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# Tobacco & Youth

## A Learning Supports Data Tool

Iowa Department of Education • June, 2007

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Grimes State Office Building  
Des Moines, Iowa 50319-0146

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# Contacts

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## **For more information about:**

Tobacco and Youth Data Tool, please contact:

Janell Brandhorst, Consultant, Department of Education

515-281-5288

Janell.Brandhorst@iowa.gov

The Iowa Youth Survey, please contact:

Geneva Adkins, Justice Systems Analyst, Criminal and Juvenile Justice Planning

515-242-5199

Geneva.Adkins@iowa.gov

Linda McGinnis, Prevention Consultant, Department of Public Health

515-281-5444

LMcGinni@idph.state.ia.us

Learning Supports, please contact:

Eric Neessen, Consultant, Department of Education

515-281-0345

Eric.Neessen@iowa.gov

## **Web-Sites**

Iowa Department of Education / [www.iowa.gov/educate](http://www.iowa.gov/educate)

Iowa Youth Survey / [www.iowayouthsurvey.org](http://www.iowayouthsurvey.org)

Iowa Collaboration for Youth Development / [www.icyd.org](http://www.icyd.org)

## **Other Learning Supports Data Tools**

Alcohol and Youth - Revised February, 2007

School Climate and Connection - Revised February, 2007

Risky Behavior and Bullying - Revised February, 2007

Community Connection - June, 2007

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# What?

## What is the problem with tobacco and youth?

By experimenting with tobacco, young people place themselves at risk for nicotine addiction. Nicotine is a highly addictive drug, and research has shown that people who start smoking in their early years:

- ❖ have more difficulty quitting
- ❖ are more likely to become heavy smokers
- ❖ are more likely to develop a smoking-related disease

Tobacco use is the leading cause of preventable death in the United States. According to the Centers for Disease Control (CDC), 83% of current smokers wish they had never started.

## How Many Youth Actually Use Tobacco?

The majority of Iowa youth do not use tobacco, but of all the new smokers in the state, children and teenagers constitute the majority. Every year 4,200 Iowans under the age of 18 become new, daily smokers. Twenty-two percent (37,100) of high school youth currently smoke and 14.9% (25,100) of all male high school students use smokeless tobacco.

The tobacco industry spends \$15.4 billion dollars annually on marketing with an estimated \$192.1 million spent in Iowa. These campaigns seem to have special appeal to young people (age 12-17) as 83% of young smokers report that they use the three most heavily advertised brands: Marlboro, Camel, and Newport.

## When do Youth Start Smoking?

The age that a young person begins to smoke is critical because the younger a person is when he or she begins to smoke, the more likely he or she will continue to smoke.

Measure	National Data, 2005	Iowa Data, 2005
Percent of youth who smoked a whole cigarette for the first time before age 13	16.0%	15.0%
Percent of 9th graders who smoked a whole cigarette on one or more of the past 30 days	19.7%	14.5%
Percent of 12th graders who smoked a whole cigarette on one or more of the past 30 days	27.6%	29.3%

Source: Youth Risk Behavior Survey, 2005

## **What Can Tobacco Use Lead To?**

### ***Health Issues***

Cigarette smoking has been shown to cause heart disease, stroke, chronic lung disease, and cancers of the lung, mouth, pharynx, esophagus, and bladder. Smokers are more likely to develop periodontal disease, which could include tooth loss and they experience reduced lung function. Smoking is also associated with hearing loss, vision problems, and increased headaches. Roughly one-third of all youth smokers will die prematurely from smoking-caused disease.

### ***Social Issues***

In addition to the obvious physical health concerns, smoking typically precedes other drug use and is associated with many other risky behaviors. For instance, teens who smoke are three times more likely to use alcohol, eight times more likely to use marijuana, and 22 times more likely to use cocaine. New research also indicates that tobacco use by youth may lead to increased depression or anxiety during late teenage years.

School absenteeism is associated with lower academic performance and poor social adjustment. And, students who are regular smokers are more likely to miss school due to illness than nonsmokers.

### **Access to Tobacco**

All states have laws making it illegal to sell cigarettes to anyone under the age of 18. Yet, the CDC reports that nearly half (49%) of youth under the age of 18 who purchased or attempted to purchase cigarettes in a store or gas station during the 30 days preceding their 2005 Youth Risk Behavior Survey were not asked to show proof of age. In the same year, 69% of Iowa 11th grade students reported on the Iowa Youth Survey that it would be “easy or very easy” for them to get cigarettes in their community.

### ***Final Tip***

When the Iowa Legislature created the Division of Tobacco Use Prevention and Control, the importance of youth involvement in reducing tobacco use among young people in Iowa was stressed. Please keep this in mind as you and your group begin to analyze data and make plans to improve your local trends. Adults must work with young people in the community to understand and reach the best possible solutions for decreasing tobacco use among youth.

# So What?

## What does your data say about tobacco and youth?

### Where to Find Your Data

In Iowa, there are three main sources of data related to youth tobacco use. First, the Iowa Youth Tobacco Survey gathers statewide data about tobacco use and is completed every two years by a sample of middle and high school students. Second, the Youth Risk Behavior Survey is completed every two years by a sample of high school students and allows the opportunity to compare Iowa students to students nationwide.

The final source of youth tobacco-related data is the Iowa Youth Survey (IYS). It is a voluntary survey given to most 6th, 8th, and 11th graders on a three-year cycle, most recently in the fall of 2005. The IYS contains questions about students' environment and conditions, behavior, knowledge and awareness, and perceptions and attitudes around substance use, safety and violence, and relationships with others.

### Constructs Represented in The Iowa Youth Survey

The 2005 IYS is comprised of 190 questions. Many of these questions can be grouped together to form constructs that summarize important concepts in the data. Below is a list of the 34 constructs covered in the 2005 survey. Constructs that are bold and italic contain questions related to tobacco.

Positive family relationships	Suicide risk
Family involvement and support	Current alcohol use
Parental/guardian boundaries	<b><i>Current tobacco use</i></b>
<b><i>Positive parental/guardian norms</i></b>	Current illegal drug use
<b><i>School expectations/boundaries</i></b>	<b><i>Substance use risk awareness</i></b>
Safe school environment	Violent/aggressive behavior
School perceived to be safe*	Gambling
School student/staff support	Helping others*
<b><i>Positive student norms</i></b>	Empathy
<b><i>Social pressure to use substances</i></b>	Self-confidence
<b><i>Positive community adult norms</i></b>	Self-esteem*
<b><i>Positive community peer norms</i></b>	Acceptance of diversity
<b><i>Youth access to substances limited</i></b>	Positive values
Safe neighborhood	Peer pressure resistance*
Supportive neighborhood	Commitment to school/learning
Alcohol/drug free places available*	Positive work ethic*
Bullying	Adults stop bullying*

\*Construct contains only one item.

## **Tobacco Questions in the IYS**

There are 14 questions on the IYS that are explicitly related to tobacco. They can be broken down into four different categories:

- 1) environment and conditions / short-term
- 2) behavior / short-term
- 3) knowledge and awareness / long-term
- 4) perceptions and attitudes / long-term

Notice that “environment and conditions” and “behaviors” represent factors that are usually more short-term and are more quickly effected by intervention. On the other hand, “knowledge and awareness” and “perceptions and attitudes” represent more long-term ideas that may take time to effect.

### Questions Related to Students’ Environment and Conditions

- ❖ In your neighborhood or community, how difficult do you think it would be for a kid your age to get cigarettes?

### Questions Related to Students’ Behavior

- ❖ During the last 30 days, on the days you smoked, how many cigarettes did you smoke per day?
- ❖ Have you ever tried to quit smoking cigarettes?
- ❖ How old were you (if ever) when you smoked a whole cigarette for the first time?
- ❖ In the past 30 days, on how many days have you smoked cigarettes?
- ❖ In the past 30 days, on how many days have you smoked cigars?
- ❖ If you have ever used any of the substances below, on how many of the last 30 days have you used smokeless tobacco (chewing tobacco, snuff, plug, dipping tobacco)?

### Questions Related to Students’ Knowledge and Awareness

- ❖ How much do you risk harming yourself (physically or otherwise) if you smoke cigarettes every day?

### Questions Related to Students’ Perceptions and Attitudes

- ❖ Thinking of your best friends, how wrong would most of them feel it would be for you to smoke cigarettes?
- ❖ Would you be more or less likely to be popular (respected or cool) with the other students in your school, if you smoked cigarettes?

- ❖ How much do you agree or disagree that in your school, students caught drinking, smoking, or using an illegal drug are not allowed to participate in any extracurricular activities?
- ❖ How wrong would most of the students in your school (not just your best friends) feel it would be for you to smoke cigarettes?
- ❖ How wrong would your parents/guardians feel it would be for you to smoke cigarettes?
- ❖ How wrong would most adults in your neighborhood and/or community feel it would be for you to smoke cigarettes?

### **Areas of Concern in State-Level Data**

When considering the state-level IYS tobacco data, some important areas of concern emerge. The table below displays the questions where at least 20% of participants at the state level gave undesirable responses. After you have analyzed your local data, use the final column in the table to write your own local results related to these questions. Are these areas of concern to you at the local level also?

#### **Questions Where 20% or More of 2005 Statewide Participants Gave an Undesirable Response**

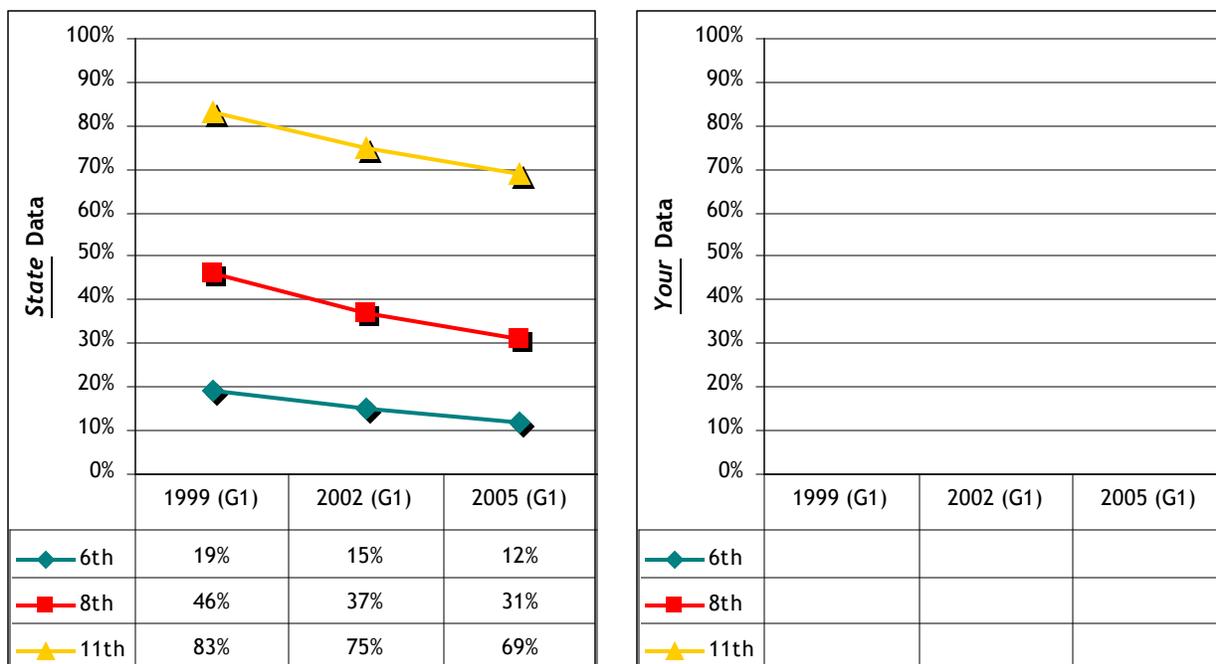
Question	Grade	2005 State Level Result	2005 Local Level Result
Percentage of students who have smoked cigarettes in the past 30 days (B27) - Behavior	11th	20%	
Percentage of students who report the students in their school would not think it was wrong at all for them to smoke cigarettes (E8) - Perceptions and Attitudes	11th	23%	
Percentage of students who think it would be easy or very easy for a kid their age to get cigarettes (G1) - Environment/Conditions	8th	31%	
	11th	69%	

# State and Local Trend Data

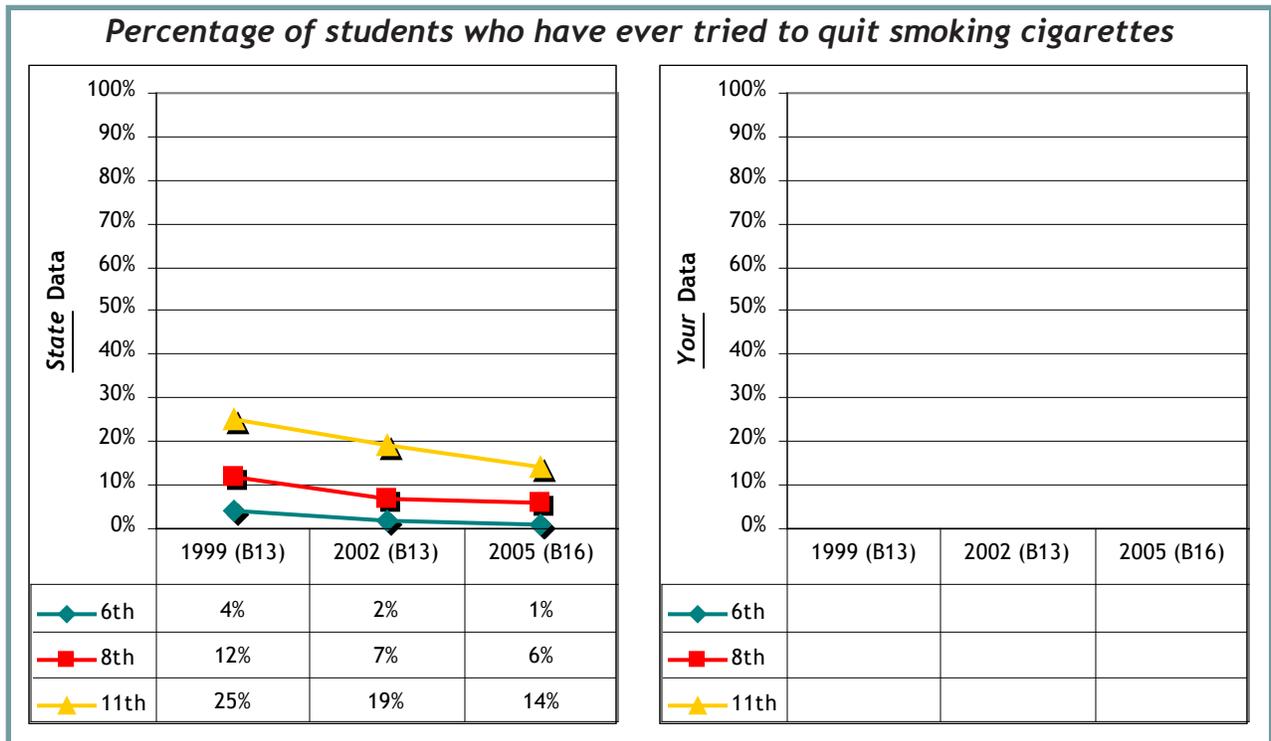
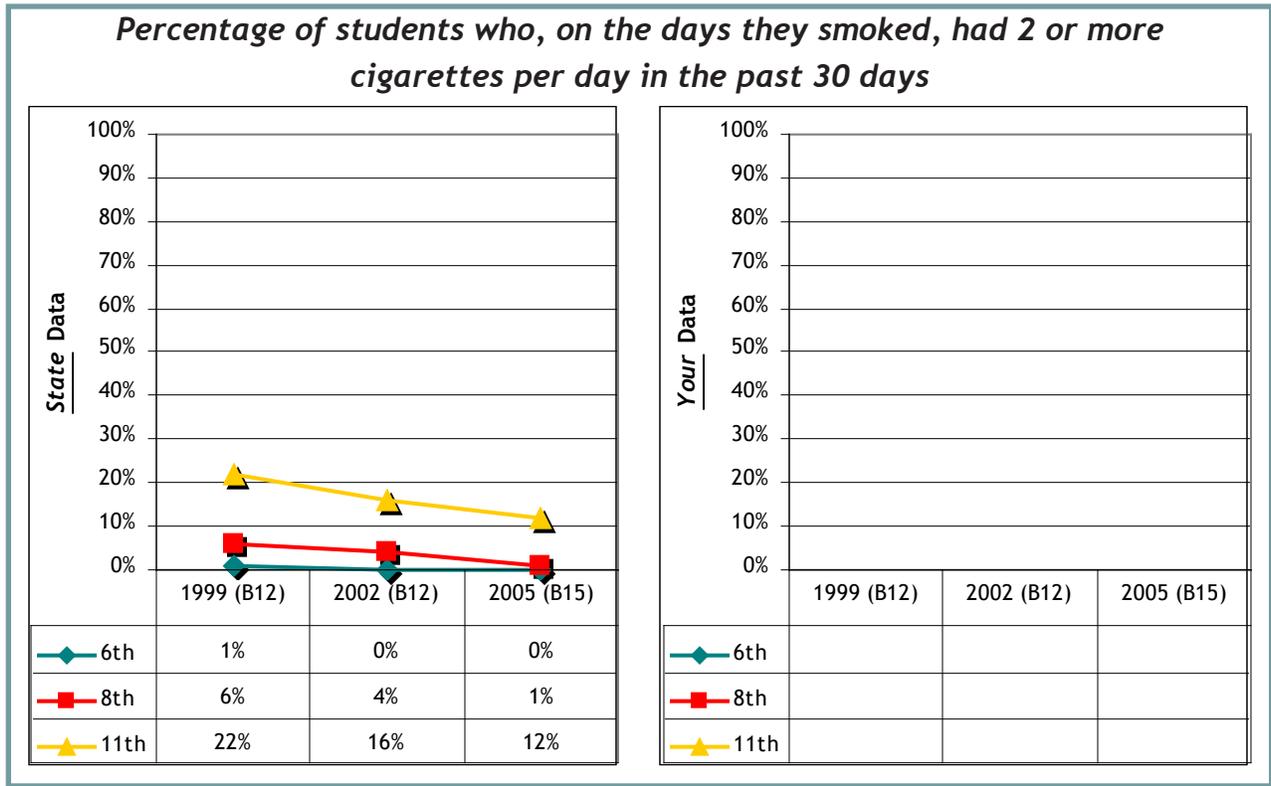
The following charts display state-level trend data for all of the questions on the IYS related to tobacco. Next to the state results, use the blank charts to insert your local data. If local results for any particular question at any grade level are different (more than 5 percentage points higher or lower) than the state average, this may be an area that warrants further investigation.

## Results Related to Environment and Conditions

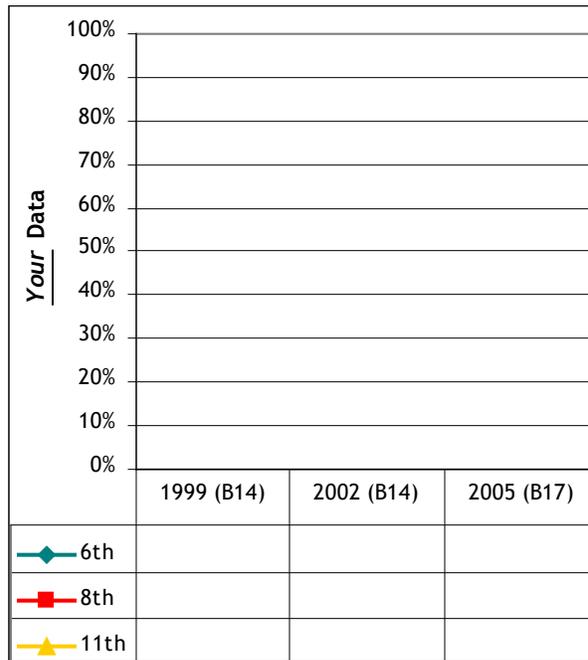
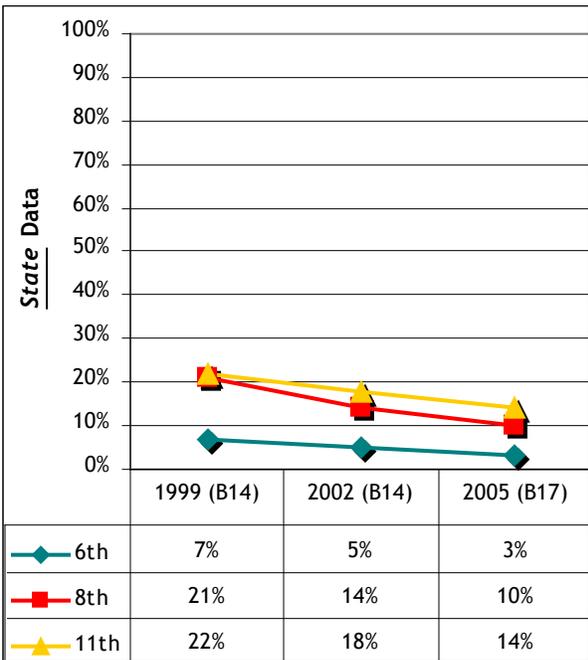
*Percentage of students who think it would be easy or very easy to get cigarettes in their neighborhood or community*



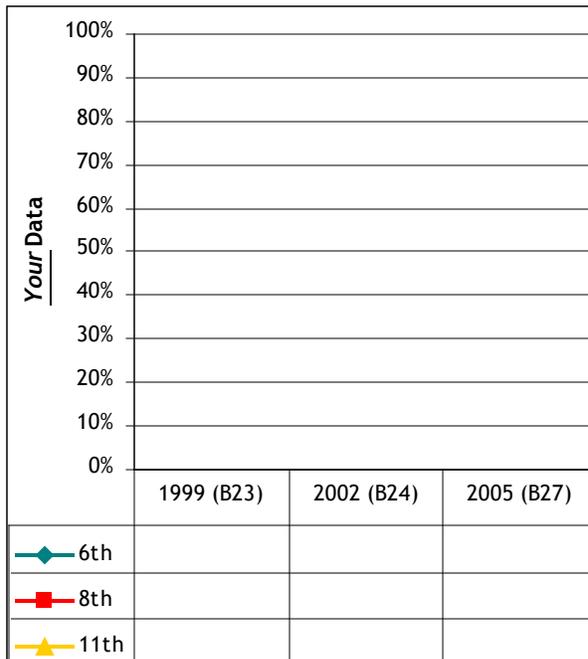
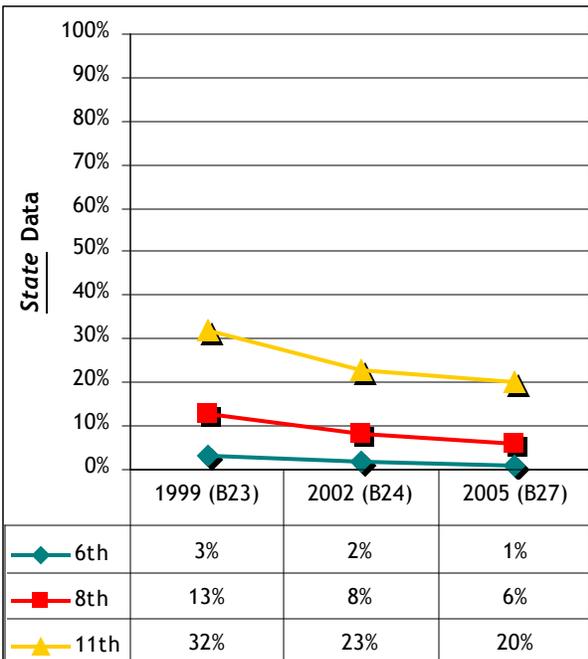
## Results Related to Behavior



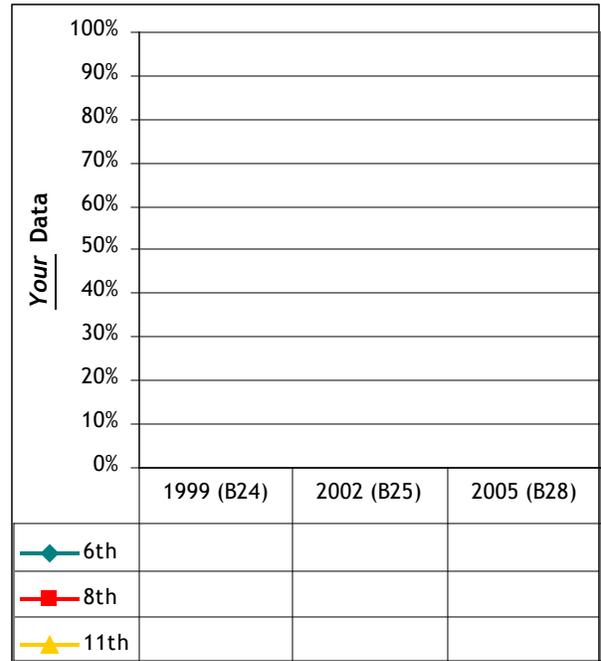
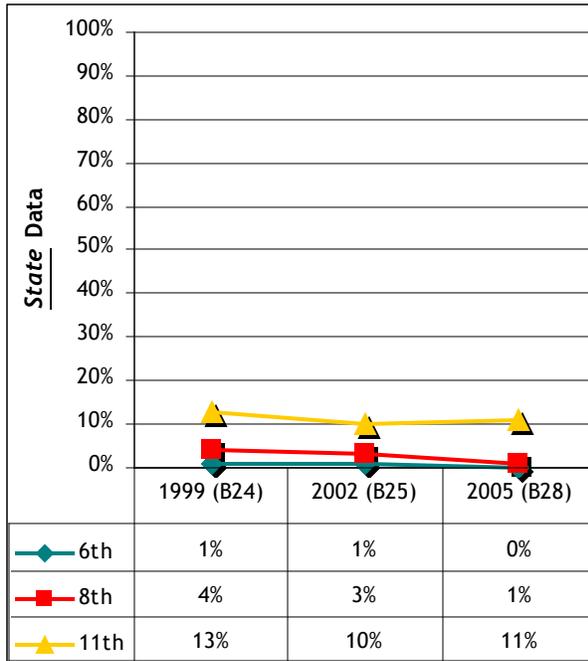
### Percentage of students who were 12 or younger when they first smoked a whole cigarette



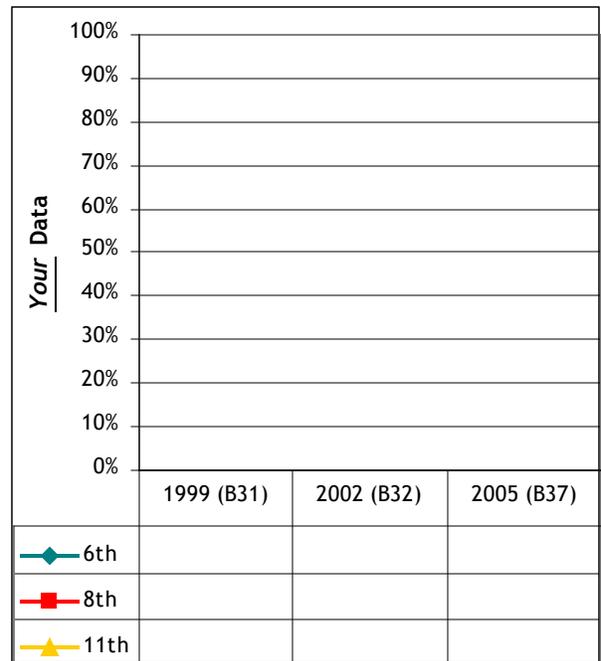
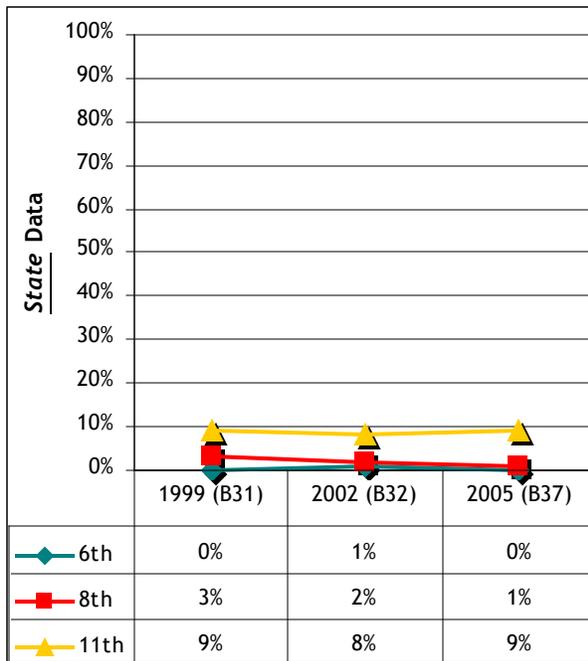
### Percentage of students who have smoked cigarettes in the past 30 days



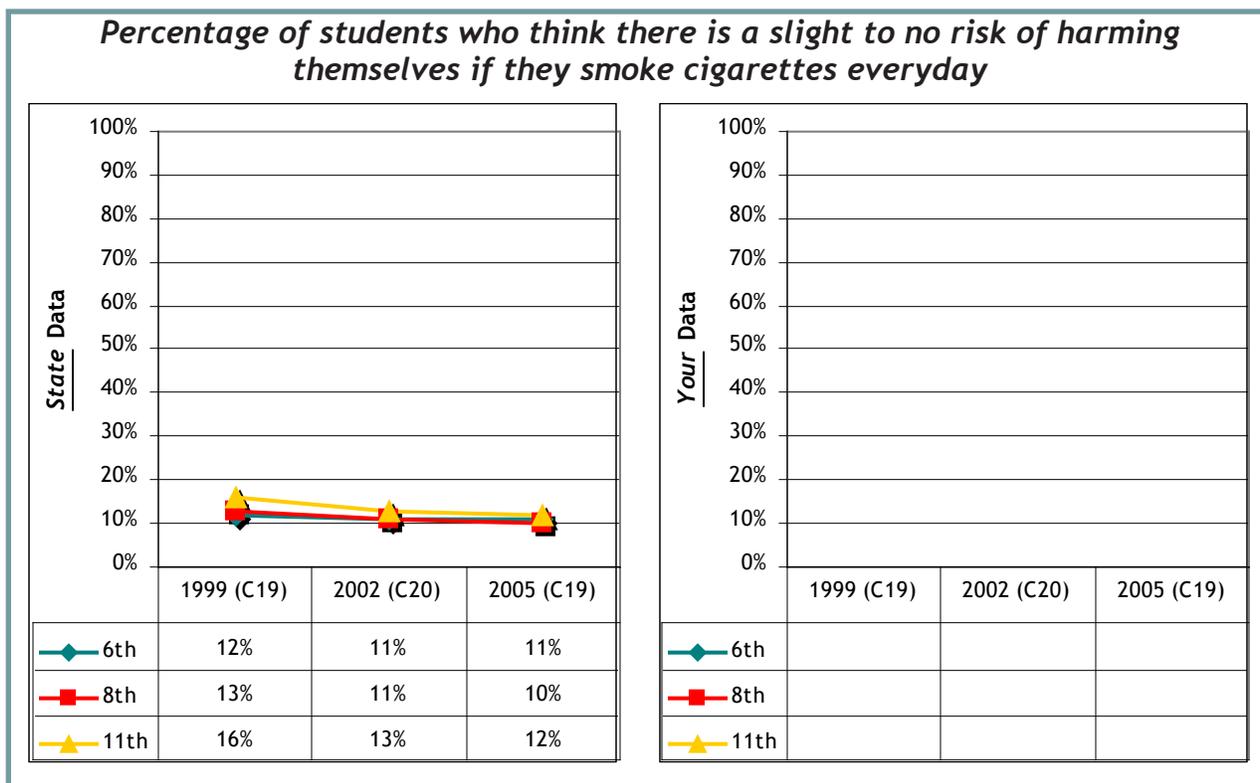
### Percentage of students who have smoked cigars in the past 30 days



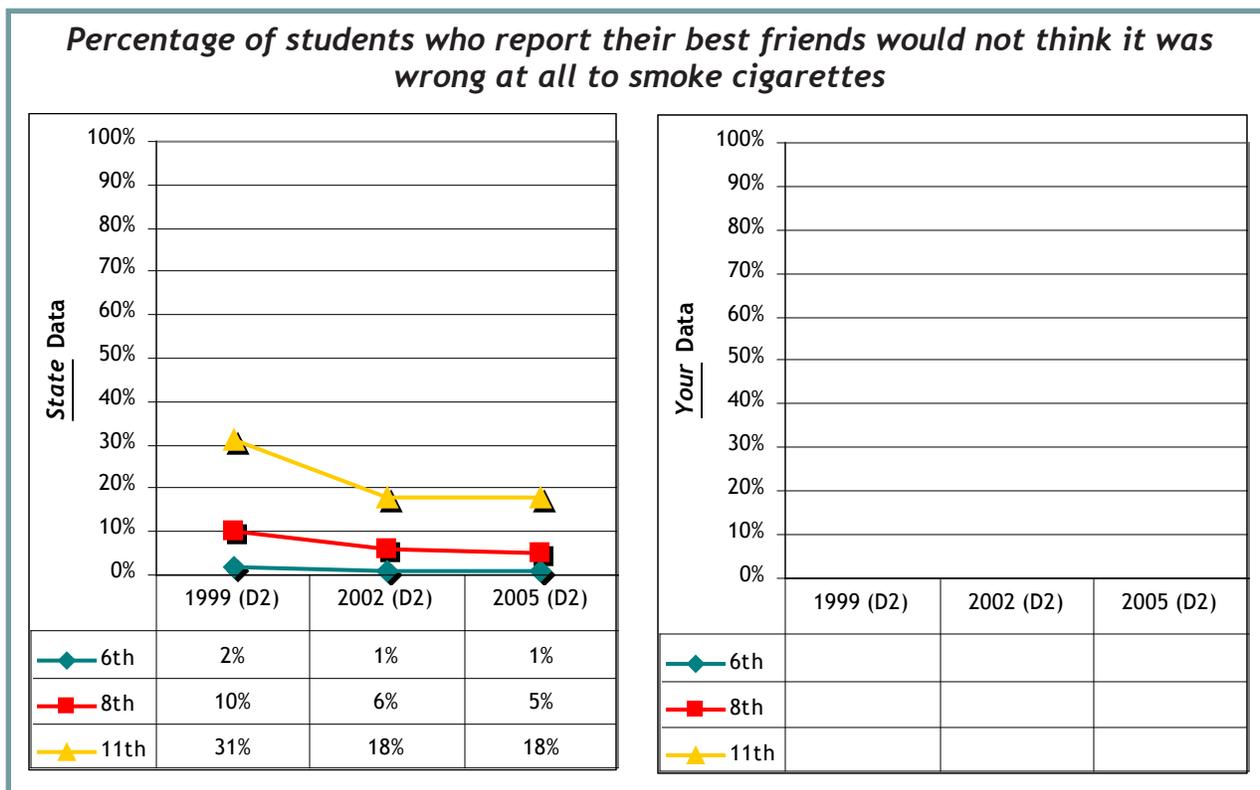
### Percentage of students who have used smokeless tobacco in the past 30 days



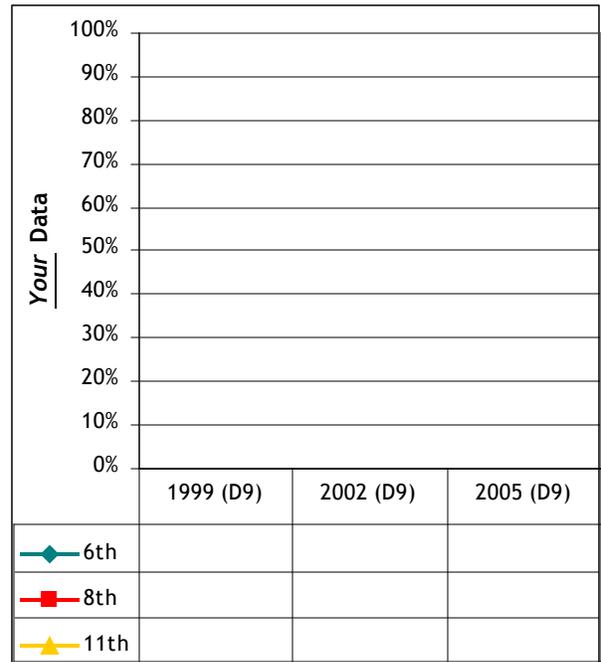
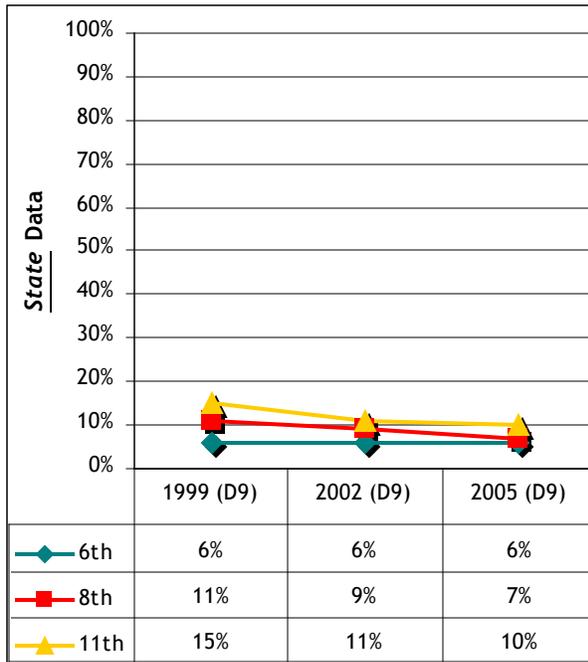
## Results Related to Knowledge and Awareness



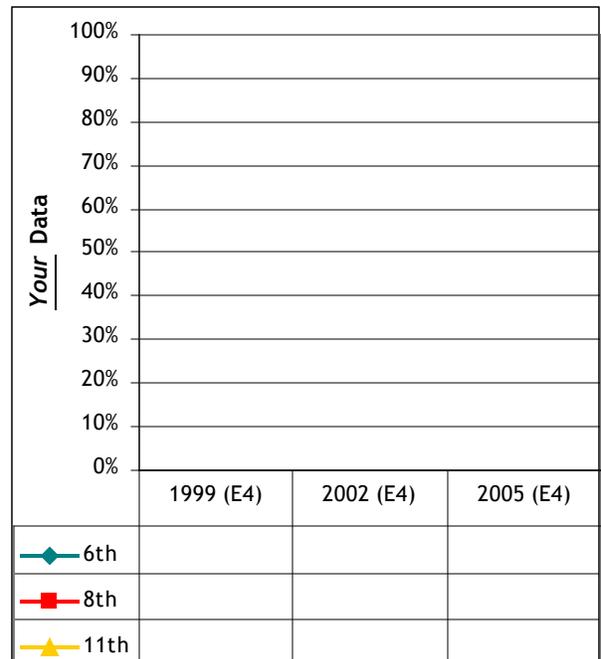
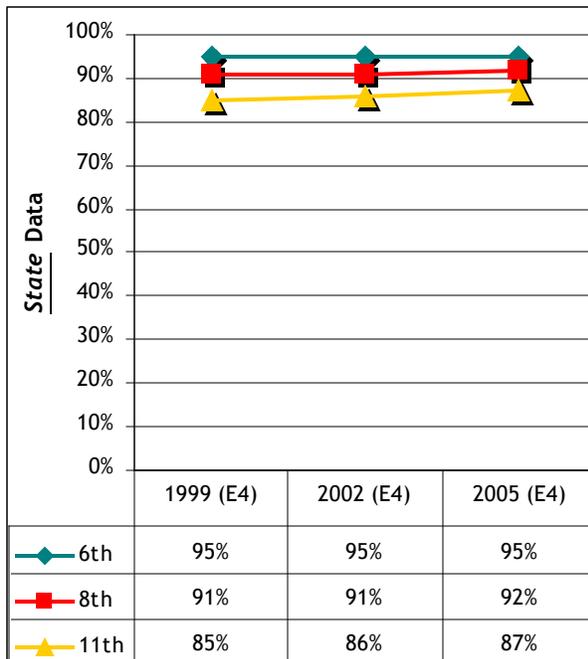
## Results Related to Perceptions and Attitudes



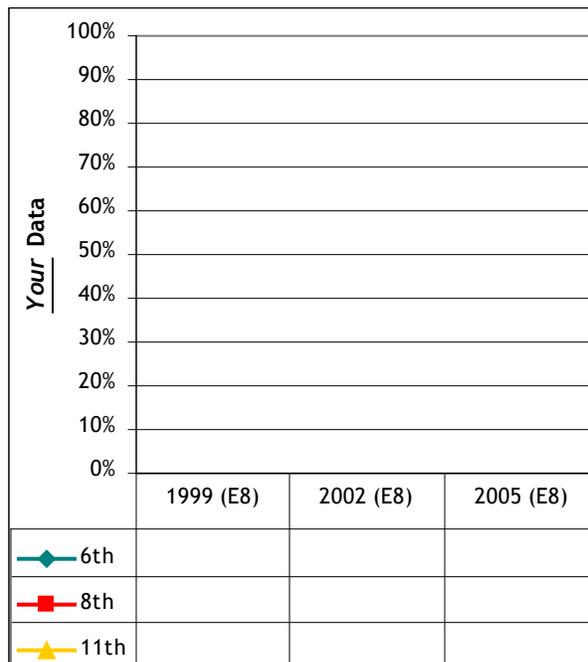
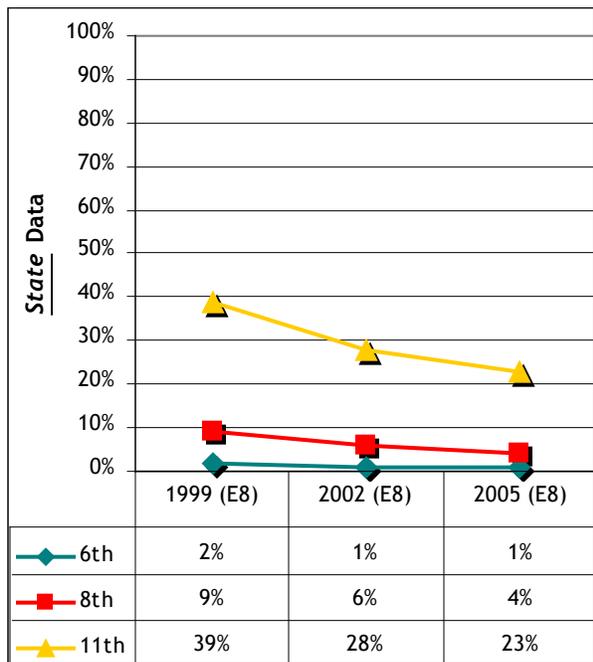
**Percentage of students who report they would be more or a lot more popular with other students if they smoked cigarettes**



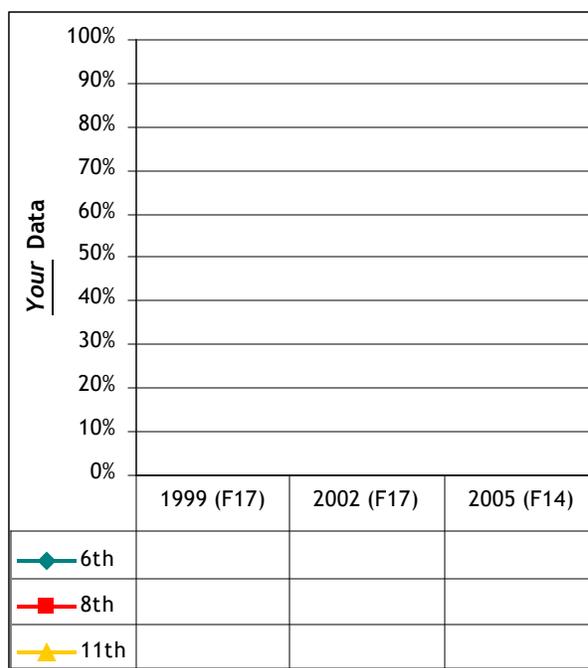
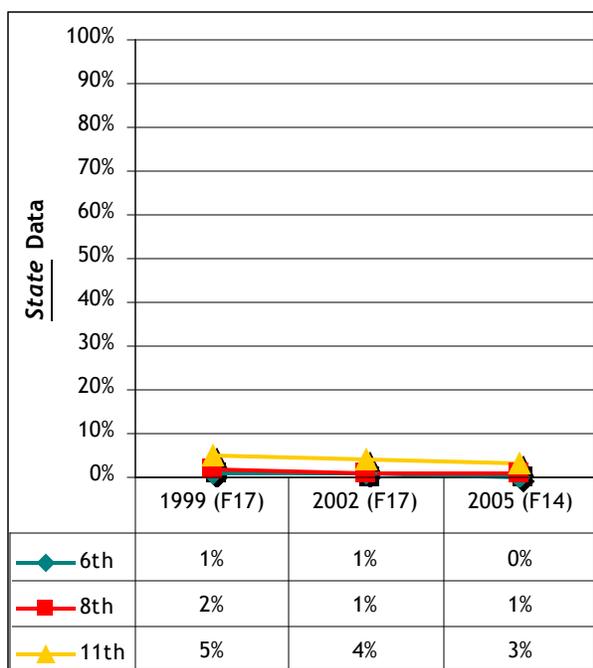
**Percentage of students who agree or strongly agree that students caught drinking, smoking, or using an illegal drug are not allowed to participate in any extra-curricular activities**



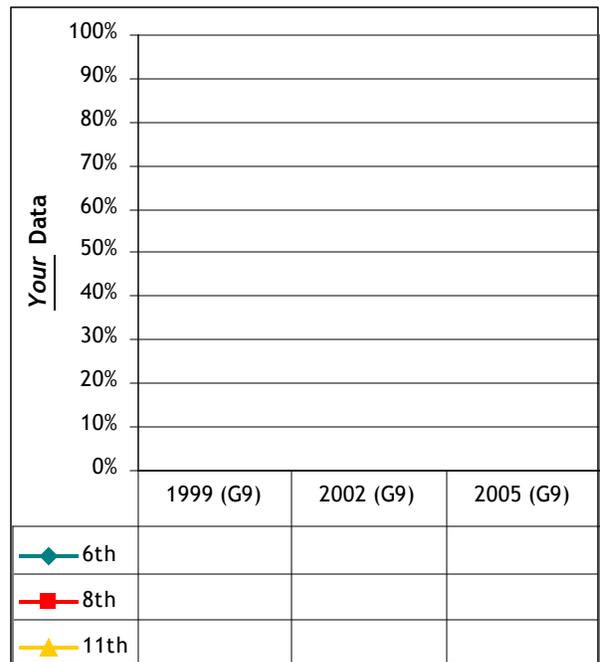
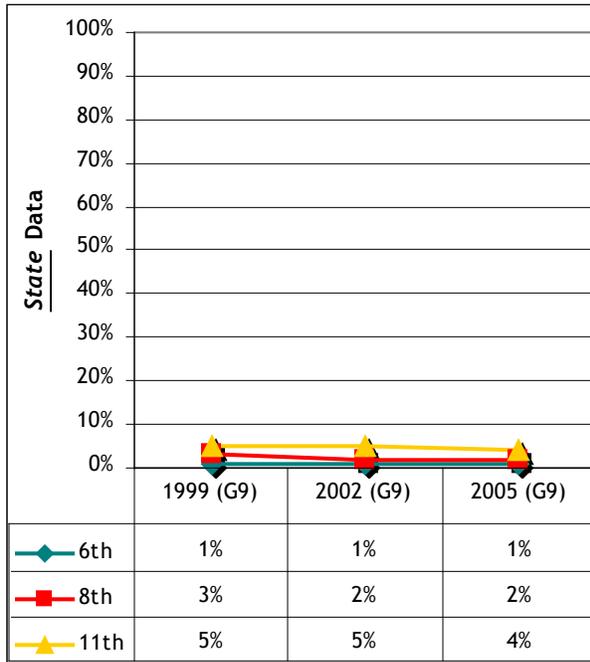
**Percentage of students who report the students in their school would not think it was wrong at all for them to smoke cigarettes**



**Percentage of students who report their parents/guardians would not think it was wrong at all for them to smoke cigarettes**



**Percentage of students who report that most adults in their community would not think it was wrong at all for them to smoke cigarettes**







# Now What?

## What can parents do to help youth with tobacco issues?

Consider the Following Action Steps...

- ❖ If you use tobacco products, quit using. If this is not the time to quit, try not to use tobacco around your child. Not only can a young person's health be damaged by secondhand smoke, this behavior sends a message that using tobacco is okay. If you would like help quitting call Quitline Iowa at 1-800-QUIT NOW or visit [www.quitlineiowa.org](http://www.quitlineiowa.org).
- ❖ Develop and sustain a healthy and warm relationship with your child. Start by spending time with them.
- ❖ Know what your child is doing and with whom. This is one way to show them that you care. Also, keep in touch with your child's friends' parents.
- ❖ Encourage your teen to make positive use of their free time- sports, arts, and service to others are all positive alternatives to unhealthy activities and choices.
- ❖ Set and enforce rules. Make the rules of your household clear. If you don't want your child to use tobacco, express that sentiment frequently and creatively. For example, you might comment on tobacco use in movies you watch together and use that as an opportunity to remind him/her that you don't approve of using tobacco. Let your child know there will be a consequence if they use tobacco products.
- ❖ Teach your child ways to refuse tobacco.
- ❖ Encourage your child to get involved with JEL (Just Eliminate Lies) at either the local or state level. More information about JEL can be found at [www.jeliowa.org](http://www.jeliowa.org).
- ❖ If your child already uses tobacco:
  - Advise him/her to stop
  - Be helpful and respectful
  - Work with him/her to find reasons to quit
  - Set a quit date and work toward it
  - Ask your child's doctor to help
  - Encourage him/her to call Quitline Iowa at 1-800-QUIT NOW or visit [www.quitlineiowa.org](http://www.quitlineiowa.org).
- ❖ Get involved in tobacco control at the local level by contacting the community partnership in your area. Go to <http://www.idph.state.ia.us/webmap/default.asp?map=tobacco> and click on your county or call 515-281-6225 for contact information.

# Now What?

## **What can administrators/school board members do to help students with tobacco issues?**

Consider the Following Action Steps...

- ❖ Assess student tobacco use to determine the extent of the problem. Use the data you have available from the Iowa Youth Survey, the Iowa Youth Tobacco Survey and the Youth Risk Behavior Survey.
- ❖ Implement and enforce a 100% tobacco-free campus policy for all students, staff and visitors.
- ❖ Offer a diversion program for the teens when they get caught using tobacco instead of using a fine or suspension for discipline.
- ❖ Find out which factors may be contributing to student tobacco use in your school or community.
- ❖ Educate parents about tobacco use.
- ❖ Develop an active partnership with parents and families in support of school-based programs to prevent tobacco use.
- ❖ Provide K-12 comprehensive tobacco education.
- ❖ Assess the K-12 comprehensive tobacco education program at regular intervals.
- ❖ Be a positive role model by not using tobacco yourself.
- ❖ Offer cessation services for youth and all school staff who use tobacco.
- ❖ Provide instruction about the short and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills.
- ❖ Provide specific training for teachers on tobacco prevention programs.
- ❖ Get involved in tobacco control at the local level by contacting the community partnership in your area. Go to <http://www.idph.state.ia.us/webmap/default.asp?map=tobacco> and click on your county or call 515-281-6225 for contact information.

# Now What?

## What can teachers do to help students with tobacco issues?

Consider the Following Action Steps...

- ❖ Create a positive classroom environment where students feel comfortable approaching you, expressing their feelings, and asking questions.
- ❖ Believe you can make a difference to your students.
- ❖ Provide your students with factual information about tobacco. Find ways to integrate accurate information about tobacco into your classroom lessons and discussions.
- ❖ Educate youth on the JEL (Just Eliminate Lies) program. Consider becoming an advisor for the JEL group in your school system.
- ❖ Educate other staff and faculty on the reasons why the school district should support a 100% tobacco-free campus.
- ❖ Encourage your students to use critical thinking skills to make healthy decisions and express themselves effectively.
- ❖ Be a positive role model by not using tobacco yourself.
- ❖ Get involved in tobacco control at the local level by contacting the community partnership in your area. Go to <http://www.idph.state.ia.us/webmap/default.asp?map=tobacco> and click on your county or call 515-281-6225 for contact information.

# Now What?

## **What can coaches do to help students with tobacco issues?**

Consider the Following Action Steps...

- ❖ Recognize the influence you have over your players and never use or condone use of tobacco products around your players. Model the behavior you would like them to assume.
- ❖ Have your team members sign a tobacco-free pledge or have a tobacco-free team policy. This sends a clear message that using tobacco is not acceptable.
- ❖ Share your tobacco-free athlete policies and activities with your players' parents. Ask parents not to use tobacco products while at sporting events.
- ❖ Refuse advertising or sponsorship of any type from tobacco companies.
- ❖ Work with the school district administration to implement and enforce 100% tobacco-free grounds for all students, staff, and visitors.
- ❖ Share with your players the truth about what tobacco does to a person's body.
- ❖ Get involved in tobacco control at the local level by contacting the community partnership in your area. Go to <http://www.idph.state.ia.us/webmap/default.asp?map=tobacco> and click on your county or call 515-281-6225 for contact information.

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# Now What?

## **What can community members do to help students with tobacco issues?**

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Consider the Following Action Steps...

- ❖ Don't use tobacco on school grounds or at school activities. Be a good role-model by not using tobacco at all.
- ❖ Support tobacco-free businesses and restaurants.
- ❖ Be supportive of JEL (Just Eliminate Lies) or other tobacco related youth groups.
- ❖ Organize or support community-wide tobacco-use prevention programs involving families, peers, and local organizations.
- ❖ Engage youth to plan and conduct community tobacco prevention and education events and campaigns.
- ❖ Get involved in tobacco control at the local level by contacting the community partnership in your area. Go to <http://www.idph.state.ia.us/webmap/default.asp?map=tobacco> and click on your county or call 515-281-6225 for contact information.

