



Eastern/Coastal Region (1)

The North Carolina Youth Tobacco Survey (YTS) includes data on the prevalence of the use of cigarette and other tobacco products, as well as information on secondhand smoke (SHS), cessation, pro-health media, tobacco advertising, school tobacco prevention education, community participation, and access and availability of tobacco products. These are all critical areas of focus for a comprehensive tobacco control program in North Carolina.

The North Carolina YTS was a public school-based survey of students in grades 6-12, conducted in 1999¹, 2001, 2003, 2005, 2007 and 2009². A multi-stage cluster sample design was used to produce representative data of middle and high school students for all of North Carolina. Schools were selected with the probability proportional to enrollment size. Classes were randomly selected and all students in selected classes were eligible to participate. The 2007 YTS school district response rate was 97.5%, the middle school student response rate for the Coastal Region was 97.0% and the overall response rate was 79.6%. A total of 1,270 middle school students from the Coastal Region participated in and completed the North Carolina YTS in 2009.

Prevalence

- 29.8% of students had ever used any tobacco (White = 25.2%, Black = 34.9%, Hispanic = 32.7%)
- 20.9% of students had ever smoked cigarettes (Male = 22.5%, Female = 19.1%)
- 12.2% currently use any tobacco product (White = 10.3%, Black = 13.5%, Hispanic = 17.2%)
- 6.1% currently smoke cigarettes (Male = 6.7%, Female = 5.3%)
- 3.4% currently use smokeless tobacco (Male = 3.9%, Female = 2.6%)

Secondhand Smoke (SHS)

- 41.0% live in homes where others smoke
- 46.5% are in the same room as others who smoke during the week
- 87.4% think smoke from others is harmful to them

Cessation – Current Smokers

- 44.3% want to quit smoking
- 64.7% attempted to stop smoking in the past year

Pro-health Media vs Tobacco Advertising

- 63.6% saw or heard anti-smoking media messages in the past month
- 15.7% have an object with a tobacco brand logo

School

- 36.3% were taught the dangers of tobacco
- 1.8% smoked on school property in the past month
- 3.3% said their school has a program to help students quit

Access and Availability- Current Smokers < 18 years old

- 6.8% buy cigarettes in stores
- 43.9% got their cigarettes via social sources (friends, family and others)

Middle School Highlights

- 3 in 10 students have used tobacco;
- 12% currently use some form of tobacco;
- 6% currently smoke cigarettes;
- 3% currently use smokeless tobacco (spit, chew or dip).
- SHS exposure is high – nearly 5 in 10 students were in the same room with smokers during the week.
- Nearly 9 in 10 students think smoke from others is harmful to them.
- 44.3% of current smokers want to quit smoking.
- More than 6 in 10 students saw or heard anti-smoking media messages in the past month.
- Nearly two-thirds were NOT taught the dangers of tobacco in the past year.
- An overwhelming majority of students (9 of every 10) say they have NOT smoked on school property.
- About 1 in 30 students said their school had programs to help students quit.

* Includes: Beaufort, Bertie, Bladen, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, New Hanover, Northampton, Onslow, Pamlico, Pasquotank, Pender, Perquimans, Pitt, Sampson, Tyrrell, Warren, Washington, Wayne, and Wilson counties.

¹ 1999, 2001, 2003, 2005, 2007 YTS results at www.tobaccopreventionandcontrol.ncdhhs.gov/data/yts.htm

² Detailed 2009 YTS tables including 95% confidence intervals are available upon request.



For additional information, please contact:
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