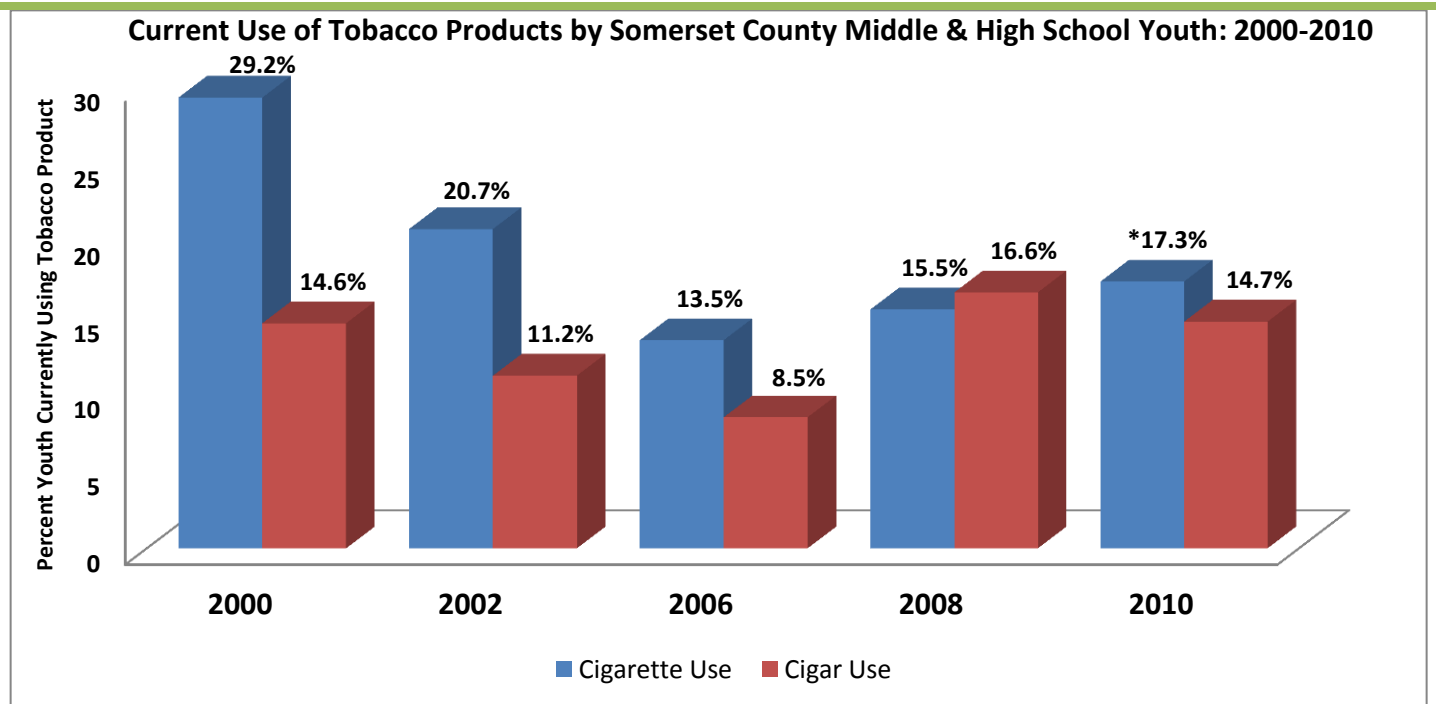


Cigar Use by Somerset County Youth



Notes:

Population: Underage (<18) Public Middle & High School Youth (combined); Estimates of prevalence are stated as a percentage (%) of the total relevant population; "Current Use" indicates that the youth reported any use in the past 30 days; An asterisk (*) indicates a statistically significant change between 2000 and 2010; Data taken from the 2000, 2002, 2006, 2008, and 2010 Maryland Youth Tobacco Survey (MYTS).

DID YOU KNOW?

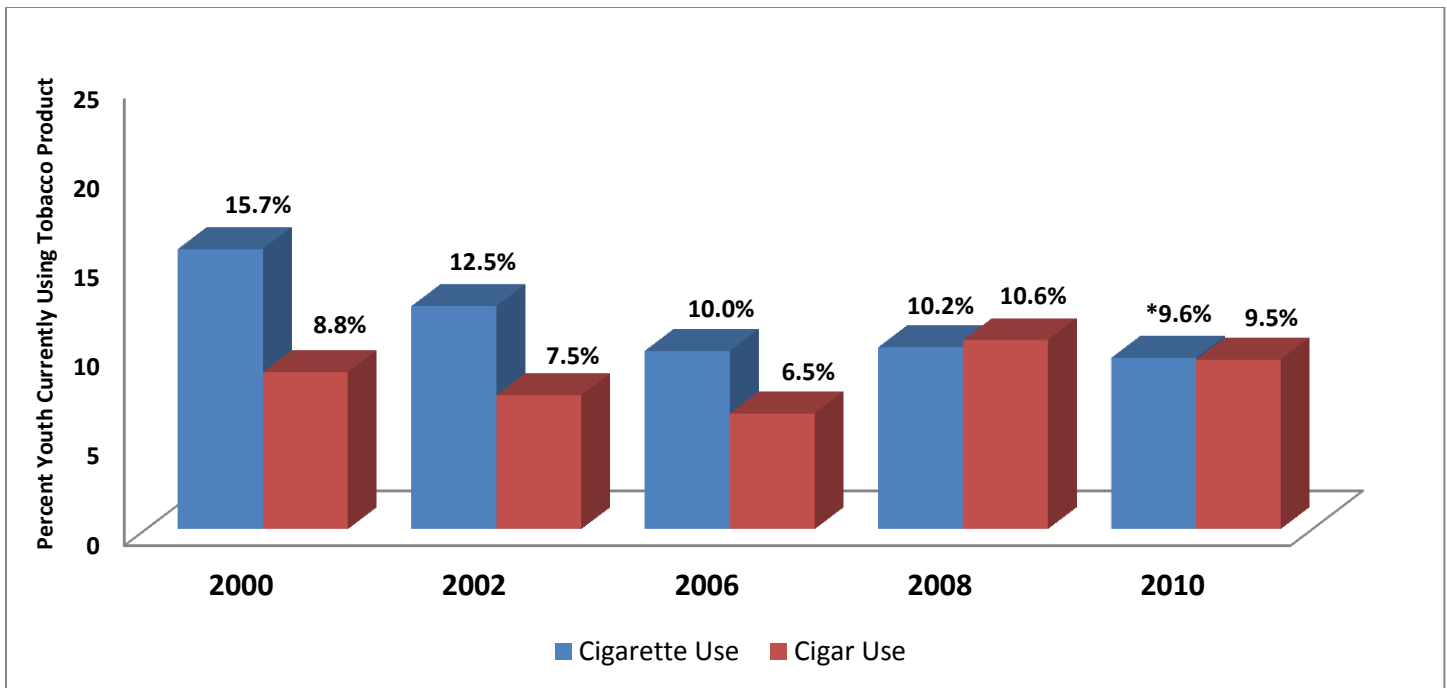
In 2010, **38.8%** of all Somerset County High School Youth had ever smoked a cigar, cigarillo, or little cigar. Of these, slightly over half (**51.2%**) reported smoking their **FIRST** cigar, cigarillo, or little cigar during the past 12 months.

In 2010, of the **21.0%** of Somerset County High School Youth who had smoked a cigar product in the past 30 days (current cigar users):

- **9.5%** reported **DAILY** use of cigars over the past month (this represents 1.6% of all County High School Youth).
- **64.3%** reported smoking flavored cigars, cigarillos, or little cigars in the past 30 days.
- Of those who purchased small cigars (Black & Milds or Phillies) in the past 30 days, **64.8%** reported buying less than 4 small cigars at a time, and over a third (**36.4%**) reported buying **ONE** small cigar at a time.
- Similarly, of those who purchased little cigars (brown cigarettes/minutos), **60.0%** reported buying less than 4 little cigars at a time, and **38.3%** reported buying **ONE** little cigar at a time.



Current Use of Tobacco Products by Maryland Middle & High School Youth: 2000-2010



Notes:

Population: Underage (<18) Public Middle & High School Youth (combined); Estimates of prevalence are stated as a percentage (%) of the total relevant population; "Current Use" indicates that the youth reported any use in the past 30 days; An asterisk (*) indicates a statistically significant change between 2000 and 2010; Data taken from the 2000, 2002, 2006, 2008, and 2010 Maryland Youth Tobacco Survey (MYTS).

HOW DO THESE NUMBERS COMPARE TO THE STATE?

In 2010, **31.5%** of all Maryland High School Youth had ever smoked a cigar, cigarillo, or little cigar. Of these, **47.2%** reported smoking their **FIRST** cigar, cigarillo, or little cigar during the past 12 months.

In 2010, of the **13.9%** of Maryland High School Youth who had smoked a cigar product in the past 30 days (current cigar users):

- **11.7%** reported **DAILY** use of cigars over the past month (this represents 1.2% of all MD High School Youth).
- **69.2%** reported smoking flavored cigars, cigarillos, or little cigars in the past 30 days.
- Of those who purchased small cigars (Black & Milds or Phillies) in the past 30 days, **62.7%** reported buying less than 4 small cigars at a time, and more than a third (**35.0%**) reported buying **ONE** small cigar at a time.
- Similarly, of those who purchased little cigars (brown cigarettes/minutos), **61.3%** reported buying less than 4 little cigars at a time, and over a third (**35.1%**) reported buying **ONE** little cigar at a time.



SUMMARY:

Cigarette use decreased significantly among Somerset County Middle and High School Youth (from 29.2% to 17.3%) between 2000 and 2010. However, cigar use remained relatively stable—decreasing from 14.6% to 8.5% between 2000 and 2006, and rebounding to 14.7% in 2010. In sum, cigar use appears to be decreasing at a much slower rate than cigarette use among this group, and may remain the same if greater efforts are not taken to reduce cigar use.

In comparison to State-wide Youth tobacco use, cigar use appears to be more prevalent among Somerset County Middle and High School Youth—with 9.5% of Maryland Youth and 14.7% of Somerset County Youth reporting current use of cigars in 2010.

In comparison to County Middle School Youth, High School Youth may be at special risk, as 21.0% reported current use of cigar products in 2010. The availability of flavored and individually-sold cigars are contributing to elevated use among this group—as a large number of Somerset County High School Youth who report current cigar use also report using flavored products (64.3%) and buying individual little and small cigars (over one-third of those who purchased little or small cigars purchased 1 at a time).

WHAT CAN BE DONE?

Counter-marketing

The tobacco industry works hard to promote cigar and other tobacco use among youth and young people. Counter-marketing uses the tobacco industry's tried-and-true tactics against them (CTFK, 2012).

- For instance, post ads that have been designed to inform youth that they are the prime targets of ill-intentioned tobacco companies. Such ads can inform youth that these companies use flavors, cheap prices, and candy-versions of the “real thing” to lure them into getting hooked on their products.

Change the Law

Cigar products are not currently regulated under the Tobacco Control Act, which bans the sale of flavored cigarettes and of packages of less than 20 cigarettes. Cigars are also taxed at a much lower rate than cigarettes (Legacy, 2012).

- As many cigar-smoking youth report using flavored products and purchasing individually-packaged cigar products, efforts taken to regulate the sale of little and small cigars in the same way as cigarettes, as well as increasing taxes, may help prevent the initiation and continued use of cigars among youth.

Comprehensive Tobacco Control Programs

School- and community-based prevention programs (i.e., tobacco-free campuses), as well as youth cessation initiatives can combat cigar use when coupled with counter-marketing and the expansion of tobacco control legislation to include cigars (CDC, 2012).

