

Iowa Youth Tobacco Survey (IYTS)
Data Fact Sheet
Tobacco Use among Youth

In the spring of 2002, the Iowa Department of Public Health, Division of Tobacco Use Prevention and Control, conducted a statewide survey with more than 3,000 middle school and high school students. The Iowa Youth Tobacco Survey (IYTS) asked students about their attitudes and beliefs regarding tobacco use, and about their own tobacco use.

Following Centers for Disease Control and Prevention (CDC) guidelines, statistical methods were used by which a representative sample of Iowa youth were surveyed. Because these youth were randomly selected, the findings can be generalized to the larger Iowa youth population.

Tobacco Use Prevalence

Anti-tobacco programs have intensified in Iowa and around the country. Current (past 30 days) use of tobacco among Iowa middle school and high school students dropped significantly from 2000 to 2002.

- During the 2000 IYTS, 19,178 (16%) of middle school students indicated that they used tobacco products. In 2002, 13,185 (11%) of middle school students reported using tobacco products. This shows a reduction in usage of tobacco products by 31%.
- During the 2000 IYTS, about 64,273 (39%) high school students indicated that they used tobacco products. In 2002, 56,033 (34%) of high school students reported using tobacco products. This represents a 13% reduction in tobacco usage from 2000 to 2002.

Secondhand Smoke

- Overall, 70% of middle school students and 73% of high school students reported being exposed to secondhand smoke in a room in the seven days preceding the survey. About 50% of middle school students and 52% of high school students reported being exposed to secondhand smoke in cars in the seven days preceding the survey.

Smoking Cessation

Among *middle* school tobacco users, desire to quit smoking and attempts to quit smoking increased significantly from 2000 to 2002.

- About two-thirds (65.9%) of Iowa's middle school students who use tobacco would like to quit smoking, which is significantly higher than reported in 2000 (46.4%).
- About two-thirds (65%) of Iowa's middle school students who use tobacco have attempted to quit smoking within the past 12 months, which is higher than reported in 2000 (54.9%).

Access and Purchase of Cigarettes

Most middle school students and high school students get their cigarettes from another person rather than buying them directly from a store or other vendor.

- Among middle school students, the most common way to get cigarettes is to borrow them from someone else (46%), followed closely by giving someone else money to buy them (40%).
- Among high school students, the most common way to get cigarettes is giving someone else money to buy them (38.6%), followed by “borrowing” or “bumming” them from someone else (28.5%).

JEL (Just Eliminate Lies)

- The majority of middle school students (78.9%) and high school students (85.3%) have heard or seen something about the Iowa anti-tobacco advertising campaign called “JEL”.
- Three-fourths of middle school students (75%) and high school students (74.9%) thought that the JEL campaign was believable and did ok or well in getting their anti-tobacco message across to people their age.

Sampling Methods

- The survey sample is a 2-stage cluster design. In the first stage, schools are selected randomly within the grade range specified with a probability proportional to enrollment size. At the second stage, classes are randomly selected from within the selected schools and all the students within a selected class are surveyed.
- The survey was conducted between April and May 2002. Twenty-five middle schools and twenty-seven high schools participated. A sample of 3,819 students was selected to participate according to CDC’s guidelines and, of these, 3,372 actually participated.

Questions concerning this project or additional data request may be addressed to:

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