Tobacco Use among Youth in Maryland

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Director, MDQuit
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!
Tell us a little about yourselves …
Are you …

1. Male
2. Female
Where do you primarily work?

1. Health Department
2. School (K-12)
3. College / University
4. Hospital / Doctor’s / Dental office
5. Community Partner
6. Faith-based group
7. Other
Where in Maryland do you work?

1. Somerset County
2. Wicomico County
3. Worcester County
4. Other County
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
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
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
Since 2000, cigarette smoking has decreased among high school youth by nearly 40%, whereas cigar use among high school students has increased 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

Cigarettes = 21.0%
Cigarettes + Cigars = 17.5%
Cigars = 18.0%
Cigars + Other = 5.8%
Other tobacco = 15.9%

Other Tobacco includes:
Smokeless Pipes
Bidis
Kreteks
True or False: The FDA has banned flavored cigars.

1. True
2. 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

Source: Cigar Use among Maryland Youth Fact Sheet
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

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

% Current Marijuana Users

Non-Smokers

13.3%

Current Smokers

69.7%

The Local Experience

Somerset, Wicomico & Worcester Counties
Prevalence of Use of Various Tobacco Products by County & Statewide

Percent HS + MS Youth Using Product

- Used Any Tobacco Product
- Cigarettes
- Cigars
- Smokeless Tobacco

Somerset:
- Used Any Tobacco Product: 25.5%
- Cigarettes: 17.3%
- Cigars: 14.7%
- Smokeless Tobacco: 6.5%

Wicomico:
- Used Any Tobacco Product: 22.5%
- Cigarettes: 15.2%
- Cigars: 13.5%
- Smokeless Tobacco: 5.1%

Worcester:
- Used Any Tobacco Product: 23.9%
- Cigarettes: 16.1%
- Cigars: 12.8%
- Smokeless Tobacco: 6.7%

Statewide:
- Used Any Tobacco Product: 17.1%
- Cigarettes: 9.6%
- Cigars: 9.5%
- Smokeless Tobacco: 3.3%
Past month use of alcohol among youth who are current smokers by County

Percentage of past month alcohol use

<table>
<thead>
<tr>
<th>County</th>
<th>Cigarettes</th>
<th>Cigars</th>
<th>Smokeless Tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somerset</td>
<td>76.7%</td>
<td>79.3%</td>
<td>84.0%</td>
</tr>
<tr>
<td>Wicomico</td>
<td>74.4%</td>
<td>79.8%</td>
<td>81.2%</td>
</tr>
<tr>
<td>Worcester</td>
<td>81.4%</td>
<td>82.2%</td>
<td>83.9%</td>
</tr>
<tr>
<td>Statewide</td>
<td>75.9%</td>
<td>76.5%</td>
<td>78.8%</td>
</tr>
</tbody>
</table>

Legend:
- Cigarettes
- Cigars
- Smokeless Tobacco
Past month use of marijuana among youth who are current smokers by County

Percentage of past month alcohol use

- Somerset: 58.9%
- Wicomico: 64.7%, 69.2%, 64.8%
- Worcester: 67.7%, 76.1%, 71.8%
- Statewide: 67.2%, 66.0%, 72.7%

Comparison of past month use of marijuana among youth who are current smokers:
- Cigarettes
- Cigars
- Smokeless Tobacco

Chart showing the percentage of past month alcohol use for different counties and the use of different tobacco products.
County-Specific Fact Sheets

• In your folders, you will find handouts created by MDQuit
Cigar Use by Somerset County Youth

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

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 17.9% 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/mini-tokes), 60.8% 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

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 15.3% 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/mini-tokes), 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 Somerset County Youth (Figure on Page 1)

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Cigarette Use</th>
<th>Cigar Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>29.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>2002</td>
<td>20.7%</td>
<td>11.2%</td>
</tr>
<tr>
<td>2006</td>
<td>13.5%</td>
<td>8.5%</td>
</tr>
<tr>
<td>2008</td>
<td>15.5%</td>
<td>16.6%</td>
</tr>
<tr>
<td>2010</td>
<td>17.3%</td>
<td>14.7%</td>
</tr>
</tbody>
</table>

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).
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 17.9% reported current use of cigar products in 2010. The availability of flavored and individually-sold cigars are contributing to increased 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-variants 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 targeted 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).

MARYLAND RESOURCE CENTER FOR QUITTING USE & INITIATION OF TOBACCO
Wicomico County Cigar Fact Sheet

Cigar Use by Wicomico County Youth

DID YOU KNOW?

In 2010, 34.9% of all Wicomico County High School Youth had ever smoked a cigar, cigarillo, or little cigar. Of these, nearly half (48.6%) reported smoking their FIRST cigar, cigarillo, or little cigar during the past 12 months.

In 2010, of the 19.9% of Wicomico County High School Youth who had smoked a cigar product in the past 30 days (current cigar users):

- 10.7% reported DAILY use of cigars over the past month (this represents 1.4% of all County High School Youth).
- 69.5% reported smoking flavored cigars, cigarillos, or little cigars in the past 30 days.
- Of those who purchased small cigars (Black & Mids or Phillies) in the past 30 days, nearly two-thirds (64.3%) reported buying less than 4 small cigars at a time, and 37.4% reported buying ONE small cigar at a time.
- Similarly, of those who purchased little cigars (brown cigarettes/minutes), 59.1% reported buying less than 4 little cigars at a time, and over a third (35.5%) reported buying ONE little cigar at a time.

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 15.3% 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 & Mids 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/minutes), 63.3% 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 Tobacco Products by Wicomico County Middle & High School Youth: 2000-2010

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<tr>
<th>Year</th>
<th>Cigarette Use</th>
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</thead>
<tbody>
<tr>
<td>2000</td>
<td>22.4%</td>
<td>12.7%</td>
</tr>
<tr>
<td>2002</td>
<td>18.8%</td>
<td>8.9%</td>
</tr>
<tr>
<td>2006</td>
<td>12.0%</td>
<td>7.9%</td>
</tr>
<tr>
<td>2008</td>
<td>12.9%</td>
<td>12.4%</td>
</tr>
<tr>
<td>2010</td>
<td>*15.2%</td>
<td>13.5%</td>
</tr>
</tbody>
</table>

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.
In comparison to State-wide Youth tobacco use, cigar use appears to be more prevalent among Wicomico County Middle and High School Youth—with 9.5% of Maryland Youth and 13.5% of Wicomico County Youth reporting current use of cigars in 2010.

In sum, cigar use appears to be catching up with cigarette use among Wicomico County Middle and High School Youth, and may surpass cigarette use in the future if greater measures are not taken to combat cigar use among this group.

In comparison to County Middle School Youth, High School Youth may be at special risk, as 19.9% reported current use of cigar products in 2010. The availability of flavored and individually-sold cigars are contributing to this trend—as a large number of Wicomico County High School Youth who report current use of cigar also report using flavored products (69.5%) and buying individual little and small cigars (over 35% 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).
Worcester County Cigar Fact Sheet

Cigar Use by Worcester County Youth

DID YOU KNOW?

In 2010, 38.5% of all Worcester County High School Youth had ever smoked a cigar, cigarillo, or little cigar. Of these, 41.0% reported smoking their FIRST cigar, cigarillo, or little cigar during the past 12 months.

In 2010, of the 19.2% of Worcester County High School Youth who had smoked a cigar product in the past 30 days (current cigar users):

- 11.1% reported DAILY use of cigars over the past month (this represents 1.4% of all County High School Youth).
- 67.7% reported smoking flavoured cigars, cigarillos, or little cigs in the past 30 days.
- Of those who purchased small cigars (Black & Milds or Phillies) in the past 30 days, over half (56.9%) reported buying less than 4 small cigars at a time, and 30.8% reported buying ONE small cigar at a time.
- Similarly, of those who purchased little cigs (brown cigarettes/miniatures), 58.7% reported buying less than 4 little cigs at a time, and over a third (37.4%) reported buying ONE little cigar at a time.

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 15.3% 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 flavoured cigars, cigarillos, or little cigs 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 (36.0%) reported buying ONE small cigar at a time.
- Similarly, of those who purchased little cigs (brown cigarettes/miniatures), 61.3% reported buying less than 4 little cigs 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 Worcester County Youth (Figure on Page 1)

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

- **2000**: Cigarette Use 19.9%, Cigar Use 10.2%
- **2002**: Cigarette Use 16.3%, Cigar Use 11.0%
- **2006**: Cigarette Use 13.7%, Cigar Use 8.9%
- **2008**: Cigarette Use 15.6%, Cigar Use 13.9%
- **2010**: Cigarette Use 16.1%, Cigar Use 12.8%

**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:
Both cigarette and cigar use remained relatively stable among Worcester County Middle and High School Youth between 2000 and 2010. However, while cigarette use decreased (from 19.9% to 16.1%), cigar use increased during this period (from 10.2% to 12.8%). Though it seemed to be on a downward trend between 2000 and 2006, there was a large rebound in cigar use among this group in 2008. Cigar use may continue to rise if special efforts are not taken to reduce use among this group.

In comparison to State-wide Youth tobacco use, cigar use appears to be higher among Worcester County Middle and High School Youth—9.5% of Maryland Youth and 12.8% of Worcester 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 19.2% 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 over two-thirds of Worcester County High School Youth who report current cigar use also report using flavored products (67.7%) and roughly a third report buying individual little and small cigars (over 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, posts that have been designed to inform youth that they are the prime targets of ill-intentioned tobacco companies. Such ads 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
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- 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).
Questions?