

**Advocate Youth Tobacco Survey  
HWTF Youth Leadership Institute  
March 12<sup>th</sup>, 2004**

**Advocate YTS - Results**

**Surveillance and Evaluation Team  
N.C. Tobacco Prevention and Control Branch  
July 7<sup>th</sup>, 2004**

# Advocate Youth Tobacco Survey

## Results

### Background

On Friday March 12<sup>th</sup>, 2004, the Surveillance & Evaluation Team administered the 2003 N.C. Youth Tobacco Survey (YTS) to all youth participating in the three day Health & Wellness Trust Fund Youth Leadership Institute. After registering for the Leadership Institute youth were asked to proceed to a testing room and asked to complete the 78 item questionnaire using the standard YTS protocols. If youth arrived late or did not complete the survey, they were asked to complete the survey during the course of the training and return it to the registration desk before departing. An estimated 312 youth registered to attend the Leadership Institute and 216 completed the Youth Tobacco Survey.

### Questions

Participants were asked 78 questions about smoking status, knowledge and opinions about tobacco related policies. The same questionnaire was administered to more than 6,000 middle and high school students in the fall of 2003 as part of the statewide Youth Tobacco Survey initiative.

### Results

Response rate was over 69% (216 of 312) and participants seemed to understand and provide accurate data.

### Demographics

Overall, 65% of respondents were females, 35% males. All respondents were between the ages of 12 and 18 years of age with the majority between the ages of 14 and 17 years. The majority were in grades 9<sup>th</sup> through 12<sup>th</sup>. The self-identified racial and ethnic composition of the youth was Native Americans (5.7%), Asians (1.4%), Blacks (46.9%), Hispanics (4.3%), Native Hawaiians (.5) and whites (41.2%).

### Prevalence

Lifetime (ever use) tobacco rate was 37.3%, however, three quarters have never even smoked a whole cigarette (75.5%). Current cigarette smokers (past 30 days) comprised less than 7% of the overall group. 9.1% of advocate youth had ever used smokeless tobacco in their lifetime and less than 3% were current users. Lifetime cigar use was more than 20% with 6.3% being current use. Bidi lifetime use was 5.1% with a current use of 3.8%

### Knowledge

Parents never (41.8%) or rarely (21.9%) told these youth about the dangers of tobacco. However, youth tended to know the harm that tobacco caused (88.2%) and thought that even limited use (2 years or less) was not safe (91.7%). Only 55.7% were taught the dangers of tobacco in school and 38.8% had practiced ways of saying no in school.

### Involvement

Participation in school activities among these youth was high with 75.9% saying that they had participated in a tobacco control event in the past year. More than 72% of youth have attended a tobacco training, 41.2% made a presentation to youth/peers, 25.5% worked with restaurant or school to become tobacco free, 19.9% collected petition, survey or wrote letters, 20.4% spoke to adults for tobacco free environments, 43.1% joined a school club or group and less than 8% did not participate in any of these types of events.

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### **Media**

The majority of youth had seen or heard commercials in the past 30 days (81.7%). The majority had seen a “truth” commercial (63.4%), followed by “Tobacco Reality Unfiltered” (48.6%), “Tobacco is Wacko” (47.7%), “Think, Don’t Smoke” (41.2%) and Question Why (27.3%). However, a spurious ad named “You Smoke, You Choke” also was reported by youth as “seen or heard” by 27.8%.

### **Exposure to Secondhand Smoke and Social Norms**

Nearly 60% (59.8%) were in the same room with a cigarette smoker in the past 7 days and 32.4% drove in a car with someone smoking in the past week. 36.9% of these youth live with smokers and 19.3% live with a smokeless tobacco user. Nearly 80% of youth reported one (63.2%) or two (13.7%) of their four best friends were smoker. Likewise, more than 87% of youth reported one (79.6%) or two (7.5%) of their four best friends uses smokeless tobacco.

### **Preferences and Opinions**

More than 70% of youth think that smoking should “not be allowed at all” in restaurants and prefer dining in establishments where that policy is in place. More than 82% think that a 100% TFS policy is very (78.1%) or somewhat (4.0%) important. The majority have seen (53.8%) a school teacher or school staff smoke in the past month. And 54.4% have seen both adults and youth smoking at football games in the past month.

### **Limitations & Conclusions**

Clearly, the youth advocates would be expected to be very knowledgeable and active in tobacco control event since the purpose for attending the Leadership Institute was to gain new tobacco control and prevention skills. Some limitations should be noted. First, the actual number of registered youth verses those who actually attended is estimated to be a small difference. Second, responses from advocate youth might be less truthful given the circumstances and environment in which they were attending a tobacco control event. Every attempt was made to ensure that advocates provided reliable and valid data. It is interesting to note that the degree of tobacco use, knowledge and participation compared to the statewide sample is large. The advocate youth who participated in this survey are extensively involved in their schools and communities to make them tobacco free.

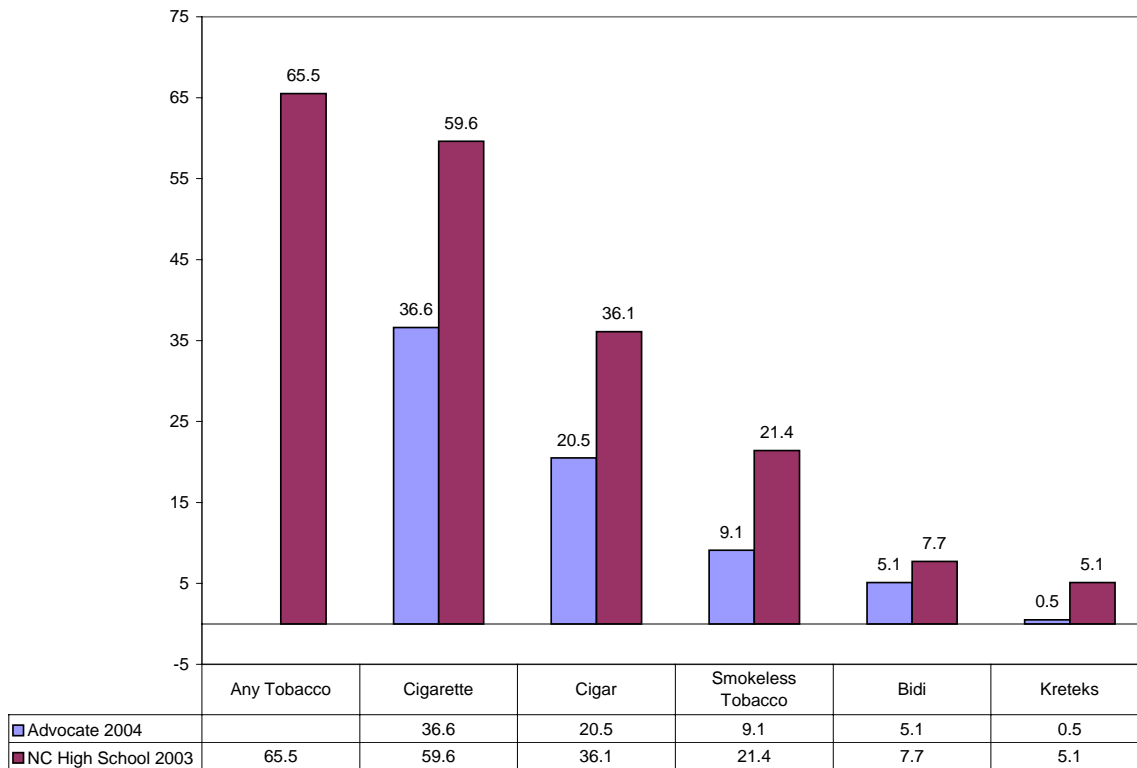
## Advocate Youth Tobacco Survey Results

**Table 1. Basic demographics. Percentage of youth, by age, sex, grade and race/ethnicity—Advocate Youth Tobacco Survey, 2004 and N.C. Youth Tobacco Survey, 2003**

Characteristic	Advocate*	State YTS**	Characteristic	Advocate*	State YTS**
	%	%		%	%
<b>High school</b>			<b>High school</b>		
<b>Age</b>			<b>Grade</b>		
12 or younger	1.4	.1	6 <sup>th</sup>	.5	0
13	4.2	.3	7 <sup>th</sup>	2.3	0
14	14.4	23.6	8 <sup>th</sup>	7.0	0
15	24.1	24.3	9 <sup>th</sup>	25.2	31.8
16	25.9	25.8	10 <sup>th</sup>	20.6	26.0
17	22.7	20.6	11 <sup>th</sup>	31.3	22.6
18 or older	7.4	5.3	12 <sup>th</sup>	12.1	19.7
<b>Sex</b>			<b>Race/Ethnicity</b>		
Male	35.2	51.0	White	41.2	62.7
Female	63.9	50.0	Black	46.9	30.6
			Hispanic	4.3	2.8
			Native American	5.7	1.6
			Other	1.9	2.4

\* Unweighted raw frequency percent \*\*Weighted percent

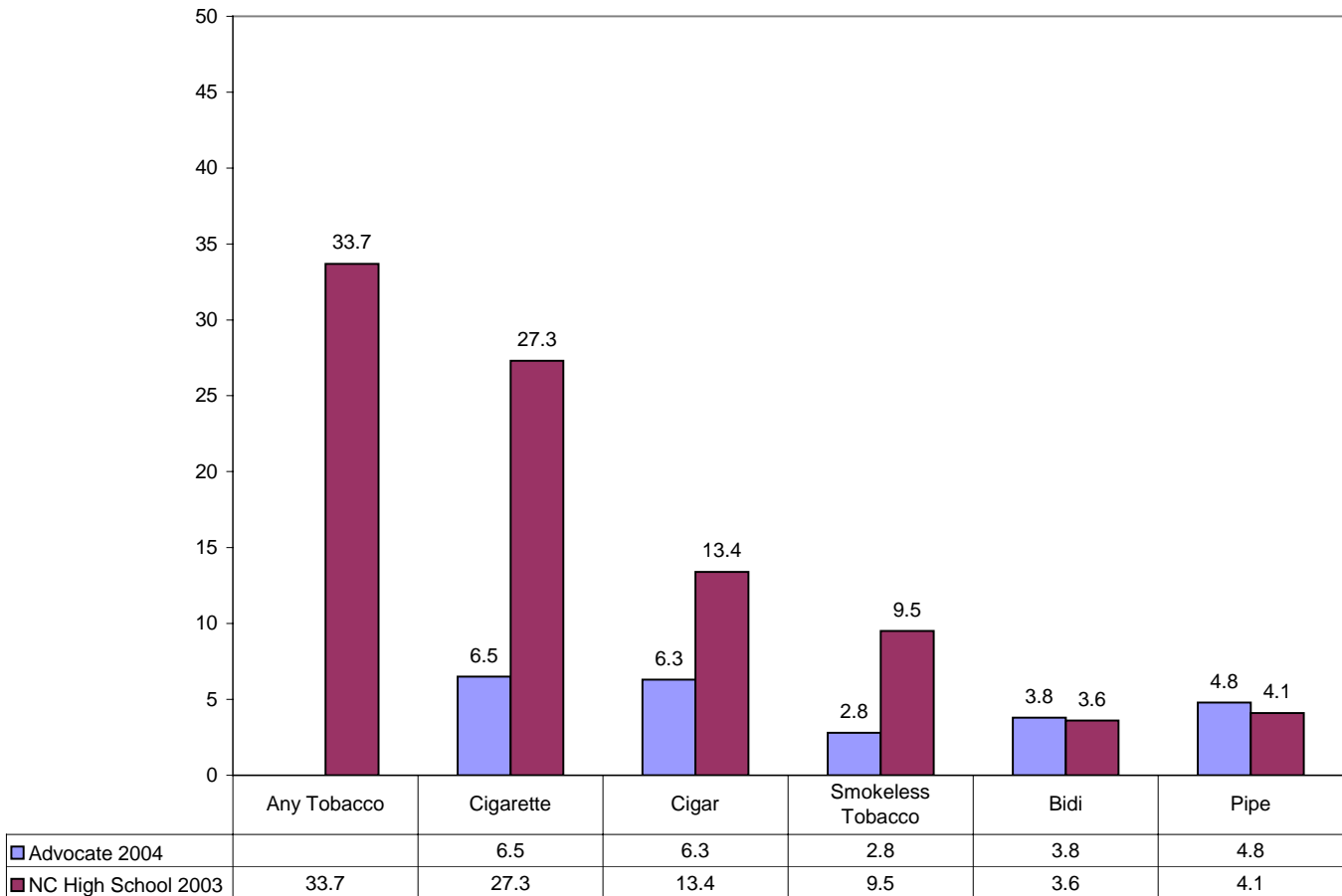
**Figure 1. Percentage of youth who report ever using\* any tobacco product (cigarettes, cigars, smokeless tobacco, kreteks, or bidis by tobacco product type, Advocate YTS 2004 and NC YTS 2003.**



\* Ever use definitions available at the TPCB website

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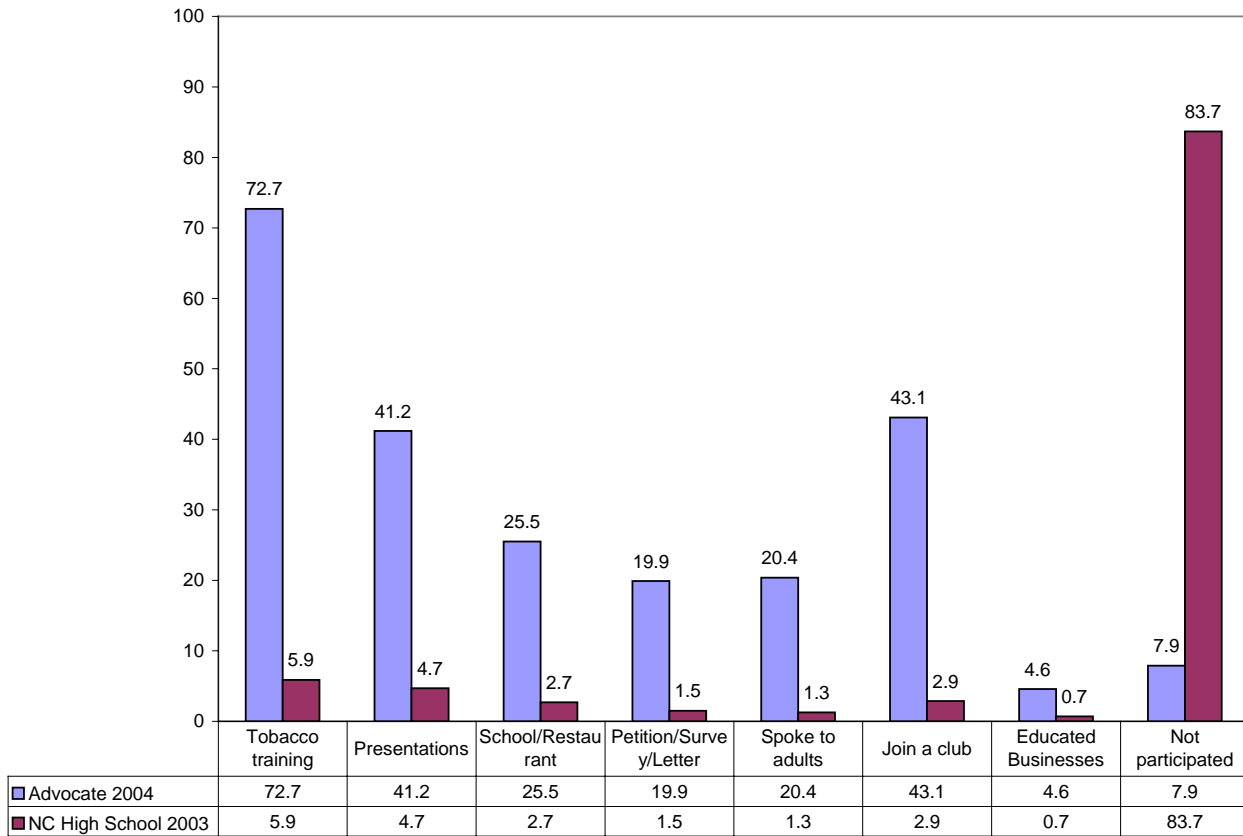
**Figure 2. Percentage of youth who report current use\* any tobacco product (cigarettes, cigars, smokeless tobacco, bidis, or pipes by tobacco product type, Advocate YTS 2004 and NC YTS 2003.**



\* Current use definitions available at the TPCB website.

## Advocate Youth Tobacco Survey Results

**Figure 3. Percentage of youth who report current involvement in tobacco control efforts by type of activity, Advocate YTS 2004 and NC YTS 2003.**



\* The full text of the question (Q73) and answer responses can be found in the questionnaire in the appendix.