

# Youth Tobacco Use in Maine

## FACT SHEET



The Maine CDC, Partnership For A Tobacco-Free Maine works to prevent young people from using tobacco, protects Maine's citizens from exposure to secondhand smoke, and helps those who want to quit.

### 43% of Maine youth are susceptible to using tobacco! [MIYHS]

## What are the facts?

Other tobacco products (cigars, smokeless tobacco, etc.) pose risks to youth and young children.

- Youth who use smokeless tobacco are more likely to become cigarette smokers.<sup>1</sup>

Fewer Maine youth are using other tobacco products.

- Rates of other tobacco use (cigars, smokeless tobacco) among Maine youth (grades 9-12) have declined significantly from 29% in 2001 to 20% in 2011. [Graph 1, YRBSS]<sup>1</sup>
- In 2013, 11% of youth (grades 9-12) in Maine reported current cigar use, and 7% reported current smokeless tobacco use. (MIYHS)<sup>2,3</sup>
- There were no significant differences between DHHS districts for other tobacco use by youth. (MIYHS)

## How are we doing?

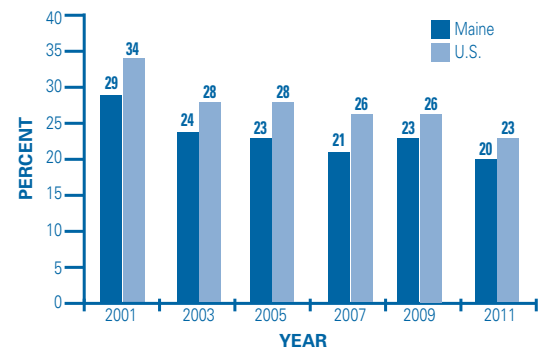
Still, too many youth are using tobacco, especially among certain populations.

Rates of any tobacco use among youth (grades 9-12) in 2013 (MIYHS) were significantly higher for: [Graph 2]

- Males (22%) compared to females (13%)
- Students in each higher grade (10% grade 9, 15% grade 10, 20% grade 11, and 27% grade 12)
- Hispanic (33%) and Native American (26%) compared to white youth (18%)
- Gay/lesbian (31%), bisexual (31%), questioning (26%) compared to heterosexual youth (17%)

For additional information about youth and use of other tobacco products, see the Maine Public Health Association Fact Sheets.<sup>ii</sup>

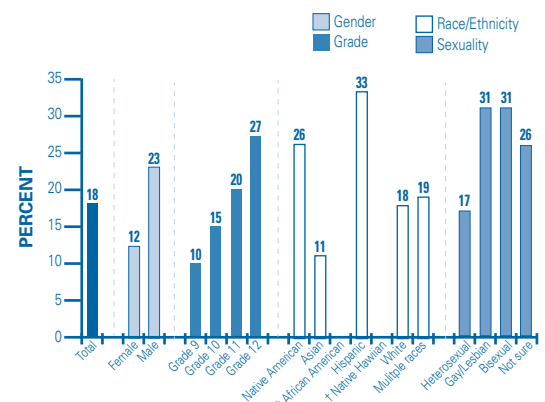
Graph 1: Percentage of Maine and US youth, grades 9-12, who used other tobacco products\* on one or more of the past 30 days, 2001-2011



Source: Centers for Disease Control and Prevention, Youth Risk Behavior Surveillance System

\*Smoked cigars, little cigars, or cigarillos or used smokeless tobacco.

Graph 2: Percentage of Maine and US high school youth, grades 9-12, who used any tobacco\* on one or more of the past 30 days, by demographics, 2013



Source: Maine Department of Health and Human Services, Department of Education, Maine Integrated Youth Healthy Survey

\*Includes cigarettes, cigars, little cigars, cigarillos, and smokeless tobacco.

†Data suppressed due to small sample size.

# What can be done?

Initiatives used by tobacco control programs, like the Partnership For A Tobacco-Free Maine, work.<sup>iii,iv</sup>

- **Mass-media (TV) health messages** reduce tobacco use among youth and young adults (7% decrease). Greater exposure and more appealing and memorable TV spots reduce initiation of tobacco use.<sup>v</sup>
- **Smoke-free and tobacco-free policies** that prohibit smoking or tobacco use in specific areas reduce young people's initiation of tobacco use.<sup>vi</sup>
- **Mobilizing a community-wide effort** on stronger local retail laws, active enforcement, and retailer education can reduce tobacco use among youth (median decrease of 6%) and reduce sales to youth (median decrease of 34%).<sup>viii</sup>

## For more information

Please contact Michelle Ross, [Michelle.Ross@maine.gov](mailto:Michelle.Ross@maine.gov), (207) 287-5762

Partnership For A Tobacco-Free Maine: <http://www.tobaccofreemaine.org/> or <http://www.maine.gov/dhhs/mecdc/population-health/hmp/ptm/>

The Maine Youth Action Network: <http://www.myan.org/>

## Notes

1. **The Youth Risk Behavior Surveillance System (YRBSS)** is conducted by the US CDC. The YRBS, which samples at the state level only, does not use county weights when calculating the state-level weights. The most recent YRBSS data are 2011.
2. **The Maine Integrated Youth Health Survey (MIYHS)** is administered by the Office of Substance Abuse and Mental Services. MIYHS uses county-level weights in addition to school response, student response and post-stratification to calculate state-level weights. The most recent MIYHS data are 2013
3. **Recommendations on when to use MIYHS and when to use YRBS results:** When making comparisons with national rates or rates in other states, use YRBS (as reported on the US CDC website: [www.cdc.gov/healthyyouth/yrbss](http://www.cdc.gov/healthyyouth/yrbss)). When making comparisons between the state rate and county rates, use MIYHS.

## References

<sup>i</sup> Campaign for Tobacco Free Kids. [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/maine](http://www.tobaccofreekids.org/facts_issues/toll_us/maine). Accessed on 04/03/2014.

<sup>ii</sup> Maine Public Health Association. Youth Tobacco Use Fact Sheets.

[http://www.slideshare.net/timfeeley9/fact-sheet-what-are-other-tobacco-products-2013-0214?utm\\_source=ss&utm\\_medium=upload&utm\\_campaign=quick-view](http://www.slideshare.net/timfeeley9/fact-sheet-what-are-other-tobacco-products-2013-0214?utm_source=ss&utm_medium=upload&utm_campaign=quick-view);

[http://www.slideshare.net/timfeeley9/factsheet-otp-tax-loophole-2013-0213?utm\\_source=ss&utm\\_medium=upload&utm\\_campaign=quick-view](http://www.slideshare.net/timfeeley9/factsheet-otp-tax-loophole-2013-0213?utm_source=ss&utm_medium=upload&utm_campaign=quick-view);

[http://www.slideshare.net/timfeeley9/fact-sheet-otp-kids-are-using-2013-0213?utm\\_source=ss&utm\\_medium=upload&utm\\_campaign=quick-view](http://www.slideshare.net/timfeeley9/fact-sheet-otp-kids-are-using-2013-0213?utm_source=ss&utm_medium=upload&utm_campaign=quick-view)

<sup>iii</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. (p. 8).

<sup>iv</sup> Farrelly MC, Loomis BR, Han B, Gfroerer J, Kuiper N, et al. A Comprehensive Examination of the Influence of State Tobacco Control Programs and Policies on Youth Smoking. *Am J Public Health*. 2013;103: 549–555.

<sup>v</sup> Fichtenberg CM, Glantz SA. Association of the California Tobacco Control Program with Declines in Cigarette Consumption and Mortality from Heart Disease. *N Engl J Med* 2000;343:1772-7.

<sup>vi</sup> Guide to Community Preventive Services. Reducing tobacco use and secondhand smoke exposure: smoke-free policies (abbreviated).

[www.thecommunityguide.org/tobacco/smokefreepolicies.html](http://www.thecommunityguide.org/tobacco/smokefreepolicies.html). Last updated: 12/09/2013. Accessed on 04/04/2014.

<sup>vii</sup> Guide to Community Preventive Services. Community mobilization with additional interventions to restrict minors' access to tobacco products.

[www.thecommunityguide.org/tobacco/communityinterventions.html](http://www.thecommunityguide.org/tobacco/communityinterventions.html). Last updated: 05/02/2013. Accessed: 04/04/2014.

<sup>viii</sup> Centers for Disease Control and Prevention, Office of Smoking and Health. [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/youth\\_data/tobacco\\_use/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/). Accessed 04/01/2013.



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