

Iowa Youth Tobacco Survey 2004

Executive Summary

This summary highlights the results of the Iowa Youth Tobacco Survey. Youth tobacco use in Iowa has dropped since 2002 and is still well below the national average. Clearly, tobacco prevention efforts 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.

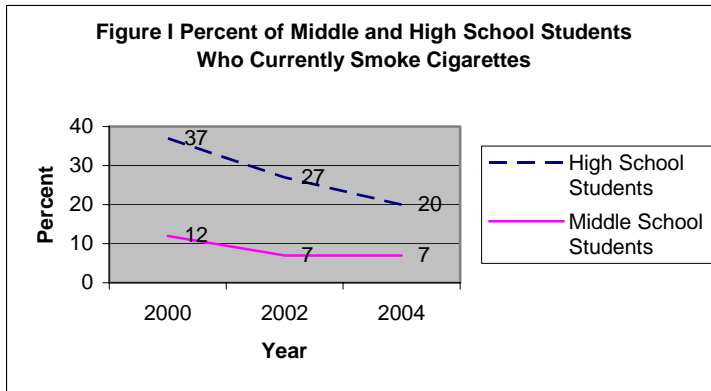
Among high school students, current cigarette use has dropped by seven percentage points, and almost twice as many high school students have attempted to quit smoking within the last year. Furthermore, fewer high school students believe they will be smoking in 1 year.

Middle school tobacco use in Iowa is still below the national average. Current cigarette use in middle schools however has not changed since 2002. More emphasis needs to be placed on preventing the initiation of tobacco use in middle school.

The youth-led Just Eliminate Lies (JEL) program has had remarkable success in high schools where more than 85 % of high school students recognize the JEL program and believe it is doing a good job of getting the anti-tobacco 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 those middle school students who are aware of JEL most believe it is convincing and has changed their views of the tobacco industry.

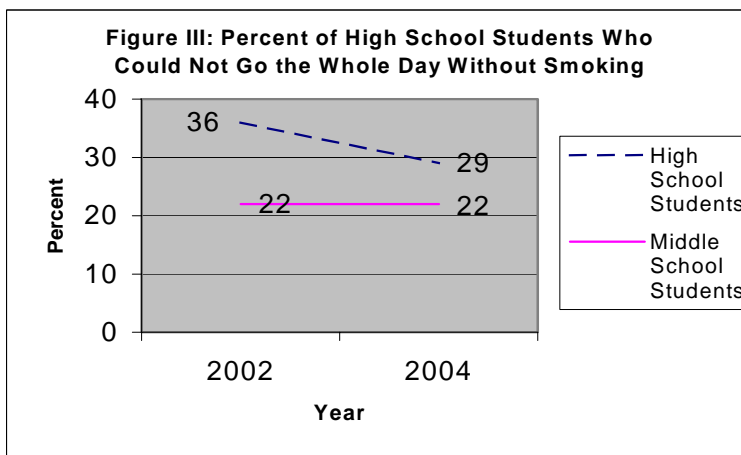
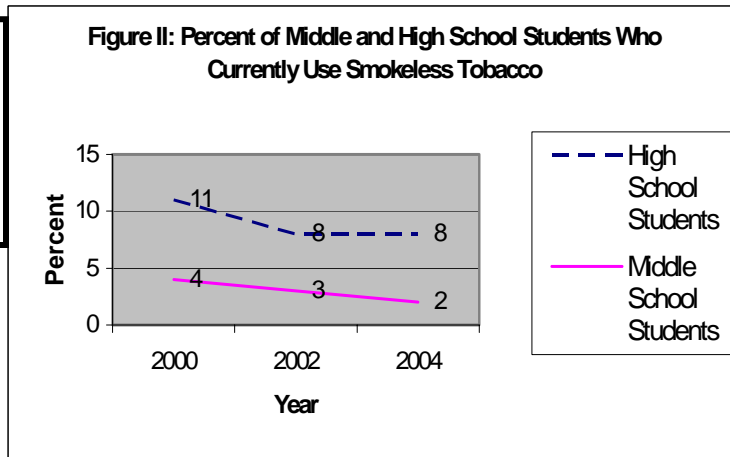
A comprehensive review of the results is available in the Iowa 2004 Youth Tobacco Survey Report.

Smoking Prevalence:



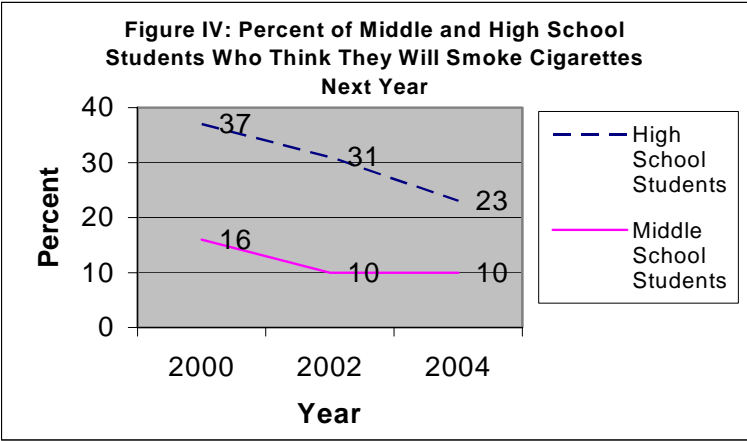
Current cigarette use among high school students has declined by seven percentage points since 2002. No change has been seen in middle school students.

Current smokeless tobacco use in middle school students has steadily declined over the past four years. No change has been observed in high school students.

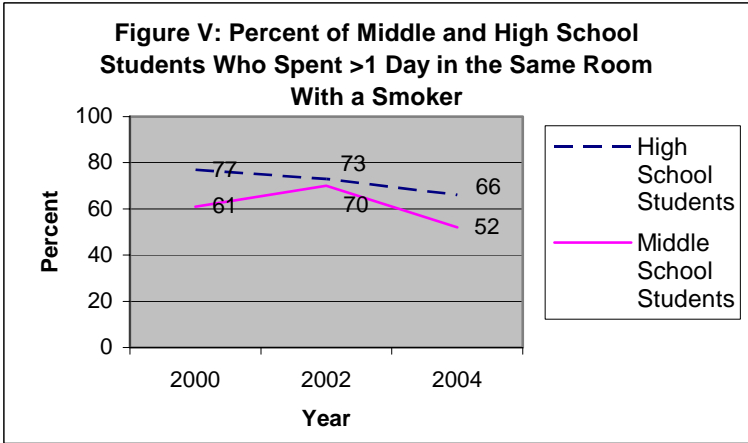


The percent of high school students who feel like they could not go the whole day without smoking has decreased seven percentage points since 2002. No change occurred in middle school students.

The intention to smoke cigarettes in high school students within the next year decreased by eight percentage points from 2002-2004. No change was observed in middle school students

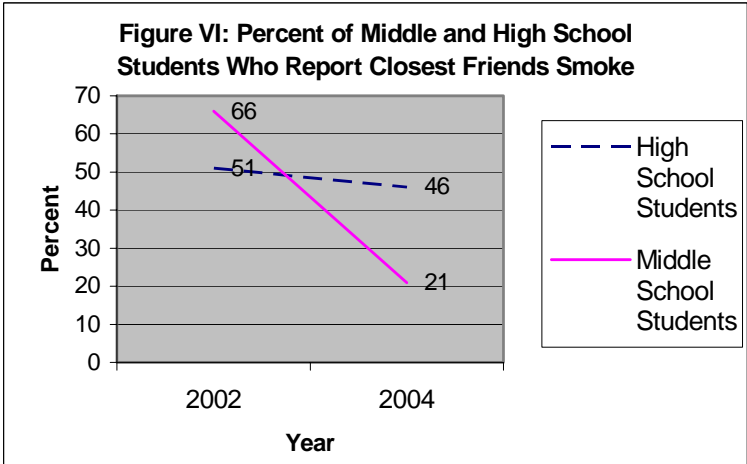


- Secondhand Smoke Exposure**

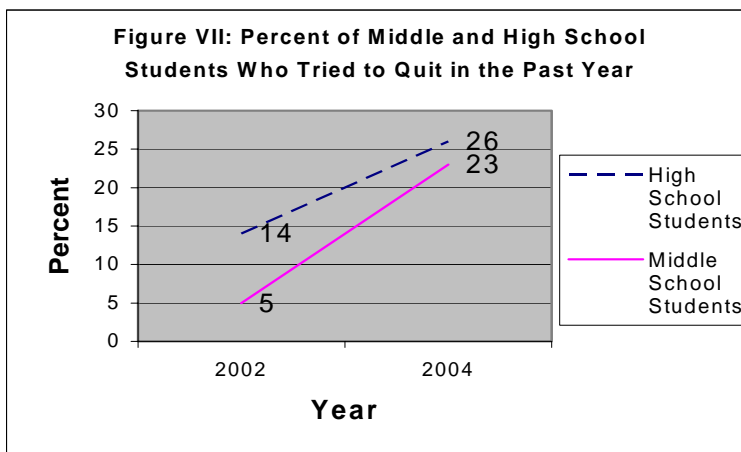


Secondhand smoke exposure has decreased in both student groups since 2002.

Middle school students reporting closest friends who smoke has decreased significantly since 2002. The decrease has only been moderate in high school students.



- **Cessation/Quitting Attempts**



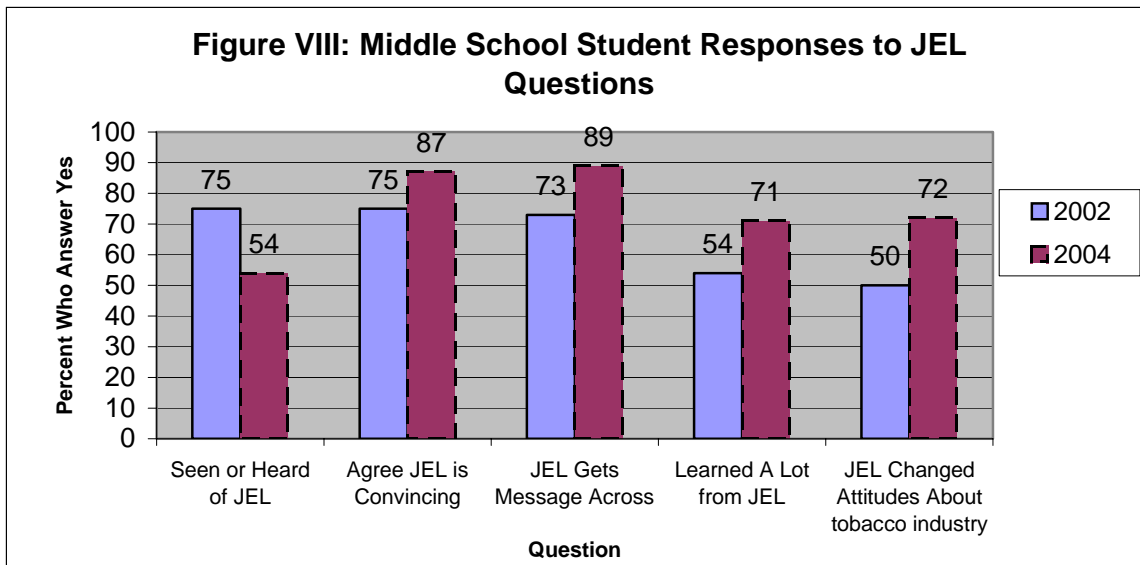
More middle and high school students have tried to quit in the past year.

Acquisition of Tobacco Products in 2004

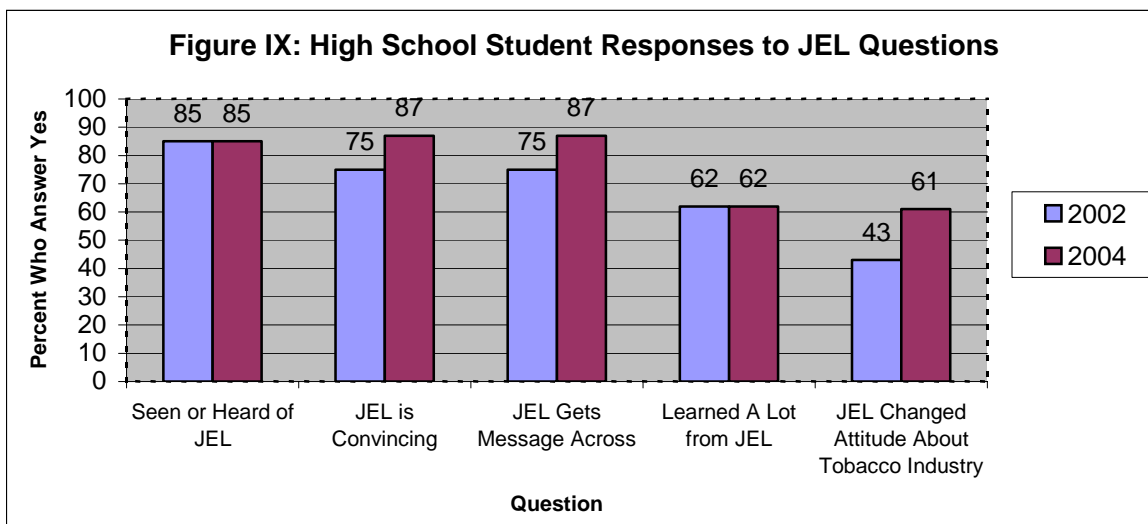
- Only four percent of middle and nine percent of high school student tobacco users purchased tobacco products illegally from a store.
- Surprisingly, only 24% of female high school tobacco users were refused tobacco products because of their age, which is in contrast to 44 % of male under aged high school tobacco users.
- Most high school student tobacco users (41%) had others purchase tobacco products for them.
- Other significant sources of 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 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. As figure VIII shows, however, there has been a significant decrease in the number of middle school students who have “seen or heard of the Just Eliminate Lies campaign”. While more middle school students who are exposed to JEL have “learned a lot from JEL” since 2002, it is essential that JEL improve its outreach to middle school students.



JEL’s outreach to high school students has remained very high (figure IX.) Furthermore, high school students report that JEL is “convincing”, “gets message across” and “has changed their attitudes about the tobacco industry” since 2002.



Survey Methodology

During the fall of 2004, 61 public middle and high schools participated in the Iowa Youth Tobacco Survey. A total of 3,718 middle and high school students completed the anonymous, confidential and self-administered survey. The questionnaire asked students about their demographics, use of tobacco products, second-hand smoke exposure, quitting attempts, tobacco acquisition, tobacco related media questions, general attitudes about smoking, and awareness of the “Just Eliminate Lies” campaign. 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. The response rate for this survey was high. All middle schools and 94 % of the selected high schools participated in the survey. Of the students participating in the survey, 90 % of middle school and 85 % of high school students completed a viable survey.

Conclusions

- Cigarette smoking use in middle school students has not decreased since 2002.
- The proportion of middle school students who think they cannot go the whole day without smoking has not changed.
- There was no change in middle school students who think they will smoke in one year.
- The proportion of middle school students who have heard of JEL the youth-led campaign has decreased since 2002.
- No reduction in smokeless tobacco use in high school students was observed.
- Current cigarette use by high school students has decreased 7 % points since 2002.
- The JEL program influences both middle and high school student attitudes about smoking and the tobacco industry.