

# Community Transformation Grant Regional Tobacco Meeting Howard County

January 15, 2013

Howard County Health Department



# Tobacco Use among Youth in Maryland

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# Overview

- We would like to share information in a new format – using our clicker technology



# Clicker lessons

- Immediate Audience Response Device
- **Anonymous**
- Radio Frequency- *you don't have to point it at anything*
- Just hit the number / letter you choose & it will appear in the LCD screen
- You can change your response by just hitting a different number...but only one response will record per person!



Now let's test your tobacco & cigar knowledge

# These are cigarettes.



1. True

 2. False



# FALSE!

- Only the one wrapped in white paper is a cigarette
- The other wrapped in brown paper includes tobacco in the paper and is a little cigar



CIGARETTE



LITTLE CIGAR

# Similar Packaging, Dissimilar Taxes



- Little Cigars most often sold in packs of 20, but also sold in packs of 10 & “loosies”





# Cigars come in many shapes & sizes



CIGARETTE



LITTLE CIGAR



CIGARILLO (TIPPED)



CIGARILLO




CIGAR

# Let's examine Maryland Underage Tobacco Use

Data derived from the Maryland Youth Tobacco Surveys & Report to the Legislature

In 2010, how many underage youth reported any\* tobacco use?

1. 1 in 12 (8%)
2. 1 in 10 (10%)
3. 1 in 6 (16.7%)
-  4. 1 in 4 (25%)
5. 1 in 3 (33%)

\* Includes cigarettes, cigars, bidis, kreteks, pipes, smokeless

# Almost 1 in 4 youth reported any tobacco use

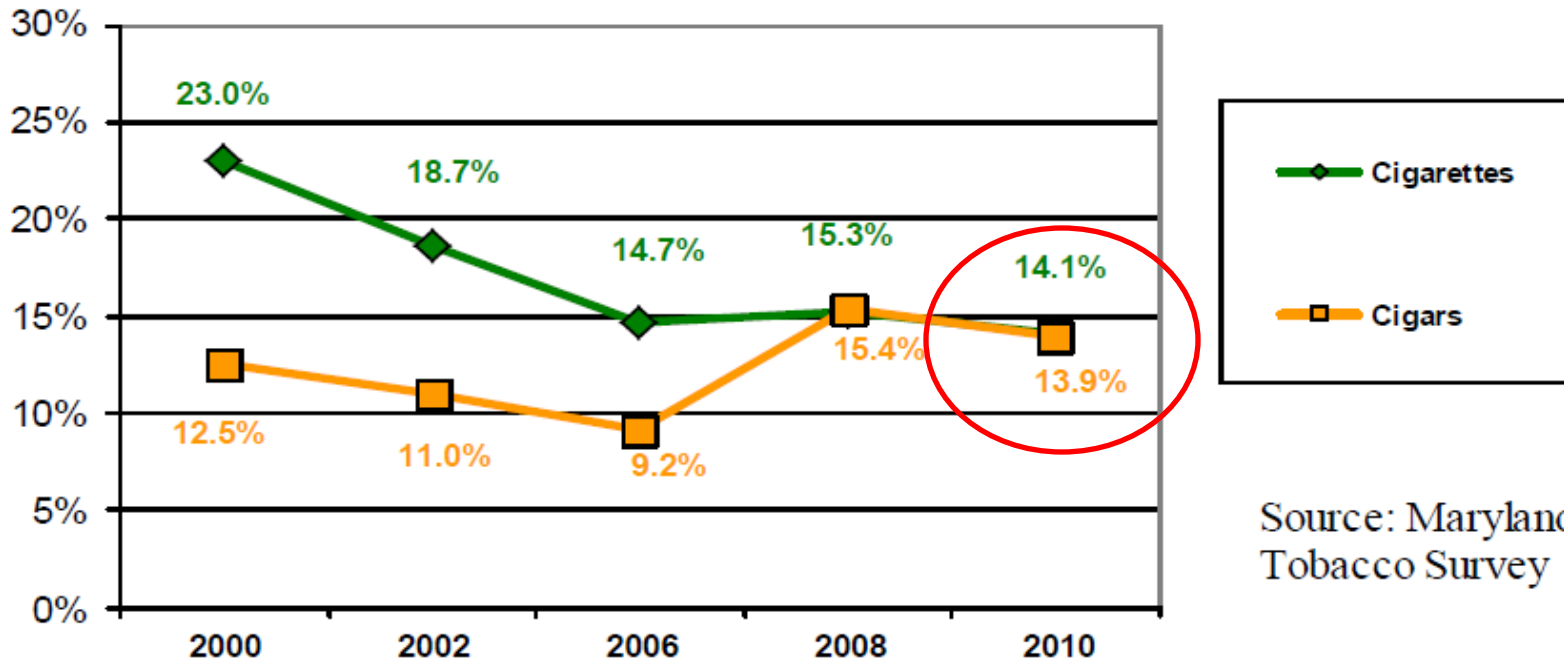
- 23.8% of underage high school youth used some form of tobacco in the past month
- Any tobacco use includes
  - Cigarettes
  - Cigars
  - Bidis
  - Kreteks
  - Pipes
  - Smokeless Tobacco

True or False: In 2010, underage High School youth smoked cigarettes and cigars at similar rates.



- 😊 1. True
- 2. False

# TRUE

Percent of High School Students < 18 Years Smoking Cigarettes and Cigars in Last 30 Days



Source: Maryland Youth Tobacco Survey

Since 2000, cigarette smoking has  among high school youth by nearly **40%**, whereas cigar use among high school students has  by more than **11%** during that same time period.

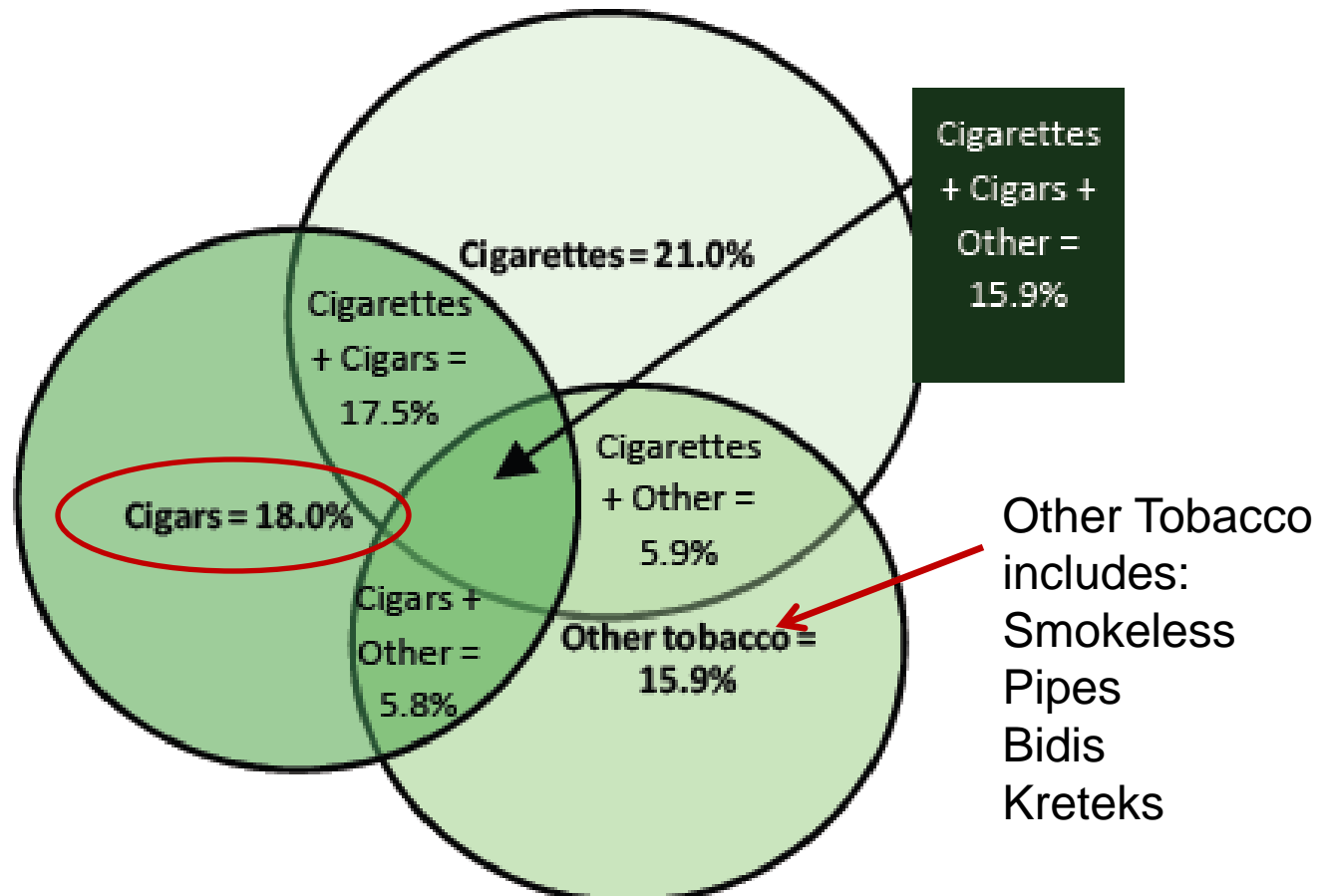
Of underage high school current tobacco users of all types, approximately what percentage smoke cigars **ONLY**?

- 1.) 5%
- 2.) 9%
- 3.) 14%
- 4.) 18%
- 5.) 25%



# Almost one in five youth reported smoking just cigars

**Use of Various Products by Underage High School Current Tobacco Users, Maryland, 2010**





# True or False: The FDA has banned flavored cigars.

1. True

 2. False



# False

- The FDA has banned *flavored cigarettes*, but **not** cigars
- According to the act ...a **cigarette** or any of its component parts ... shall not contain, as a constituent or additive, an artificial or natural flavor (other than tobacco or menthol) or an herb or spice, **including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee**, that is a characterizing flavor of the tobacco product or tobacco smoke

# Cigars still come in a variety of candy and liquor flavors

- These flavors can mask the harsh taste of toxins and make initiation and addiction easier for youth



True or False: Of the underage HS youth reporting smoking a cigar in the last 30 days, 50% report smoking flavored cigars

1. True

😊 2. False



# False

- Over three-quarters (76.2%) reported smoking flavored cigars.
  - Typically this is individually sold cigarillos, but can be little cigars.
  - Attractive flavors (often similar to candy) masks the harsh taste of the toxins and tobacco.
  - Use of flavorings is thought to increase the likelihood of dependence in youth particularly.

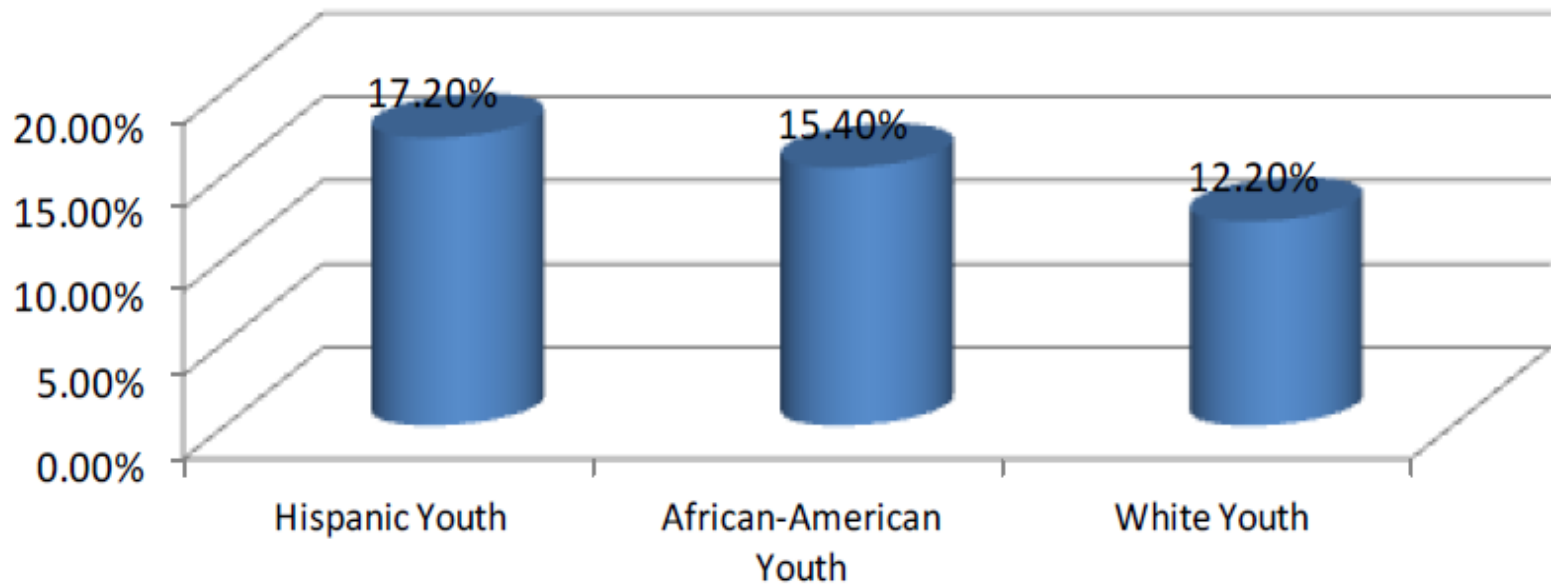
# Among underage HS youth, which ethnic / racial group reported smoking cigars at the highest rate?



1. Hispanics
2. African-Americans / Blacks
3. Whites


# Hispanic Youth

Cigar Smoking among Maryland High School Students in 2010 by Race and Ethnicity



Source: Maryland Youth Tobacco Survey

True or False: It's less expensive for youth to buy an individual small cigar than it is to buy a candy bar or ice cream cone

-  1.) True  
2.) False





# TRUE!

- Individually packaged, small cigars only cost roughly \$.70 in the state of Maryland.
- This is a major concern because of the draw for youth who are most price sensitive.

# Approximately what % of youth who are current smokers, also used alcohol?

1. 20%

2. 40%

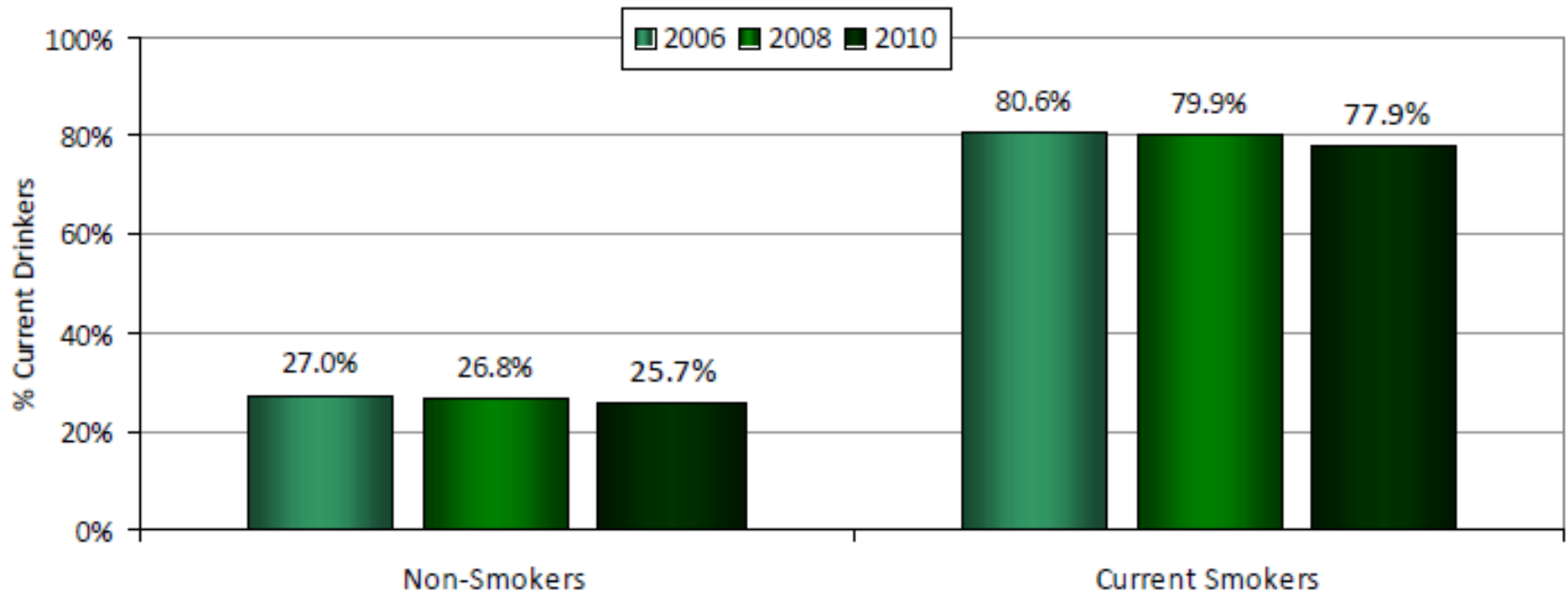
3. 60%

 4. 80%



# Current Alcohol Use by Smoking Status

**Figure 7**  
**Current Alcohol Use by Smoking Status**  
Maryland Underage High School Youth, 2006—2010



Source: Maryland Youth Tobacco Surveys, 2006—2010.

# Approximately what % of youth who are current smokers, also used marijuana?

1. 25%

2. 50%

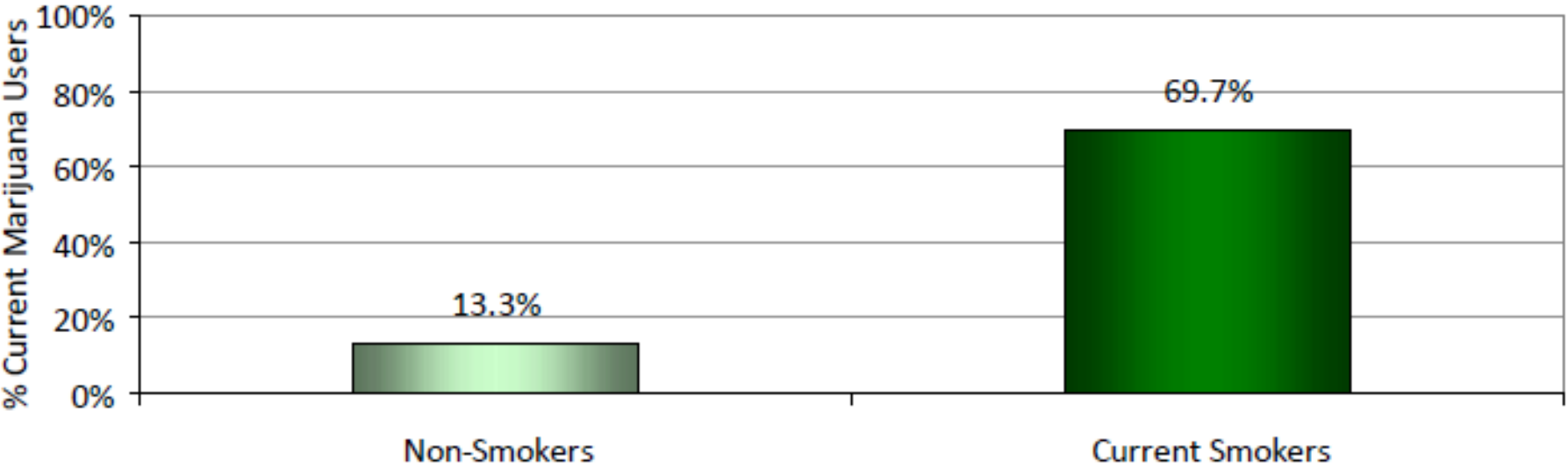
 3. 70%

4. 90%



# Current Marijuana Use by Smoking Status

**Figure 8**  
**Current Marijuana Use by Smoking Status**  
Maryland Underage High School Youth, 2010

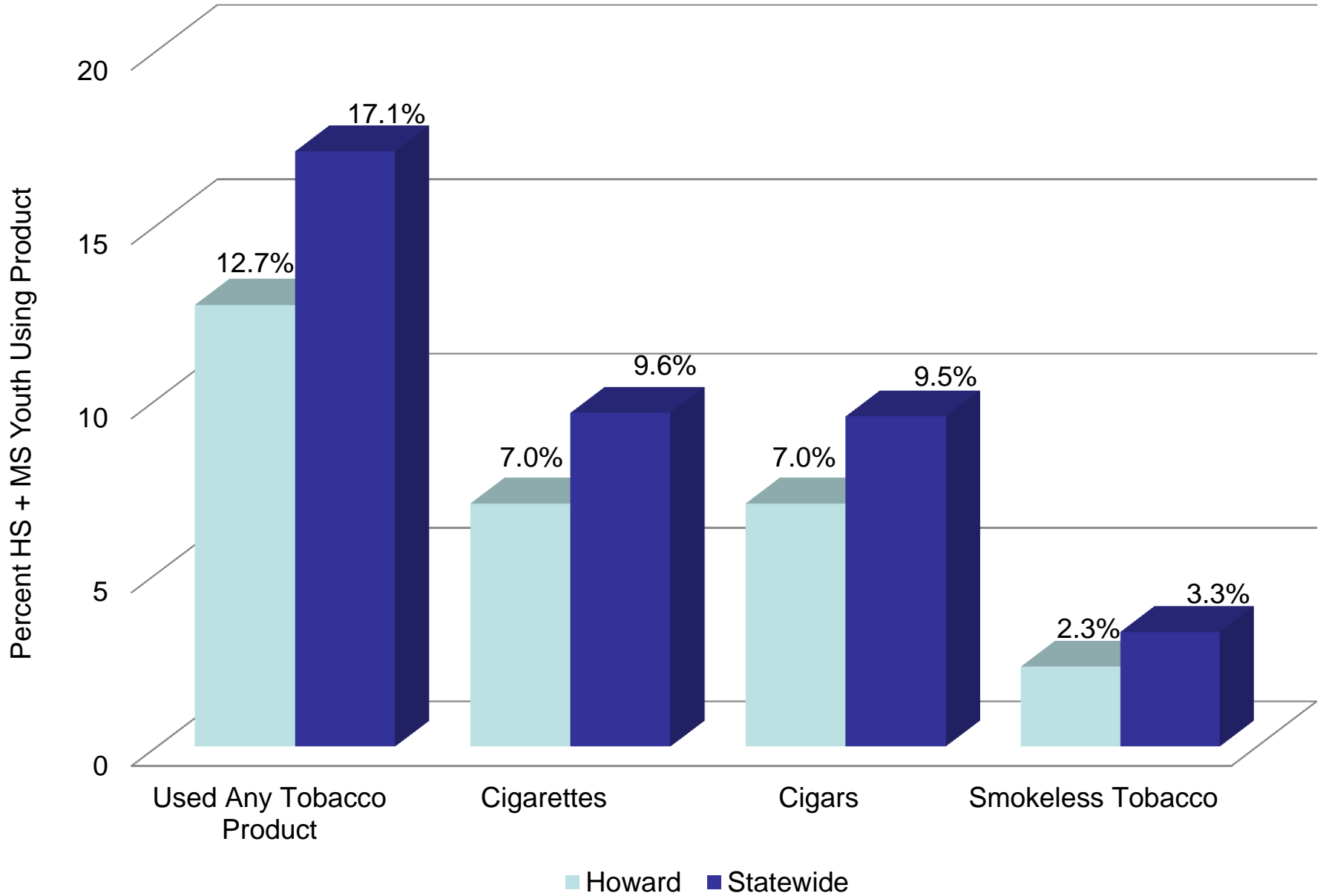


Source: Maryland Youth Tobacco Survey, 2010.

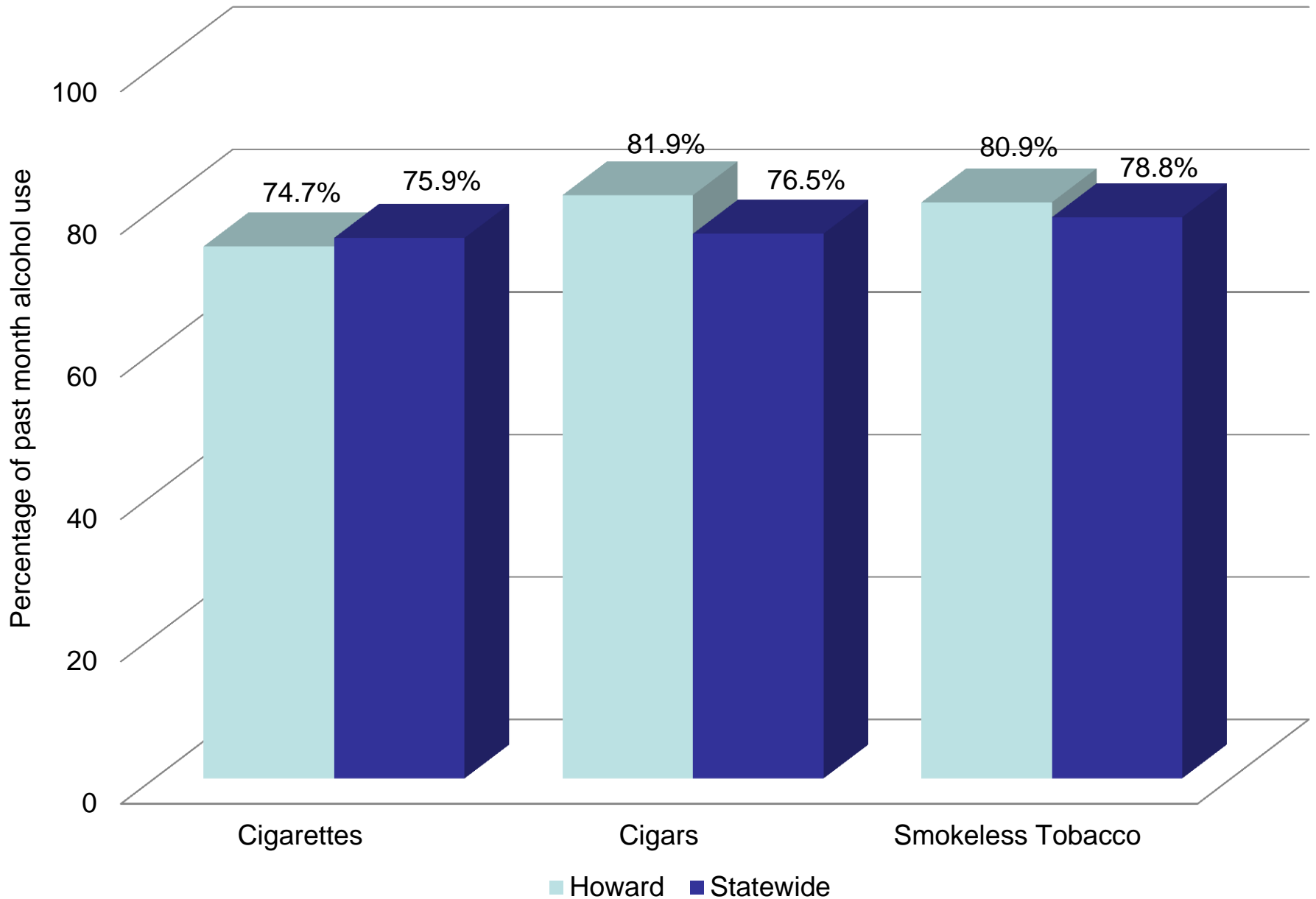
# The Local Experience

## Howard County

# Prevalence of Use of Various Tobacco Products by County & Statewide

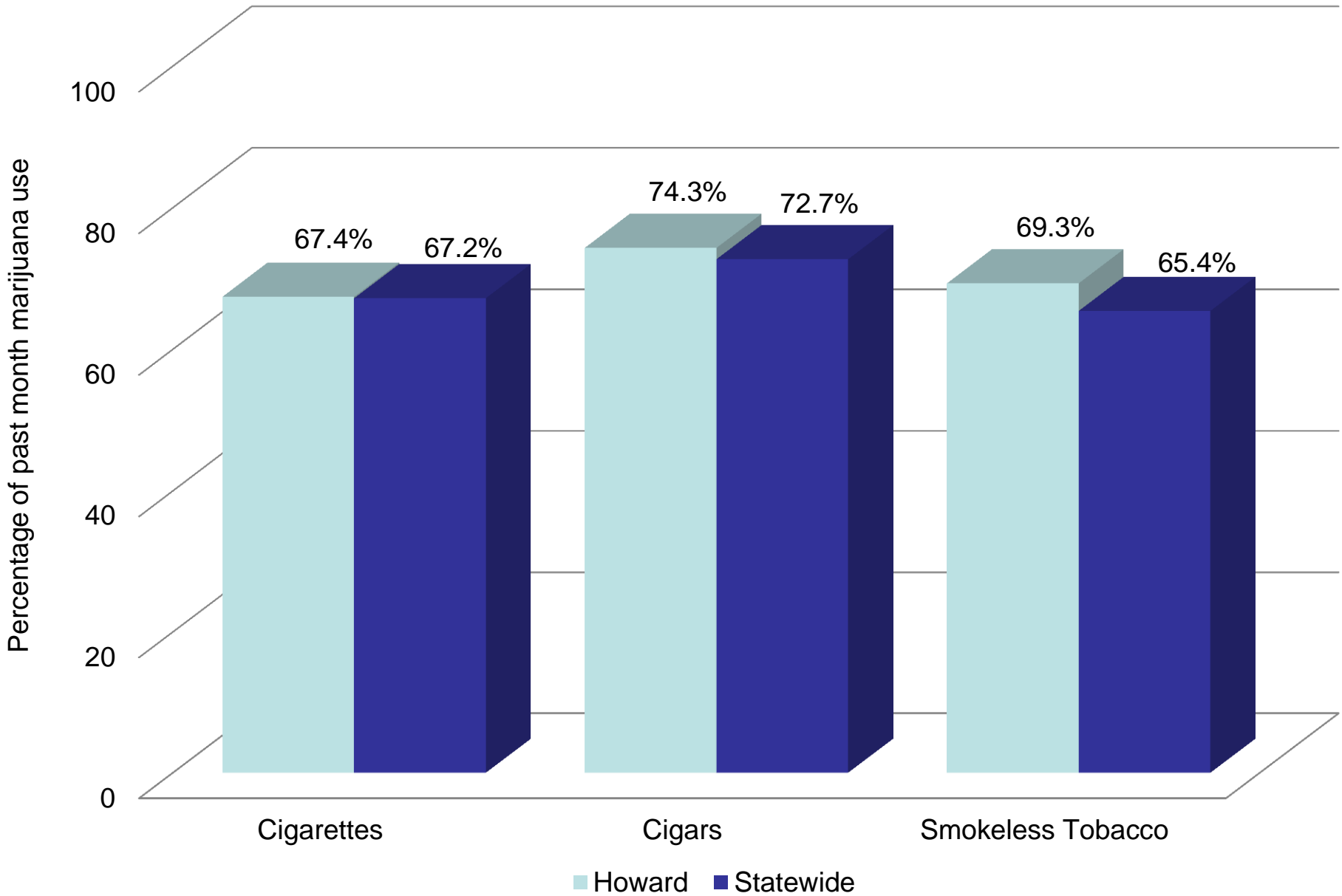


# Past Month Use of Alcohol among Youth Who are Current Smokers by County & Statewide





# Past Month Use of Marijuana among Youth who are Current Smokers by County & Statewide



# County-Specific Fact Sheets

- In your folders, you will find handouts created by MDQuit

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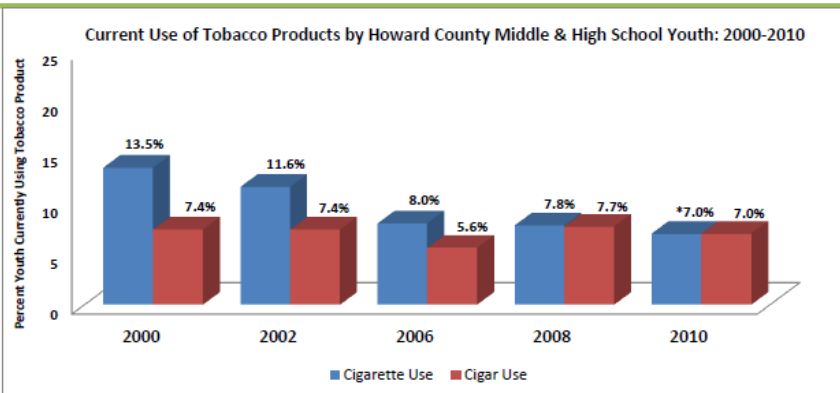
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# Howard County Cigar Fact Sheet

Page 1

Page 2

## Cigar Use by Howard 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).

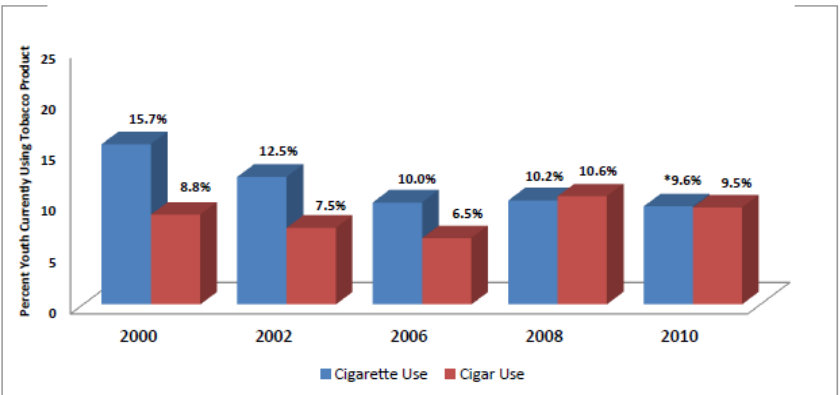
### DID YOU KNOW?

In 2010, 25.7% of all Howard County High School Youth had ever smoked a cigar, cigarillo, or little cigar. Of these, nearly half (49.9%) reported smoking their **FIRST** cigar, cigarillo, or little cigar during the past 12 months.

In 2010, of the 11.0% of Howard County High School Youth who had smoked a cigar product in the past 30 days (current cigar users):

- 13.4% reported **DAILY** use of cigars over the past month (this represents 0.9% of all County High School Youth).
- 70.4% 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, 58.9% reported buying less than 4 small cigars at a time, and roughly a third 32.8% reported buying **ONE** small cigar at a time.
- Similarly, of those who purchased little cigars (brown cigarettes/minutos), 56.7% reported buying less than 4 little cigars at a time, and 28.3% 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?

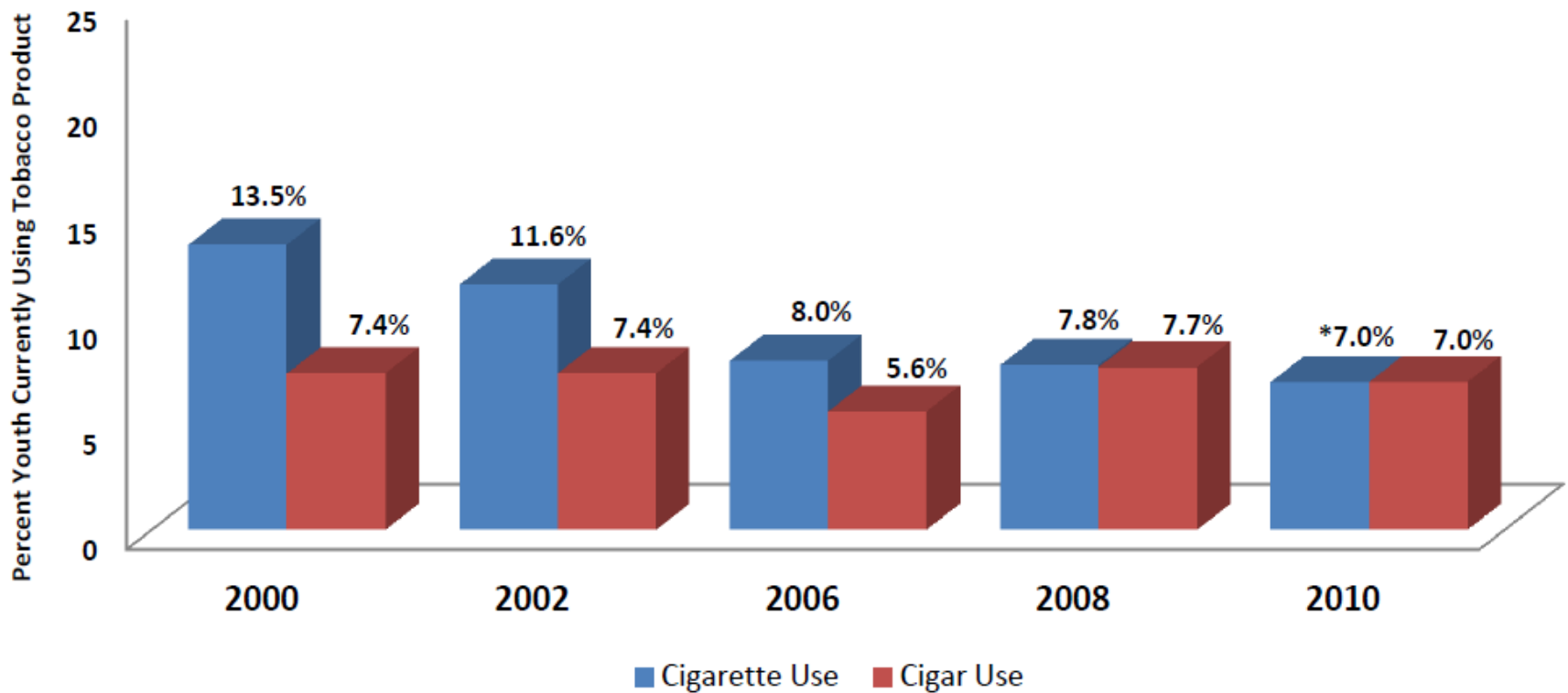
In 2010, 31.5% of all Maryland High School Youth had ever smoked a cigar, cigarillo, or little cigar. Of these, 47.2% reported smoking their **FIRST** cigar, cigarillo, or little cigar during the past 12 months.

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.

# Current Use of Cigarettes & Cigars over time for Howard County Youth (Figure on Page 1)

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

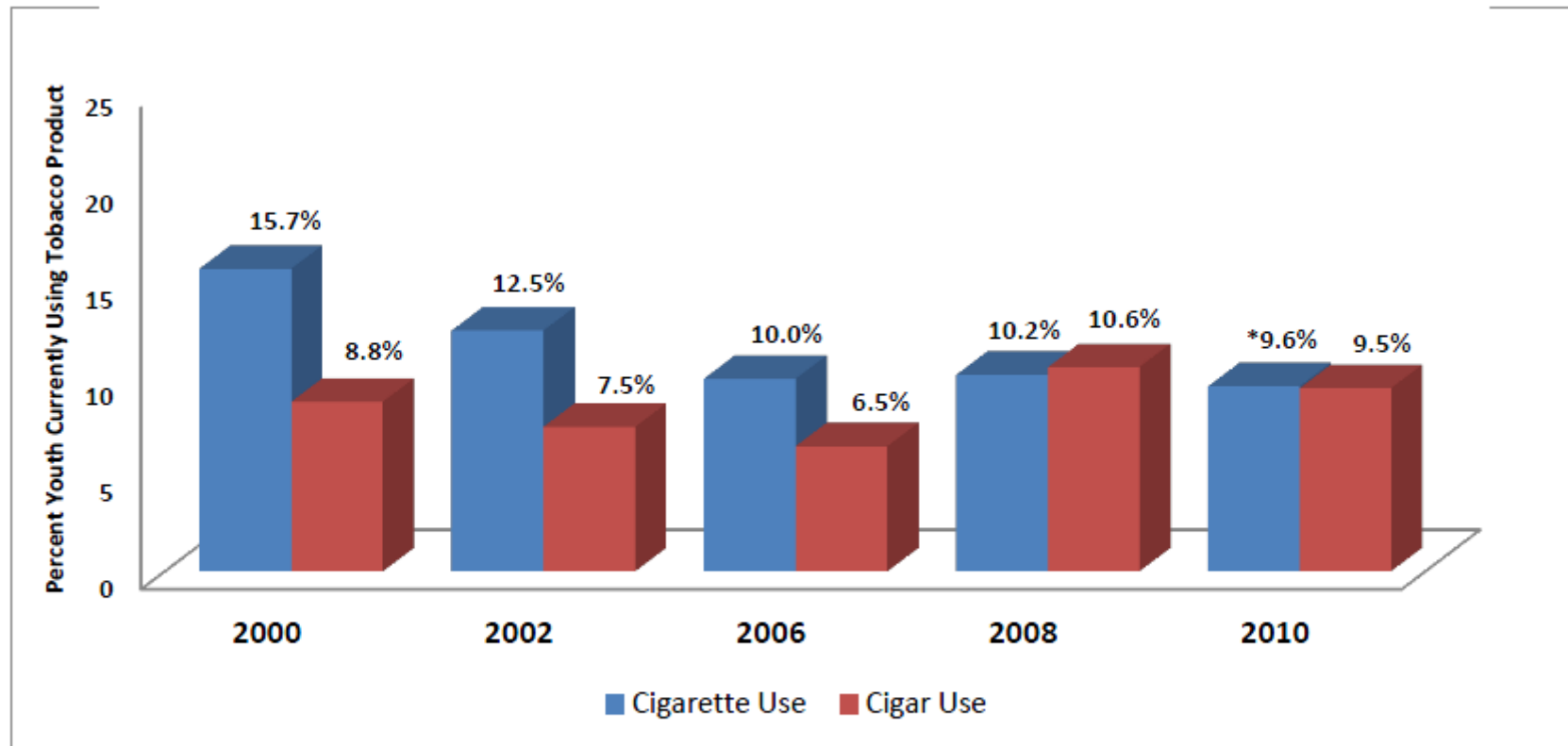


Notes:

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).

# Statewide Cigar Rates from 2000 to 2010: Figure on Page 2

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).

**SUMMARY:**

Cigarette use decreased significantly among Howard County Middle and High School Youth (from 13.5% to 7.0%) between 2000 and 2010. However, cigar use remained relatively stable—decreasing from 7.4% to 7.0% during this period.

In comparison to State-wide Youth tobacco use, cigar use appears to be less prevalent among Howard County Middle and High School Youth—with 9.5% of Maryland Youth and 7.0% of Howard County Youth reporting current use of cigars in 2010.

In sum, cigar use appears to be decreasing at a slower rate than cigarette use among Howard County Middle and High School Youth, and may remain stagnant if greater efforts are not taken to end youth cigar use.

In comparison to County Middle School Youth, High School Youth may be at special risk, as 11.0% reported current use of cigar products in 2010. The availability of flavored and individually-sold cigars are contributing to use among this group—as many Howard County High School Youth who report current cigar use also report using flavored products (70.4%) and buying individual little and small cigars (~30% 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).

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# QUESTIONS/COMMENTS

## MDQuit

<http://mdquit.org>

[info@mdquit.org](mailto:info@mdquit.org)

CTG Technical Assistance Requests: [nickles1@umbc.edu](mailto:nickles1@umbc.edu)

## LRC

<http://www.law.umaryland.edu/tobacco>

[tobacco@law.umaryland.edu](mailto:tobacco@law.umaryland.edu)

CTG Technical Assistance Requests: [tobacco@law.umaryland.edu](mailto:tobacco@law.umaryland.edu)