

2007 - 2009 NH YOUTH TOBACCO STATEWIDE SURVEY

INCLUDING COMPARISON WITH 2001 - 2004

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



2007-2009 NH Youth Tobacco Statewide Survey

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DATA HIGHLIGHTS

The Centers for Disease Control and Prevention (CDC) estimates that 31,000 youth under 18 years of age now alive in New Hampshire will ultimately die prematurely from smoking and tobacco related diseases, such as lung cancer, cardiovascular diseases, and respiratory diseases. There is sufficient evidence to infer a causal relationship between many disease categories and smoking. Thousands more die from other tobacco-related causes, such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use. In NH, 1,600 children under 18 (underage) become new daily smokers each year.¹ Tobacco use puts youth at risk for nicotine addiction, cancer, chronic lung disease and heart disease later in their lives.^{2,3} Therefore, it is important to monitor tobacco use among youth in New Hampshire. The New Hampshire Youth Tobacco Survey (NH YTS) helps the New Hampshire Tobacco Control and Prevention Program (TPCP) and CDC to collect information on smoking and tobacco use among New Hampshire youths. Some of the major findings from the Youth Tobacco Survey (YTS) conducted during 2001 through 2009 include:

- The smoking prevalence for NH high school (HS) students has significantly declined from 25.3% in 2001 to 16% in 2009. NH has met its national health objective for 2010, which is to reduce the prevalence of current cigarette use among HS students to $\leq 16\%$ (objective no. 27-2b).⁴ The challenge ahead will be to meet the upcoming milestone set forth by Healthy People 2020.
- There has been no significant difference in the smoking prevalence between male and female students. Among female HS students 15.5% smoke compared with 16.5% of male students. HS males were more likely than HS females to smoke other tobacco products, such as cigars, tobacco in a pipe, bidis (a thin cigarette made of tobacco flake wrapped in a leaf and secured with colored thread at both ends), or kreteks (cigarettes made with a blend of tobacco, cloves, and other flavors), or to use spit or smokeless tobacco.
- HS students were more likely to smoke cigarettes (16.1%) or cigars (14.5%) and use smokeless tobacco (7.4%) than to use other forms of tobacco, such as kreteks or bidis.
- Most HS current smokers obtained cigarettes by giving someone else money to buy cigarettes (33.2%) or by “bumming” them (29.0%). Twelve percent of HS current smokers reported purchasing their own cigarettes from a store or vending machine, which in most cases will mean underage access to tobacco.
- Forty percent of HS current smokers said that they would like to quit, 52% said that they have tried to quit, and 39% of former smokers said that they have remained tobacco free.
- Among HS students, 84.5% reported seeing images of tobacco used by actors on television or in the movies and 25.5% reported seeing tobacco used by athletes on television or in the movies in the past year.
- The proportion of HS students who have been exposed to secondhand tobacco smoke by being in a room or in a car with a smoker declined significantly from 72% in 2001 to 54.2% in 2009, indicating changing attitudes and an increasing number of smoke-free homes in NH.

INTRODUCTION

The 2007-2009 NH YTS is the fourth comprehensive survey of tobacco related knowledge, attitudes, and behaviors among NH public school students. In 2000, 2004, and 2007, the NH YTS surveyed students in grades six through twelve. In 2009, NH YTS surveyed only HS students with the plan of surveying Middle School (MS) in 2011. The 2007-2009 findings presented in this report are representative of all NH public HS students in grades nine through twelve. There will be a separate MS report from data that will be collected in 2011.

The purpose of the YTS is to collect data needed to design, implement, and evaluate comprehensive tobacco control programs that work to prevent young people from beginning tobacco use and help those who have already started using tobacco to quit. Data from the YTS can be used to monitor the five components of CDC's Best Practices for Comprehensive Tobacco Control Programs:

- State and Community Intervention
- Health Communication Intervention
- Cessation Intervention
- Surveillance and Evaluation
- Administration and Management

The data in this report provide information on many key tobacco-related intermediate and long-term key indicators, allowing NH to measure progress toward state and national goals and objectives. YTS data increase our understanding of the influence of pro-tobacco marketing, advertising, and products on young people and, conversely, of the effects of anti-tobacco campaigns working to counter them. The State can compare its YTS data both with those collected in another state as well as national data.

A national health objective for 2010 is to reduce the prevalence of current cigarette use among HS students to 16% or less (27-2b).⁵ The Tobacco Prevention and Control Program (TPCP), under the Bureau of Prevention Services (BPS) of the New Hampshire Department of Health and Human Services (NH DHHS), prepares this report to examine changes in cigarette use among public school students in NH, and to monitor the impact of interventions at the state level and national level.

The goals of the TPCP are to reduce disease, disability, and death related to tobacco use by: a) preventing youth from starting to use tobacco; b) promoting quitting among youth through education, media outreach, and community activities; c) eliminating exposure to secondhand smoke; and d) prioritizing efforts to make policy changes to support those populations most affected by tobacco use.

FREQUENTLY ASKED QUESTIONS

Q. Why is the survey being done?

A. The NH YTS is designed to enhance our state's capacity to design, implement, and evaluate the youth component of our state's Tobacco Prevention and Control efforts. The NH YTS will provide data of students enrolled in public schools in NH with respect to prevalence of tobacco use (cigarettes, smokeless tobacco, cigars, and pipes), exposure to environmental tobacco smoke (ETS), minors' access to tobacco products, knowledge and attitudes, media and advertising, school curriculum, and tobacco cessation.

Q. We already have the Youth Behavior Risk Survey (YRBS) data on smoking. Why do we also need the kind of data provided by the YTS? Is this necessary?

A. There are a number of distinctions between YTS and YRBS: 1) The NH YRBS covers grades 9-12. The YTS covers grades 6-12. 2) The YTS includes 63 tobacco related questions; YRBS has 9. The additional questions, the YTS cover: prevalence, media and advertising, cessation, knowledge and attitudes, environmental tobacco use, school curriculum, and enforcement and minors' access. All of this information is needed for surveillance and evaluation of New Hampshire's Tobacco Prevention and Control efforts.

Q. How long does it take to fill out the questionnaire? Is there some sort of physical test?

A. One class period is needed for administration of the self-administered questionnaire. It takes approximately 10 minutes for the survey administrator to distribute survey materials and read directions to the students. It then takes approximately 35 minutes for students to record their responses. The questionnaire contains approximately 70 multiple-choice questions. No physical test or exam is involved.

Q. Are sensitive questions asked?

A. No. All questions on the survey relate to students' attitudes, behavior, and knowledge about tobacco use, intent to use, exposure to tobacco use, and exposure to tobacco marketing/advertising.

Q. Is a student's participation anonymous? How is student privacy protected?

A. Survey administration procedures are designed to protect students' privacy and allow for anonymous participation. Students submit a scannable answer sheet, containing no personal identifiers, which are then placed in a large box or large envelope. Published reports do not include names of participating counties, cities, school districts, schools, or students.

Q. Is this survey voluntary? What if school districts, schools, or students do not choose to participate?

A. Participation in YTS is voluntary. However, to develop accurate baseline national estimates of tobacco use and intent to use among adolescents, participation rates must be high. Schools and students are selected randomly by CDC and cannot be replaced.

METHODS

The 2007 and 2009 NH YTS were conducted during February to May 2007 and 2009 respectively in NH public High Schools (HS). For the purpose of this survey, the HS is defined as grades nine through twelve.

Sample Selection: The NH YTS was based on a probability sample with a two-stage sample design. First, 69 HS in 2007, and 68 HS in 2009 were randomly selected with probability proportional to their enrollment size. Second, classrooms were chosen randomly within selected schools. The second sampling stage consisted of systematic equal probability sampling (with a random start) of classes from each school that participated in the survey. All students in the selected classes were eligible to participate in the survey. Schools distributed parental consent forms before the survey date. All students in these classrooms were asked to participate in the voluntary survey by completing a questionnaire.

The 2007 and 2009, NH YTS used a paper and pencil questionnaire consisting of 72 multiple-choice questions (included at the end of this report). The students in the classroom completed the questionnaire. The Office on Smoking and Health (OSH) at the CDC developed the sample design and survey administration protocols. The sample design and the questionnaire were developed in collaboration between CDC and the NH TPCP. Schools from 55 towns and cities across NH participated in the survey. Each county had at least one participating school located within it.

Survey Administration: Since 2007, the NH DHHS and the NH Department of Education (DOE) have collaborated and co-administered NH YTS with NH YRBS in NH HS. The dual administration of the YTS and YRBS in HS throughout the state has allowed for higher quality data collection, increased ability to achieve valid weighted data, and managed survey administration resulting in the reduction of the survey burden among schools and saved resources. The coordination is typically done by sampling double or triple the number of schools or double or triple the number of classrooms. Doubling the number of schools sampled produces two non overlapping samples of schools. The samples can be used during the same or separate semesters, and schools can be assured that they will be asked to participate in only one survey. Since NH does not have numerous HS to use this approach, the other approach of doubling the classroom was chosen. Doubling the number of classes increases the burden within sampled schools but minimizes the number of schools asked to participate

Response Rates: In 2007, sixty of the sixty-nine HS in the sample agreed to participate (88.2%). Of the 1,927 sampled HS students enrolled in selected classrooms, 1,600 (83.0%) completed questionnaires. The overall response rate for the HS sample was 73.26% ($88.24\% * 83.03\% = 73.26\%$). In 2009, fifty-five of the sixty-eight sampled schools participated (76.47%). Of the 1,734 sampled HS students enrolled in selected classroom, 1,492 (87.56%) completed usable questionnaires. The overall response rate for the HS sample was $76.47\% * 87.56\% = 66.96\%$ for 2009. A 60% overall response rate is required for weighted data.

Weighting Procedures: A weight has been associated with each questionnaire to reflect the likelihood of sampling each student and to reduce bias by compensating for differing patterns of non-response. The weighted results can be used to make important inferences concerning tobacco use and associated risk behaviors of all regular public school students in grades nine through twelve in NH. The 2007 and 2009 NH YTS data has been weighted to adjust for non-response and to make them representative of the NH population of all public HS students. Analysis of the 2007, and 2009 NH YTS was done with SAS (Statistical Analysis Software) and SUDAAN (Software for Statistical Analysis of Correlated Data) to account for the complex sampling design of the survey. When the

response rates are insufficient to permit weighting, state and local data represent only those students who participated in the survey and are not generalized to the entire student population.

One limitation of the data presented in this report is that they do not represent youth who are not enrolled in public schools. This includes private school students, those who are home schooled and those who have dropped out of school. The NH DOE⁶ reported the annual High School dropout percentage to be 2.5% based on 2007 Fall Enrollment. The NH DOE estimated the 4-year cumulative dropout rate as 9.7%*. In 2008-2009, 20,131 of all NH students were enrolled in non-public schools and 4,800 were in home schooling compared to 197, 956 enrolled in public schools. The National Health Interview Survey (NHIS) and YRBS conducted in 1992 demonstrated that out-of-school youth are more likely than youth attending school to engage in the majority of health-risk behaviors.

Definitions used in this report such as “current smoker,” “frequent smoker,” and “lifetime or ever smoker” are standard definitions provided by CDC and are included in the definitions section at the end of this document. Frequencies for demographic characteristics of HS students completing the questionnaire are presented below. Because of the small number of students in ethnic or racial groups other than White Non-Hispanic, data are not presented by race or ethnicity.

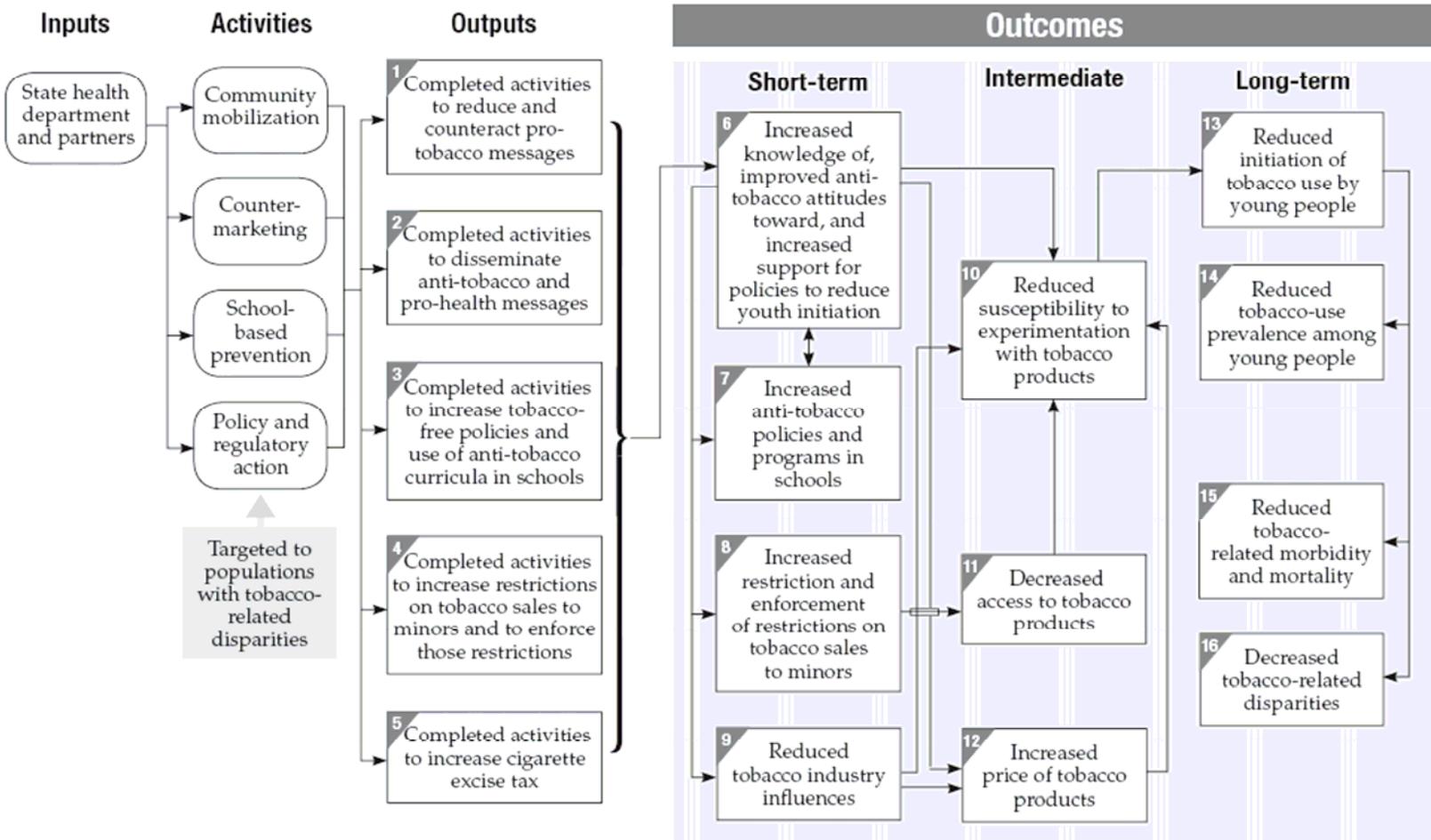
95% Confidence Intervals (CI): When available, 95%, plus or minus confidence intervals ($95\% \pm CI$) are presented along with point estimates for survey data. Because this information was collected from a sample of the population, each percentage, also called point estimates, is an estimate of the true prevalence. The CI reflects the degree of uncertainty for each estimate. For example, in Table 3, 46.4% of sampled NH HS students reported lifetime use of any form of tobacco in 2009, with a 95% CI of 50.8% - 42.0%. This means that our best estimate is 46.4% of NH HS students had used tobacco during their lifetime, but the true value could actually be as low as 42.0% or as high as 50.8%. In other words, this estimate has a margin of error of $\pm 4.4\%$. CI are used in lieu of statistical tests and p values. The overlap between CI is used to draw conclusions regarding the differences between population parameters. Overlapping CI indicates that the difference is not statistically significant at the selected significance level. If the CI do not overlap, the group’s means are significantly different.

* Definition: Annual Dropout Rate = Dropouts divided by the October 1, 2007 enrollment plus students that dropped out before October 1st. Cumulative Rates = $1 - (1 - \text{annual rate})^4$. This formula applies the annual rate to a progressively declining base population. The cumulative rate represents the percentage of current students who will early exit or drop out before reaching graduation if the annual rate does not change.

CDC's LOGIC MODEL FOR PREVENTING INITIATION OF TOBACCO USE AMONG YOUNG PEOPLE

Goal Area 1

Preventing Initiation of Tobacco Use Among Young People

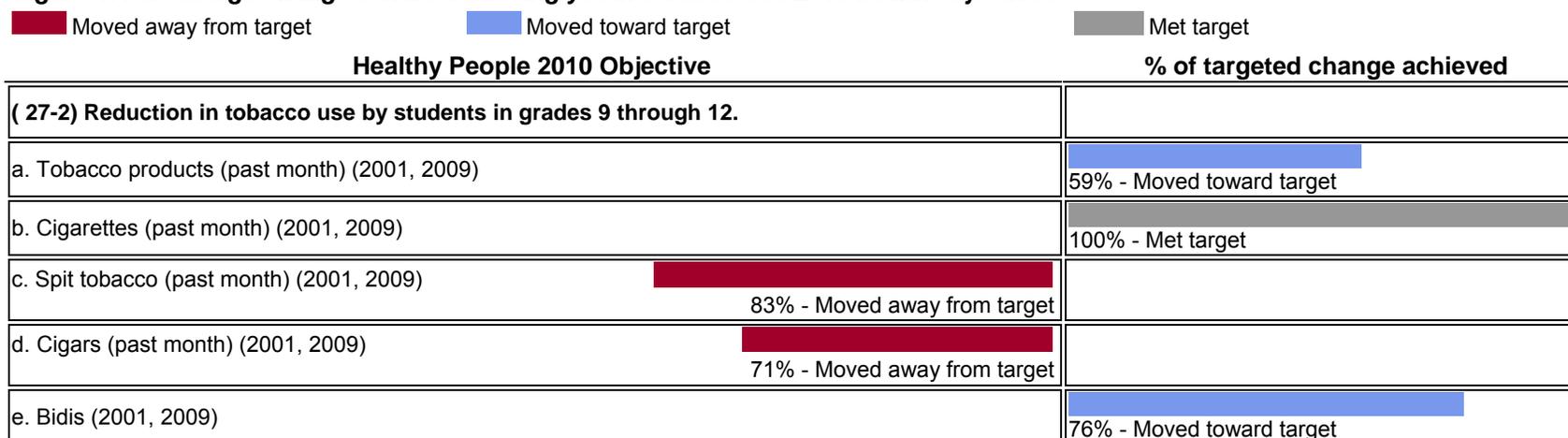


YOUTH TOBACCO USE HEALTHY PEOPLE 2010 OBJECTIVES

TOBACCO USE	Objective Number	NH Baseline Data		NH Current Data		US Healthy People 2010
		Year	Estimate	Year	Estimate	Target
Healthy People 2010 Objective						
Reduction in tobacco use by students in grades 9 through 12						
a. Tobacco products (past month)	(27-2.)	2001	30.7%	2009	25.0%	21.0%
b. Cigarettes (past month)	(27-2.)	2001	25.3%	2009	16.0%	16.0%
c. Spit tobacco (past month)	(27-2.)	2001	4.5%	2009	7.4%	1.0%
d. Cigars (past month)	(27-2.)	2001	11.8%	2009	14.5%	8.0%
e. Bidis	(27-2.)	2001	6.5%	2009	3.1%	2.0%

Note. *Healthy People 2010* is a set of national health targets for the decade. These objectives are specific to NH youth. The survey findings are aligned with the healthy People 2010 for evaluation purposes.

Figure 1. Percentage change toward achieving youth tobacco-use 2010 health objectives



Tobacco use is the leading cause of death in the United States.⁷ Reducing tobacco use by youth is a priority established in both Healthy New Hampshire 2010 and Healthy People 2010. NH has met one of its tobacco use prevention health objectives for the year 2010. NH has not yet met its remaining objectives for reducing the prevalence of youth current use of tobacco products and has not yet met the Healthy People 2010 objectives for youth tobacco use prevention. New objectives have been proposed for the next decade of Healthy People 2020 to collaboratively promote health and prevent diseases.

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

While nearly 80% of smokers began smoking before they were 18 years old,⁸ most diseases attributable to smoking do not emerge until adulthood. However, according to the U.S. Surgeon General's report, cigarette smoking during adolescence appears to reduce the rate of lung growth and the level of maximum lung function that can be achieved. Young smokers are likely to be less physically fit than young nonsmokers; fitness levels are inversely related to the duration and the intensity of smoking. Adolescent smokers report that they are significantly more likely than their nonsmoking peers to have phlegm production, wheezing, and overall diminished physical health. Cigarette smoking during childhood and adolescence poses a clear risk for respiratory symptoms and problems during adolescence; these health problems are risk factors for other chronic conditions in adulthood, including chronic obstructive pulmonary disease.⁹

Healthy People 2010 provides a set of evidence-based objectives for improving the health of all Americans to be achieved over 10 years. Its two overarching goals are to increase the quality and years of healthy life and to eliminate health disparities. Tobacco is one of the twenty-eight focus areas. Progress toward reaching the objectives is an ongoing effort. Healthy People 2020 is currently under development, and the Healthy People 2020 objectives will be released along with guidance for achieving the new 10-year targets.

Method: Years in parentheses in Figure 1, represents the baseline data year and the most recent data year used to compute the percent of the Healthy People 2010 target achieved, by using the following formula:

$$\text{Percent of targeted change achieved} = \left(\frac{\text{Most recent value} - \text{baseline value}}{\text{Year 2010 target} - \text{baseline value}} \right) \times 100$$

Tobacco Use

LIFETIME TOBACCO USE

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

Lifetime Use by Type of Tobacco

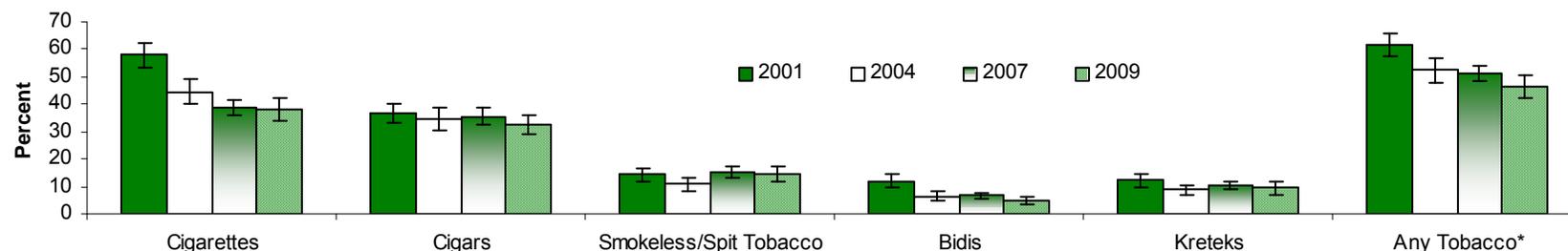
Current estimates show that 38% of HS students in NH reported having ever tried cigarette smoking during their lifetime. Among HS students, the prevalence of lifetime use of cigarettes and bidis was significantly lower in 2004, 2007, and 2009 compared with 2001. The lifetime use of other tobacco products, like smokeless tobacco or cigars, does not seem to change much over the years. The question regarding lifetime use of tobacco in a pipe was only asked in 2004 and is not shown here.

Table 1. Prevalence of Lifetime Use of Tobacco, by Type, NH HS Students, 2001-2009

	2001		2004		2007		2009	
	%	± 95 % CI						
Cigarettes	57.9	4.5	44.7	4.8	38.8	3.0	37.9	4.1
Cigars	36.9	3.5	34.9	4.1	35.5	3.0	32.3	3.4
Smokeless/Spit Tobacco	14.4	2.4	10.8	2.7	15.5	2.1	14.8	2.7
Bidis	12.0	2.4	6.5	1.5	6.6	1.1	4.6	1.4
Kreteks	12.4	2.5	8.9	1.8	10.2	1.5	9.6	2.4
Any Tobacco*	61.7	4.4	52.5	4.6	51.4	3.0	46.4	4.4

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

Figure 2. Prevalence of Lifetime Use of Tobacco, by Type, NH HS Students, 2001-2009



Lifetime Tobacco Use by Gender

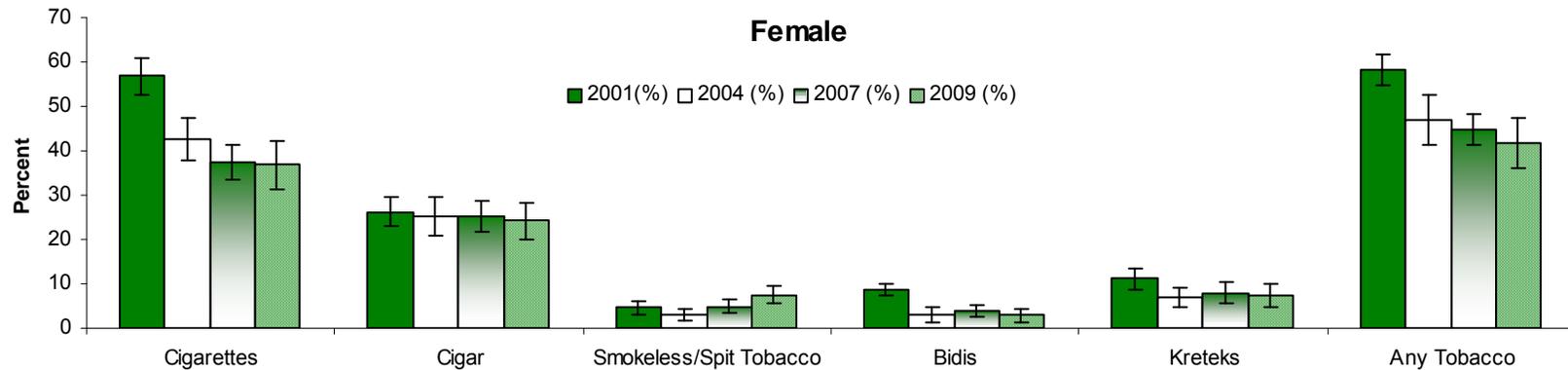
FEMALE

For female students, the prevalence of lifetime use of tobacco by type was lower in 2009 compared with 2007 except for smokeless tobacco, which was significantly higher in 2009 compared with 2007. There is very little change between 2007 and 2009 among both male and female students reporting smoking cigarettes and cigars. The ever bidi use has declined significantly from 2001 to 2009.

Table 2. Prevalence of Lifetime Use of Tobacco, by Gender, HS Students, 2001-2009, NH YTS

	Female							
	2001		2004		2007		2009	
	%	± 95 % CI	%	± 95 % CI	%	± 95 % CI	%	± 95 % CI
Cigarettes	56.8	8.1	42.7	4.8	37.5	4.0	36.8	5.4
Cigar	26.3	4.9	25.2	4.2	25.3	3.4	24.2	4.2
Smokeless/Spit Tobacco	4.6	1.6	3.2	1.3	4.9	1.5	7.6	2.1
Bidis	8.5	2.7	3.2	1.8	3.9	1.3	2.9	1.4
Kreteks	11.1	3.0	7.1	2.1	8.0	2.3	7.4	2.4
Any Tobacco	58.3	7.9	47.1	5.7	44.9	3.4	41.8	5.6

Figure 3. Prevalence of Lifetime Use of Tobacco, by Gender, HS Students, 2001-2009, NH YTS



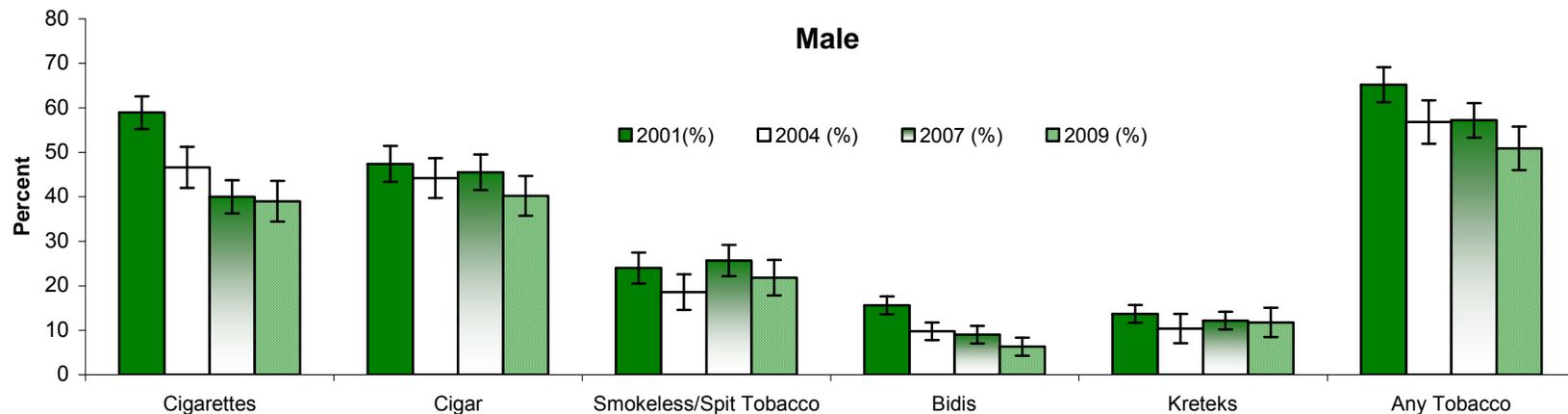
MALE

HS males were significantly more likely than females to have used spit tobacco, bidis, or kreteks at some time in their lives. The prevalence of lifetime use of cigarettes or cigars by males and females was not significantly different. Bidi use significantly declined among males in 2009 compared with 2007. The prevalence of lifetime cigars and smokeless tobacco use remains high, with 40% students reporting lifetime use of cigars and 22% reporting lifetime use of smokeless tobacco.

Table 3. Prevalence of Lifetime Use of Tobacco, by Gender, HS Students, 2001-2009, NH YTS

	Male							
	2001		2004		2007		2009	
	%	± 95 % CI						
Cigarettes	58.9	5.3	46.6	5.6	40.0	3.7	39.0	4.6
Cigar	47.4	3.9	44.2	5.3	45.5	4.0	40.2	4.5
Smokeless/Spit Tobacco	24.0	3.3	18.6	4.2	25.7	3.5	21.8	4.0
Bidis	15.6	3.5	9.8	2.2	9.0	2.0	6.3	2.0
Kreteks	13.7	3.3	10.4	2.7	12.2	2.0	11.8	3.3
Any Tobacco	65.2	3.3	56.8	4.9	57.2	3.9	50.9	4.9

Figure 4. Prevalence of Lifetime Use of Tobacco, by Gender, HS Students, NH 2001-2009, NH YTS



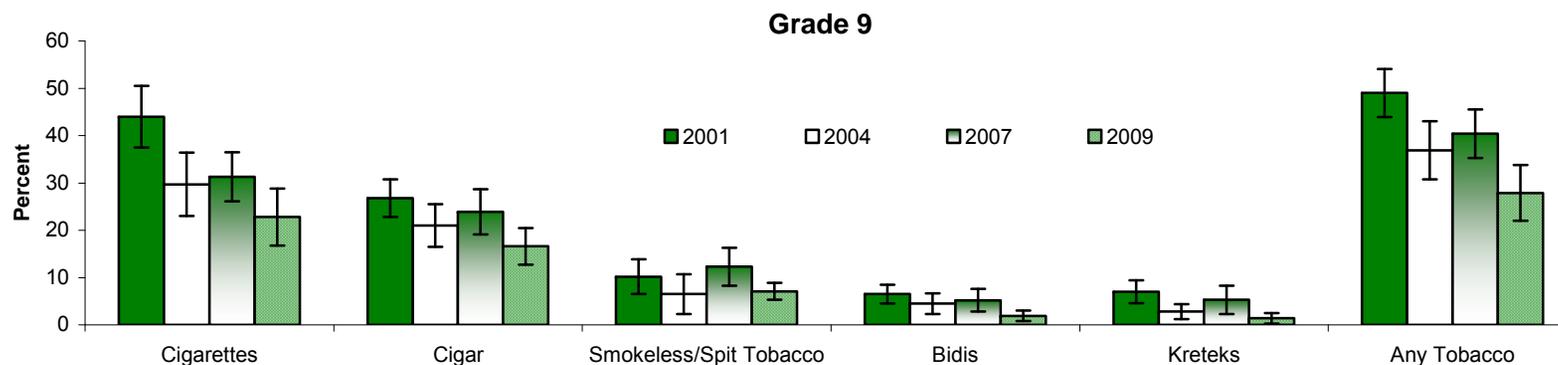
Lifetime Tobacco Use by HS Grade

Grade 9

Table 4. Prevalence of Lifetime Use of Tobacco, by Grade, 2001- 2009, NH YTS

	9th Grade							
	2001		2004		2007		2009	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes	44.0	6.5	29.7	6.7	31.3	5.2	22.8	6.0
Cigar	26.8	4.0	21.0	4.5	23.9	4.8	16.6	3.9
Smokeless/Spit Tobacco	10.2	3.7	6.5	4.2	12.3	4.0	7.1	1.8
Bidis	6.5	2.0	4.5	2.2	5.2	2.4	1.9	1.1
Kreteks	7.0	2.4	2.8	1.6	5.3	3.0	1.4	1.1
Any Tobacco	49.0	5.1	36.9	6.1	40.4	5.1	27.9	5.9

Figure 5. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS

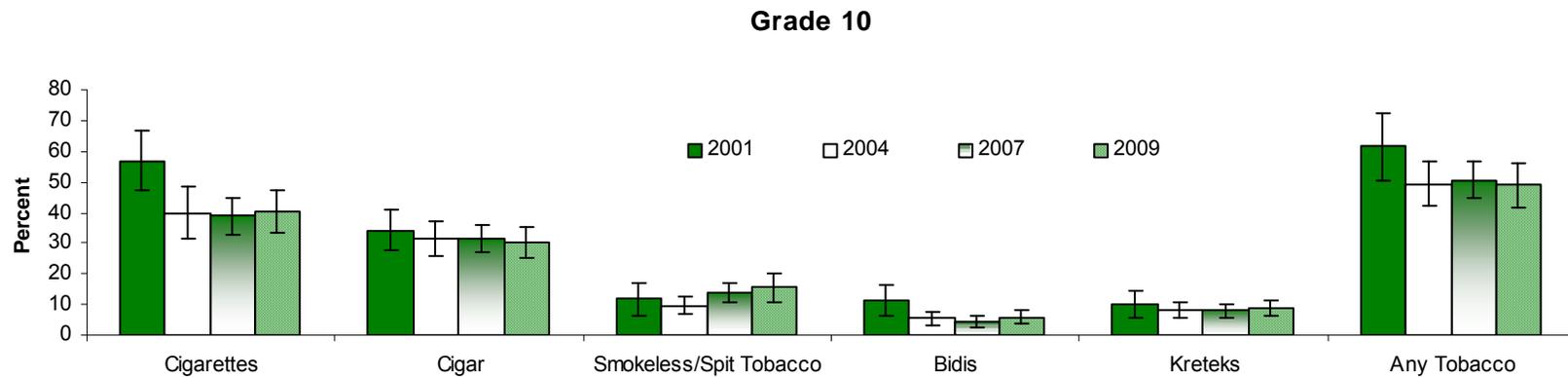


Grade 10

Table 5. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS

		10th Grade							
		2001		2004		2007		2009	
		%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes		56.9	9.7	39.8	8.5	38.9	5.9	40.2	6.9
Cigar		34.1	6.6	31.4	5.7	31.4	4.4	30.1	4.9
Smokeless/Spit Tobacco		11.7	5.4	9.6	2.8	13.6	3.2	15.6	4.6
Bidis		11.4	5.1	5.4	2.3	4.3	1.8	5.7	2.2
Kreteks		10.2	4.5	8.1	2.4	7.9	2.2	8.7	2.4
Any Tobacco		61.5	10.9	49.3	7.2	50.7	6.0	49.0	7.3

Figure 6. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS

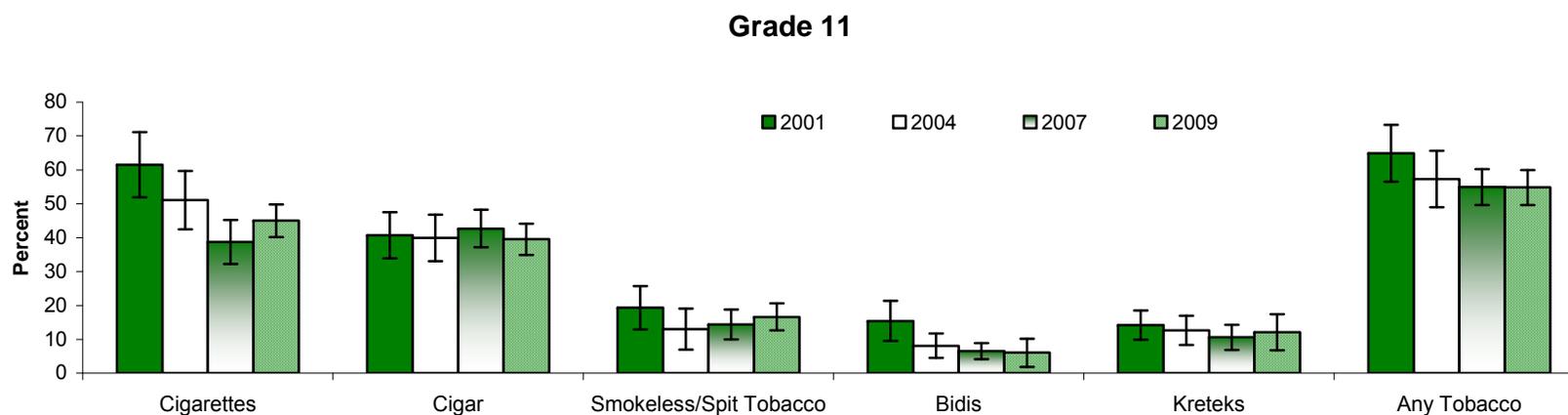


Grade 11

Table 6. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS

	11th Grade							
	2001		2004		2007		2009	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes	61.5	9.6	51.1	8.6	38.7	6.5	45.0	4.8
Cigar	40.7	6.8	39.9	6.9	42.7	5.5	39.5	4.6
Smokeless/Spit Tobacco	19.3	6.4	13.0	6.0	14.4	4.4	16.6	4.0
Bidis	15.4	5.9	8.1	3.6	6.5	2.4	6.0	4.2
Kreteks	14.2	4.3	12.6	4.3	10.6	3.7	12.1	5.3
Any Tobacco	64.9	8.4	57.3	8.3	54.9	5.3	54.8	5.2

Figure 7. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS

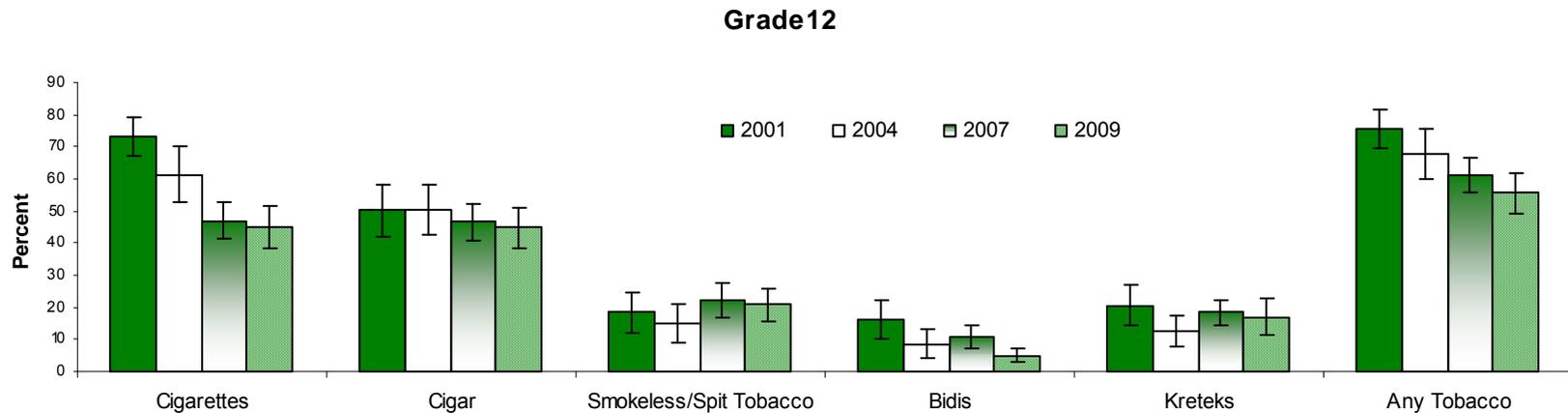


Grade 12

Table 7. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS

12th Grade									
	2001		2004		2007		2009		
	%	± 95% CI							
Cigarettes	73.4	6.0	61.4	8.5	47.1	5.5	45.1	6.7	
Cigar	50.3	8.1	50.3	7.9	46.7	5.7	44.9	6.4	
Smokeless/Spit Tobacco	18.4	6.3	14.9	5.9	22.3	5.6	20.9	5.2	
Bidis	16.3	6.2	8.7	4.7	10.6	3.6	5.1	2.0	
Kreteks	20.6	6.1	12.5	4.9	18.5	3.9	17.0	5.6	
Any Tobacco	75.4	5.9	67.8	7.9	61.2	5.3	55.6	6.3	

Figure 8. Prevalence of Lifetime Use of Tobacco, by Grade, 2001-2009, NH YTS



CURRENT TOBACCO USE

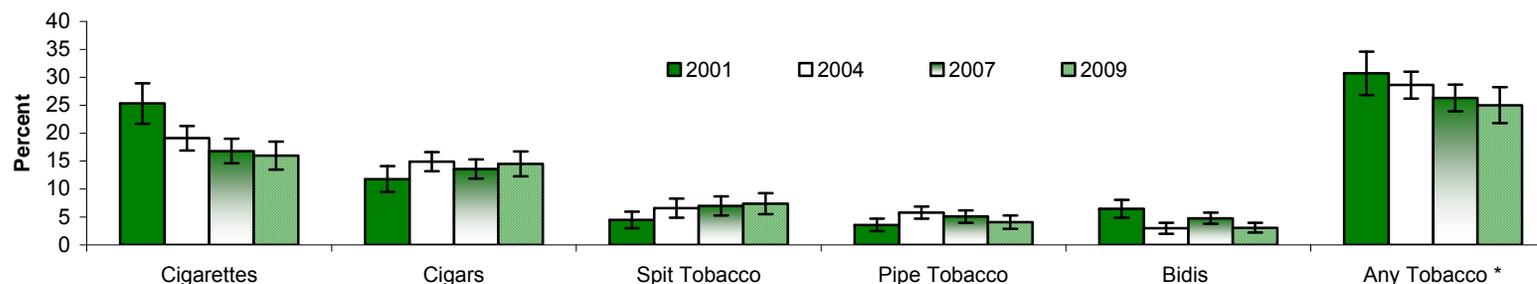
Current use was defined as smoking or using tobacco on one or more of the previous 30 days. The prevalence of current tobacco use among HS student was 31%, 29%, 26%, and 25% in 2001, 2004, 2007, and 2009 respectively. HS students were significantly more likely to smoke cigarettes or cigars than use other types of tobacco. The prevalence of smoking bidis and cigarettes declined significantly between 2001 and 2009. There were no other significant changes in the prevalence of current use of various forms of tobacco or of any tobacco between 2001 and 2009 (Table 8). The prevalence of current smoking declined significantly from 25.3% in 2001 to 16% 2009 meeting the Healthy People 2010 Health Objective.

Table 8. Prevalence of Current Use of Tobacco, by Type, Among HS Students, 2001- 2009 NH YTS

	2001		2004		2007		2009	
	%	± 95% CI						
Cigarettes	25.3	3.6	19.1	3.4	16.8	2.2	16.0	2.5
Cigars	11.8	2.3	14.9	3.1	13.6	1.7	14.5	2.2
Spit Tobacco	4.5	1.5	6.6	2.3	7.0	1.7	7.4	1.9
Pipe Tobacco	3.6	1.1	5.8	1.6	5.1	1.1	4.1	1.2
Bidis	6.5	1.6	3.0	1.0	4.8	1.0	3.1	0.9
Any Tobacco *	30.7	3.9	28.6	4.4	26.3	2.4	25.0	3.2

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

Figure 9. Prevalence of Current Use of Tobacco, by Type, Among HS Students, 2001- 2009 NH YTS



Current Tobacco Use by Gender

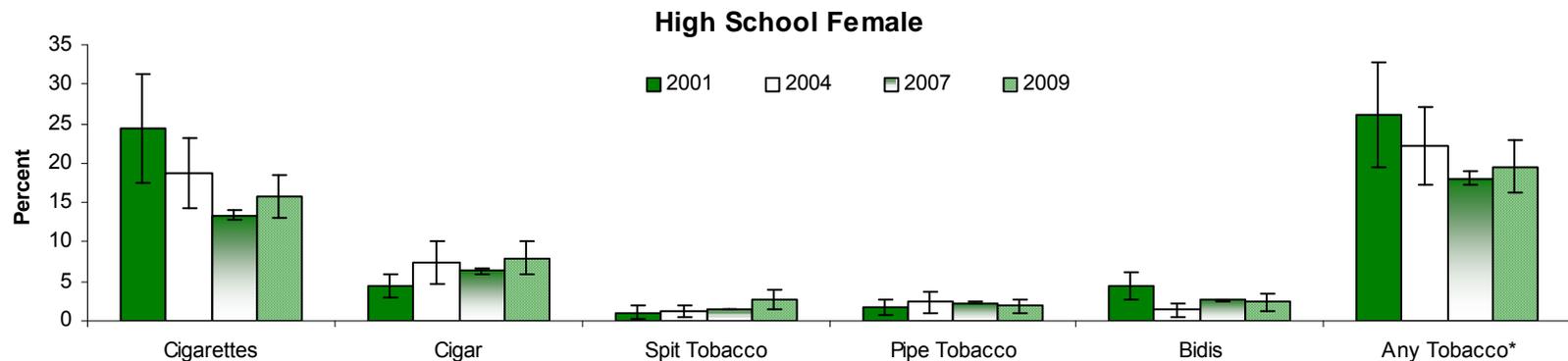
HS males were significantly more likely to have smoked cigars, pipe tobacco, bidis, or kreteks, or to have used spit tobacco than HS females. Overall, HS males were more likely to have used any tobacco than HS females (Figure 10). Among HS students, however, males were more likely to use all forms of tobacco than females, with the exception of cigarettes and were more likely overall to be current users of some form of tobacco.

Female

Table 9. Prevalence of Current Use of Tobacco, by Gender and Type of Tobacco, 2001-2009, HS, NH YTS

	Female							
	2001		2004		2007		2009	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes	24.4	6.8	18.7	4.5	13.4	2.9	15.8	2.8
Cigar	4.5	1.5	7.4	2.7	6.3	1.7	7.9	2.1
Spit Tobacco	1.1	0.8	1.2	0.8	1.5	0.7	2.8	1.2
Pipe Tobacco	1.7	1.0	2.4	1.4	2.3	1.0	1.9	0.9
Bidis	4.5	1.7	1.4	0.9	2.6	0.9	2.4	1.1
Any Tobacco*	26.1	6.7	22.2	4.9	18.1	3.0	19.5	3.3

Figure 10. Prevalence of Current Use of Tobacco, by Gender and Type of Tobacco, 2001-2009, HS, NH YTS



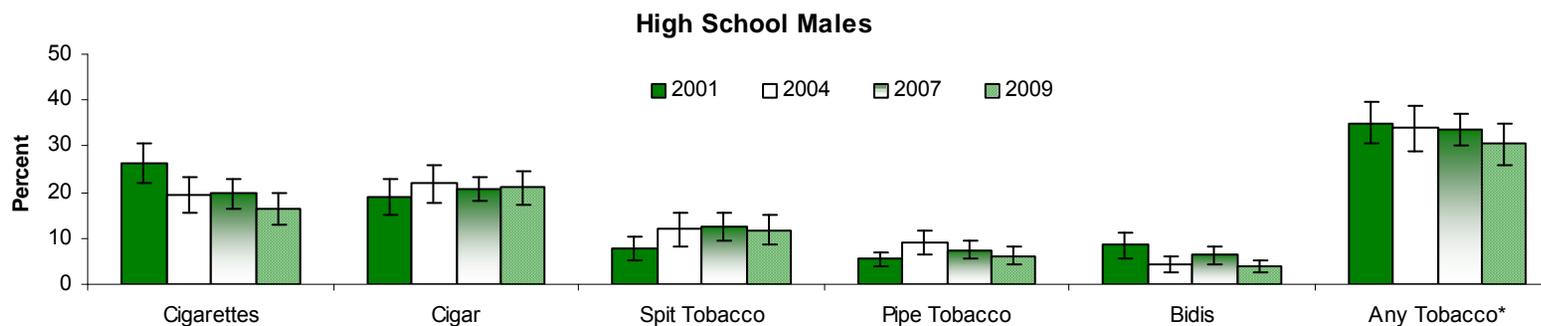
Male

Current monthly prevalence (the percent smoking cigarettes at all in the past 30 days) is down by about 65% for females and 63% for males from 2001 to 2009. The 12th grade is currently showing the greatest declines, as the class cohorts of 8th and 10th graders who have previously shown large declines in their use move into 12th grade.

Table 10. Prevalence of Current Use of Tobacco, by Gender and Type of Tobacco, 2001-2009, HS, NH YTS

	Male							
	2001		2004		2007		2009	
	%	± 95% CI						
Cigarettes	26.2	4.4	19.3	3.8	19.7	3.2	16.5	3.4
Cigar	18.9	3.8	21.8	4.1	20.7	2.5	21.0	3.6
Spit Tobacco	7.8	2.6	11.9	3.8	12.4	3.0	11.7	3.2
Pipe Tobacco	5.4	1.6	9.1	2.6	7.5	2.0	6.2	2.1
Bidis	8.5	2.9	4.5	1.7	6.3	1.8	3.8	1.3
Any Tobacco*	35.1	4.6	33.9	5.0	33.6	3.4	30.5	4.5

Figure 11. Prevalence of Current Use of Tobacco, by Gender and Type of Tobacco, 2001-2009, HS, NH YTS



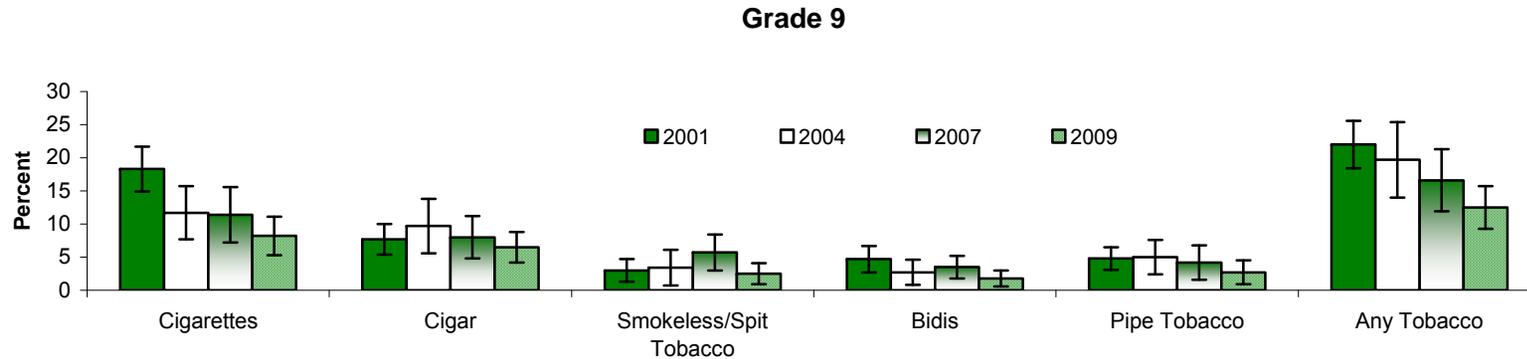
Current Tobacco Use by Grade

Grade 9

Table 11. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

		9th Grade							
		2001		2004		2007		2009	
		%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes		18.3	3.4	11.7	4.0	11.4	4.2	8.2	2.9
Cigar		7.7	2.3	9.7	4.1	8.0	3.2	6.5	2.3
Smokeless/Spit Tobacco		3.0	1.7	3.4	2.7	5.7	2.7	2.5	1.6
Bidis		4.7	2.0	2.7	1.9	3.5	1.7	1.8	1.2
Pipe Tobacco		4.8	1.7	5.0	2.6	4.2	2.6	2.7	1.8
Any Tobacco		22.0	3.6	19.7	5.7	16.6	4.7	12.5	3.2

Figure 12. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

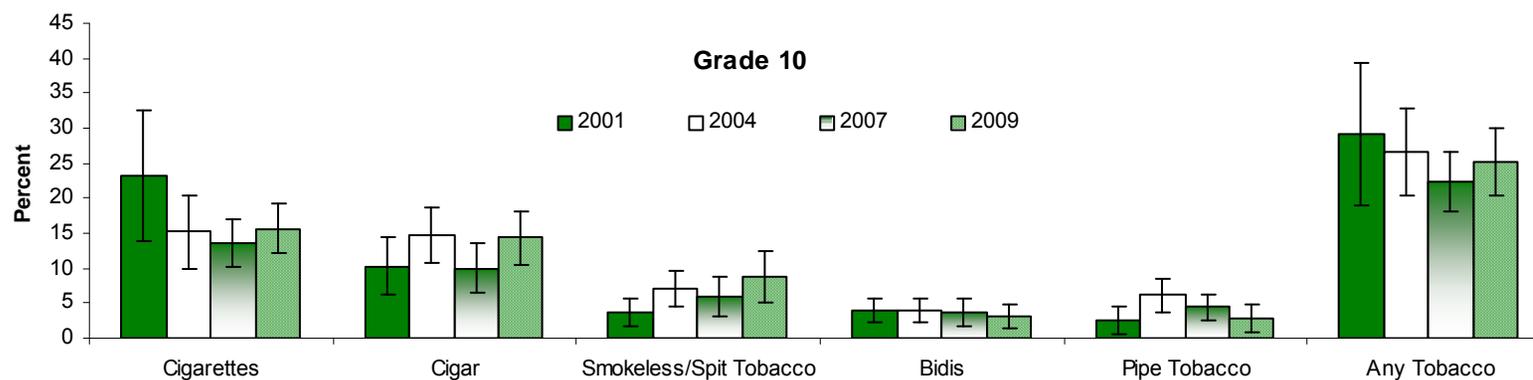


Grade 10

Table 12. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

10th Grade									
10th Grade	2001		2004		2007		2009		
	%	± 95% CI							
Cigarettes	23.2	9.3	15.2	5.2	13.6	3.3	15.7	3.5	
Cigar	10.2	4.1	14.7	3.9	10.0	3.5	14.3	3.8	
Smokeless/Spit Tobacco	3.6	2.0	7.1	2.5	5.9	2.8	8.8	3.7	
Bidis	4.0	1.8	3.9	1.7	3.6	2.0	3.0	1.7	
Pipe Tobacco	2.5	2.0	6.1	2.3	4.4	1.9	2.8	2.0	
Any Tobacco	29.2	10.2	26.7	6.2	22.3	4.2	25.1	4.8	

Figure 13. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

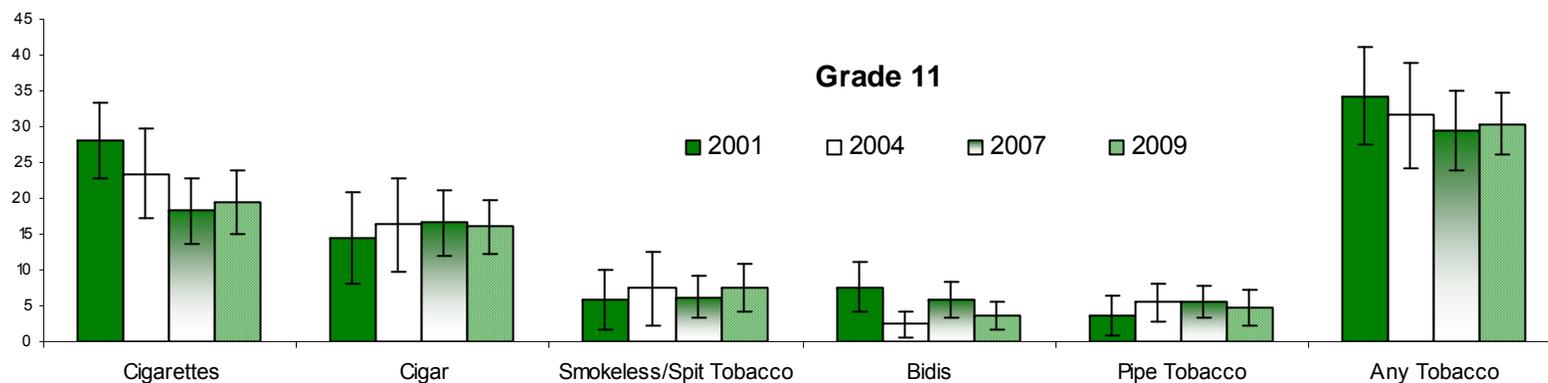


Grade 11

Table 13. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

11th Grade								
	2001		2004		2007		2009	
	%	± 95% CI						
Cigarettes	28.1	5.3	23.4	6.3	18.2	4.5	19.5	4.5
Cigar	14.4	6.4	16.3	6.5	16.6	4.6	16.0	3.8
Smokeless/Spit Tobacco	5.8	4.1	7.4	5.1	6.2	3.0	7.5	3.3
Bidis	7.6	3.5	2.4	1.9	5.8	2.5	3.6	1.9
Pipe Tobacco	3.6	2.8	5.5	2.6	5.6	2.2	4.7	2.5
Any Tobacco	34.3	6.8	31.6	7.3	29.5	5.6	30.4	4.3

Figure 14. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

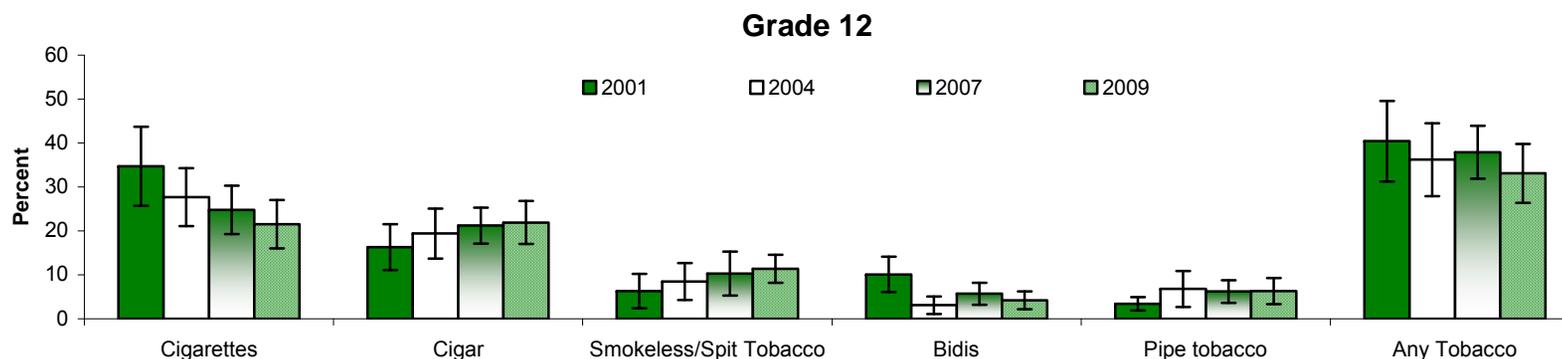


Grade 12

Table 14. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS

12th Grade									
	2001		2004		2007		2009		
	%	± 95% CI							
Cigarettes	34.7	9.0	27.7	6.6	24.8	5.5	21.5	5.5	
Cigar	16.3	5.2	19.4	5.7	21.2	4.1	21.9	4.9	
Smokeless/Spit Tobacco	6.3	3.9	8.5	4.2	10.3	5.0	11.4	3.2	
Bidis	10.1	4.0	3.1	2.0	5.7	2.5	4.2	2.0	
Pipe tobacco	3.4	1.5	6.8	4.1	6.2	2.6	6.3	3.0	
Any Tobacco	40.4	9.2	36.2	8.3	37.9	6.0	33.1	6.7	

Figure 15. Prevalence of Current Use of Tobacco, Among NH HS Students, by Grade, 2001-2009 NH YTS



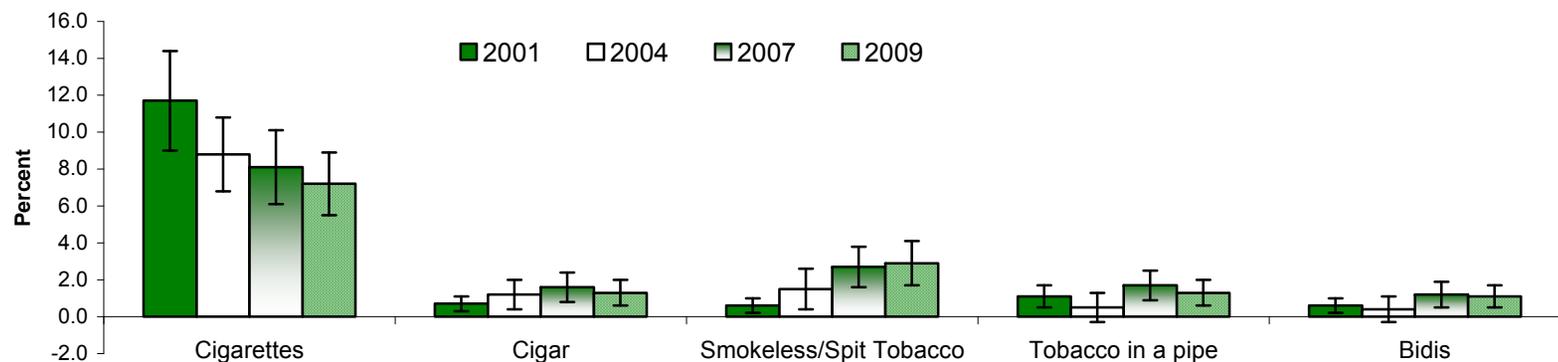
FREQUENT TOBACCO USE

For the YTS, frequent smoking of cigarettes was defined as smoking on 20 or more of the previous 30 days. The prevalence of frequent tobacco use has been trending downwards, and there is a significant difference between 2001 and 2009.

Table 15. Prevalence of Frequent Tobacco Use 2001-2009, HS Students, NH YTS

	2001		2004		2007		2009	
	%	± 95% CI						
Cigarettes	11.7	2.7	8.8	2.0	8.1	2.0	7.2	1.7
Cigar	0.7	0.4	1.2	0.7	1.6	0.8	1.3	0.7
Smokeless/Spit Tobacco	0.6	0.4	1.5	0.8	2.7	1.1	2.9	1.2
Tobacco in a pipe	1.1	0.6	0.5	0.4	1.7	0.8	1.3	0.7
Bidis	0.6	0.4	0.4	0.4	1.2	0.7	1.1	0.6

Figure 16. Prevalence of Frequent Tobacco Use 2001- 2009, HS Students, NH YTS



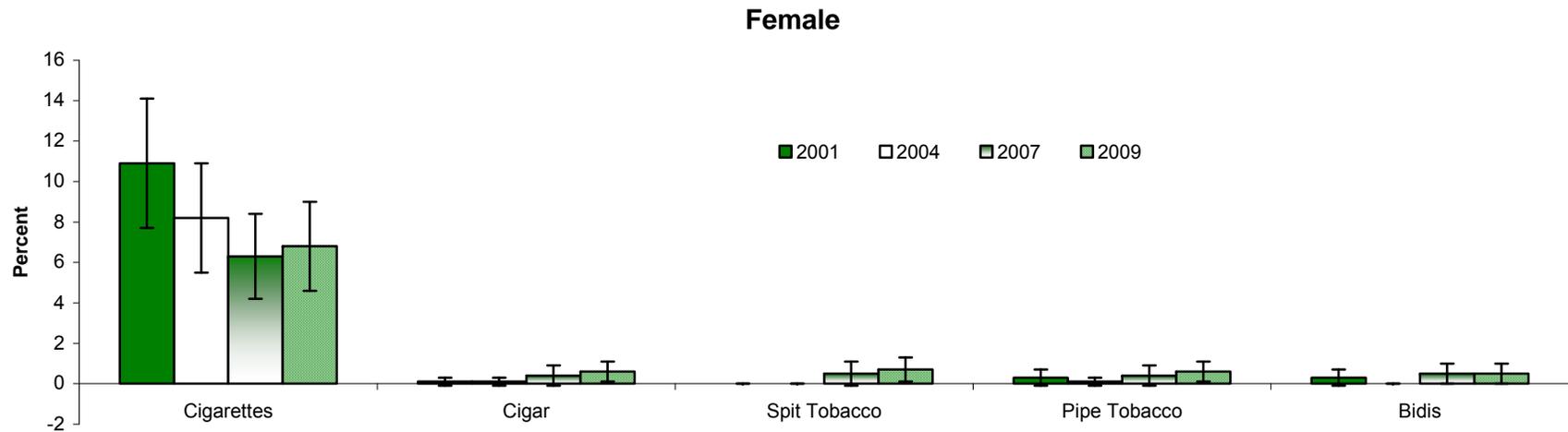
Frequent Tobacco Use by Gender

Female

Table 16. Prevalence of Frequent Tobacco Use, by Gender, 2001-2009, HS Students, NH YTS

	Female							
	2001		2004		2007		2009	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes	10.9	3.2	8.2	2.7	6.3	2.1	6.8	2.2
Cigar	0.1	0.2	0.1	0.2	0.4	0.5	0.6	0.5
Spit Tobacco	0.0	0.0	0.0	0.0	0.5	0.6	0.7	0.6
Pipe Tobacco	0.3	0.4	0.1	0.2	0.4	0.5	0.6	0.5
Bidis	0.3	0.4	0.0	0.0	0.5	0.5	0.5	0.5

Figure 17. Prevalence of Frequent Tobacco Use, by Gender, 2001-2009, HS Students, NH YTS

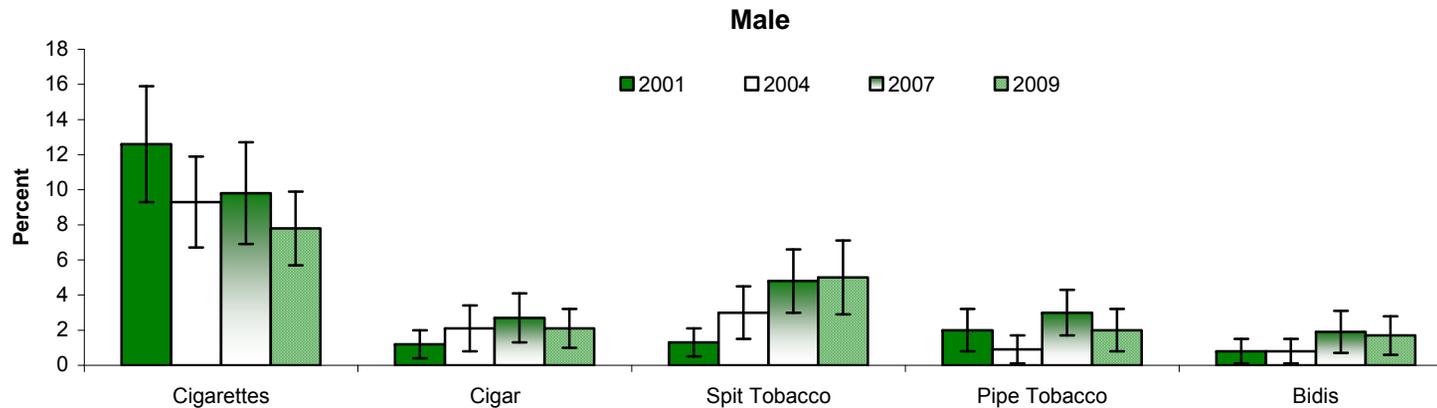


Male

Table 17. Prevalence of Frequent Tobacco Use, by Gender, HS, 2001-2009, NH YTS

	Male							
	2001		2004		2007		2009	
	%	± 95% CI						
Cigarettes	12.6	3.3	9.3	2.6	9.8	2.9	7.8	2.1
Cigar	1.2	0.8	2.1	1.3	2.7	1.4	2.1	1.1
Spit Tobacco	1.3	0.8	3.0	1.5	4.8	1.8	5.0	2.1
Pipe Tobacco	2.0	1.2	0.9	0.8	3.0	1.3	2.0	1.2
Bidis	0.8	0.7	0.8	0.7	1.9	1.2	1.7	1.1

Figure 18. Prevalence of Frequent Tobacco Use, by Gender, HS, 2001-2009, NH YTS



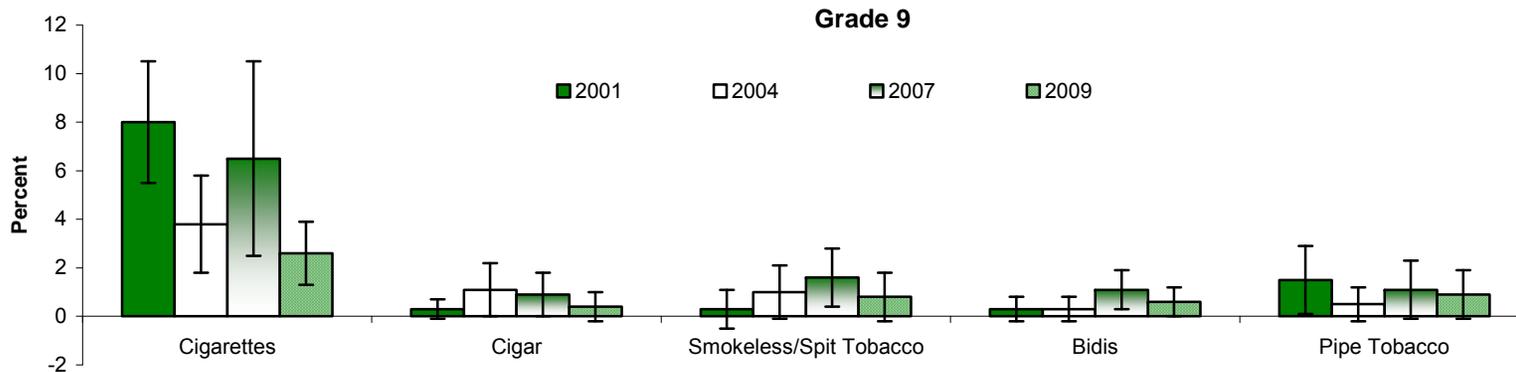
Frequent Tobacco Use by Grade

Grade 9

Table 18. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

9th Grade									
	2001		2004		2007		2009		
	%	± 95% CI							
Cigarettes	8.0	2.5	3.8	2.0	6.5	4.0	2.6	1.3	
Cigar	0.3	0.4	1.1	1.1	0.9	0.9	0.4	0.6	
Smokeless/Spit Tobacco	0.3	0.8	1.0	1.1	1.6	1.2	0.8	1.0	
Bidis	0.3	0.5	0.3	0.5	1.1	0.8	0.6	0.6	
Pipe Tobacco	1.5	1.4	0.5	0.7	1.1	1.2	0.9	1.0	

Figure 19. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

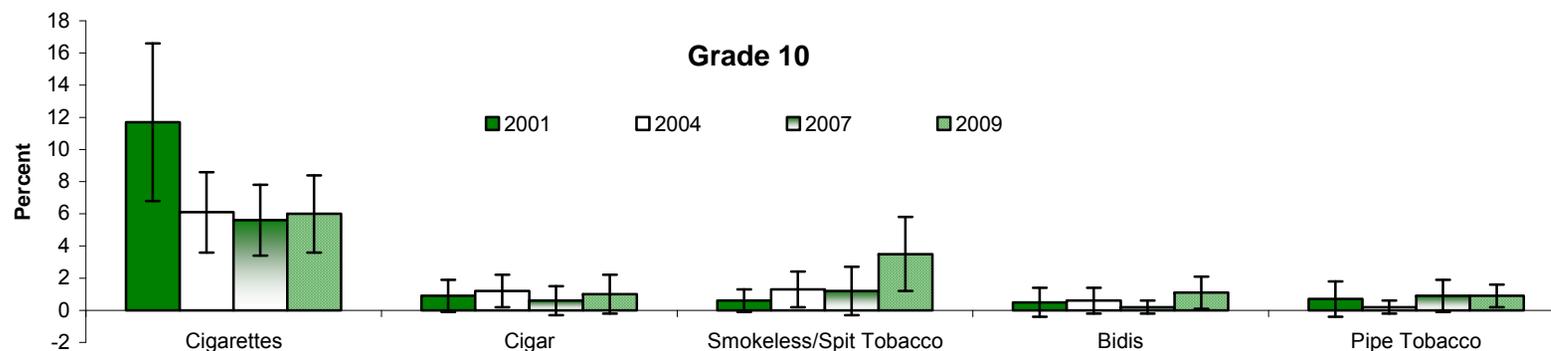


Grade 10

Table 19. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

	10th Grade							
	2001		2004		2007		2009	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes	11.7	4.9	6.1	2.5	5.6	2.2	6.0	2.4
Cigar	0.9	1.0	1.2	1.0	0.6	0.9	1.0	1.2
Smokeless/Spit Tobacco	0.6	0.7	1.3	1.1	1.2	1.5	3.5	2.3
Bidis	0.5	0.9	0.6	0.8	0.2	0.4	1.1	1.0
Pipe Tobacco	0.7	1.1	0.2	0.4	0.9	1.0	0.9	0.7

Figure 20. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

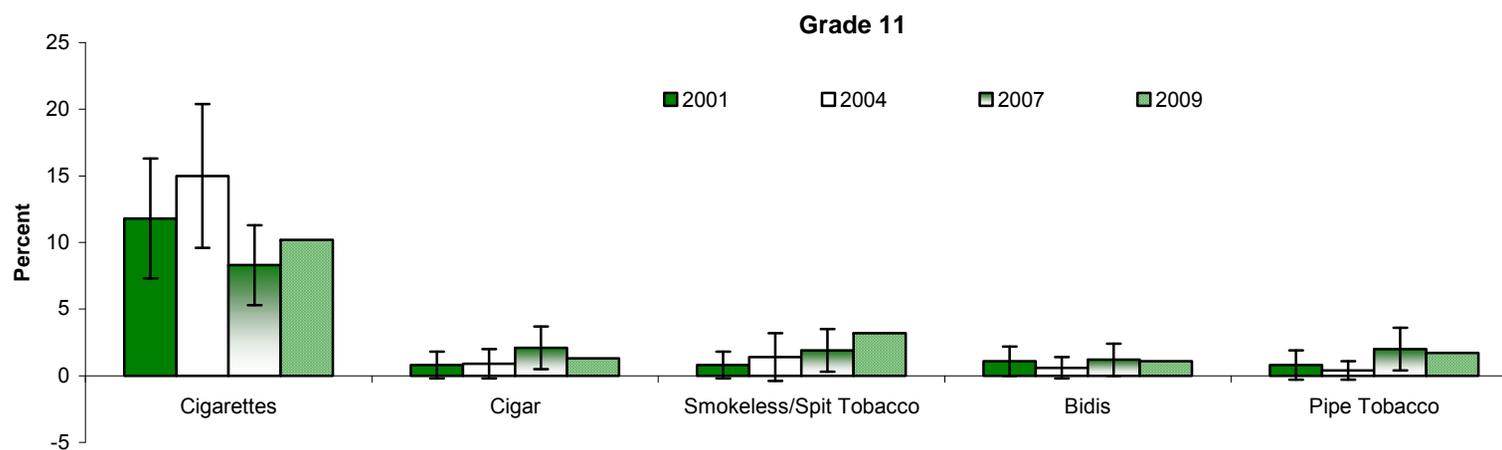


Grade 11

Table 20. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

11th Grade									
	2001		2004		2007		2009		
	%	± 95% CI							
Cigarettes	11.8	4.5	15.0	5.4	8.3	3	10.2	4.1	
Cigar	0.8	1.0	0.9	1.1	2.1	1.6	1.3	1.1	
Smokeless/Spit Tobacco	0.8	1.0	1.4	1.8	1.9	1.6	3.2	2.4	
Bidis	1.1	1.1	0.6	0.8	1.2	1.2	1.1	1.1	
Pipe Tobacco	0.8	1.1	0.4	0.7	2.0	1.6	1.7	1.6	

Figure 21. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

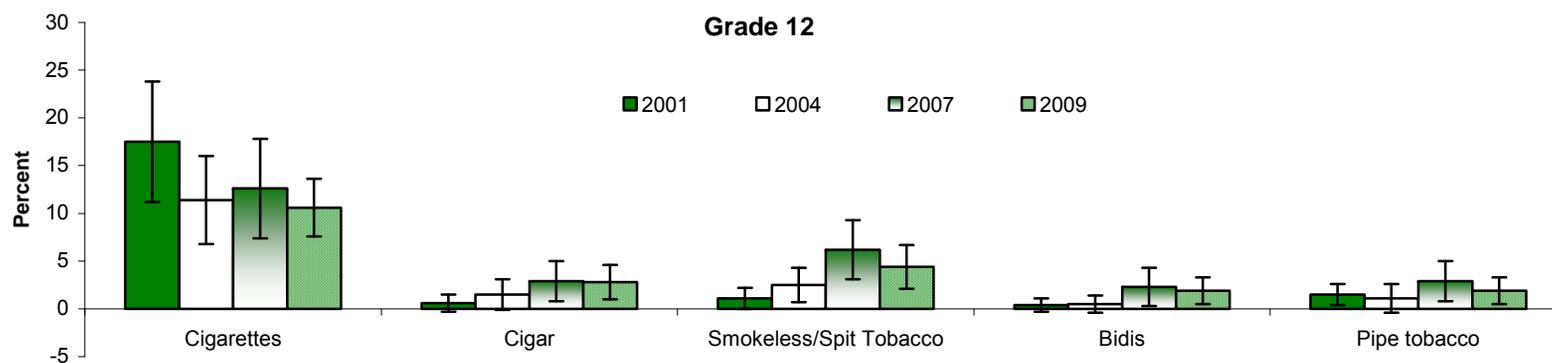


Grade 12

Table 21. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

	12th Grade							
	2001		2004		2007		2009	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
Cigarettes	17.5	6.3	11.4	4.6	12.6	5.2	10.6	3.0
Cigar	0.6	0.9	1.5	1.6	2.9	2.1	2.8	1.8
Smokeless/Spit Tobacco	1.1	1.1	2.5	1.8	6.2	3.1	4.4	2.3
Bidis	0.4	0.7	0.5	0.9	2.3	2.0	1.9	1.4
Pipe tobacco	1.5	1.1	1.1	1.5	2.9	2.1	1.9	1.4

Figure 22. Prevalence of Frequent Tobacco Use by Grade, 2001-2009, NH, YTS

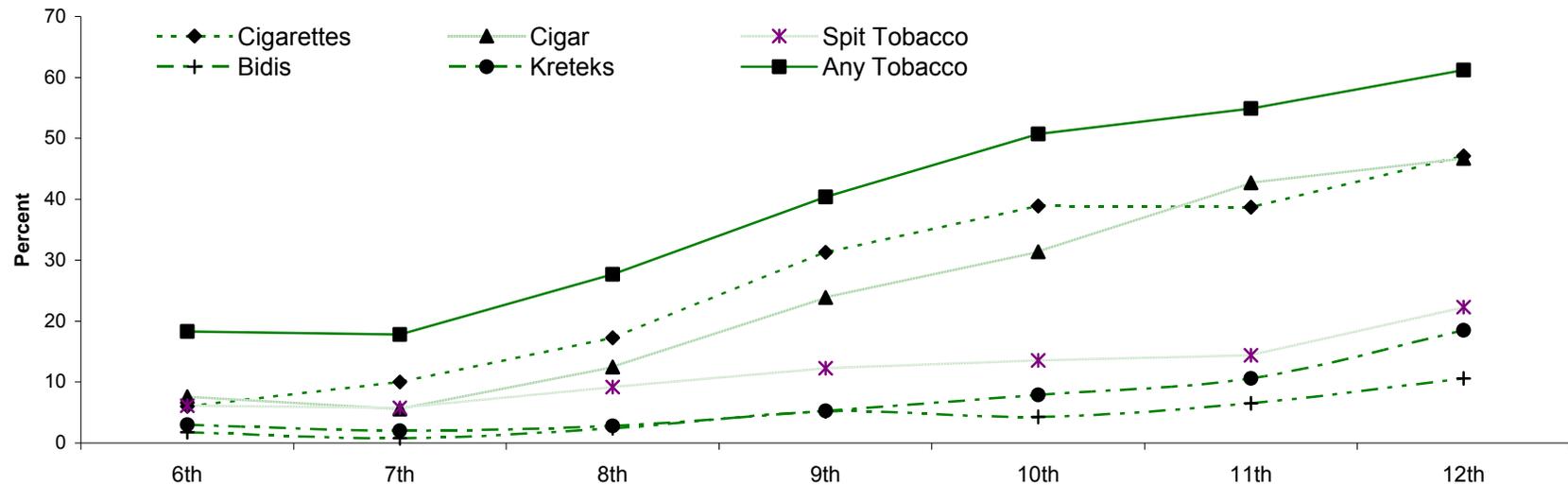


TREND IN TOBACCO USE BY GRADE

Historically, and in 2007, the prevalence of current cigarette smoking among NH youth has been higher than the prevalence of current use of other tobacco products. To better understand the use of cigarettes by NH youth, additional questions were asked regarding frequency of smoking, amount, and type of cigarettes smoked, age of first smoking and places where youth usually smoked.

Trend in Prevalence of Lifetime Tobacco Use by Grade

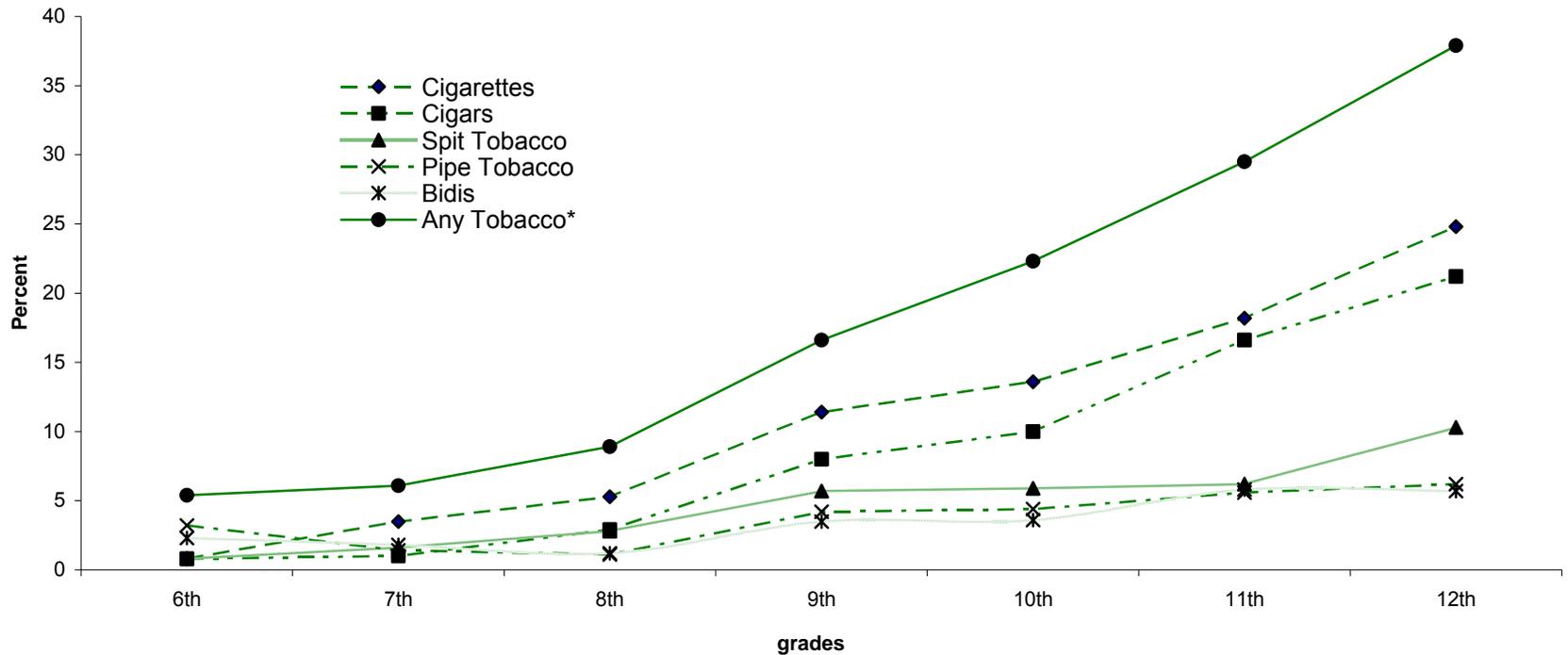
Figure 22. Prevalence of Lifetime Use of Tobacco by Grade, NH YTS, 2007



Trend in Prevalence of Current Tobacco Use by Grade

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

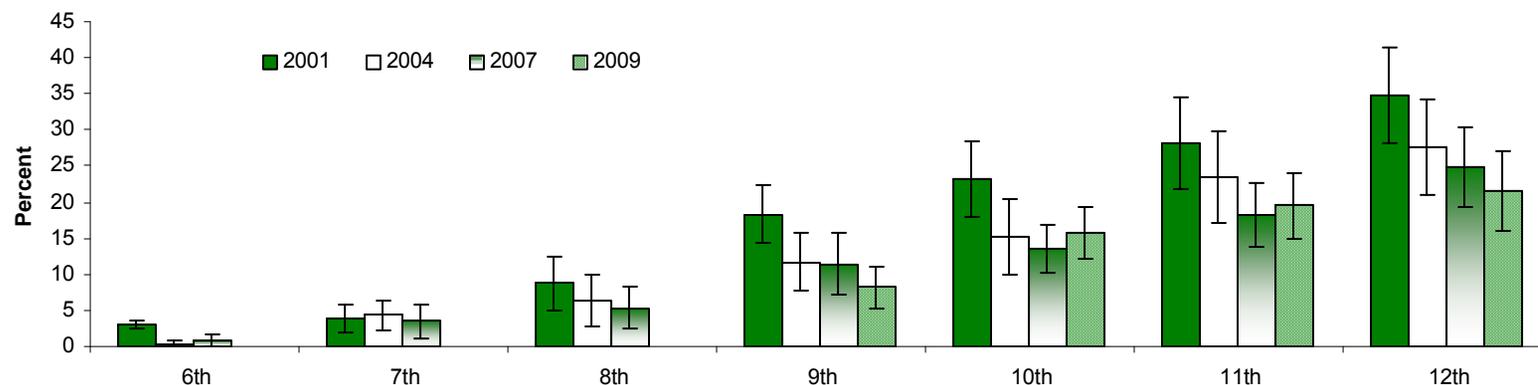
Figure 23. Trend in Prevalence of Current Cigarette Use by Grade, NH YTS, 2007



CIGARETTE SMOKING

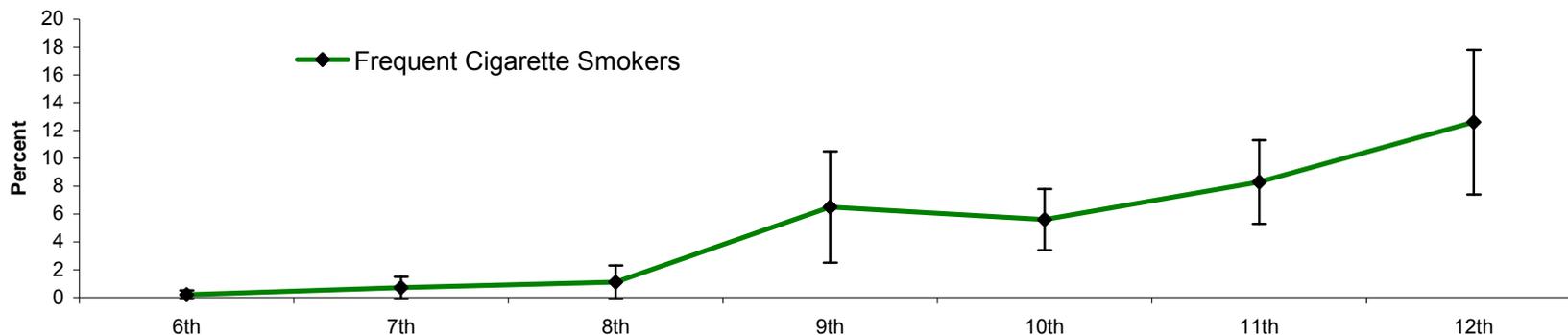
Trend in Prevalence of Current Cigarette Use by Year

Figure 24. Trend in Prevalence of Current Cigarette Use by Year, NH YTS 2001-2007



Trend in Prevalence of Frequent Cigarette Use by Grade

Figure 25. Trend in Prevalence of Frequent Cigarette Use by Grade, NH YTS 2007



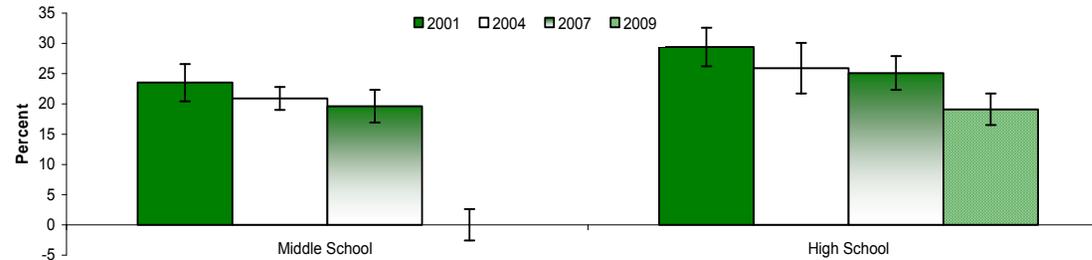
SUSCEPTIBLE TO STARTING SMOKING

CDC has adopted an indicator to measure the susceptibility of students who have never smoked to identify if they are at increased risk to smoke in the future. This indicator is based on questions regarding a student's expectation of whether they will smoke in the future and whether they would accept a cigarette from a friend. In 2009, 19% of HS never smokers were susceptible to starting smoking using this indicator. There was no significant change in the percentage of never smokers who were susceptible to starting smoking between 2001 and 2007 for the MS, but for the HS, there has been significant change from 2001 to 2009 (Table 22).

Table 22. Percentage of Never Smokers Who Are Susceptible to Starting Smoking, MS and HS, by Year, 2001-2009 NH YTS

	Percent Susceptible to Smoking			
	Middle School		High School	
	%	± 95% CI	%	± 95% CI
2001	23.5	3.1	29.4	3.2
2004	20.9	1.9	25.9	4.2
2007	19.6	2.7	25.1	2.8
2009	N/A	N/A	19.1	2.6

Figure 26. Percentage of Never Smokers Who Are Susceptible to Starting Smoking, MS and HS, by Year, 2001-2009 NH YTS



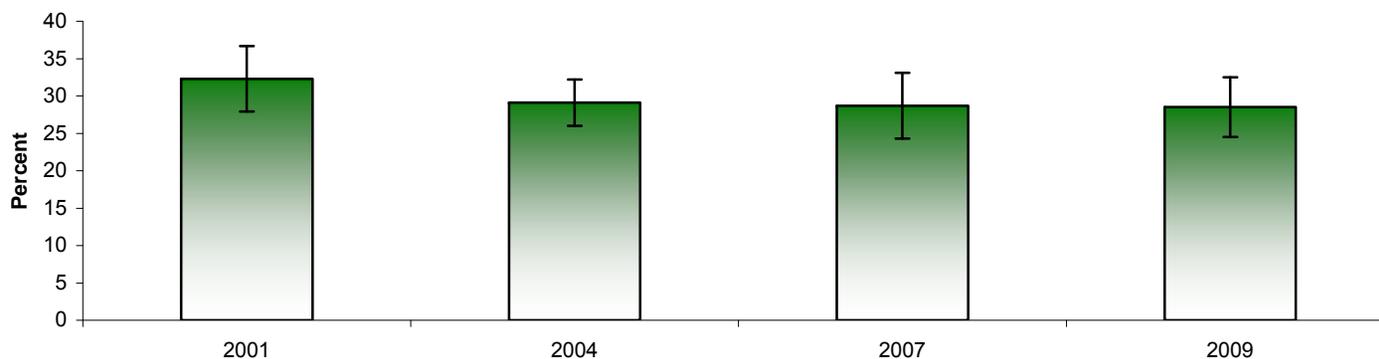
ESTABLISHED SMOKERS

The CDC defined Established Smokers as those ever (lifetime) smokers who smoked 100 or more cigarettes in their lifetimes. An experimenter smoker was defined as those students who had ever smoked but fewer than 100 cigarettes in their lifetime. Between 2001 and 2004, there were no significant changes in the proportion of HS established smokers (Table 23).

Table 23. Percent of HS Ever Smokers Who Smoked 100 or More Cigarettes, Lifetime, 2001-2009 NH YTS

Smoked 100 or More Cigarette in their Lifetime		
Year	%	± 95% CI
2001	32.3	4.4
2004	29.1	3.1
2007	28.7	4.4
2009	28.5	4.0

Figure 27. Percent of HS Ever Smokers Who Smoked 100 or More Cigarettes, Lifetime, 2001-2009 NH YTS



AGE OF SMOKING INITIATION

The 1994 U.S. Surgeon General's Report – Preventing Tobacco Use Among Young People found that “smoking initiation at an early age increases subsequent risk of heavy smoking.”¹⁰ Table 24 presents the percentage of overall NH HS and MS students first smoking before age 11 and Table 25 presents the percentage of NH HS students reporting first smoking before age 11, by gender. There were no significant differences between the percentage of HS males and females students for smoking initiation. The percent smoking before age 11 was significantly higher for frequent smokers compared with lifetime (ever) smokers (Table 24).

Table 24. Percent of Ever Smokers Who Smoked First Whole Cigarette Before Age 11 2001, 2004, 2007, and 2009 NH YTS

Year	Middle School		High School	
	%	± 95% CI	%	± 95% CI
2001	23.8	6.3	15.6	3.2
2004	21.5	8.5	11.9	2.6
2007	21.1	7.3	12.6	3.1
2009	N/A	N/A	9.3	3.3

Figure 28. Percent of Ever Smokers Who Smoked First Whole Cigarette Before Age 11 in 2001, 2004, and 2007 NH YTS

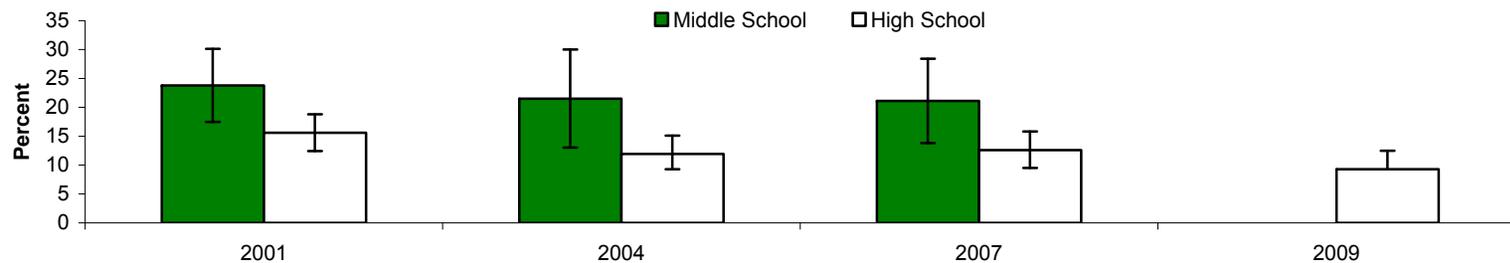
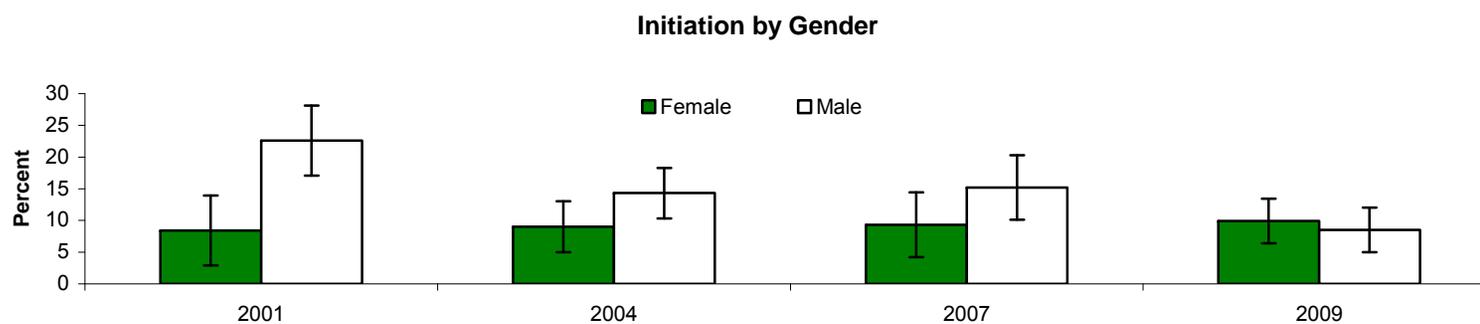


Table 25. Percent of Ever Smokers Who Smoked First Whole Cigarette Before Age 11, by Gender in 2001, 2004, 2007, and 2009 NH HS, YTS

Year	Initiation by Gender			
	Female		Male	
	%	± 95% CI	%	± 95% CI
2001	8.4	2.7	22.6	5.5
2004	9.0	4.1	14.3	4.0
2007	9.3	3.2	15.2	5.1
2009	9.9	3.3	8.5	3.5

Figure 29. Percent of Ever Smokers Who Smoked First Whole Cigarette Before Age 11, by Gender 2007 NH YTS



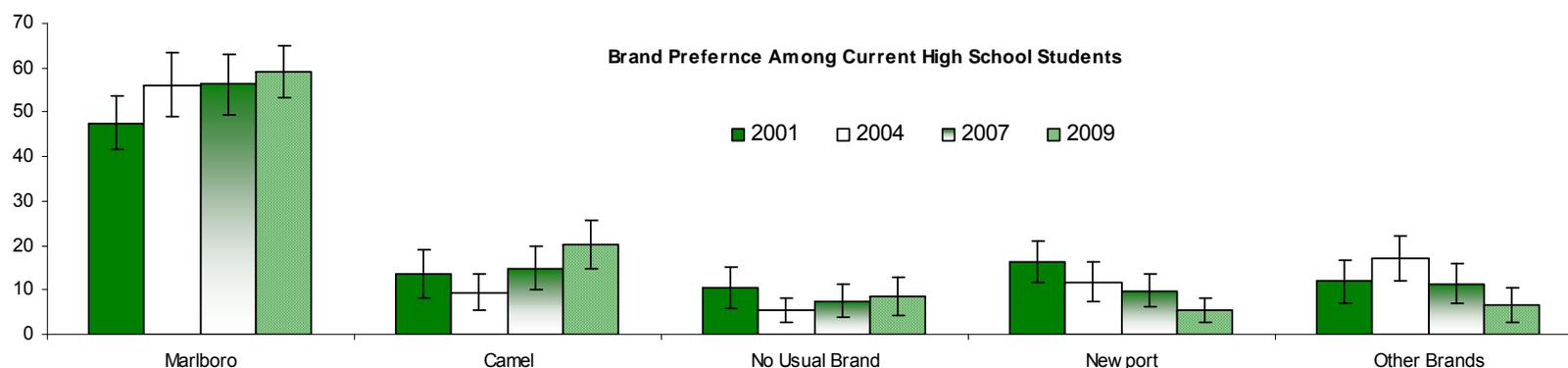
BRANDS AND TYPES OF CIGARETTES USED

Respondents were asked what brand of cigarettes they usually smoked. Choices offered were: Camel, GPC, Basic or Doral, Marlboro, Newport, Virginia Slims, or "Some Other Brand." The most frequent responses from HS students are presented below (Table 26). In all four-year intervals of data presented in this report, Marlboro remained the most popular brand of cigarettes for youth.

Table 26. Percent of Current Smokers Most Commonly Smoked Brand of Cigarettes, HS Students, 2001-2009 NH YTS

Brand Preference Among Current High School Students								
	2001		2004		2007		2009	
	%	±CI	%	±CI	%	±CI	%	±CI
Marlboro	47.6	6.0	56.1	7.2	56.2	6.7	59.0	5.9
Camel	13.6	5.5	9.4	4.1	14.9	4.9	20.3	5.4
No Usual Brand	10.5	4.6	5.6	2.7	7.5	3.7	8.7	4.3
Newport	16.3	4.7	11.8	4.6	9.9	3.7	5.3	2.7
Other Brands	11.9	4.9	17.1	5.1	11.4	4.5	6.7	3.8

Figure 30. Percent of Current Smokers Most Commonly Smoked Brand of Cigarettes, HS Students, 2001-2009 NH YTS



TOBACCO USE ON SCHOOL PROPERTY, EDUCATION, COMMUNITY, & ACCESS

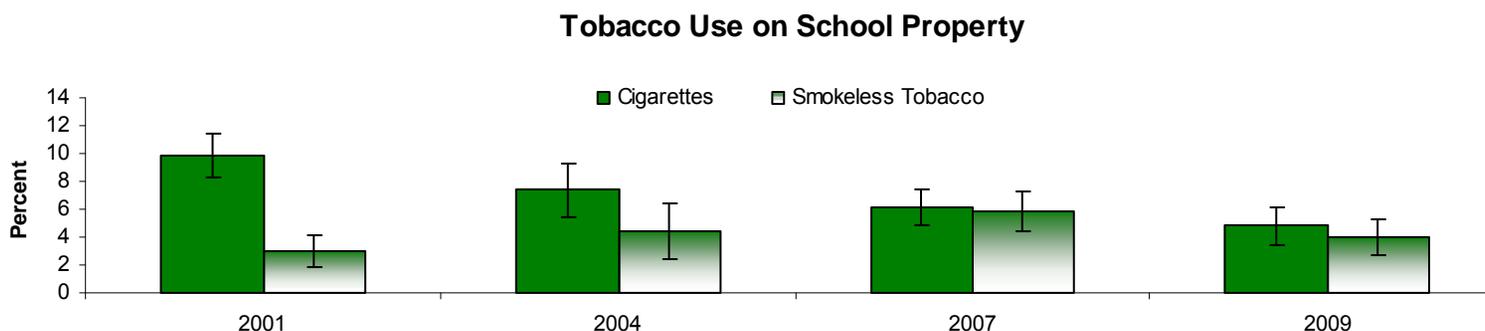
Schools

State law prohibits smoking on the grounds of a public school in NH for individuals of all ages.¹¹ The proportion of all HS students reporting that they smoked on school grounds in the previous 30 days is presented below (Table 27). There has been a gradual decline in the percentage of HS students who smoked cigarettes on school grounds in the previous month from 2001 to 2009. However, there has not been much change in the percentage of HS students who used smokeless tobacco on school grounds in the previous month from 2001 to 2009.

Table 27. Percent Who Used Tobacco on School Property During the Past 30 Days, All HS Students, 2001-2009

Year	Cigarettes		Smokeless Tobacco	
	%	± 95% CI	%	± 95% CI
2001	9.9	1.6	3.0	1.2
2004	7.4	1.9	4.5	2.0
2007	6.2	1.3	5.9	1.4
2009	4.8	1.3	4.0	1.3

Figure 31. Percent Who Used Tobacco on School Property During the Past 30 Days, All HS Students, 2001-2009



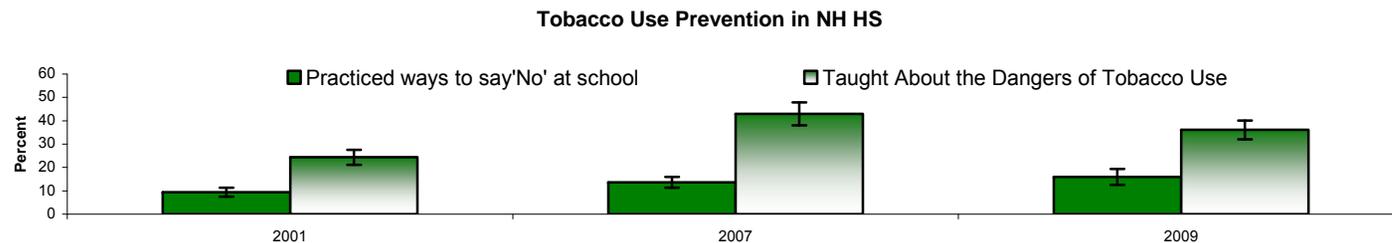
Tobacco Education

The CDC recommends that a tobacco use prevention curriculum be used from kindergarten through 12th grade and that “programs should help students develop refusal skills through direct instruction, modeling, rehearsal, and reinforcement, and should coach them to help others develop these skills”¹² (Appendix B). Several school-based prevention programs have demonstrated short-term effectiveness in reducing youth smoking. Evidence for long-term effectiveness is limited, although one program has demonstrated a significant reduction in youth smoking through the 12th grade.¹³

Table 28. Percent of HS Students Who Practiced Ways to Say ‘No to tobacco’ and Were Taught the Dangers of Tobacco Use, 2001-2009

Year	Practiced Ways to Say ' No' at School		Taught About the Dangers of Tobacco Use	
	%	± 95% CI	%	± 95% CI
2001	9.4	1.9	24.4	3.2
2007	13.6	2.3	43.0	4.9
2009	15.9	3.4	36.1	4.0

Figure 32 Percent of HS Students Who Practiced Ways to Say ‘No to tobacco’ and Were Taught the Dangers of Tobacco Use, 2001-2009

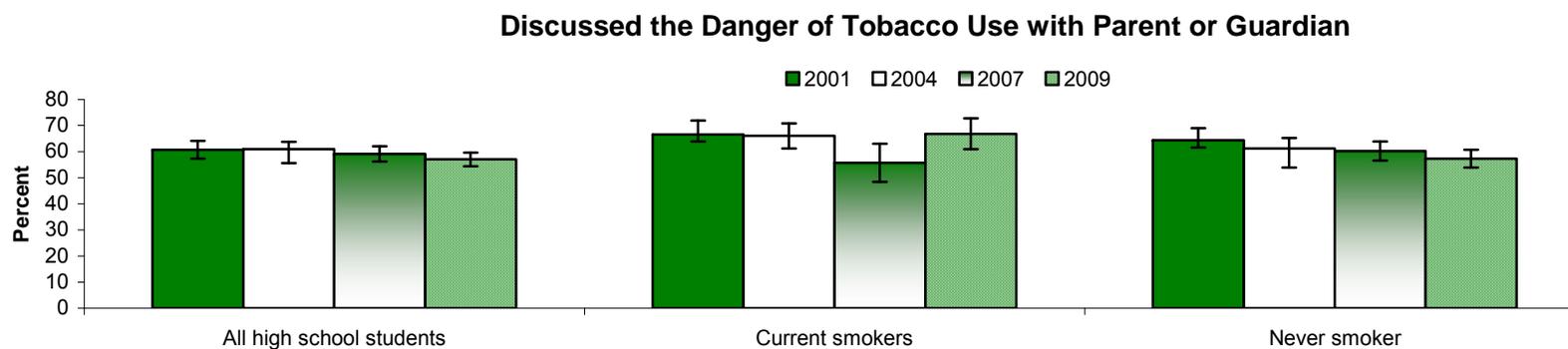


Apart from media and advertising, potential sources of information for youth regarding the dangers of tobacco use include family, school, community activities, and medical providers. The tables below show the frequency with which youth spoke with parents or medical providers, received information or practiced refusal skills in classes, or attended tobacco prevention activities in their communities. The percentage of students talking with parents about the dangers of tobacco in the previous 12 months has not significantly changed from 2001 (Table 29).

Table 29. Percent of HS Students Who Have Discussed With Parent (or Guardian) About the Dangers of Tobacco Use, 2001-2009

Year	All High School Students		Current Smokers		Never Smoker	
	%	± 95% CI	%	± 95% CI	%	± 95% CI
2001	60.7	3.4	66.5	5.4	64.4	4.6
2004	61.0	2.7	66.0	4.8	61.2	4.0
2007	59.1	2.9	55.7	7.3	60.2	3.6
2009	57.0	2.6	66.8	5.9	57.3	3.4

Figure 33. Percent of HS Students Who Have Discussed With Parent (or Guardian) About the Dangers of Tobacco Use, 2001-2009

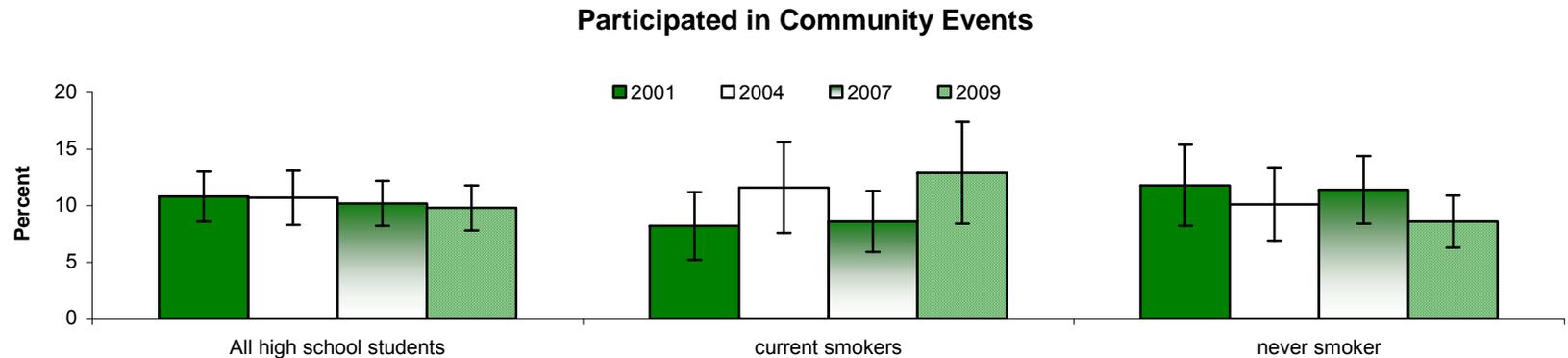


Community

Table 30. Percentage of Students Participating in Community Events, 2001-2009, HS, NH YTS

Participated in Community Events to Discourage People from Using Tobacco							
Year	All High School Students			Current Smokers		Never Smoker	
	%	± 95% CI		%	± 95% CI	%	± 95% CI
2001	10.8	2.2		8.2	3.0	11.8	3.6
2004	10.7	2.4		11.6	4.0	10.1	3.2
2007	10.2	2.0		8.6	2.7	11.4	3.0
2009	9.8	2.0		12.9	4.5	8.6	2.3

Figure 34. Percentage of Students Participating in Community Events to Discourage People From Using Tobacco, 2001-2009, HS, NH YTS



Access

In NH, state law prohibits selling or otherwise furnishing tobacco to a person under 18 years of age (RSA 126-K: 4). NH law also prohibits the sale of loose cigarettes. The law states that, “No person under 18 years of age shall use, buy or have tobacco in their possession.” The NH Liquor Commission’s (NHLC) Enforcement Bureau tasks investigators with enforcing the Youth Access Law, by monitoring places where youth congregate to smoke such as parking lots, shopping malls, recreation parks, and sidewalks outside school ground. The NH YTS asked current smokers how they usually got their own cigarettes during the 30 days prior to the survey. In all years most HS students did not usually purchase their cigarettes. Most HS current smokers said that they usually got their cigarettes by giving someone else money to buy them or by borrowing or “bumming” them (Table 31). Of those HS current smokers who did purchase their own cigarettes, 28% bought them in a convenience store and 38% in a gas station (Table 32).

Table 31. Percentage of Current Smokers Under Age 18 Who Got Their Last Pack of Cigarettes During the Past 30 Days, 2001-2009 HS NH YTS

Source of Cigarettes	2001		2004		2007		2009	
	%	± 95% CI						
Gave someone else money to buy them	36.2	6.9	36.6	8.0	27.9	5.6	33.2	7.0
Bummed or borrowed them	26.8	5.4	26.5	6.6	27.5	6.0	29.0	6.0
Some other way	4.7	2.4	11.1	4.5	13.9	4.9	6.9	3.6
From someone older than 18 years	6.4	3.1	8.9	3.3	7.0	3.1	10.9	4.6
Got them from a store	14.8	5.7	7.9	3.6	17.6	5.6	12.1	4.4
Took them from a store or family member	8.6	4.1	6.0	3.4	5.1	3.6	6.1	4.0
Got them from a vending machine	2.5	2.1	3.1	2.9	0.9	1.3	1.8	2.7

Figure 36. Percentage of Current Smokers Under Age 18 Who Got Their Last Pack of Cigarettes During the Past 30 Days, 2001-2009 HS NH YTS

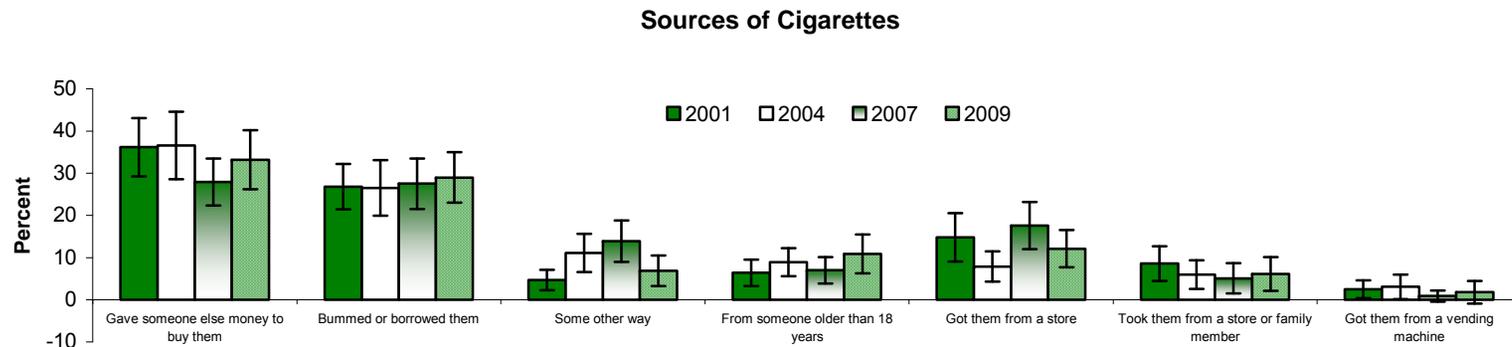
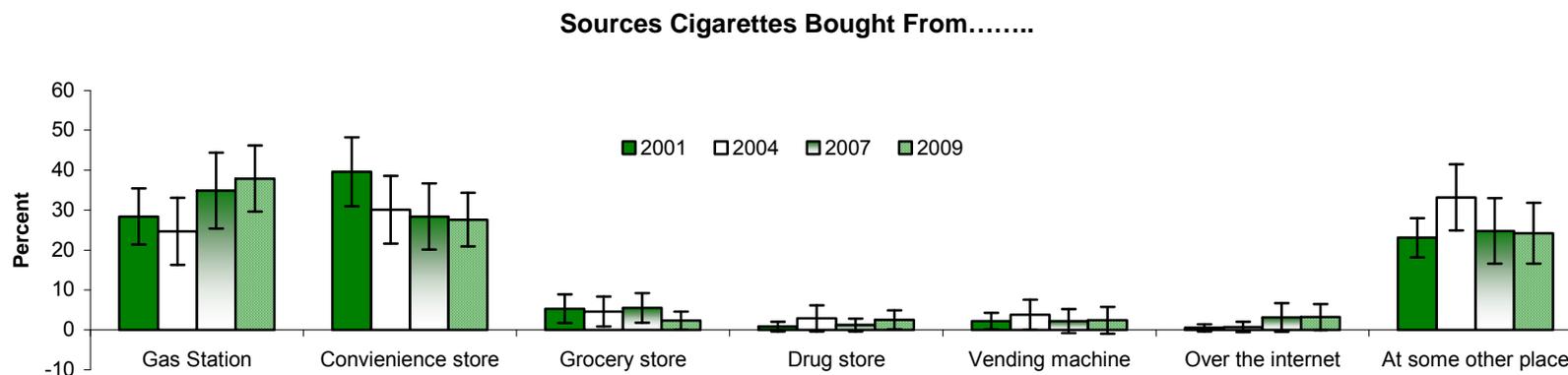


Table 32. Percentage of Current Smokers Under Age 18 Who Bought Their Last Pack of Cigarettes During the Past 30 Days, 2001-2009 HS NH YTS

Cigarettes Bought From	2001		2004		2007		2009	
	%	± 95% CI						
Gas Station	28.4	7.0	24.7	8.4	34.9	9.5	37.9	8.3
Convenience store	39.6	8.6	30.1	8.5	28.4	8.3	27.6	6.7
Grocery store	5.3	3.6	4.6	3.8	5.5	3.7	2.3	2.3
Drug store	0.8	1.2	2.9	3.3	1.2	1.6	2.5	2.4
Vending machine	2.2	2.1	3.8	3.8	2.2	3.0	2.4	3.4
Over the internet	0.5	0.9	0.7	1.3	3.1	3.6	3.2	3.3
At some other place	23.1	4.9	33.2	8.3	24.8	8.2	24.2	7.6

Figure 37. Percentage of Current Smokers Under Age 18 Who Bought Their Last Pack of Cigarettes During the Past 30 Days, 2001-2009 HS NH YTS



CESSATION

The following section presents information regarding attitudes toward and experiences with smoking cessation attempts among NH HS students. Close to half of all current smokers said they would like to quit smoking (Table 33), about the same percentage tried to quit in the previous 12 months, and about half of current smokers said that actually stayed off cigarettes. Healthy People 2010 Objective (27-07) is to increase tobacco use cessation attempts by adolescent smokers to 84%.

Table 33. Percent of Current Smokers Who Would Like to Quit Smoking Cigarettes, 2001- 2009 NH YTS

Year	Would Like to Quit		Have Tried to Quit		Stayed off Cigarettes for Less than 30 days	
	%	± 95% CI	%	± 95% CI	%	± 95% CI
2001	57.2	6.8	59.9	5.6	48.8	5.5
2004	48.3	6.6	48.2	6.5	36.5	6.1
2007	41.1	6.3	35.4	5.5	31.1	6.2
2009	40.3	7.2	51.8	7.8	38.8	6.5

Figure 38. Percent of Current Smokers Who Would Like to Quit Smoking Cigarettes, 2001- 2009 NH YTS

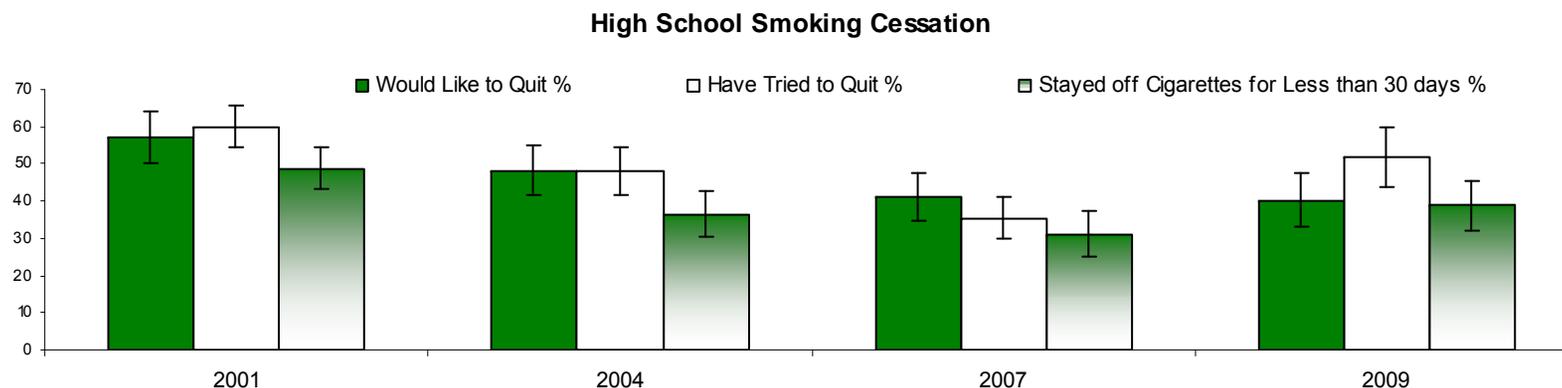
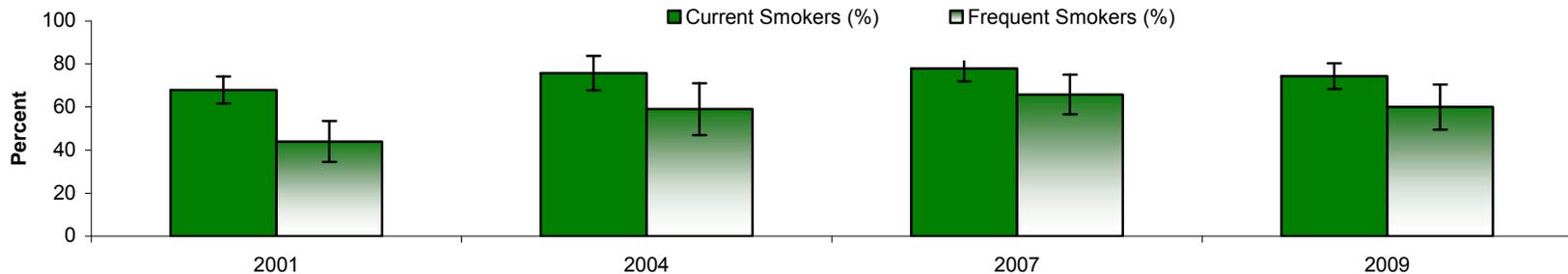


Table 34. Percent of Smokers Who Think They Would Be Able to Quit Cigarette Smoking Now If They Wanted to, HS, NH YTS 2001-2009

Year	Current Smokers		Frequent Smokers	
	%	± 95% CI	%	± 95% CI
2001	67.9	6.3	44.0	9.5
2004	75.7	8.0	59.0	12.1
2007	77.9	6.0	65.8	9.2
2009	74.3	6.0	60.0	10.5

Figure 39. Percent of Smokers Who Think They Would Be Able to Quit Cigarette Smoking Now If They Wanted to, HS, NH YTS 2001-2009



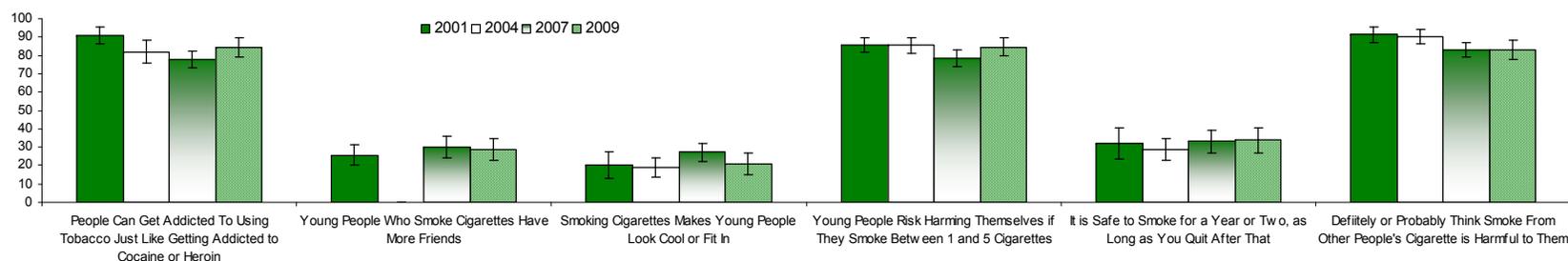
ATTITUDES AND KNOWLEDGE ABOUT TOBACCO

The NH YTS asked students a series of questions to measure their knowledge of the dangers of tobacco use. Most understood that even short-term smoking was risky. However, answers to these questions differed significantly by smoking status. The percentage of HS students who responded definitely or probably yes, that people can get addicted to using tobacco like cocaine or heroin was unchanged from 2001 (Table 35). Current smokers were more likely than students who had never smoked to not believe that smoking was as addictive as heroin or cocaine (Table 35, 36). The percentage of HS students who thought that young people risk harming themselves if they smoke between one and five cigarettes a day did not significantly change from 2001 (Table 35).

Table 35. Percent of Current Smokers Who Think...

Year	% ± 95% CI											
2001	90.6	4.5	25.8	5.5	20.2	7.3	85.5	3.9	32.0	8.3	91.3	4.3
2004	82.0	6.1	N/A	N/A	19.0	5.4	85.4	4.3	28.7	5.9	90.2	3.9
2007	77.8	4.6	30.0	6.0	27.4	4.9	78.5	4.8	33.2	6.2	82.8	4.0
2009	84.5	5.1	29.0	5.9	20.8	5.8	84.6	4.7	33.7	6.7	83.2	5.2

Figure 40. Percent of Current Smokers Who Think...

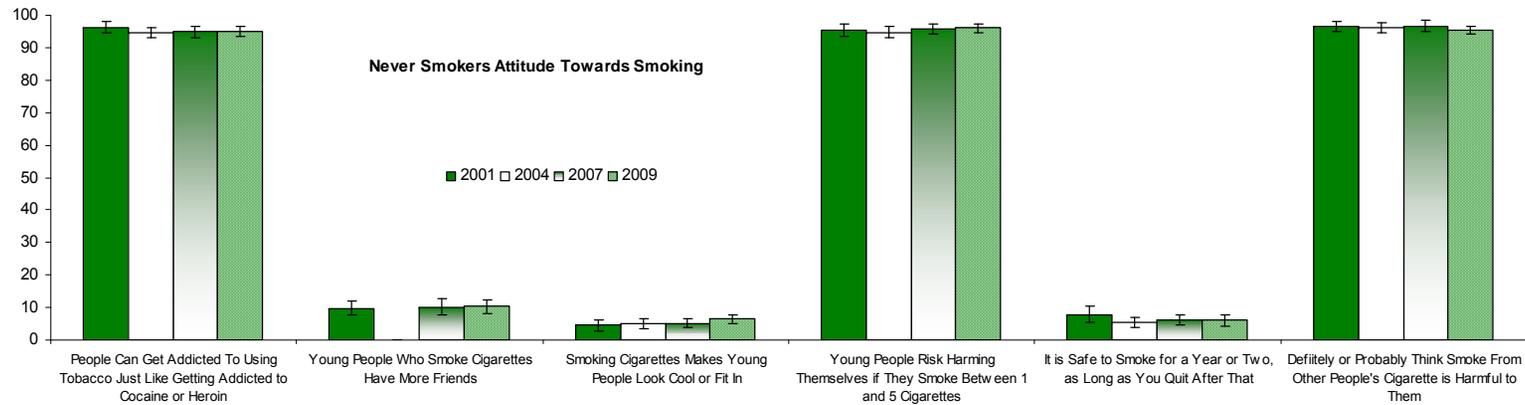


In 2004, the proportion of students responding definitely or probably yes, it is safe to smoke for a year or two as long as you quit after that, was not significantly different from 2001 (Table 36). However, responses to this question differed significantly by smoking status (Table 35, 36). The proportion of students who thought that smoking makes young people look cool or fit in was not significantly different from 2001 (Table 35) but responses differed significantly by HS smoking status (Table 35, 36).

Table 36. Percent of Never Smokers Who Think...

Year	% ± 95% CI											
2001	96.2	1.7	9.8	2.1	4.5	1.7	95.5	1.9	7.9	2.6	96.6	1.5
2004	94.6	1.7	N/A	N/A	5	1.6	94.7	1.8	5.4	1.7	96.1	1.6
2007	94.9	1.7	10.2	2.6	5.2	1.5	95.8	1.6	6.2	1.5	96.6	1.7
2009	94.9	1.5	10.4	2.1	6.4	1.5	96.0	1.3	6.0	1.6	95.4	1.3

Figure 41. Percent of Never Smokers Who Think...



EXPOSURE TO TOBACCO MARKETING AND COUNTER-MARKETING

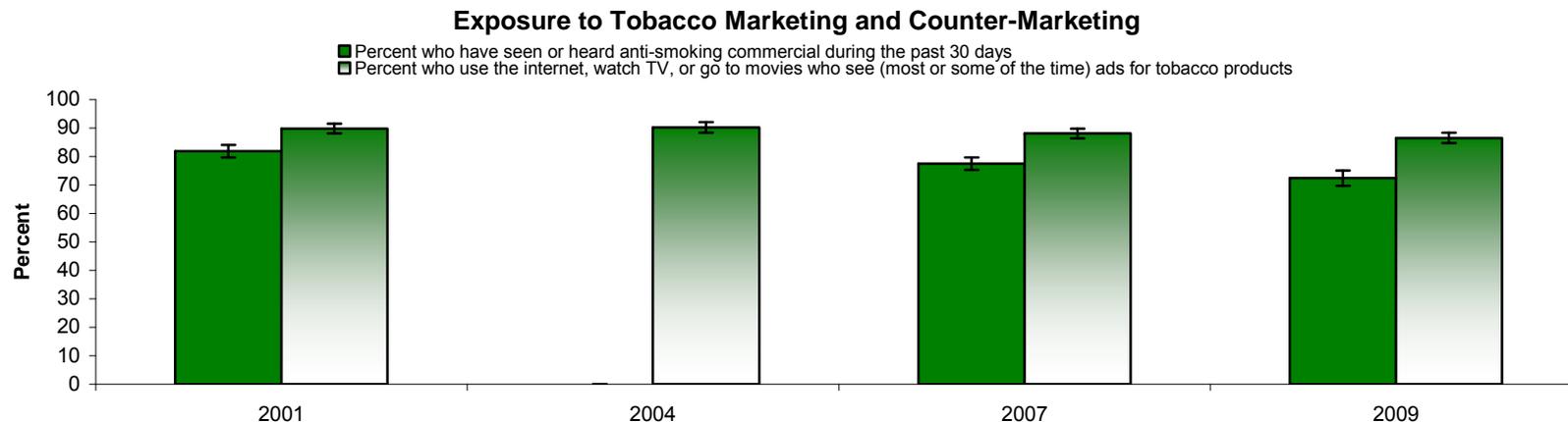
Messages About the Dangers of Tobacco Use (Anti-Tobacco) vs. Messages Promoting Tobacco Use

Counter-marketing is presenting messages in the media about the dangers of tobacco use that serve to “counter” the promotional messages of the tobacco industry. There is evidence that counter-marketing is an effective way to reduce youth tobacco use through media and social media because of its increasing use among youth. Tables below present the percentages of students responding to questions about counter-marketing that they recalled in print and on the Internet, TV, and radio and their exposure to tobacco prevention messages in the media. The tobacco industry spends billions of dollars annually on cigarette advertising and promotions. HS students were more likely to have been exposed to these promotional messages in newspapers or magazines and on the Internet than anti-tobacco messages.

Table 37. Percent Who Saw Messages About NOT Smoking Cigarettes Compared with Those Who Saw Messages or Commercials Promoting Tobacco Use

Year	Percent Who Have Seen or Heard Anti-Smoking Commercial During the Past 30 Days		Percent Who Use the Internet, Watch TV, or Go to Movies Who See (Most or Some of the Time) Commercials for Tobacco Products	
	%	± 95% CI	%	± 95% CI
2001	81.9	2.2	89.8	1.7
2004	N/A	N/A	90.2	1.9
2007	77.5	2.2	88.1	1.7
2009	72.4	2.7	86.5	1.8

Figure 42. Percent Who Saw Messages About NOT Smoking Cigarettes Compared with Those Who Saw Messages or Commercials Promoting Tobacco Use



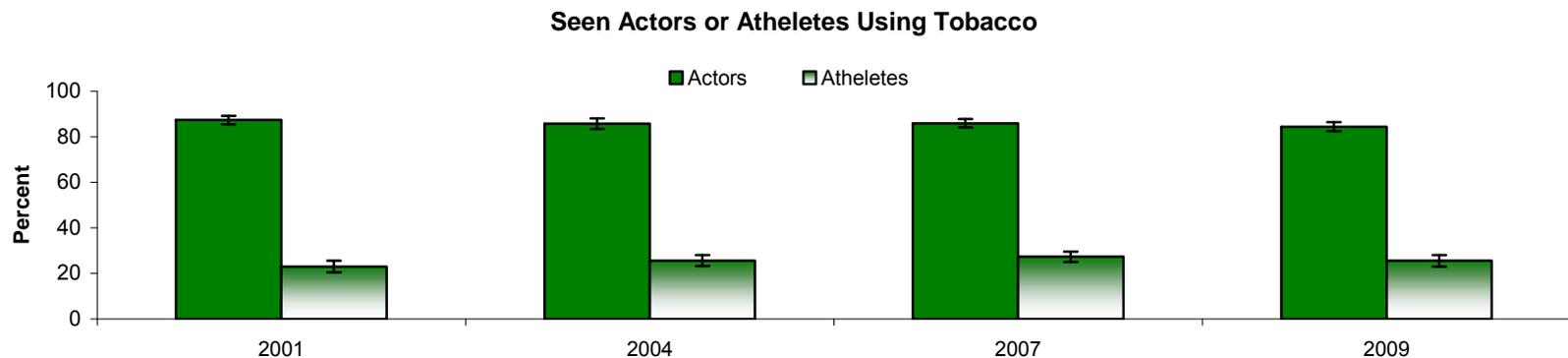
Youth Exposure to Tobacco Use in the Entertainment Media

In 1971, tobacco advertising on television and radio was prohibited when the 1969 Public Health Cigarette Smoking Act took effect. For this reason, the NH YTS did not ask questions on exposure to tobacco advertisements on radio and television. Youth are, however, exposed to images of tobacco use in the entertainment industry. Table (38), presents the percentage of youth who saw tobacco being used by actors on television or in movies or by athletes on televised sporting events. There was no significant change between 2001 and 2004 in the percentage of NH students seeing actors using tobacco on TV or at movies.

Table 38. Percent HS Students Who Watch TV or Go to the Movies and Who Have Seen Actors or Athletes Using Tobacco (Most or Some of the Time) by Year, 2001-2009 NH YTS

Year	Actors		Athletes	
	%	± 95% CI	%	± 95% CI
2001	87.3	1.9	23	2.6
2004	85.7	2.3	25.6	2.4
2007	85.9	1.9	27.3	2.3
2009	84.4	2.0	25.5	2.5

Figure 43. Percent HS Students Who Watch TV or Go to the Movies and Who Have Seen Actors or Athletes Using Tobacco (Most or Some of the Time) by Year, 2001-2009 NH YTS



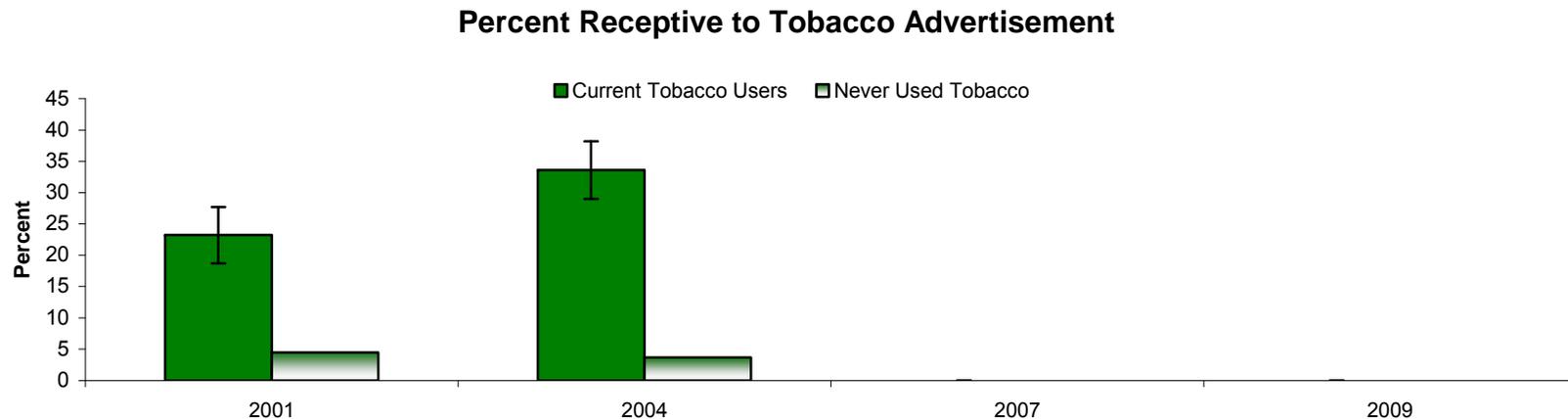
Receptiveness to Tobacco Advertisements

CDC has adopted an indicator^{14,15} to measure students' receptiveness to tobacco advertising based upon these two questions. A student responding yes to the question regarding buying or receiving tobacco gear and responding probably yes or definitely yes to the question regarding willingness to use tobacco gear was considered receptive to tobacco advertising. The first question was not asked in 2007 and 2009 but will be asked in 2011 YTS. There was a significant increase in the proportion of HS students who were receptive to tobacco advertising between 2001 and 2004 (Table 39).

Table 39. Percent of HS Students Receptive to Tobacco Advertising, by Tobacco Use Status, 2001-2009 NH YTS

Year	Current Tobacco Users			Never Used Tobacco	
	%	± 95% CI		%	± 95% CI
2001	23.2	4.5		4.5	1.7
2004	33.6	4.6		3.7	1.5
2007	N/A	N/A		N/A	N/A
2009	N/A	N/A		N/A	N/A

Figure 44. Percent of HS Students Receptive to Tobacco Advertising, by Tobacco Use Status, 2001-2009 NH YTS

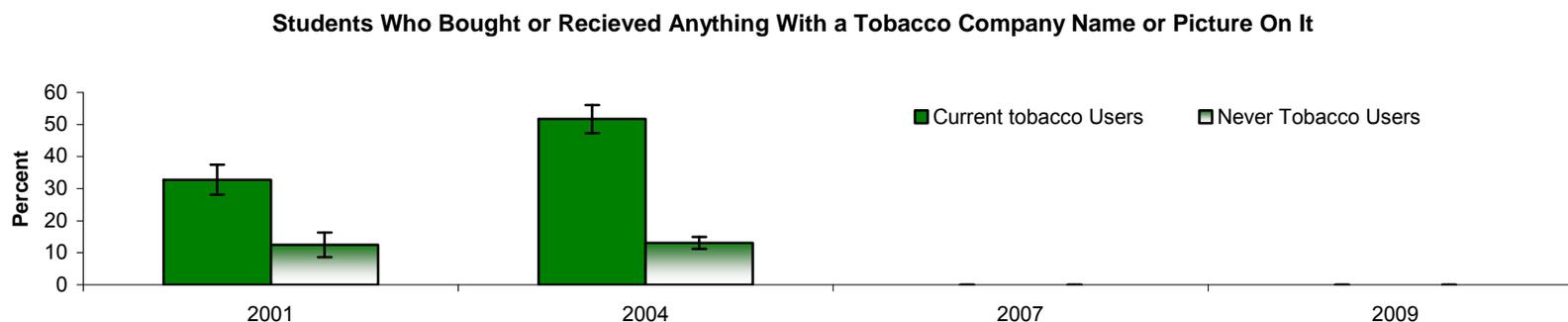


The NH YTS asked students if they had bought or received anything with a tobacco company name or picture on it in the past 12 months and if they would ever use or wear anything with a tobacco company name or picture on it. There was a significant increase between 2001 and 2004 in the percentage of HS current tobacco users who had bought or received items with a tobacco company name or picture (Table 40). HS current tobacco users were significantly more likely than those who had never used tobacco to have bought or received tobacco company gear (Table 40). This question was not asked in 2007 and 2009 and will be asked in 2011.

Table 40. Percent of HS Students Who Bought or Received Anything with a Tobacco Company Name or Picture on It, 2001 -2009 NH YTS

Year	Current Tobacco Users		Never Used Tobacco	
	%	95% CI	%	95% CI
2001	32.8	4.7	12.5	3.8
2004	51.7	4.4	13.1	1.9
2007	N/A	N/A	N/A	N/A
2009	N/A	N/A	N/A	N/A

Figure 45. Percent of HS Students Who Bought or Received Anything With a Tobacco Company Name or Picture on It, 2001 -2009 NH YTS

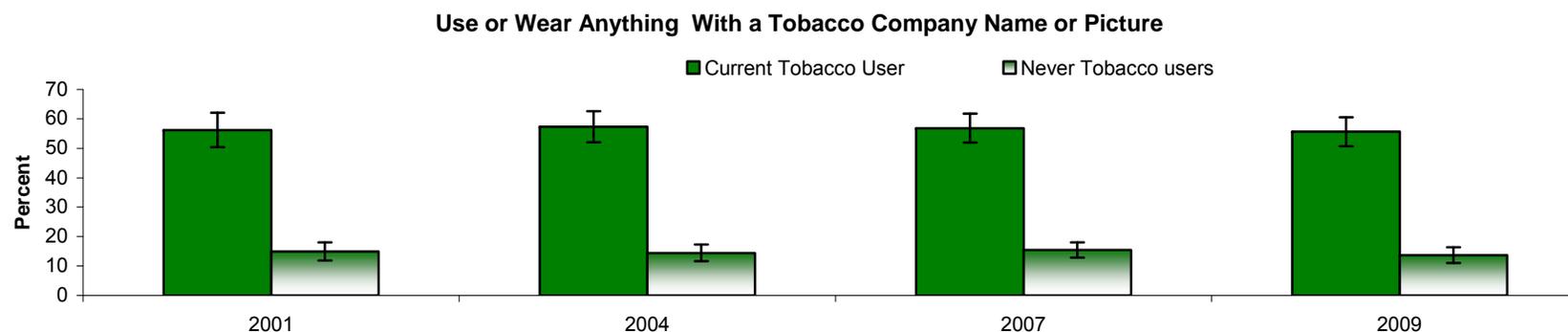


There was no significant change in the proportion of HS current tobacco users or never users who said they would use or wear something with a tobacco company name or logo between 2001, 2004, 2007, and 2009. HS current tobacco users were more likely to consider using or wearing tobacco company gear than those who had never used tobacco. Of the two questions that made up this indicator, the increase was due primarily to a higher proportion of students who bought or received tobacco company gear, rather than a higher percentage of students willing to use this gear (Table 41).

Table 41. Percent of HS Students Who Would Ever Use or Wear Anything with a Tobacco Company Name or Picture on It, 2001-2009 NH YTS

Year	Current Tobacco Users		Never Used Tobacco	
	%	± 95% CI	%	± 95% CI
2001	56.2	5.8	15.0	3.1
2004	57.3	5.3	14.5	2.8
2007	56.8	4.9	15.5	2.6
2009	55.6	4.9	13.7	2.7

Figure 46. Percent of HS Students Who Would Ever Use or Wear Anything with a Tobacco Company Name or Picture on It, 2001-2009 NH YTS



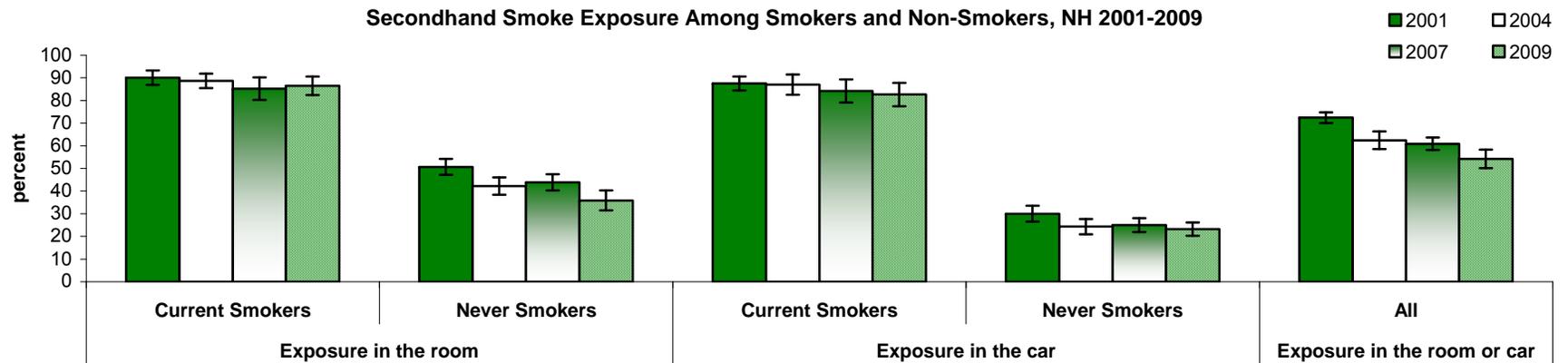
SECONDHAND SMOKE

Children exposed to secondhand tobacco smoke have higher rates of middle ear infection and upper and lower respiratory infections. Exposure to secondhand smoke increases the number of asthma attacks and need for medication in children with asthma.¹⁶ The U.S. Environmental Protection Agency (EPA) has classified secondhand smoke (or Environmental Tobacco Smoke) as a class A carcinogen.¹⁷ This chemical is known to cause cancer in humans. The EPA has also found that there is no known lower limit or threshold below which secondhand smoke can be considered safe.

Table 42. Percent of HS Students Exposed to Secondhand Smoke in Home or Car in the Past Seven Days, by Year, 2001-2009 NH

Year	Exposure in the Room				Exposure in the Car				Exposure in the Room or Car	
	Current Smokers		Never Smokers		Current Smokers		Never Smokers		All	
	% ± 95% CI		% ± 95% CI		% ± 95% CI		% ± 95% CI		% ± 95% CI	
2001	90.1	3.2	50.7	3.5	87.5	3.0	30.0	3.5	72.4	2.4
2004	88.6	3.2	42.2	3.8	87.0	4.5	24.3	3.4	62.4	3.9
2007	85.2	5.0	43.9	3.6	84.2	5.1	25.0	3.0	60.9	2.8
2009	86.5	4.1	35.9	4.4	82.6	5.2	23.2	2.9	54.2	4.1

Figure 47. Percent of HS Students Exposed to Secondhand Smoke in Home or Car in the Past Seven Days, by Year, 2001-2009 NH



In 2009 53.3% of current smokers and 24.7% of never smokers reported currently living with someone who smokes and 38.8% current Smokeless Tobacco (SLT) users and 5.4% never SLT users reported living with someone who currently uses SLT indicating that those who live with current smokers or SLT users have greater chances of smoking or being SLT users.

Table 43. Percent of Students Living in Homes Where Someone Currently Smokes or Uses SLT in the Past 30 Days, 2001-2009 NH YTS

Living with Someone Who Currently Smokes					Living with Someone Who Currently Uses SLT				
Current Smokers			Never Smokers		Current SLT Users			Never SLT Users	
Year	% ± 95% CI		%	± 95% CI	% ± 95% CI		%	± 95% CI	
2001	43.0	3.7	35.0	3.9	19.2	17.8	5.4	1.4	
2004	54.4	7.2	28.4	3.5	29.9	13.8	5.6	1.3	
2009	53.3	7.2	24.7	3.3	38.8	11.9	5.4	1.4	

Figure 48. Percent of Students Living in Homes Where Someone Currently Smokes or Uses SLT in the Past 30 Days, 2001-2009 NH YTS

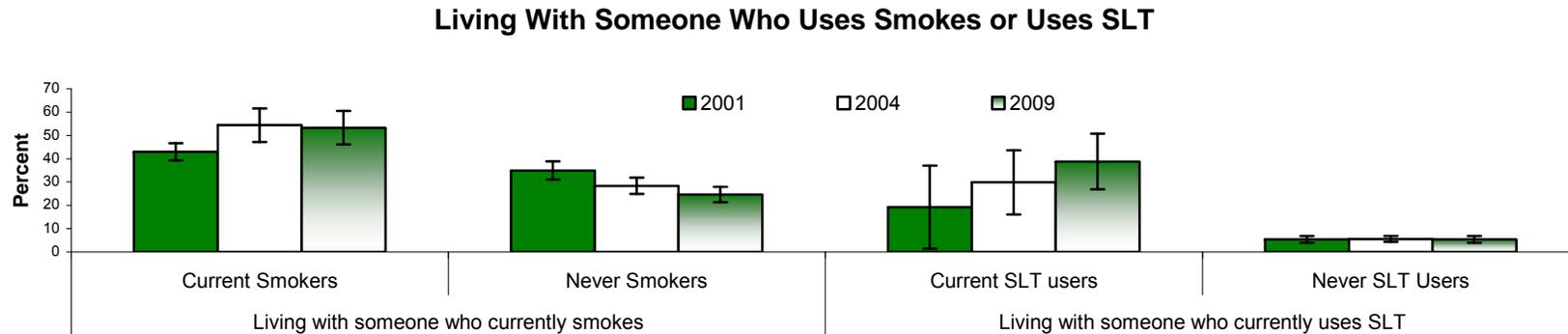
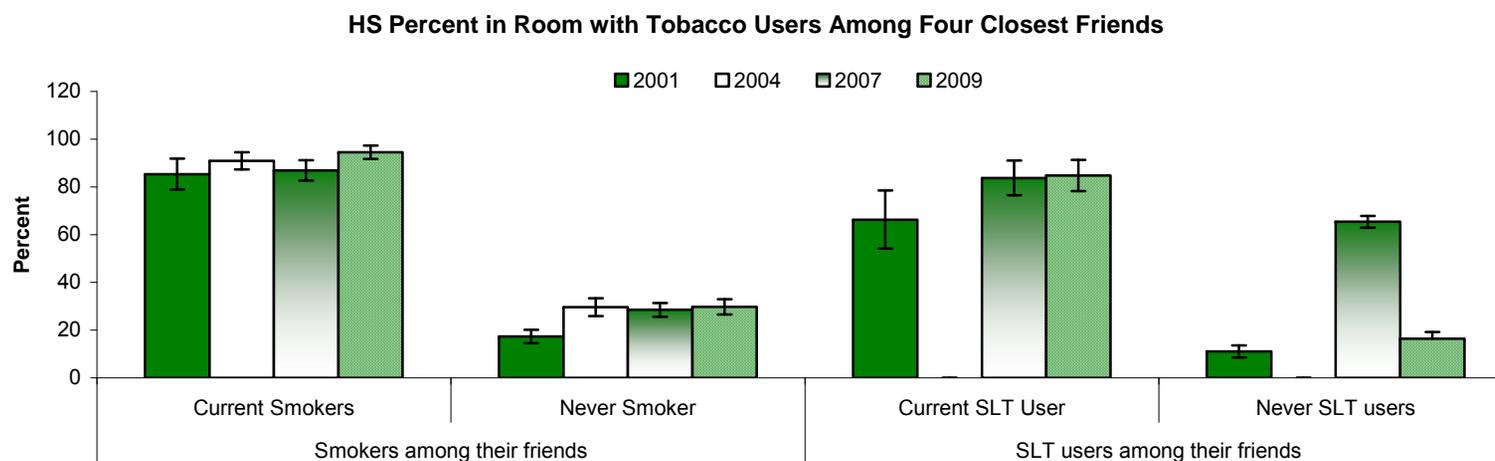


Table 44. Percent of Current and Never Smokers and SLT Users with One or More Smokers or SLT Users among their Four Closest Friends, 2001-2009 NH YTS

Year	Smokers Among Their Friends				SLT Users Among Their Friends			
	Current Smokers		Never Smoker		Current SLT User		Never SLT Users	
	%	± 95% CI	%	± 95% CI	%	± 95% CI	%	± 95% CI
2001	85.4	6.5	17.4	2.8	66.3	12.2	11.1	2.5
2004	90.9	3.6	29.6	3.7	N/A	N/A	N/A	N/A
2007	86.9	4.3	28.5	2.9	83.8	7.3	21.7	2.5
2009	94.5	2.8	29.8	3.2	84.8	6.5	21.4	2.8

Figure 49. Percent of Current and Never Smokers and SLT Users with One or More Smokers or SLT Users among their Four Closest Friends, 2001-2009 NH YTS



DEFINITIONS

Bidis: Bidis are small, thin cigarettes imported from India or other Southeast Asian countries consisting of tobacco wrapped in a leaf and secured with a colorful string.¹⁸ Bidis and kreteks are two emerging forms of tobacco in the United States.¹⁹

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

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

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

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

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

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

Kreteks: Kreteks (also called clove cigarettes)¹⁹ are flavored cigarettes containing tobacco and clove extract. Bidis and kreteks are two emerging forms of tobacco in the United States.

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

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

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

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

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

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

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Appendix. A**Reference for Acronyms Used**

ATS	Adult Tobacco Survey
BDAS	Bureau of Drug and Alcohol Services
BHSDM	Bureau of Health Statistics and Data Management
BLE	Bureau of Liquor Enforcement
BPS	Bureau of Prevention Services
BRFSS	Behavioral Risk Factor Survey System
CD	Chronic Disease
CDC/OSH	Centers for Disease Control and Prevention/Office on Smoking and Health
CI	Confidence Interval
CPS	Current Population Survey
CTFK	Campaign For Tobacco Free Kids
DADAPR	NH Division of Alcohol, Drug Abuse, Prevention & Recovery
DCDP	Division of Chronic Disease Prevention
DHHS	Department of Health and Human Services
DPHS	Division of Public Health Services
ETS	Environmental Tobacco Smoke
HS	High School
ISA	Indoor Smoking Act
JSI	JSI Research and Training Institute, Inc.
MS	Middle School
MSA	Master Settlement Agreement
MSTP	Model School Tobacco Policy
NC	North Country
NCHS	National Center for Health Statistics
NHATS	New Hampshire Adult Tobacco Survey
NH	New Hampshire
NHIS	National Health Interview Survey
NHYTS	New Hampshire Youth Tobacco Survey
NRT	Nicotine Replacement Therapy
NYTS	National Youth Tobacco Survey
OSH	CDC, Office on Smoking and Health
PAR	Population Attributable Risk

PTO/PTA	Parent Teacher Organization/Association(s)
SGR	Surgeon General's Report
SHS	Secondhand Smoke
TPCP	NH Tobacco Prevention and Control Program
TTS	Try-To-Stop
TTSTRC	Try-To-STOP TOBACCO Resource Center (see NHTTSTRC)
TUAC	Tobacco Use Advisory Committee
US PHSG	US Public Health Service Clinical Practice Guideline
YRBS	Youth Risk Behavior Survey
YTS/NH YTS	NH Youth Tobacco Survey

Revised 02/08/10 - chd

Appendix B

Instructional Concepts (Kindergarten Through Grade Twelve)

To achieve maximum effectiveness, school health programs to prevent tobacco use must be carefully planned and systematically implemented. Research and experience acquired since the first Surgeon General's report on smoking and health have helped in understanding how to produce school policies on tobacco use and how to plan school-based programs to prevent tobacco use so that they are most effective. Carefully planned school programs can be effective in reducing tobacco use among students if school and community leaders make the commitment to implement and sustain such programs.¹

=====	
-----+-----	-----
Early Elementary School	Later Elementary School
-----+-----	-----
KNOWLEDGE: Students will learn that	KNOWLEDGE: Students will learn that
<ul style="list-style-type: none"> - A drug is a chemical that changes how the body works. - All forms of tobacco contain a drug called nicotine. - Tobacco use includes cigarettes and smokeless tobacco. - Tobacco use is harmful to health. - Stopping tobacco use has short-term and long-term benefits. - Many persons who use tobacco have trouble stopping. - Tobacco smoke in the air is dangerous to anyone who breathes it. - Many fires are caused by persons 	<ul style="list-style-type: none"> - Stopping tobacco use has short- and long-term benefits * - Environmental tobacco smoke is dangerous to health. * - Most young persons and adults do not use tobacco * - Nicotine, contained in all forms of tobacco, is an addictive drug. - Tobacco use has short-term and long-term physiologic and cosmetic consequences. - Personal feelings, family, peers, and the media influence decisions about tobacco use. - Tobacco advertising is often directed

- who smoke.
 - Some advertisements try to persuade persons to use tobacco.
 - Most young persons and adults do not use tobacco.
 - persons who choose to use tobacco are not bad persons.
-
- ° toward young persons
 - °
 - ° - Young persons can resist pressure to use tobacco.
 - °
 - ° - Laws, rules, and policies regulate the sale and use of tobacco.
 - °
 - °
-
- ATTITUDES: Students will demonstrate
-
- A personal commitment not to use tobacco.
 - Pride about choosing not to use tobacco.
- ° ATTITUDES: Students will demonstrate
 - °
 - ° - A personal commitment not to use tobacco *
 - °
 - ° - Pride about choosing not to use tobacco *
 - °
 - ° - Support for others' decisions not to use tobacco
 - °
 - ° - Responsibility for personal health.
-
- SKILLS: Students will be able to
-
- Communicate knowledge and personal attitudes about tobacco use.
 - Encourage other persons not to use tobacco.
- ° SKILLS: Students will be able to
 - °
 - ° - Communicate knowledge and personal attitudes about tobacco use. *
 - °
 - ° - Encourage other persons not to use tobacco. *
 - °
 - ° - Demonstrate skills to resist tobacco use.
 - °
 - ° - State the benefits of a smoke-free environment.
 - °
 - ° - Develop counterarguments to tobacco advertisements and other promotional materials
 - °

- o - Support persons who are trying to stop using tobacco.

-----+-----
o
Middle School/Junior High School

o
Senior High School
o

-----+-----
o
KNOWLEDGE: Students will learn that

o KNOWLEDGE: Students will learn that

- +-----
o
- Most young persons and adults do not smoke. *
- Laws, rules, and policies regulate the sale and use of tobacco. *
- Tobacco manufacturers use various strategies to direct advertisements toward young persons, such as "image" advertising. *
- Tobacco use has short- and long-term physiologic, cosmetic, social, and economic consequences. *
- Cigarette smoking and smokeless tobacco use have direct health consequences. *
- Maintaining a tobacco-free environment has health benefits.
- Tobacco use is an unhealthy way to manage stress or weight.
- Community organizations have information about tobacco use and can help persons stop using tobacco.
- Smoking cessation programs can be successful.
- Tobacco contains other harmful sub-

- o - Most young persons and adults do not smoke. *
- o
o - Tobacco use has short- and long-term physiologic, cosmetic, social, and economic consequences. *
- o
o - Cigarette smoking and smokeless tobacco use have direct health consequences. *
- o
o - Community organizations have information about tobacco use and can help persons stop using tobacco. *
- o
o - Smoking cessation programs can be successful. *
- o
o - Tobacco use is an unhealthy way to manage stress or weight. *
- o
o - Tobacco use during pregnancy has harmful effects on the fetus.
- o
o - Schools and community organizations can promote a smoke-free environment.
- o
o - Many persons find it hard to stop using tobacco, despite knowledge about the health hazards of tobacco use.

stances in addition to nicotine.	°	
-----+-----		
ATTITUDES: Students will demonstrate	°	ATTITUDES: Students will demonstrate
-----+-----		
- A personal commitment not to use tobacco. *	°	- A personal commitment not to use tobacco. *
	°	
- Pride about choosing not to use tobacco. *	°	- Pride about choosing not to use tobacco. *
	°	
- Responsibility for personal health. *	°	- Responsibility for personal health. *
	°	
- Support for others' decisions not to use tobacco. *	°	- Support for others' decisions not to use tobacco. *
	°	
- Confidence in personal ability to resist tobacco use.	°	- Confidence in personal ability to resist tobacco use. *
	°	
	°	- Willingness to use school and community resources for information about, and help with, resisting or quitting tobacco use.
	°	
-----+-----		
SKILLS: Students will be able to	°	SKILLS: Students will be able to
-----+-----		
- Encourage other persons not to use tobacco. *	°	- Encourage other persons not to use tobacco. *
	°	
- Support persons who are trying to stop using tobacco. *	°	- Support persons who are trying to stop using tobacco. *
	°	
- Communicate knowledge and personal attitudes about tobacco use. *	°	- Communicate knowledge and personal attitudes about tobacco use. *
	°	
- Demonstrate skills to resist tobacco use. *	°	- Demonstrate skills to resist tobacco use. *
	°	
- Identify and counter strategies used in tobacco advertisements and other promotional materials. *	°	- Identify and counter strategies used in tobacco advertisements and other promotional materials. *
	°	
- Develop methods for coping with to-	°	- Develop methods for coping with to-

- bacco use by parents and with other difficult personal situations, such as peer pressure to use tobacco.
 - Request a smoke-free environment.
- ° bacco use by parents and with other difficult personal situations, such as peer pressure to use tobacco. *
 - °
 - ° - Use school and community resources for information about and help with, resisting or quitting tobacco use.
 - °
 - ° - Initiate school and community action to support a smoke-free environment.
-

* These concepts reinforce content introduced during earlier grades.

¹ CDC. MMWR: Guidelines for School Health Programs to Prevent Tobacco Use and Addiction; Recommendations and reports; February 25, 1994/43 (RR-2); 1-18

The 2009 New Hampshire Youth Tobacco Survey

This survey is about tobacco use. This is NOT a test! It will help us **develop better tobacco education programs** for young people like you.

DO NOT WRITE YOUR NAME ON THE SURVEY. Your answers will be kept private. **No one will know what you write.** Answer the questions based on what you really know or do.

Taking part in this survey is voluntary. Your grades will not be affected, and no one will ever know your answers.

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

Make sure you read every question on the survey. Be as honest as you can with your answers. **USE THE PENCIL PROVIDED. Be sure you fill in the circles in the booklet completely.** When you are finished, sit quietly and wait for instructions from the person giving the survey.

START HERE

THE FIRST QUESTIONS ASK FOR SOME BACKGROUND INFORMATION ABOUT YOU.

1. **How old are you?**
 - 11 years old or younger
 - 12 years old
 - 13 years old
 - 14 years old
 - 15 years old
 - 16 years old
 - 17 years old
 - 18 years old or older

2. **What is your gender?**
 - Female
 - Male

3. **What grade are you in?**
 - 6th
 - 7th
 - 8th
 - 9th
 - 10th
 - 11th
 - 12th
 - Ungraded or other grade

4. **How do you describe yourself? (You can CHOOSE ONE ANSWER, or MORE THAN ONE)**
 - American Indian or Alaskan Native
 - Asian
 - Black or African American
 - Hispanic or Latino
 - Native Hawaiian or Other Pacific Islander
 - White

5. **Which one of these groups BEST describes you? (CHOOSE ONLY ONE ANSWER)**
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - Hispanic or Latino
 - Native Hawaiian or Other Pacific Islander
 - White

6. **During the last 4 weeks, about how much money did you have each week to spend any way you want to?**
 - None
 - Less than \$1
 - \$1 to \$5
 - \$6 to \$10
 - \$11 to \$20
 - \$21 to \$50
 - More than \$50

7. **During the past 12 months, how would you describe your grades in school?**
 - Mostly A's
 - Mostly B's
 - Mostly C's
 - Mostly D's
 - Mostly F's
 - None of these grades
 - Not sure

THE NEXT GROUP OF QUESTIONS ASKS ABOUT TOBACCO USE.

Cigarette Smoking

8. **Have you ever tried cigarette smoking, even one or two puffs?**
 - Yes
 - No

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

- I have never smoked a whole cigarette
- 8 years old or younger
- 9 or 10 years old
- 11 or 12 years old
- 13 or 14 years old
- 15 or 16 years old
- 17 years old or older

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

- None
- 1 or more puffs but never a whole cigarette
- 1 cigarette
- 2 to 5 cigarettes
- 6 to 15 cigarettes (about 1/2 a pack total)
- 16 to 25 cigarettes (about 1 pack total)
- 26 to 99 cigarettes (more than 1 pack, but less than 5 packs)
- 100 or more cigarettes (5 or more packs)

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

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

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

- I did not smoke cigarettes during the past 30 days
- Less than 1 cigarette per day
- 1 cigarette per day
- 2 to 5 cigarettes per day
- 6 to 10 cigarettes per day
- 11 to 20 cigarettes per day
- More than 20 cigarettes per day

13. **During the past 30 days, what brand of cigarettes did you usually smoke? (CHOOSE ONLY ONE ANSWER)**

- I did not smoke cigarettes during the past 30 days
- I do not have a usual brand
- Camel
- Marlboro
- Newport
- Virginia Slims
- GPC, Basic, or Doral
- Some other brand

14. **During the past 30 days, how did you usually get your own cigarettes? (CHOOSE ONLY ONE ANSWER)**

- I did not smoke cigarettes during the past 30 days
- I bought them in a store such as a convenience store, supermarket, discount store, or gas station
- I bought them from a vending machine
- I gave someone else money to buy them for me
- I borrowed (or bummed) them from someone else
- A person 18 years old or older gave them to me
- I took them from a store or family member
- I got them some other way

15. **During the past 30 days, where did you buy the last pack of cigarettes you bought? (CHOOSE ONLY ONE ANSWER)**

- I did not buy a pack of cigarettes during the past 30 days
- A gas station
- A convenience store
- A grocery store
- A drugstore
- A vending machine
- I bought them over the Internet
- Other



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

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

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

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

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

- I have never smoked even one or two puffs
- Earlier today
- Not today but sometime during the past 7 days
- Not during the past 7 days but sometime during the past 30 days
- Not during the past 30 days but sometime during the past 6 months
- Not during the past 6 months but sometime during the past year
- 1 to 4 years ago
- 5 or more years ago

19. Do you want to stop smoking cigarettes?

- I do not smoke now
- Yes
- No

20. During the past 12 months, did any doctor, dentist, nurse, or other health professional ask you if you smoke?

- Yes
- No
- Don't know / not sure

21. During the past 12 months, did any doctor, dentist, nurse, or other health professional advise you not to smoke?

- Yes
- No
- Don't know / not sure

22. How many times during the past 12 months, have you stopped smoking for one day or longer because you were trying to quit smoking?

- I have not smoked in the past 12 months
- I have not tried to quit
- 1 time
- 2 times
- 3 to 5 times
- 6 to 9 times
- 10 or more times

23. When you last tried to quit, how long did you stay off cigarettes?

- I have never smoked cigarettes
- I have never tried to quit
- Less than a day
- 1 to 7 days
- More than 7 days but less than 30 days
- 30 days or more but less than 6 months
- 6 months or more but less than a year
- 1 year or more



24. **In the past 12 months, did you do any of the following to help you quit smoking?**

- I have never smoked
- I have not smoked in the past 12 months
- I did not try to quit in the past 12 months
- Called a help line or quit line
- Used a nicotine skin patch, gum, inhaler, or nasal spray
- Visited an internet quit site
- Got help from family or friends
- Tried to quit but didn't do any of these things

25. **Where do you smoke cigarettes?
(CHOOSE ONE OR MORE ANSWER)**

- I do not smoke now
- At work
- In the car
- At friends' house
- At sports events, parties, dances, raves or other social events
- In public buildings (restaurants, fast food places, shopping malls, or other hangouts)
- Outdoors (sidewalk, parking lots, parks)
- Other places

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

- Yes
- No
- Not sure

27. **Do you have asthma now?**

- Yes
- No
- Not sure

Smokeless Tobacco: Chewing Tobacco, Snuff, or Dip

28. **Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?**

- Yes
- No

29. **During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip?**

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

30. **During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip on school property?**

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

Cigars

31. **Have you ever tried smoking cigars, cigarillos, or little cigars, even one or two puffs?**

- Yes
- No



32. During the past 30 days, on how many days did you smoke cigars, cigarillos, or little cigars?

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

Pipe

33. During the past 30 days, on how many days did you smoke tobacco in a pipe?

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

Bidis and Kreteks

THE NEXT QUESTIONS ARE ABOUT BIDIS (OR “BEEDIES”) AND KRETEKS (ALSO CALLED “CLOVE CIGARETTES”). BIDIS ARE SMALL BROWN CIGARETTES FROM INDIA CONSISTING OF TOBACCO WRAPPED IN A LEAF TIED WITH A THREAD. KRETEKS ARE CIGARETTES CONTAINING TOBACCO AND CLOVE EXTRACT.

34. Have you ever tried smoking any of the following:

- Bidis
- Kreteks
- I have tried both bidis and kreteks
- I have never smoked bidis or kreteks

35. During the past 30 days, on how many days did you smoke bidis?

- 0 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 29 days
- All 30 days

THE NEXT QUESTIONS ASK ABOUT YOUR THOUGHTS ABOUT TOBACCO.

36. Do you think that you will try a cigarette soon?

- I have already tried smoking cigarettes
- Yes
- No

37. Do you think you will smoke a cigarette at anytime during the next year?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

38. Do you think you will be smoking cigarettes 5 years from now?

- I definitely will
- I probably will
- I probably will not
- I definitely will not

39. If one of your best friends offered you a cigarette, would you smoke it?

- Definitely yes
- Probably yes
- Probably not
- Definitely not



40. **In the past 12 months, how often have your parents or guardians discussed the dangers of tobacco use with you?**

- Never
- Rarely
- Sometimes
- Often
- Very often

41. **Do you think people can get addicted to using tobacco just like they can get addicted to using cocaine or heroin?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

42. **Do you think young people who smoke cigarettes have more friends?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

43. **Do you think smoking cigarettes makes young people look cool or fit in?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

44. **Do you think young people risk harming themselves if they smoke from 1 - 5 cigarettes per day?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

45. **Do you think it is safe to smoke for only a year or two, as long as you quit after that?**

- Definitely yes
- Probably yes
- Probably not
- Definitely not

46. **Do you believe that light (low tar) cigarettes are somewhat less risky than regular (full flavor) cigarettes?**

- I have never smoked cigarettes
- Yes, they are somewhat less risky
- No, they pose the same risk
- No, they are more risky

47. **Do you think you would be able to quit smoking cigarettes now if you wanted to?**

- I do not smoke now
- Yes
- No

48. **During this school year, were you taught in any of your classes about the dangers of tobacco use?**

- Yes
- No
- Not sure

49. **During this school year, did you practice ways to say NO to tobacco in any of your classes (for example by role-playing)?**

- Yes
- No
- Not sure



THE NEXT QUESTIONS ASK ABOUT EVENTS YOU MAY HAVE ATTENDED OR WHAT YOU HAVE SEEN ON TV, AT THE MOVIES, OR ON THE INTERNET.

50. During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?

- Yes
- No
- I did not know about any activities

51. During the past 12 months, on how many sports teams did you play? (Include any teams run by school or community groups.)

- 0 teams
- 1 team
- 2 teams
- 3 or more teams

52. Not counting sports teams, how do you USUALLY spend your free time? (CHOOSE ONLY ONE ANSWER)

- Hanging out at home
- Hanging out at friends' homes
- School club or activity (Such as language club, student council)
- Faith-based activities (such as church, temple or other religious groups)
- Club or activity outside of school (Such as Scouts, Boys and Girls Clubs, 4-H club)
- Working at a job for pay (outside of my home)
- Hanging out in public places (Such as parks, shopping centers, street corners)
- Other

53. About how many days a week are you at home or at a friend's home without a parent or adult around?

- 0 days
- 1 or 2 days
- 3 or 4 days
- 5 or 6 days
- 7 days

54. During the past 30 days, have you seen or heard commercials on TV, the Internet, or on the radio about the dangers of cigarette smoking?

- Not in the past 30 days
- 1-3 times in the past 30 days
- 1-3 times per week
- Daily or almost daily
- More than once a day

55. When you watch TV or go to movies, how often do you see actors using tobacco?

- I don't watch TV or go to movies
- Most of the time
- Some of the time
- Hardly ever
- Never

56. When you watch TV, how often do you see athletes using tobacco?

- I don't watch TV
- Most of the time
- Some of the time
- Hardly ever
- Never

57. When you are using the Internet, how often do you see ads for tobacco products?

- I don't use the Internet
- Most of the time
- Some of the time
- Hardly ever
- Never



SOME TOBACCO COMPANIES MAKE ITEMS LIKE SPORTS GEAR, T-SHIRTS, LIGHTERS, HATS, JACKETS, AND SUNGLASSES THAT PEOPLE CAN BUY OR RECEIVE FREE.

58. **Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?**
- Definitely yes
 - Probably yes
 - Probably not
 - Definitely not

THE NEXT QUESTIONS ASK ABOUT YOUR EXPOSURE TO TOBACCO USE.

59. **During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?**
- 0 days
 - 1 or 2 days
 - 3 or 4 days
 - 5 or 6 days
 - 7 days
60. **Which of these best describes the rules about smoking inside the house where you live? Smoking is...**
- Never allowed inside my home
 - Allowed only at some times or in some places
 - Always allowed inside my home
61. **What do you think people should do about smoking inside their home? People should ...**
- Never allow smoking inside their home
 - Allow smoking at some times or in some places
 - Always allow smoking inside their home.

62. **Which of the following best describes the rules about smoking in the vehicle you drive or ride in the most? Smoking is ...**
- Never allowed inside the vehicle
 - Sometimes allowed inside the vehicle
 - Always allowed inside the vehicle.
63. **What do you think people should do about smoking in their vehicles? People should ...**
- Never allow smoking in their vehicles
 - Allow smoking at some times in their vehicles
 - Always allow smoking in their vehicles
64. **During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?**
- 0 days
 - 1 or 2 days
 - 3 or 4 days
 - 5 or 6 days
 - 7 days
65. **What do you think employers should do about smoking in indoor areas in places where people work? Employers should...**
- Never allow smoking in places where people work
 - Allow smoking only at some times or in some places
 - Always allow smoking in places where people work
66. **Which of these best describes smoking where you work? Smoking is...**
- I do not have a job
 - Never allowed where I work
 - Allowed but only at some times or in some places
 - Always allowed where I work



67. On how many of the past 7 days did you breathe the smoke from someone who was smoking in the place where you work?

- I do not have a job
- I have a job but did not work in the past 7 days.
- 0 days
- 1 to 3 days
- 4 to 6 days
- All 7 days

68. Now think about indoor public places such as malls, movie theaters, clubs or restaurants. Which of these best describes what you think about smoking in indoor public places? Smoking should...

- Never be allowed in indoor public places
- Be allowed in indoor public places but only at some times or in some areas
- Always be allowed in indoor public places

69. Do you think the smoke from other people's cigarettes is harmful to you?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

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

- Yes
- No

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

- Yes
- No

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

- None
- One
- Two
- Three
- Four
- Not sure

73. How many of your four closest friends use chewing tobacco, snuff, or dip?

- None
- One
- Two
- Three
- Four
- Not sure

74. In the past 30 days, has anyone, including yourself, smoked cigarettes, cigars or tobacco in a pipe anywhere inside your home?

- Yes
- No
- Not Sure

THANK YOU VERY MUCH FOR YOUR COOPERATION!!

