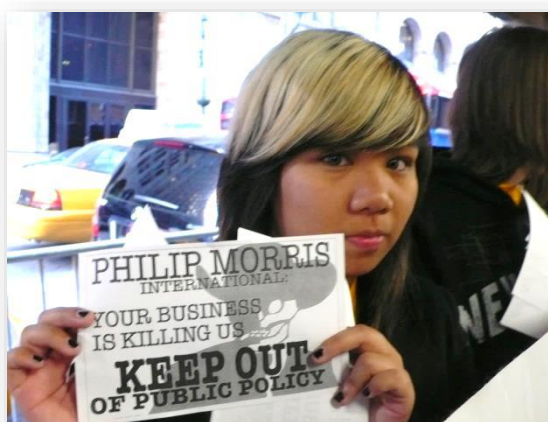


YOUTH TOBACCO USE

More than 3,200 children age 18 or younger smoke their first cigarette every day. Nearly 9 out of 10 smokers start before the age of 18 and 99% first tried by age 26. Every adult who dies early because of smoking is replaced by two new young smokers. If smoking continues at current rates, 5.6 million - or 1 out of every 13 - of today's children will ultimately die prematurely from a smoking-related illness. If smoking persists at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 years of age are projected to die prematurely from a smoking-related illness.¹

Smoking and smokeless tobacco use are initiated and established primarily during adolescence:²

- Lifetime smoking and other tobacco use almost always begins by the time youth graduate from high school.³
- The addiction rate for smoking is higher than the addiction rates for marijuana, alcohol, or cocaine.⁴
- 90% of all adult smokers begin while in their teens, or earlier; and two-thirds become regular, daily smokers before they reach the age of 19.⁵
- More than 60% of high school students who are daily smokers have tried to quit, but less than one in eight has been successful at quitting for just 30 days or more.⁶



Big tobacco companies spend more than \$8.4 billion each year to promote cigarettes, more than \$24 million every day.⁷ Much of this marketing directly targeted to influence youth.⁸

- Youth are more susceptible to cigarette advertising and marketing than adults.⁹
- 85.8% of youth smokers (12–17) prefer Marlboro, Newport, and Camel, the three most heavily advertised brands, while only 58.3% of smokers 26 or older prefer these brands.¹⁰
- While only 25% of all adults recalled seeing a tobacco ad in the two weeks prior to the survey, 45% of youth aged 12 to 17 reported seeing one ad.¹¹
- The tobacco industry spends almost \$10 billion a year in the U.S. to market its products; half of all movies for children under 13 contain scenes of tobacco use.¹²

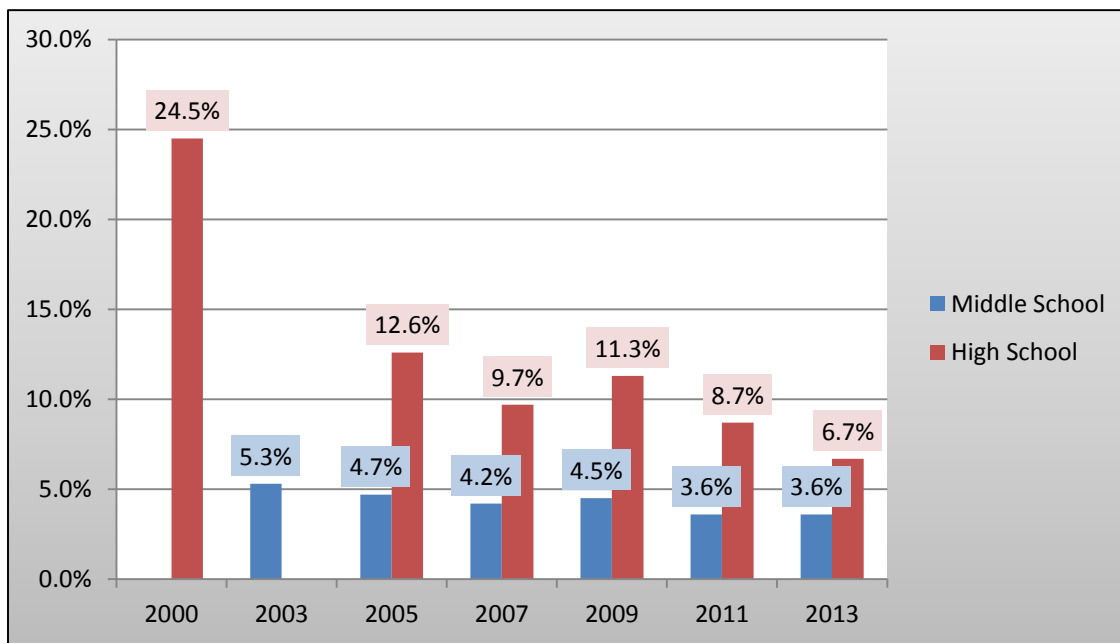
The overall impact of tobacco on Hawai'i youth continues to decline:¹³

- Current smoking (in the past 30 days) among high school students decreased sharply from 24.5% in 2000 to 6.7% in 2013.
- Frequent smoking (on 20 or more of the past 30 days) among high school students has dropped over 80% from 10.3% in 2000 to 2.1% in 2013.



- Among middle school students, current smoking declined from 5.3% in 2003 to 3.6% in 2013 (see chart below) and only 0.3% of middle school students reported frequent smoking in 2013.

Public, Middle & High School Students Who Smoked in the Past Month



Hawai'i teens smoke at lower rates when compared to teens nationally (12.7% for high school students and 2.9% of middle school students.¹⁴ Smoking rates for middle and high school males students are slightly higher than those for females.¹⁵ As of 2013:

- 7.4% of male high school students smoked compared to 5.9% of females,
- 3.7% of male middle school students smoked compared to 3.2% for females.

Smoking rates among Hawai'i middle school students have decreased between 2003 to 2013,¹⁶

- Among male students their 2013 rate of smoking was 3.7%, a drop of .9 % from the 2003 rate of 4.8%.
- Female middle student smoking rates dropped from 5.9% in 2003 to 3.2% in 2013.

Hawaii youth are experimenting with new forms of tobacco. In 2013:

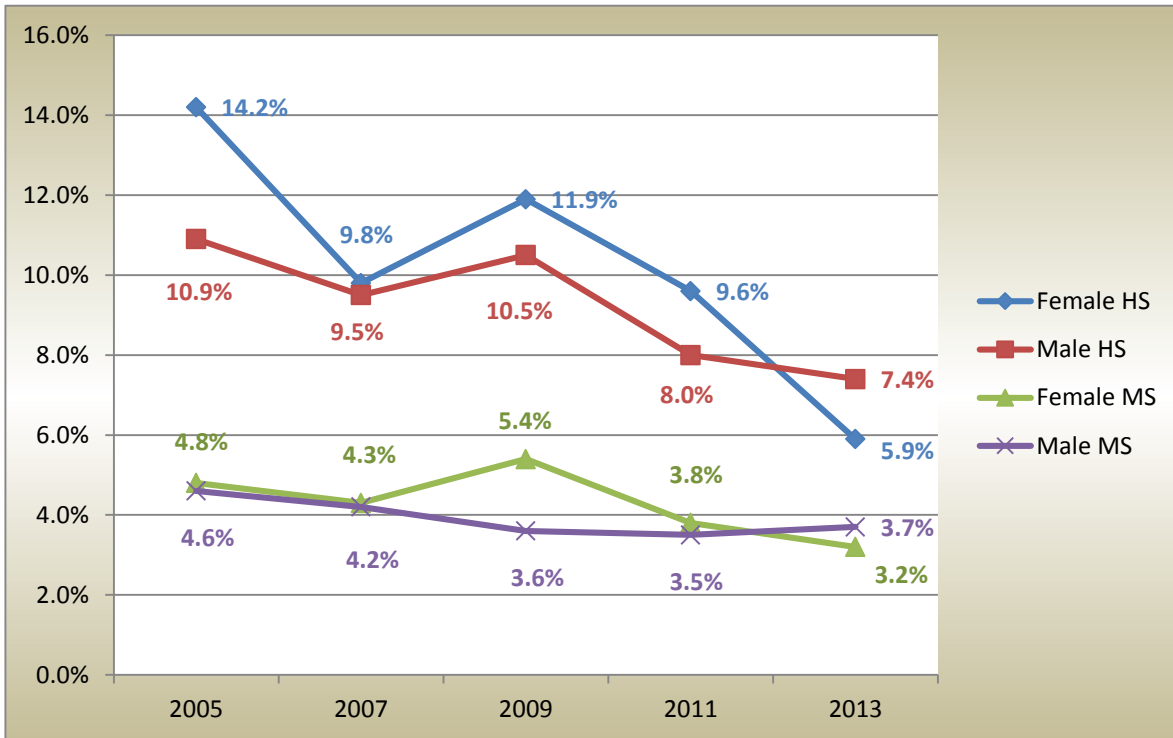
- 8.3% of Hawai'i high school and 2.4% of middle school students had smoked a *hookah* or water pipe.
- Mirroring national trends¹⁷, electronic cigarette use has grown rapidly. Lifetime electronic cigarette use quadrupled among MS students from 1.8% in 2011 to 7.9% in 2013 and tripled among HS students during the same time period from 5.1% to 17.6%.

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- 2.9% of high school and .6% of middle school student had tried *snus* (moist tobacco powder placed beneath the upper lip).¹⁸

2013 Hawai'i Middle and High School Smoking Rates



Quitting smoking (cessation) is difficult. Most Hawai'i students who smoke now have tried to quit in the past year. However many have been unable to stay off smoking cigarettes for over 30 days and few have participated in cessation programs.

- 65.6% of middle school and 70.6% of high school students tried to quit smoking with the past year.¹⁹
- 34.6% of middle school and 36.3% of high school smokers were unable to abstain from cigarettes for one month during their last attempt.²⁰
- Less than a third (32.3%) of middle school and a sixth (16.6%) of high school current tobacco users participated in a program to help them quit.²¹


¹ 2015 Surgeon General Report – Smoking and Youth fact sheet


² CDC Fact Sheet – Youth Tobacco Use, 2014 Feb 2014.

³ Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, Calculated based on data in National Household Survey on Drug Abuse, 2001. See also, HHH, "Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General," 2012,

⁴ U.S. Centers for Disease Control and Prevention (CDC), "Symptoms of Substance Dependence Associated with Use of Cigarettes, Alcohol, and Illicit Drugs—United States 1991-1992," Morbidity and Mortality Weekly Report (MMWR) 44(44):830-831,837-839, November 10, 1995, "Initial Symptoms of Nicotine Dependence in Adolescents," Tobacco Control 9:313-19, September 2000. Campaign for Tobacco-Free Kids (TFK) factsheet, The Path to Smoking Addiction Starts at Very Young Ages

⁵ U.S. Department of Health and Human Services (HHS), *Preventing Tobacco Use Among Youth and Young Adults. A Report of the Surgeon General, 2012*


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⁶ CDC, “High School Students Who Tried to Quit Smoking Cigarettes—United States, 2007.” *MMWR*, 58(16):428–431, May 1, 2009

⁷ [Economic Facts About U.S. Tobacco Production and Use](#)

⁸ U.S. Federal Trade Commission (FTC), *Cigarette Report for 2009 and 2010*, 2012,

⁹ Pollay, R, et al., “The Last Straw? Cigarette Advertising and Realized Market Shares Among Youths and Adults,” *Journal of Marketing* 60(2):1-16, April 1996.

¹⁰ Calculated based on data from the 2011 National Survey on Drug Use and Health (NSDUH). See also, CDC, “Cigarette Brand Preference Among Middle and High School Students Who Are Established Smokers—United States, 2004 and 2006,” *MMWR* 58(05):112–115, February 2009.

¹¹ National telephone survey of 536 teens aged 12-17 conducted March 14-20, 2012 and 1,004 adults conducted March 14-20, 2012 by international Communications Research and has a margin of error of plus or minus 4.2 percentage points for the teen survey and 3.1 percentage points for the adult survey.

¹² [Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General, 2012. Executive Summary:](#)

¹³ [2013 Hawai'i Youth Tobacco Survey](#)

¹⁴ [2013 National Youth Tobacco Survey](#)

¹⁵ [2013 Hawai'i Youth Tobacco Survey](#)

¹⁶ [2013 Hawai'i Youth Tobacco Survey](#)

¹⁷ More than a quarter-million youth who had never smoked a cigarette used e-cigarettes in 2013. [CDC News Report](#). August 25, 2014.

¹⁸ [2013 Hawai'i Youth Tobacco Survey](#)

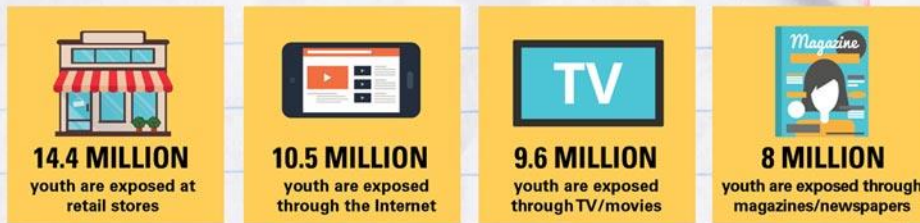
¹⁹ [2013 Hawai'i Youth Tobacco Survey](#)

²⁰ [2013 Hawai'i Youth Tobacco Survey](#)

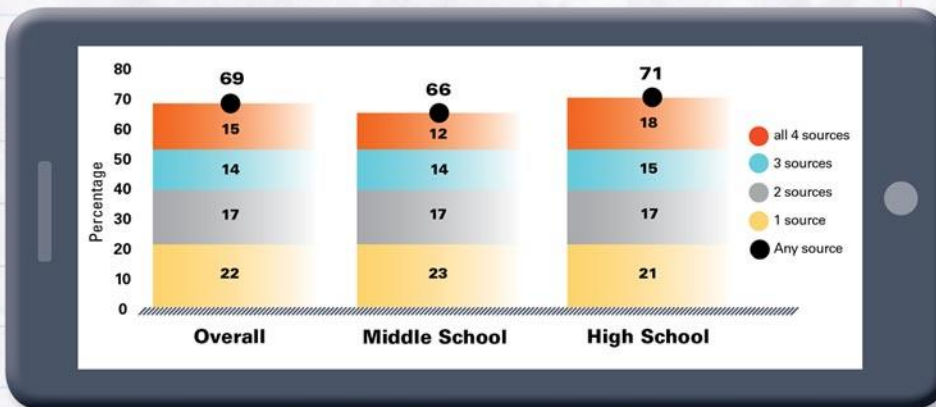
²¹ [2013 Hawai'i Youth Tobacco Survey](#)

Youth are exposed to e-cigarette advertisements from multiple sources.

Sources of e-cigarette advertisement exposure



US students exposed to e-cigarette advertisements, by school type and number of sources of exposure



* Percentages may not add up exactly to any source due to rounding.

SOURCE: National Youth Tobacco Survey 2014.