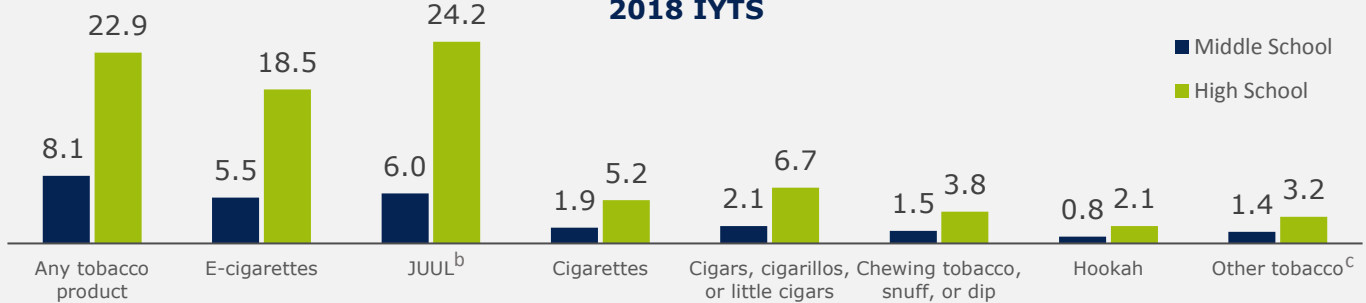


HIGHLIGHTS FROM THE 2018 INDIANA YOUTH TOBACCO SURVEY

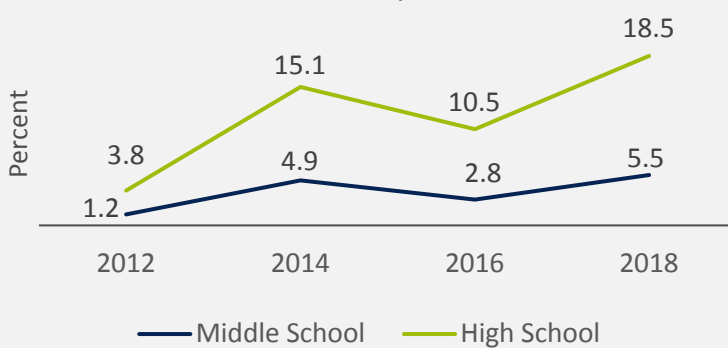
Current Tobacco Use among Indiana Youth

- In 2018, more than 1 in 5 Indiana high school students and nearly 1 in 12 Indiana middle school students reported current (past 30 day) use of any tobacco product.^a
- Electronic cigarettes (e-cigarettes) but specifically JUUL were the most commonly used tobacco product among Hoosier youth, followed by cigars, cigarettes, and smokeless tobacco (chewing tobacco, snuff, or dip).
- Among Indiana high school and middle school students that have ever tried a tobacco product, e-cigarettes were the most frequent product tried first with cigarettes being second most frequent.
- Current tobacco use was fairly comparable among Indiana youth and youth nationwide in 2018.

Percentage of Hoosier Middle and High School Students Who Currently Use Tobacco, 2018 IYTS



E-cigarette Use among Hoosier Middle and High School Students, 2012-2018



E-cigarettes

Electronic cigarette (e-cigarette) use increased about four-fold among Hoosier youth between 2012 and 2014 and despite the significant decline in 2016, e-cigarette use has nearly doubled from 2016 to 2018. E-cigarettes remain the most commonly used tobacco product among Hoosier youth and youth nationwide. In 2018, 18.5% of Hoosier high school students and 5.5% of Hoosier middle school students used e-cigarettes.

JUUL

In 2018, 1 in 10 Hoosier middle school students and more than 1 in 3 Hoosier high school students reported every trying JUUL. Among middle school students, 6% report current use of JUUL while 24.2% of high school students report use of JUUL. Even though JUUL is a type of e-cigarette, more high school and middle school students reported using JUUL than an e-cigarette.

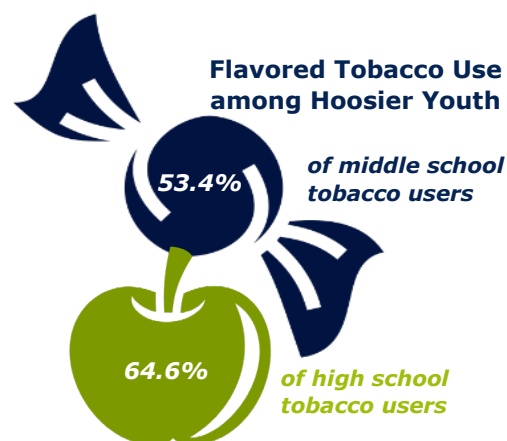
^a Defined as past 30 day use of cigarettes, cigars, smokeless tobacco, e-cigarettes, hookah, tobacco pipes, snus, or dissolvable tobacco.

^b To maintain consistency with previous years of collected data, JUUL use is not included in the "any tobacco use" variable.

^c Other tobacco includes pipe, snus, and dissolvable tobacco.

Flavored Tobacco Use

In 2018, over half of Hoosier middle school tobacco users (53.4%) and more than 3 in 5 high school tobacco users (64.6%) used at least one flavored tobacco product. Among e-cigarette users, nearly 2 in 3 middle school students and high school students are using flavored e-cigarette products. One of the most popular reasons for a middle school or high school student to use an e-cigarette is the availability of the flavors including mint, candy, fruit, or chocolate.



Poly-tobacco Use

Poly-tobacco use (use of two or more tobacco products) is common among youth tobacco users. In 2018, about 1 in 3 Hoosier middle school tobacco users (31.8%) and about 4 in 10 high school tobacco users (39.1%) used two or more tobacco products.

Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products. The tobacco industry is estimated to spend \$298.0 million marketing its products in Indiana each year.

- Approximately 7 in 10 Hoosier youth were exposed to tobacco ads in convenience stores, gas stations, or supermarkets.
- More than 4 in 10 Hoosier youth were exposed to tobacco ads on the internet.
- About 2 in 10 Hoosier youth were exposed to tobacco ads in newspapers or magazines.
- More than 5 in 10 Hoosier youth reported seeing actors using tobacco on TV or in movies.

Youth Exposure to Tobacco Marketing

Retail Stores



Internet



Newspapers or Magazines



Tobacco Use in Movies or on TV



Protecting Hoosier Youth from Tobacco

While there has been progress in reducing youth tobacco use in recent years, tobacco continues to threaten the health of young people in Indiana. Protecting Hoosier youth from tobacco will require coordinated and sustained interventions, including:

- Efforts to reduce the accessibility and attractiveness of tobacco to youth
- Strong school-based tobacco-free policies and programs
- State and community changes supporting tobacco-free environments and social norms.