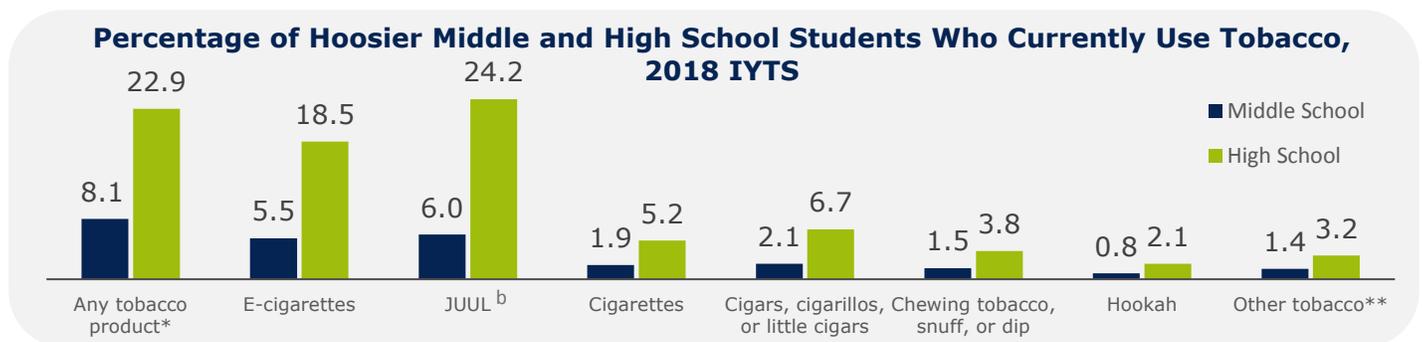


# HIGHLIGHTS FROM THE 2018 INDIANA YOUTH TOBACCO SURVEY

The Indiana Youth Tobacco Survey (IYTS) has been administered since 2000 to monitor youth tobacco use, cessation, social and environmental factors related to tobacco use, and secondhand smoke exposure. The 2018 IYTS was administered in the fall of 2018 to over 6,700 students enrolled in Indiana public middle and high schools. New questions were added to the 2018 IYTS addressing JUUL use specifically and marijuana use, as well as new questions further assessing tobacco use, cessation, and e-cigarette use. This document provides an overview of the key findings from the survey.

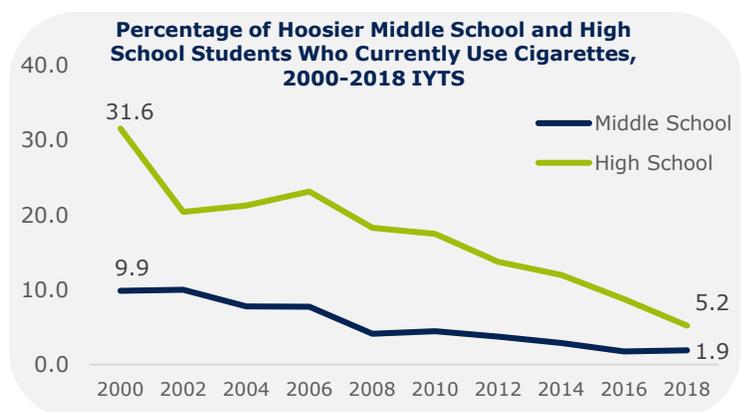
## Current Tobacco Use among Indiana Youth

- 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.<sup>a</sup>
- 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.<sup>1</sup>



## Current Cigarette Use among Indiana Youth

- In 2018, fewer than 1 in 50 Indiana middle school students and about 1 in 20 high school students reported current use of cigarettes.
- Since 2000 there has been a significant decline in current use of cigarettes among Indiana youth.



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

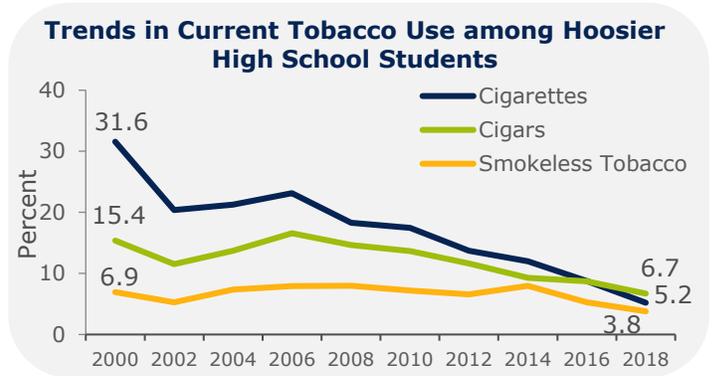
<sup>b</sup> To maintain consistency with previous years of collected data, JUUL use is not included in the "any tobacco use" variable.

\*Any tobacco product use does not include JUUL use

\*\*Other tobacco includes pipe, snus, and dissolvable tobacco.

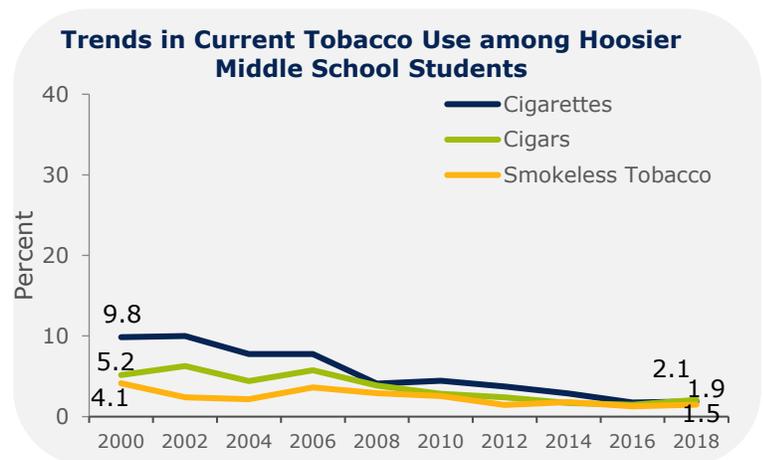
### Tobacco Use Trends - High School Youth:

- Cigarette use declined 84% between 2000 and 2018.
- Cigar use declined 45% between 2000 and 2018.
- Smokeless use declined 56% between 2000 and 2018.



### Tobacco Use Trends - Middle School Youth:

- Cigarette use declined 81% between 2000 and 2018.
- Cigar use declined 59% between 2000 and 2018.
- Smokeless tobacco use declined 64% between 2000 and 2018.



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



### E-cigarettes

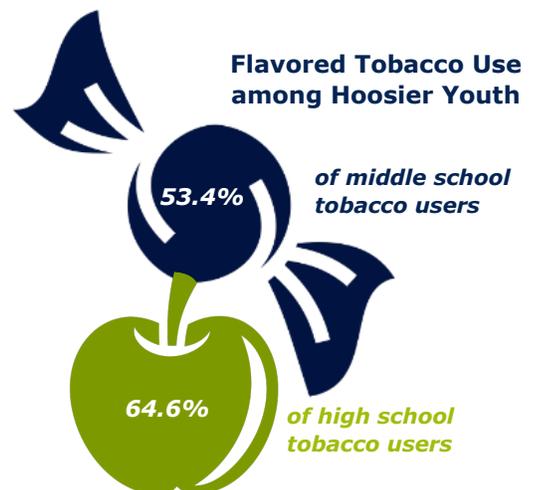
Electronic cigarette (e-cigarette) use increased about four-fold among Hoosier youth between 2012 and 2014 and despite the significant decline in 2016, e-cigarette use has nearly doubled from 2016 to 2018. E-cigarettes remain the most commonly used tobacco product among Hoosier youth and youth nationwide.<sup>1</sup> 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 ever trying JUUL. Among middle school students, 6% report current use of JUUL while 24.2% of high school students report use of JUUL. Use of JUUL with other tobacco products was common with more than 1 in 4 middle school and high school students reporting using JUUL with at least one other tobacco product. Even though JUUL is a type of e-cigarette, more high school and middle school students reported using JUUL than an e-cigarette.

## Flavored Tobacco Use

While flavors other than menthol have been banned in cigarettes,<sup>2</sup> other tobacco products are still available in a wide variety of flavors, including fruit or candy flavors that appeal to youth.<sup>3,4</sup> 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. Flavored products such as cigars and e-cigarettes continue to be popular. 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.<sup>1</sup> 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.

## Marijuana Use

In 2018, about 4% of middle school students and 16.1% of high school students reported current use of marijuana. Nearly double the rate of middle school students (7.4%) and high school students (29%) report every trying marijuana. Approximately 1 in 3 Indiana youth who currently use marijuana are also using 2 or more tobacco products.

### Proportion of Hoosier Youth Who Believe It Would Be Easy to Get Tobacco:

**1 in 3 Middle School Youth**



**2 in 3 High School Youth**



## Access to Tobacco

- Nearly one-third of Hoosier middle school students (31.9%) and nearly two-thirds of high school students under age 18 (62.6%) thought it would be somewhat or very easy to get tobacco products if they wanted some.
- The majority of youth under age 18 who use cigarettes, cigars, or smokeless tobacco obtain these products from social sources, such as having someone else buy tobacco for them.
- Underage youth who purchased tobacco most commonly reported purchasing tobacco from gas stations or convenience stores.

## Tobacco Cessation

In 2018, nearly 2 in 3 middle school tobacco users (64.6%) and half of high school tobacco users (50.4%) tried to quit in the past year. More than half of middle school tobacco users (54.1%) and nearly half of all high school tobacco users (48.8%) were seriously thinking about quitting all tobacco products for good.

## Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products.<sup>5</sup> The tobacco industry is estimated to spend \$298.0 million marketing its products in Indiana each year.<sup>6</sup>

In 2018:

- 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



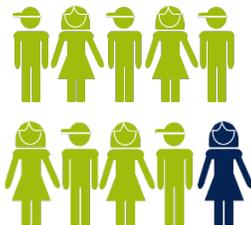
### Tobacco Use in Movies or on TV



## Social Influences Related to Tobacco Use

Having friends or family members who use tobacco can influence youth to start using tobacco.<sup>5</sup> In 2018, more than 2 in 5 Hoosier middle school students (43.0%) and high school students (42.3%) lived with someone who used tobacco. Additionally, about 22.5% of middle school students and 46.4% of high school students had at least one friend who used cigarettes, e-cigarettes, or smokeless tobacco. Youth who lived with a tobacco user or had at least one friend who used tobacco were significantly more likely to use tobacco themselves than students without household members or friends who used tobacco.

**9 in 10 Hoosier youth do not think smoking makes young people look cool**



**1 in 4 Hoosier youth who have never smoked are susceptible to trying cigarettes.**

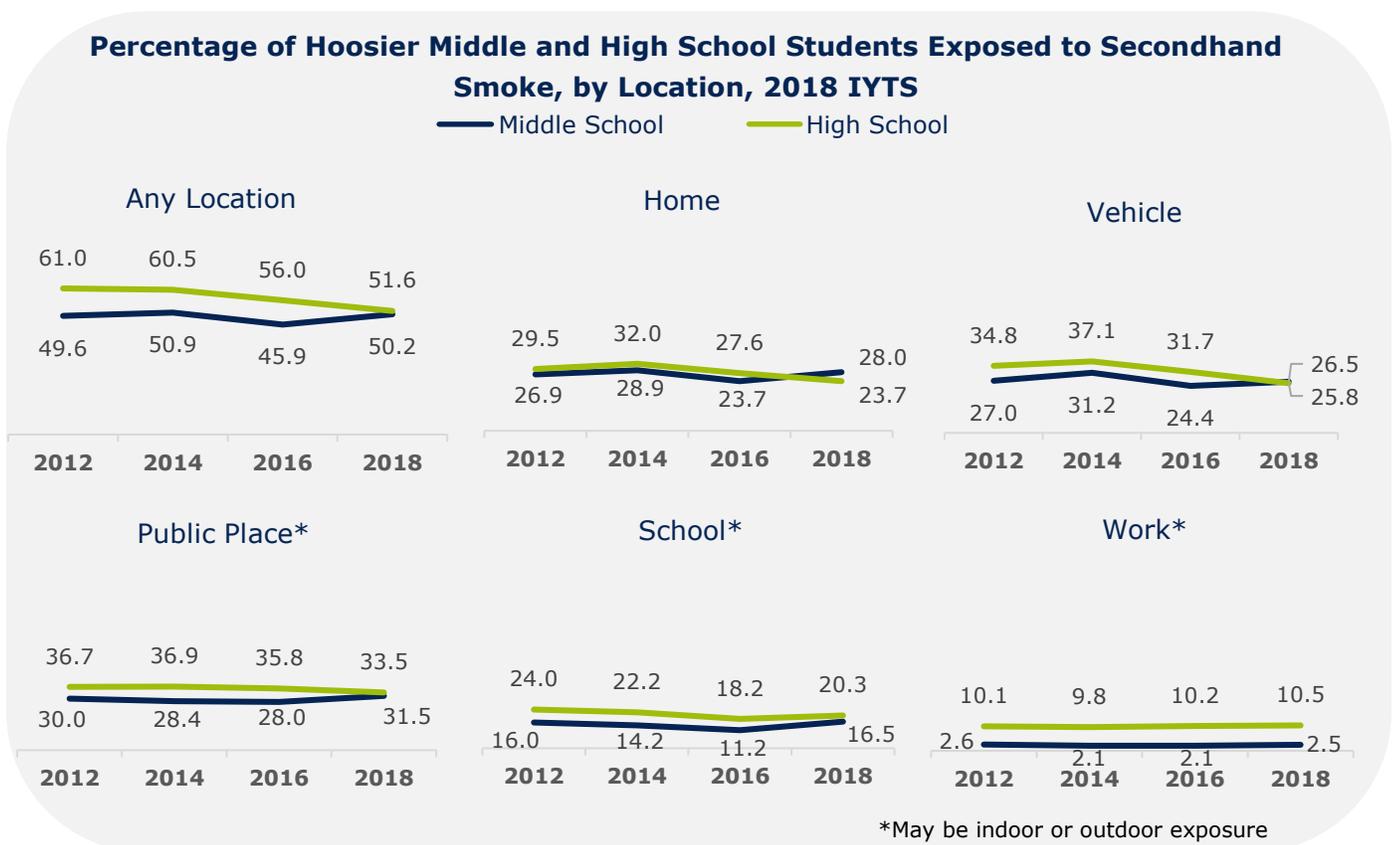


## Attitudes, Perceptions, and Beliefs

- More than 6 in 10 middle school students and 5 in 10 high school students strongly agreed that all tobacco products are dangerous.
- Among e-cigarette users, one of the most common reasons for use was the belief that e-cigarettes are less harmful than other tobacco products. Other common reasons for use included flavors and use of products among friends/family.
- About 1 in 4 middle and high school youth who had never smoked were susceptible to smoking, as they indicated they might be open to trying cigarettes in the near future.
- More than 2 in 3 middle school and high school students believe that tobacco companies try to get people under 18 to use tobacco products.

## Secondhand Smoke Exposure

- The U.S. surgeon general has concluded that there is no safe level of exposure to secondhand smoke.<sup>7</sup>
- In 2018, more than half of Hoosier middle school students (50.2%) and Hoosier high school students (51.6%) were exposed to secondhand smoke on one or more of the past seven days in any location, including homes, vehicles, school, work, or other public places.
- The proportion of students who report that smoking is never allowed inside their home has increased significantly since 2004. In 2018, 79.6% of middle school students and 81.6% of high school students reported that smoking is never allowed in their home.
- In 2018, youth who lived with smokers were significantly more likely to be exposed to secondhand smoke at home or in vehicles and significantly less likely to have rules against smoking at home or in family vehicles.



## 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.<sup>5</sup>

- <sup>1</sup> Gentzke AS, Creamer M, Cullen KA, et al. *Vital Signs: Tobacco Product Use Among Middle and High School Students – United States, 2011-2018*. MMWR Morb Mortal Wkly Rep 2019;68:157-164.
- <sup>2</sup> Family Smoking Prevention and Tobacco Control Act, Pub L No. 111-31, 123 Stat 1776 (2009).
- <sup>3</sup> Hoffman AC, Salgado RV, Dresler C, et al. Flavour preferences in youth versus adults: a review. *Tobacco Control*. 2016; 25: ii32-ii39.
- <sup>4</sup> Ambrose BK, Day HR, Rostron B, et al. Flavored tobacco product use among US youth aged 12-17 years, 2013-2014. *JAMA*. 2015; 314(17):1871-1873.
- <sup>5</sup> U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.
- <sup>6</sup> Campaign for Tobacco-Free Kids. The Toll of Tobacco in Indiana. July 26, 2017. Accessed July 31, 2017 from [https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/indiana](https://www.tobaccofreekids.org/facts_issues/toll_us/indiana).
- <sup>7</sup> U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.