



# Iowa Youth Tobacco Survey 2004

December 2005

Iowa Department of Public Health, Division of Tobacco Use Prevention and Control

**\$277M**

(the approximate amount the State of Iowa pays annually in tobacco-related healthcare costs)

# Mission

The mission of the Division of Tobacco Use Prevention and Control is to establish a comprehensive partnership among state government, local communities and the people of Iowa to foster a social and legal climate in which tobacco becomes undesirable and unacceptable.

Tobacco use and exposure to secondhand smoke in Iowa continue to be major public health problems. Estimated annual healthcare expenditures in Iowa directly related to tobacco use total \$937 million, and the state of Iowa pays approximately \$277 million of these costs. Therefore, preventing and reducing tobacco use among all ages in Iowa and creating smoke-free environments are program priorities for the division.

# Introduction

The Iowa Youth Tobacco Survey (IYTS) is conducted every 2 years and began in 2000. It is a comprehensive survey of tobacco use, secondhand smoke exposure, access, cessation, tobacco-related attitudes, tobacco marketing and tobacco prevention exposure, and awareness of the “Just Eliminate Lies” campaign among Iowa youth. The Iowa Department of Public Health, Division of Tobacco Use Prevention and Control conducted the 2004 IYTS to measure the effectiveness of youth tobacco-use prevention and cessation programs within Iowa.

## Acknowledgements

U.S. Centers for Disease Control and Prevention

Participating Iowa school districts

Tobacco Community Partnership staff

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## Survey Methodology

During the fall of 2004, 25 middle schools and 36 high schools, 61 public schools total, participated in the Iowa Youth Tobacco Survey. A total of 3,718 middle and high school students (1,912 middle school students and 1,806 high school students) completed the anonymous, confidential and self-administered survey.

Using methods designed by the Centers for Disease Control and Prevention, statistical weights were applied to responses to ensure they reflected the true student population in Iowa in 2004. The response rate for this survey was high. All selected middle schools and 94% of selected high schools participated in the survey. Of the students invited to participate, 90% of middle school and 85% of high school students completed a viable survey.

## Executive Summary

Youth tobacco use in Iowa has declined since 2002 and is well below the national average. Clearly, tobacco-use prevention efforts in Iowa have been successful. Since 2002, both high school and middle school students have reported less exposure to secondhand smoke, are more likely to have tried quitting within the past year and have fewer close friends who smoke.

Among high school students, current cigarette use has dropped by 7 percentage points, and almost twice as many high school students have attempted to quit smoking within the last year. Furthermore, fewer high school students believe they will be smoking in 1 year and have fewer close friends who smoke.

Middle school tobacco use in Iowa is still below the national average. Current cigarette use in middle schools, however, has not changed since 2002.

The youth-led Just Eliminate Lies (JEL) program has had remarkable success in high schools, where more than 85% of high school students recognize JEL and believe it is doing a good job of getting the antitobacco message out to youth. Furthermore, the vast majority believes that JEL has changed their views of the tobacco industry. Unfortunately, fewer middle school students have recognized the JEL program since 2002. Of middle school students who are aware of JEL, most believe it is convincing and it has changed their views of the tobacco industry.

Key findings from the 2004 Iowa Youth Tobacco Survey are included in this report. For a complete copy of the 2004 IYTS please go to <http://www.idph.state.ia.us/tobacco> and scroll to "Links to Programs & Other Information." If you have questions about this report please contact the Division of Tobacco Use Prevention and Control at the Iowa Department of Public Health at 515-281-6225.

## Smoking Prevalence

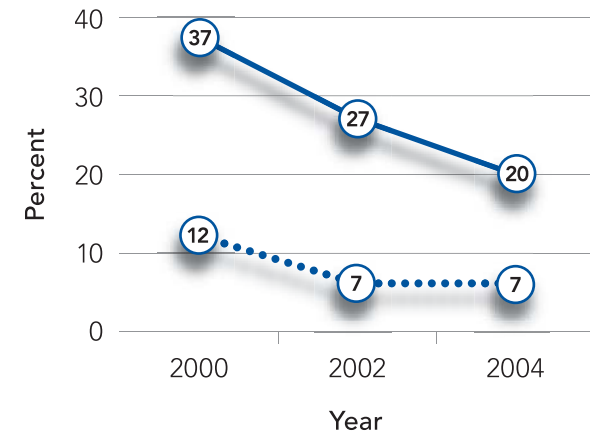
To determine the prevalence of tobacco use, students were asked about their use of cigarettes or smokeless tobacco. Students were considered to be current tobacco users if they reported using either product within the past 30 days.

- 38,413 middle and high school students in Iowa currently smoke cigarettes;
  - 20% or 30,513 high school students and
  - 7% or 7,900 middle school students.
- Current cigarette use among high school students has decreased by 26% since 2002.
- No change in cigarette use has been seen among middle school students since 2002.
- Current smokeless tobacco use in middle schools has steadily declined over the past 4 years; however, use among high school students has not changed since 2002.

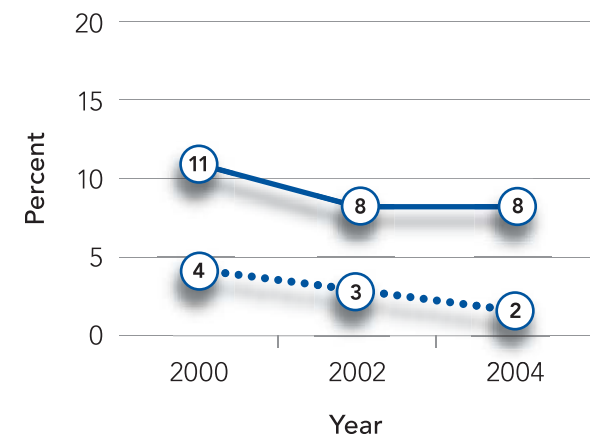
Both current  
cigarette use  
and the intention

High School Students —————  
Middle School Students ······

**Figure 1: Percentage of Students Who Currently Smoke Cigarettes**



**Figure 2: Percentage of Students Who Currently Use Smokeless Tobacco**



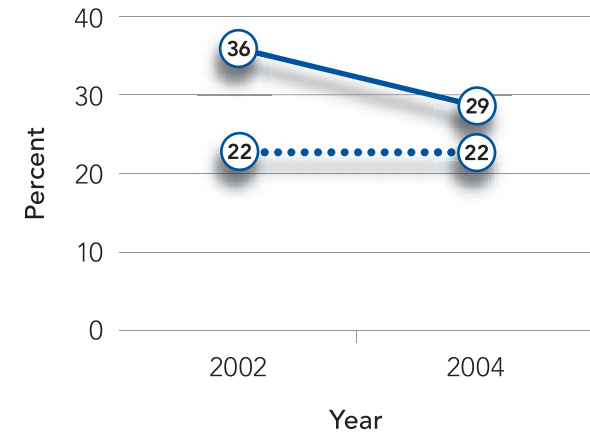
# to smoke next year have decreased by 26% among high school students.

To measure addiction to cigarette smoking and future tobacco use, students who smoked were asked if they thought they could go the whole day without smoking and all students were asked if they thought they would be smoking next year.

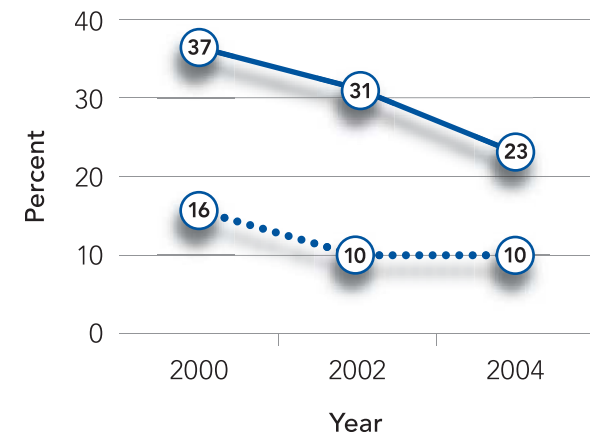
- The number of high school students who feel like they could not go the whole day without smoking decreased by 7 percentage points since 2002.
- No change occurred among middle school students.
- The intention of high school students to smoke within the next year decreased by 8 percentage points from 2002 to 2004; no change was observed among middle school students.

High School Students —————  
Middle School Students ······

**Figure 3: Percentage of Student Smokers Who Could Not Go the Whole Day Without Smoking**



**Figure 4: Percentage of Students Who Think They Will Smoke Cigarettes Next Year**



## Secondhand Smoke Exposure

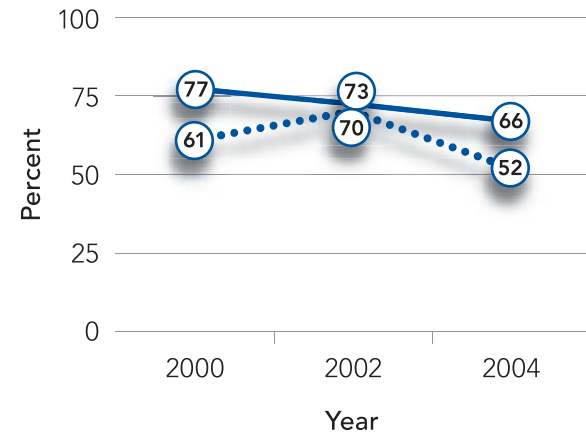
To assess youth exposure to secondhand smoke in Iowa, students were asked if they spent more than 1 day in the last week in the same room as a smoker and the number of their closest friends who smoke.

- The number of students who reported spending more than 1 day in the same room with a smoker has decreased among high school and middle schools students since 2002, 73% to 66% and 70% to 52%, respectively.
- Middle school students reporting closest friends who smoke has decreased significantly since 2002, 66% to 21%.
- The decrease was moderate in high school students, 51% to 46%.

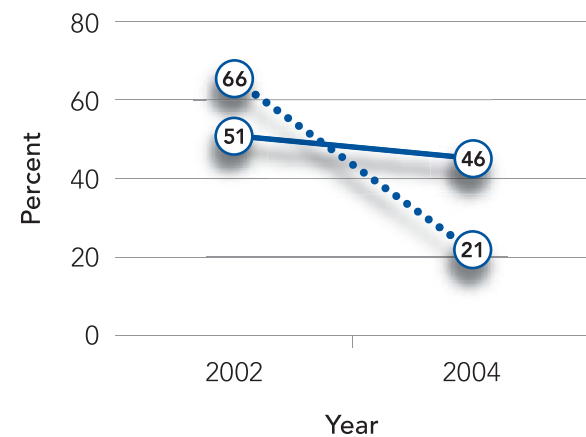
The number of middle school students who have close friends that smoke has decreased by 68% in 2 years.

High School Students —————  
Middle School Students ······

**Figure 5: Percentage of Students Who Spent More Than 1 Day In the Same Room As a Smoker**



**Figure 6: Percentage of Students Who Report Their Closest Friends Smoke**



## Smoking Cessation Attempts

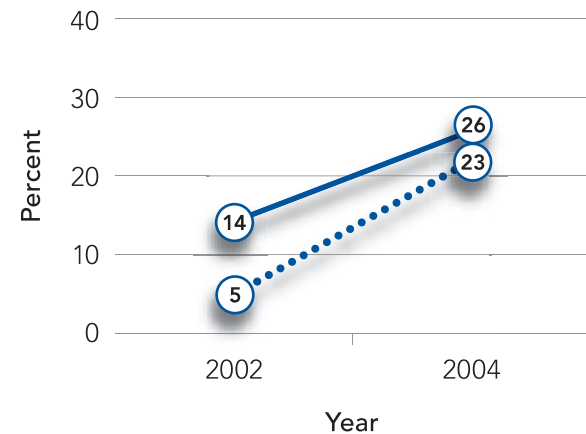
Students were asked if they wanted to or tried to quit smoking within the past 12 months.

- In 2004, 26% of high school smokers tried to quit compared to 14% in 2002.
- In 2004, 23% of middle school smokers tried to quit compared to only 5% in 2002.
- In 2004, 50% or 15,257 of all high school current smokers wanted to quit smoking.
- In 2004, 43% or 3,397 middle school smokers wanted to quit smoking.

Attempts to quit by high school students have increased by over 86% in 2 years.

High School Students —————  
Middle School Students ······

**Figure 7: Percentage of Student Smokers Who Tried to Quit Smoking in the Past Year**



## Acquisition of Tobacco Products

The survey asked student tobacco users how they usually obtained tobacco products. Choices included: had someone else buy it for them, used vending machines, obtained from a store, had someone of legal age provide it to them, took from a store or family member, borrowed or obtained from some other source.

- Only 4% of middle and 9% of high school student tobacco users purchased tobacco products illegally from a store.
- Only 24% of female high school tobacco users were refused tobacco products because of their age, which is in contrast to 44% of male underaged high school tobacco users.
- Most high school student tobacco users (41%) had others purchase tobacco products for them.
- Other significant sources of obtaining tobacco products for high school students included:
  - Borrowing (26%)
  - Receiving from adults (8%)
  - Stealing from stores or family members (6%)
  - Other sources (9%)
- Other sources of obtaining tobacco products for middle school students included:
  - Borrowing (27%)
  - Having others buy for them (23%)
  - Stealing from family members or stores (14%)
  - Other sources (23%)
- Vending machines were not a significant source of tobacco products for either student group.

## Just Eliminate Lies (JEL) Youth-led Campaign

Generally, tobacco use among middle and high school students in Iowa has decreased since 2002, which suggests that tobacco prevention programs have been successful. However, as **Figure 9** shows, there has been a significant decrease in the number of middle school students who have “seen or heard of the Just Eliminate Lies campaign.”

JEL’s outreach to high school students has remained very high: 85% of high school students recognize JEL. Furthermore, 87% of high school students report that JEL is “convincing,” “gets message across” and “has changed their attitudes about the tobacco industry” since 2002.

## Student Smokers’ Cigarette Brand Preferences

The survey asked what brands of cigarettes high and middle school smokers preferred. Over two-thirds of young cigarette smokers in Iowa smoke the brands most advertised nationally: Camel, Marlboro and Newport.

- High and middle school smokers overwhelmingly choose Marlboro brands over all other brands.
- More high and middle school female smokers smoke menthol cigarettes than males.

**Figure 8: Preferred Cigarette Brands Among Youth Smokers in Iowa**

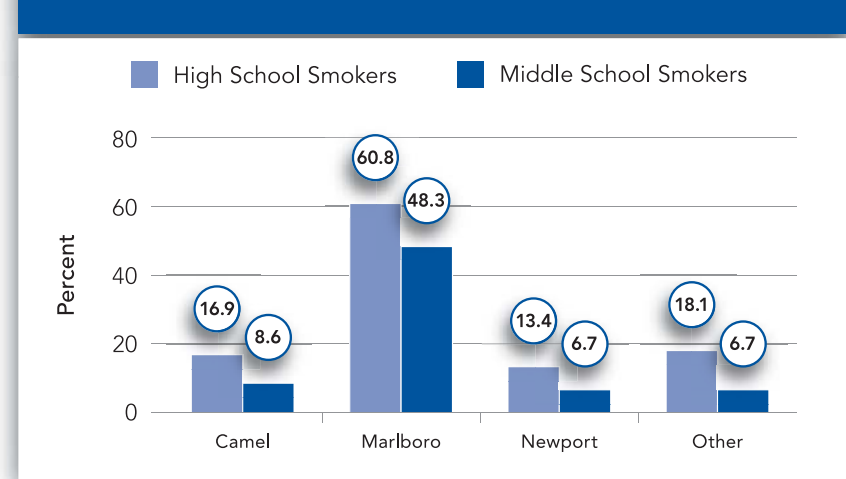
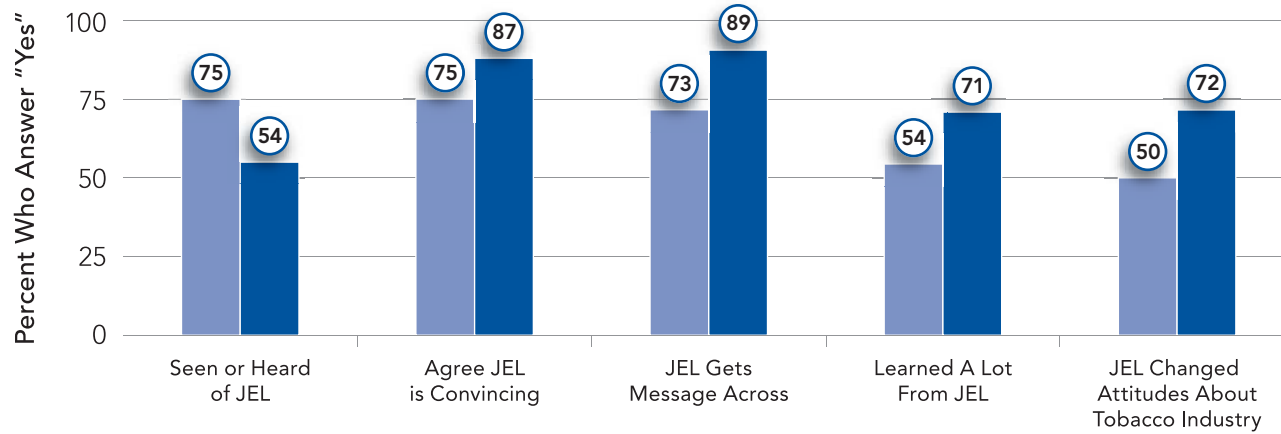
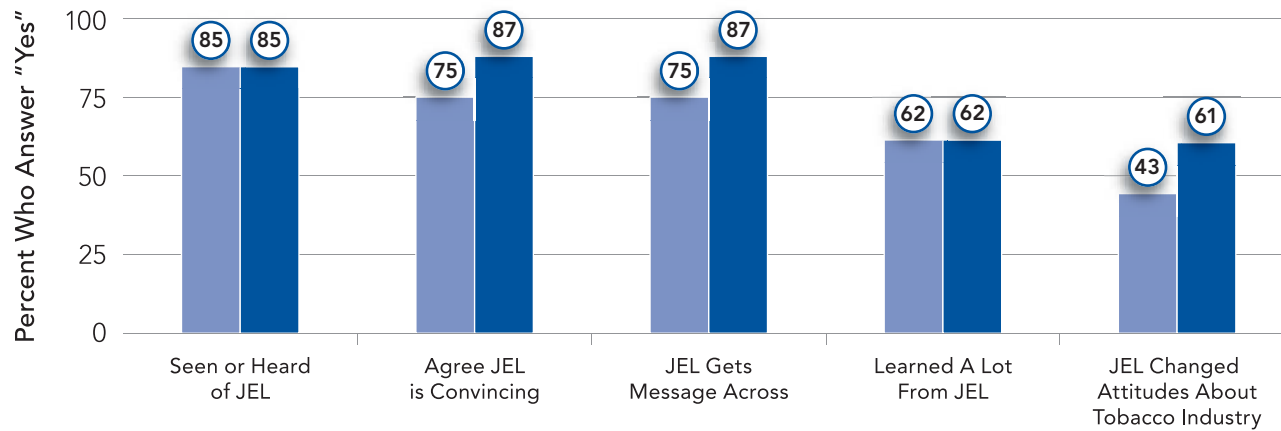


Figure 9: Middle School Student Responses to JEL Questions



2002 ■  
2004 ■

Figure 10: High School Student Responses to JEL Questions



## Selected Data of the 2004 Iowa Youth Tobacco Survey

"QNA"=Question not asked

|   | High School (%) |      | Middle School (%) |      |
|---|-----------------|------|-------------------|------|
|   | 2004            | 2002 | 2004              | 2002 |
| <b>Prevalence of Youth Tobacco Experimentation in Iowa</b>  |                 |      |                   |      |
| Percentage of students who have ever tried tobacco  | 55              | 66   | 31                | 37   |
| Percentage of students who have ever tried cigarettes   | 47              | 60   | 24                | 29   |
| Percentage of students who have ever experimented with smokeless tobacco                          | 20              | 24   | 9                 | 11   |
| <b>Prevalence of Current Tobacco Use Within the Past 30 Days in Iowa</b>                          |                 |      |                   |      |
| Percentage of students who currently use any tobacco product                                      | 26              | 34   | 9                 | 11   |
| Percentage of students who currently use cigarettes   | 20              | 27   | 7                 | 7    |
| Percentage of students who currently use smokeless tobacco  | 8               | 8    | 2                 | 3    |
| Percentage of students who currently use cigars   | 12              | 14   | 3                 | 3    |
| Percentage of students who currently use pipe, bidi, kretek                                       | <5              | QNA  | <5                | QNA  |
| Percentage of smokers who smoked cigarettes more than 20 days within the last 30 days             | 8               | 13   | 1                 | 2    |
| Percentage of tobacco users who chewed tobacco more than 20 days within the last 30 days          | 2               | 3    | 1                 | <1   |
| Percentage of smokers who smoked more than 6 cigarettes a day for 20 days within the last 30 days | 6               | 8    | 1                 | 1    |
| Percentage of smokers who could not go the whole day without smoking                              | 29              | 36   | 22                | 22   |
| <b>Projected Tobacco Use Among Iowa Youth</b>   |                 |      |                   |      |
| Percentage of students who think they will smoke one year from now                                | 23              | 31   | 10                | 10   |
| Percentage of students who think they will smoke five years from now                              | 13              | 15   | 9                 | 7    |
| <b>Youth Secondhand Smoke Exposure in Iowa</b>  |                 |      |                   |      |
| Percentage of students who spent more than 1 day within last week in the same room with smoker    | 66              | 73   | 52                | 70   |
| Percentage of students who report closest friend(s) who smoke                                     | 46              | 51   | 21                | 66   |
| <b>Cigarette Brand Preferences of Youth Smokers in Iowa</b>                                       |                 |      |                   |      |
| Marlboro  | 60              | 60   | 48.3              | 59   |
| Camel   | 16.9            | 13   | 8.6               | 6    |
| Newport   | 6.7             | 11   | 13.4              | 10   |
| Other   | 6.7             | 8    | 18.1              | 16   |
| <b>Cessation Experiences of Youth Tobacco Users in Iowa</b>                                       |                 |      |                   |      |
| Percentage of smokers who expressed desire to quit in the last 30 days                            | 50              | 63   | 43                | 72   |
| Percentage of smokers who could quit if (s)he wanted to   | 75              | 61   | 71                | 38   |
| Percentage of smokers who tried to quit within the past 12 months                                 | 26              | 14   | 23                | 5    |

| <b>Sources of Tobacco Among Youth Tobacco Users in Iowa</b>  |    |     |    |     |
|--|----|-----|----|-----|
| Acquired tobacco from others   | 41 | 10  | 23 | 2   |
| Acquired tobacco from vending machines   | 1  | <1  | 2  | <1  |
| Acquired tobacco from a store  | 9  | 6   | 4  | <1  |
| Acquired tobacco from someone 18 or over   | 8  | 2   | 8  | <1  |
| Took from store or family  | 6  | <1  | 14 | 1   |
| Acquired tobacco from other sources  | 9  | 2   | 23 | 2   |
| Borrowed tobacco   | 26 | 7   | 27 | 2   |
| Proportion of students not required to show proof of age when purchasing tobacco                                       | 64 | QNA | 60 | QNA |
| Proportion of students who were not refused tobacco because of age when purchasing tobacco                             | 63 | QNA | 77 | QNA |
| <b>Youth Attitudes About Tobacco in Iowa</b>   |    |     |    |     |
| Percentage of students who think that one can probably or definitely get hooked on tobacco like heroin                 | 95 | 96  | 91 | 94  |
| Percentage of students who think that smokers definitely or probably have more friends                                 | 15 | 20  | 15 | 20  |
| Percentage of students who think that smoking definitely or probably makes young people look cool or helps them fit in | 11 | 15  | 9  | 16  |
| Percentage of students who think that young people risk harming themselves by smoking 1-5 cigarettes per day           | 93 | 92  | 77 | 90  |
| Percentage of students who think that it is safe to smoke if you quit after 1 year                                     | 11 | 17  | 11 | 14  |
| Percentage of students who think secondhand smoke is harmful to them   | 95 | 93  | 91 | 92  |
| <b>Youth Exposure to Tobacco Marketing in Iowa</b>   |    |     |    |     |
| Percentage of students who see actors and actresses use tobacco on TV and/or in movies                                 | 88 | 89  | 78 | 86  |
| Percentage of students who see athletes use tobacco on TV  | 22 | 24  | 21 | 25  |
| Percentage of students who see ads for tobacco products on the internet  | 37 | 24  | 40 | 34  |
| Percentage of students who have received something with a tobacco company name or picture of a tobacco product on it   | 20 | 26  | 15 | 29  |
| <b>Youth Exposure to Tobacco-Prevention Activities in Iowa</b>   |    |     |    |     |
| Percentage of students who reported exposure to antismoking commercials within past 30 days                            | 87 | QNA | 79 | QNA |
| Percentage of students who were exposed to a school program that practiced saying no to tobacco                        | 12 | QNA | 37 | QNA |
| Percentage of students who remember participating in community antismoking programs                                    | 11 | QNA | 17 | QNA |
| <b>Iowa Youth Exposure to and Perceived Effectiveness of the Just Eliminate Lies Program (JEL)</b>                     |    |     |    |     |
| Percentage of youth who have seen or heard of JEL  | 85 | 85  | 54 | 75  |
| Percentage of youth who agree or strongly agree that JEL is convincing and believable                                  | 87 | 75  | 87 | 75  |
| Percentage of youth who think JEL is doing OK or very well getting their message across to youth                       | 87 | 75  | 89 | 73  |
| Percentage of youth who have learned a lot from the JEL campaign   | 62 | 62  | 71 | 54  |
| Percentage of youth who reported that JEL has changed their attitudes about the tobacco industry                       | 61 | 43  | 72 | 50  |







Advancing Health  
Through the Generations

Iowa Department of Public Health  
Division of Tobacco Use Prevention & Control

|                             |                      |                           |              |  |
|-----------------------------|----------------------|---------------------------|--------------|--|
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