

# SURVEILLANCE UPDATE

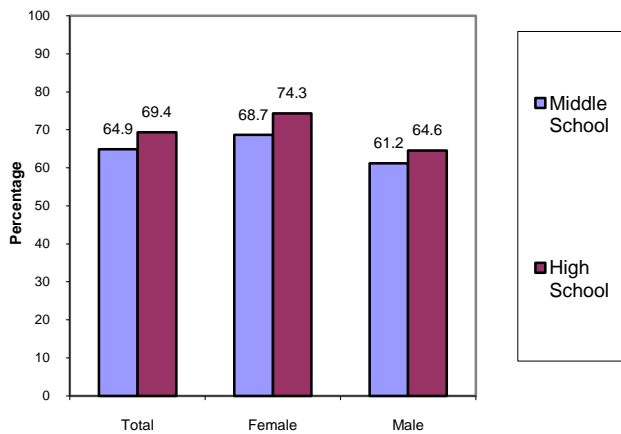


North Carolina Tobacco Prevention and Control Branch -- March 2010

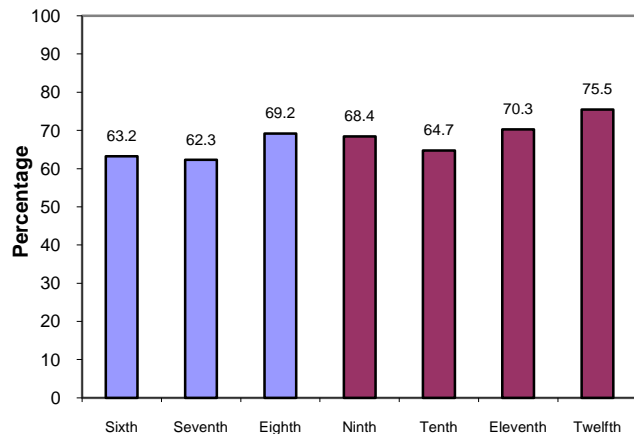


## 2009 N.C. Youth Tobacco Survey: Exposure to Anti-Tobacco Messages

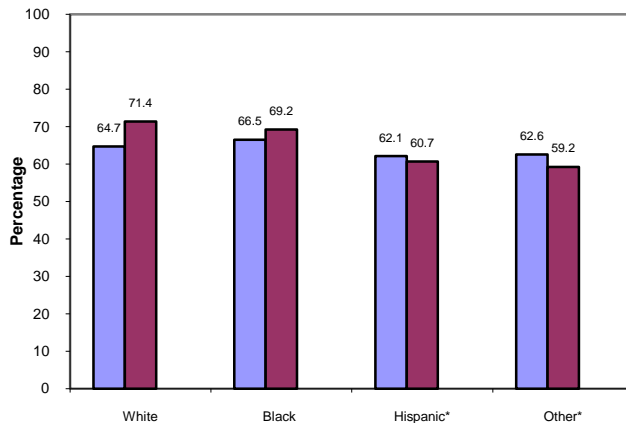
**Percentage of N.C. middle and high school students who saw or heard anti-tobacco messages within the past 30 days, by gender: N.C. YTS, 2009**



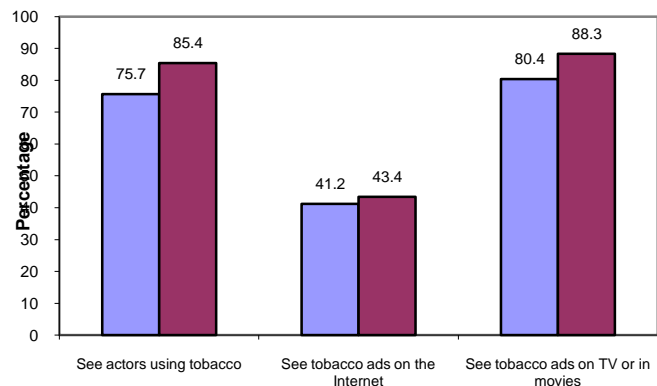
**Percentage of N.C. middle and high school students who saw or heard anti-tobacco messages within the past 30 days, by grade level: N.C. YTS, 2009**



**Percentage of N.C. middle and high school students who saw or heard anti-tobacco messages within the past 30 days, by race/ethnicity: N.C. YTS, 2009**



**Percentage of N.C. high school students exposed to tobacco advertising, by source: N.C. YTS, 2009**



Weighted to provide estimates representative of the public middle & high school student population; Persons reporting seen or heard tobacco prevention messages within the past 30 days. Specific data on 95% confidence intervals and regional definitions is at the N.C. YTS website.

\*Use caution when interpreting. Results based on small sample size.

The N.C. Youth Tobacco Survey (N.C. YTS) provides a critical source of public health data for understanding the scope of the tobacco problem and measuring progress toward overall goals among youth. N.C. 2009 YTS is a comprehensive statewide representative sample of more than 7,100 middle and high school students. Every other year a core set of CDC tobacco-related questions are asked. In addition, states add questions related to local program factors. In 2009, TPCB together with the Health and Wellness Trust Fund added questions regarding media, community participation and secondhand smoking attitudes. The sampling scheme is now intended to generate significant numbers for regional data (West, Central and East). Caution should be used in interpreting results when only a small number of respondents have answered the question. See the N.C. Tobacco Prevention and Control Branch website for more information.



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