2005



Exposure to “The TRUTH” Slogan and Quit Line Promotions

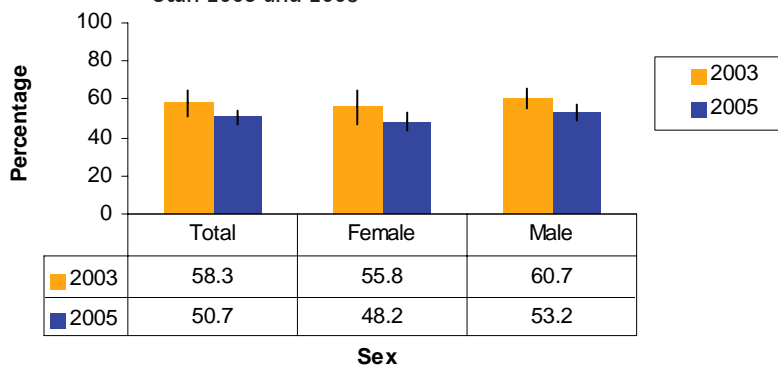
The TRUTH anti-tobacco campaign uses TV, radio, print, and event advertising to inform Utahns of available quit services. More than 90% of middle and high school students reported that they had heard The TRUTH slogan. More than half of students knew about the availability of a quit line for youth.

Figure 59. Percent of High School Students Who Reported Knowing The TRUTH Slogan by Sex, Utah 2003 and 2005



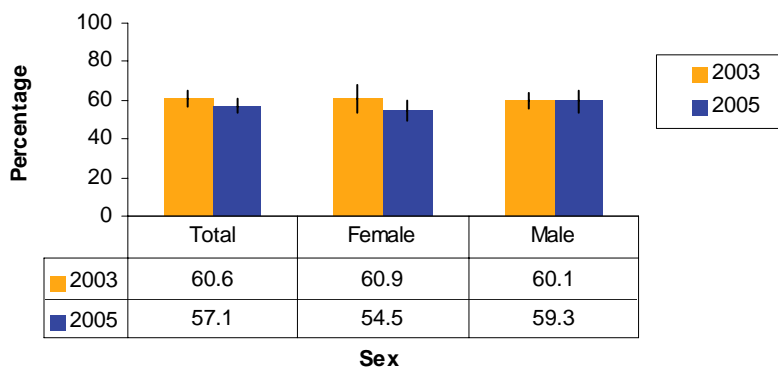
- In 2003 and 2005, about 95% of high school students reported that they had seen or heard The TRUTH anti-tobacco slogan.
- Male and female high school students reported comparable levels of awareness of The TRUTH slogan.
- More than half of middle school students reported that they had heard about Utah quit line services for youth.

Figure 60. Percent of Middle School Students Who Reported Knowing About the Tobacco Quit Line for Youth by Sex, Utah 2003 and 2005



- Since 2003, knowledge of quit line services declined somewhat among middle school students.
- In both survey years, male middle school students reported knowledge of the quit line more frequently than female students.

Figure 61. Percent of High School Students Who Reported Knowing About the Tobacco Quit Line for Youth by Sex, Utah 2003 and 2005



- In 2005, nearly 60% of high school students reported that they had heard about Utah quit line services for youth.
- Since 2003, knowledge of quit line services declined somewhat among female high school students. The percentage of male students who reported knowing about the quit line remained unchanged.

Participation in Tobacco Prevention by Type of School

Comprehensive tobacco prevention programs that combine mass media education with school and community-based programs are considered most effective in reducing tobacco use initiation. Students were asked if they participated in school- and community-based prevention during the past school year.

- In both survey years, middle school students were significantly more likely than high school students to have received tobacco prevention education in school.
- In 2003 and 2005, approximately 70% of middle school students and 50% of high school students reported that they were taught about the dangers of tobacco in school.
- Many tobacco prevention programs include components that allow students to practice refusal skills.
- In both survey years, more than 40% of middle school students and less than 20% of high school students reported that they practiced refusal skills.
- The percentage of students who reported participation in community-based anti-tobacco activities declined from 2003 to 2005 for both school types.
- Middle school students were somewhat more likely than high school students to report participation in community activities.

Figure 62. Percent of Students Who Reported That They Were Taught About the Dangers of Tobacco During the Past School Year by School Type, Utah 2003 and 2005

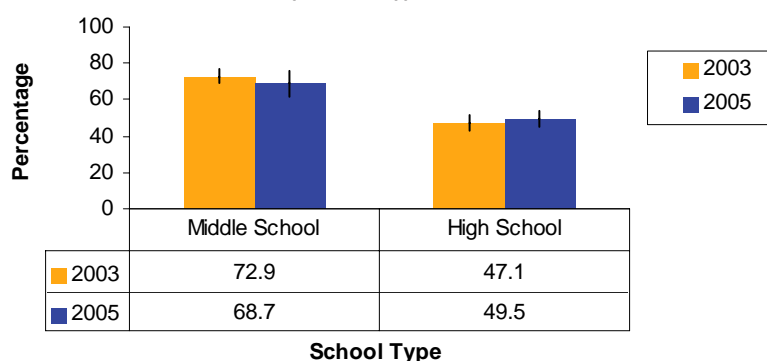


Figure 63. Percent of Students Who Reported That They Practiced Ways to Say NO to Tobacco During the Past School Year by School Type, Utah 2003 and 2005

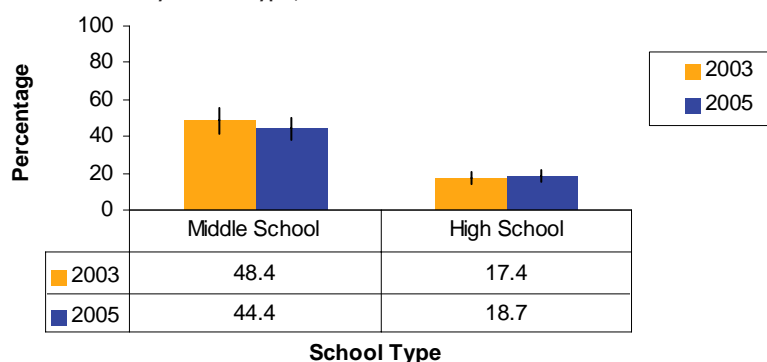
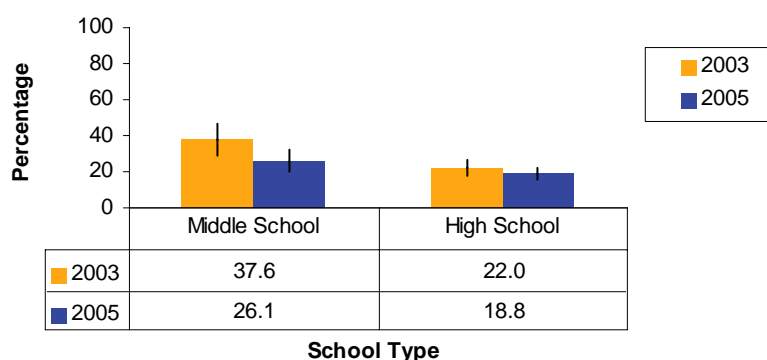
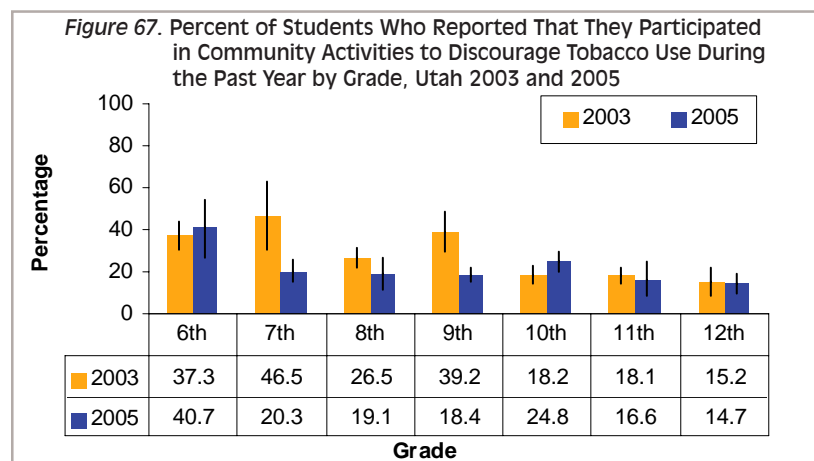
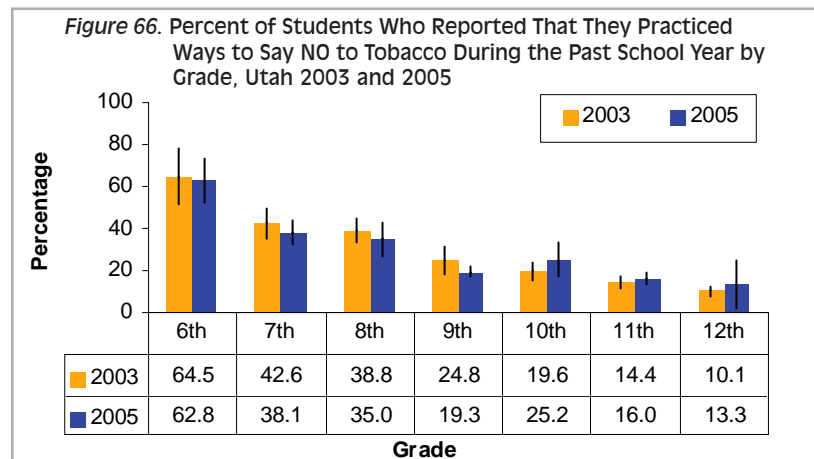
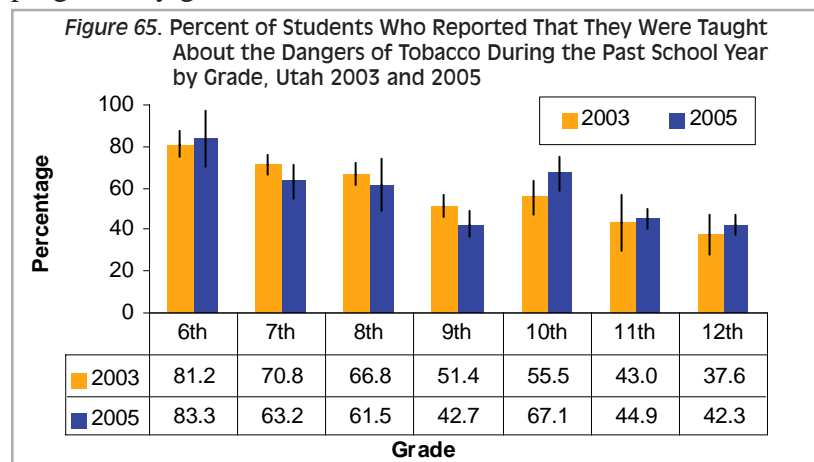


Figure 64. Percent of Students Who Reported That They Participated in Community Activities to Discourage Tobacco Use During the Past Year by School Type, Utah 2003 and 2005



Participation in Tobacco Prevention by Grade

The Center for Disease Control and Prevention's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction recommends that schools provide tobacco use prevention education in kindergarten through 12th grade. The graphs below show Utah participation rates in prevention programs by grade level.



- In middle school, 6th graders were most likely to have been exposed to tobacco prevention education in school. The percentage of students who reported receiving tobacco education generally declined with increasing grades.
- Among high school students, 10th graders were most likely to recall participation in school tobacco education.
- 2005 student data on current smoking showed that the greatest relative increase in current smoking occurred between 8th grade (3.2%) and 9th grade (7.6%). Less than 20% of 9th graders reported having practiced refusal skills in the past school year. Sixth graders were three times more likely to have practiced refusal skills than 9th graders.
- In 2005, sixth graders were twice as likely to participate in community-based tobacco prevention education than 7th or 8th graders.
- Among high school students, more 10th graders participated in community anti-tobacco events in 2005 than students in other grades.

Tobacco Use by Race/Ethnicity

To increase the numbers of participating non-White students, data from the 2003 and 2005 high school surveys were combined. The graphs below show differences in tobacco use experimentation and current use of tobacco products among racial/ethnic groups. However, due to small numbers of participating American Indian, Asian, Black, and Pacific Islander students, most differences are not statistically significant and estimates need to be interpreted with caution.

- Experimentation with cigarette smoking ranged from 25.9% among White high school students to 52.6% among Black or African American students.
- More than half of American Indian survey participants indicated that they had tried cigarette smoking. About 45% of Asian and Hispanic students reported experimentation. For students who identified themselves as Pacific Islanders, the rate was 38%.
- Current smoking estimates ranged from 9.1% among White high school students to 27.5% among Black or African American students.
- About one out of ten American Indian, Asian, and Hispanic students and about one out of five Pacific Islanders reported that they currently smoked.
- Current use of smokeless tobacco (SLT) was most frequently reported by Black, Pacific Islander, and American Indian students. Cigars and pipes were most often used by Black, Asian, and Pacific Islander students.

Figure 68. Percent of High School Students Who Reported Having Ever Tried Cigarette Smoking by Race/Ethnicity, Utah 2003 and 2005 (combined data)

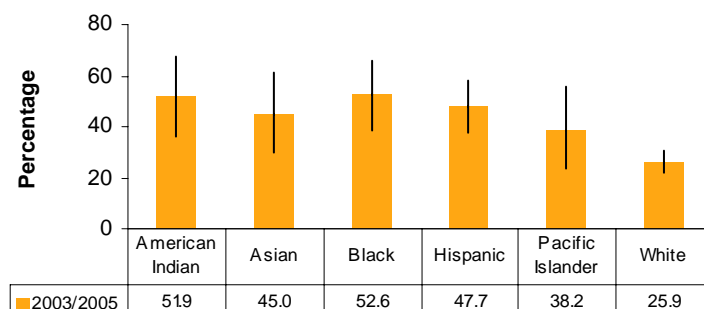


Figure 69. Percent of High School Students Who Reported Current Cigarette Smoking by Race/Ethnicity, Utah 2003 and 2005 (combined data)

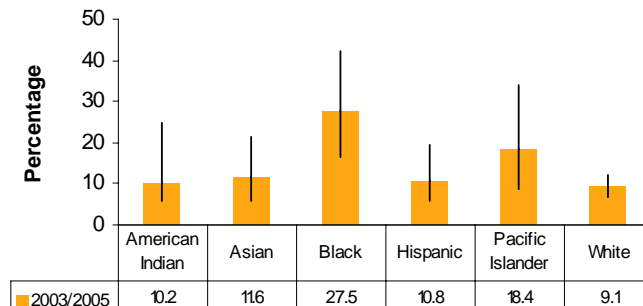
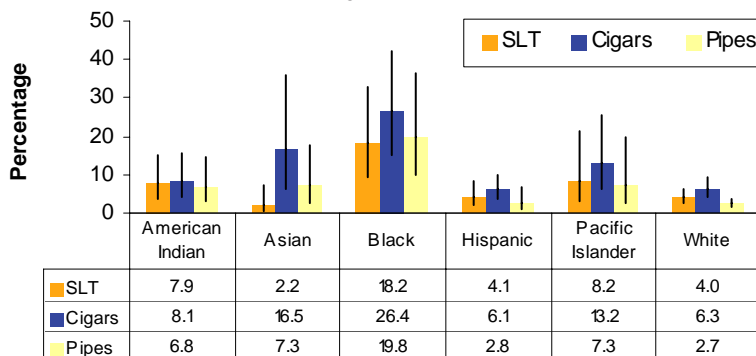


Figure 70. Percent of High School Students Who Reported Current Use of Tobacco by Race/Ethnicity and Product, Utah 2003 and 2005 (combined data)



Tobacco Attitudes by Race/Ethnicity

Students' belief in social benefits of tobacco use and in tobacco use-related harm and addiction serve as predictors of their susceptibility to experimentation with tobacco products. The majority of students in all racial/ethnic groups showed low acceptance of the idea that smoking is socially beneficial. In addition, most students had sound knowledge of the harmful effects of smoking and of addiction.

Figure 71. Percent of High School Students Who Reported Thinking That Smoking Cigarettes Made Young People Look Cool or Fit in by Race/Ethnicity, Utah 2003 and 2005 (combined data)

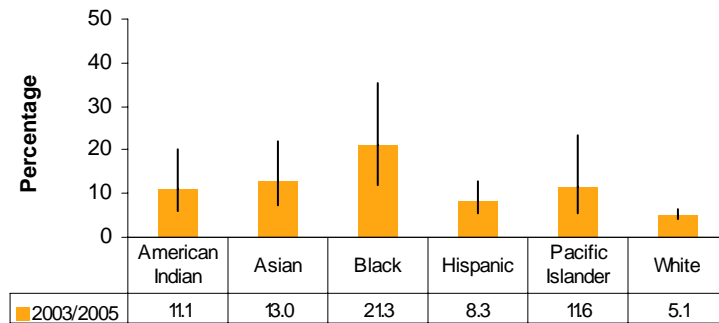


Figure 72. Percent of High School Students Who Reported Thinking That Young People Risk Harming Themselves if They Smoke 1-5 Cigarettes per Day by Race/Ethnicity, Utah 2003 and 2005 (combined data)

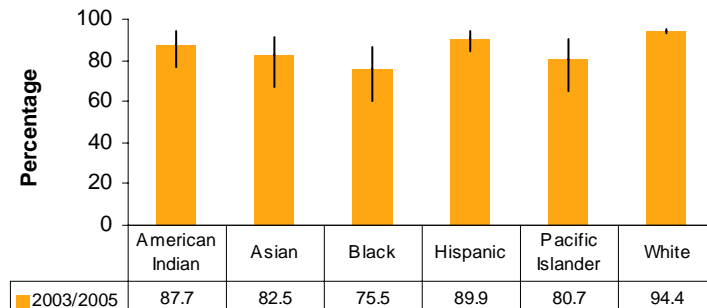
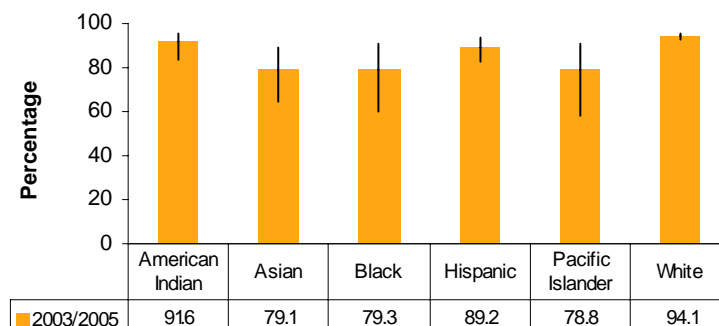


Figure 73. Percent of High School Students Who Reported Thinking That Young People Can Get Addicted to Tobacco by Race/Ethnicity, Utah 2003 and 2005 (combined data)



- The overall percentage of students who considered smoking cool or beneficial to fitting in was low among all groups. Generally, groups with higher smoking rates were somewhat more likely to view smoking as socially beneficial than groups with lower smoking rates.
- Most students agreed that smoking had harmful effects. The two groups with the highest rate of current smoking (Black and Pacific Islander students) were least likely to report that smoking 1-5 cigarettes was harmful. The groups who had the lowest rates of current smoking (White, Hispanic and American Indian students) reported most frequently that smoking posed risks to young people.
- More than three quarters of students in all groups were well informed about the addictive potential of tobacco. White, American Indian, and Hispanic students reported recognition of the addictive nature of tobacco at a higher rate than Pacific Islander, Asian, and Black students.

Cigarette Smoking and Use of Smokeless Tobacco by Local Health District

The Utah YTS high school samples were stratified by local health district. The tables below show rates of current cigarette smoking and smokeless tobacco use by local area. The Centers for Disease Control and Prevention analyzed and weighted local data sets with response rates higher than 60%. The Utah Department of Health conducted further analysis and weighting for districts with overall response rates over 50%. If overall response rates were below 50% rates were not calculated. In 2005, current smoking rates by local area ranged from 4.2% in Utah County to 20.0% in Southeastern Utah Health District.

Table 1: Current Use of Cigarettes and Smokeless Tobacco (SLT) Among High School Students by Local Health District, Utah 2005

	Prevalence				Participation	
	Cigarettes	95% C.I.	SLT	95% C.I.	Overall Rate	# of Students Participating
Statewide	10.3%	(+3.9%, -2.9%)	4.7%	(+3.7%, -2.1%)	61.2%	3,383
Bear River	9.2%	(+5.3%, -3.5%)	3.7%	(+4.7%, -2.1%)	70.1%	379
Central	insufficient sample				36.7%	169
Davis	6.2%	(+3.1%, -2.1%)	2.0%	(+3.8%, -1.4%)	68.5%	392
Salt Lake Valley	15.2%	(+18.2%, -9.2%)	6.6%	(+20.8%, -5.3%)	59.2%	346
Southeastern	20.0%	(+14.2%, -9.3%)	6.2%	(+6.1%, -3.2%)	51.9%	304
Southwest	9.1%	(+3.9%, -2.8%)	4.2%	(+5.3%, -2.4%)	81.7%	374
Summit	10.4%	(+9.5%, -5.3%)	2.3%	(+2.6%, -1.2%)	58.4%	281
Tooele	10.0%	(+5.1%, -3.5%)	4.4%	(+4.5%, -2.3%)	73.4%	344
TriCounty	13.9%	(+11.9%, -6.9%)	9.8%	(+7.9%, -4.6%)	59.1%	192
Utah County	4.2%	(+3.2%, -1.9%)	2.8%	(+1.8%, -1.1%)	61.9%	248
Wasatch	12.6%	(+12.5%, -6.8%)	9.6%	(+7.7%, -4.5%)	51.6%	83
Weber-Morgan	9.6%	(+6.2%, -3.9%)	3.7%	(+1.2%, -0.9%)	62.9%	271

Table 2: Current Use of Cigarettes and Smokeless Tobacco (SLT) Among High School Students by Local Health District, Utah 2003

	Prevalence				Participation	
	Cigarettes	95% C.I.	SLT	95% C.I.	Overall Rate	# of Students Participating
Statewide	8.8%	(+3.5%/-3.5%)	4.0%	(+1.5%/-1.5%)	64.3%	2,587
Bear River	10.6%	(+6.5%/-6.5%)	2.5%	(+1.6%/-1.6%)	58.5%	239
Central	17.4%	(+5.1%/-5.1%)	11.8%	(+4.0%/-4.0%)	63.9%	257
Davis	7.8%	(+4.4%/-4.4%)	2.7%	(+1.6%/-1.6%)	90.7%	349
Salt Lake Valley	9.2%	(+9.3%/-9.2%)	3.3%	(+3.4%/-3.3%)	59.0%	245
Southeastern	21%	(+8.3%/-8.3%)	6.8%	(+2.8%/-2.8%)	58.0%	278
Southwest	10.7%	(+5.4%/-5.4%)	5.3%	(+3.0%/-3.0%)	52.5%	192
Summit	9.5%	(+12.0%/-9.5%)	5.0%	(+5.5%/-5.0%)	69.5%	116
Tooele	6.4%	(+6.0%/-6.0%)	2.7%	(+2.8%/-2.7%)	89.5%	162
TriCounty	insufficient sample				32.2%	103
Utah County	4.4%	(+2.8%/-2.8%)	3.9%	(+2.2%/-2.2%)	74.4%	284
Wasatch	4.9%	(+4.9%/-4.9%)	2.0%	(+3.0%/-2.0%)	77.1%	54
Weber-Morgan	8.9%	(+4.3%/-4.3%)	5.5%	(+5.3%/-5.3%)	70.3%	308

C.I.: Confidence Interval

Technical Notes

Survey Methods

The Utah Student Health and Risk Prevention (SHARP) Survey Project

To decrease the survey burden on schools and improve survey response rates, the Utah Department of Health's Tobacco Prevention and Control Program, the Utah State Office of Education, and the Utah Department of Human Services' Division of Substance Abuse and Mental Health continued the SHARP school survey collaboration partnership that was initiated in 2003. The SHARP project is administered in Utah schools in odd years and includes the following three surveys: the Youth Tobacco Survey, the Youth Risk Behavior Survey, and Utah's Prevention Needs Assessment. The U.S. Centers for Disease Control and Prevention (CDC) developed the samples for the YTS and YRBS. In 2003 and 2005, statewide samples for all surveys received response rates higher than 60% and were weighted to reflect the student population in Utah's public middle and high schools.

UYTS Survey Instrument

The 2003 and 2005 Utah Youth Tobacco Survey (UYTS) forms were identical and used 63 standardized core questions developed by the CDC and 18 state-specific questions. The UYTS questions covered tobacco use prevalence; access to tobacco products; addiction; cessation; tobacco-related knowledge, attitudes, and intentions; tobacco prevention education; counter-marketing; industry strategies; second-hand smoke; and asthma surveillance.

Sampling

The UYTS uses a two-stage cluster sampling design to select a representative sample of public schools and students in Utah. High schools were selected to allow for analysis at the health district level. Middle schools were selected to allow for statewide analysis. The first stage sampling frame was constructed from public middle schools (schools containing any of the grades 6-8) and high schools (schools containing any of the grades 9-12) for a total of 50 schools with middle school grades and 96 schools with high school grades. The second sampling stage involved randomly selecting second-period classes within each school. All students in selected classes received a parental consent form that informed parents about the purpose of the survey and asked for active consent to allow students to participate. Only students who returned positive parental consent forms before surveys were administered were allowed to participate in the surveys. Overall participation rates (school participation rate x student participation rate) for the UYTS were 65% for middle schools and 61% for high schools. The data were weighted to adjust for varying probabilities of selection and non-response.

Analysis

2005 survey responses were received from 1,498 middle school students in 48 middle schools and 3,383 high school students in 88 high schools. The CDC calculated and provided sample weights, frequencies, and 95% confidence intervals for each question. Results are reported separately for middle and high school students.

Limitations

The UYTS did not include certain youth segments, such as students in private or alternative schools, school drop-outs, or youth in correctional facilities and treatment centers. Due to Utah's active consent law for school-based surveys, students who did not return their consent forms were not represented.

