

Tobacco Use among Delaware Youth

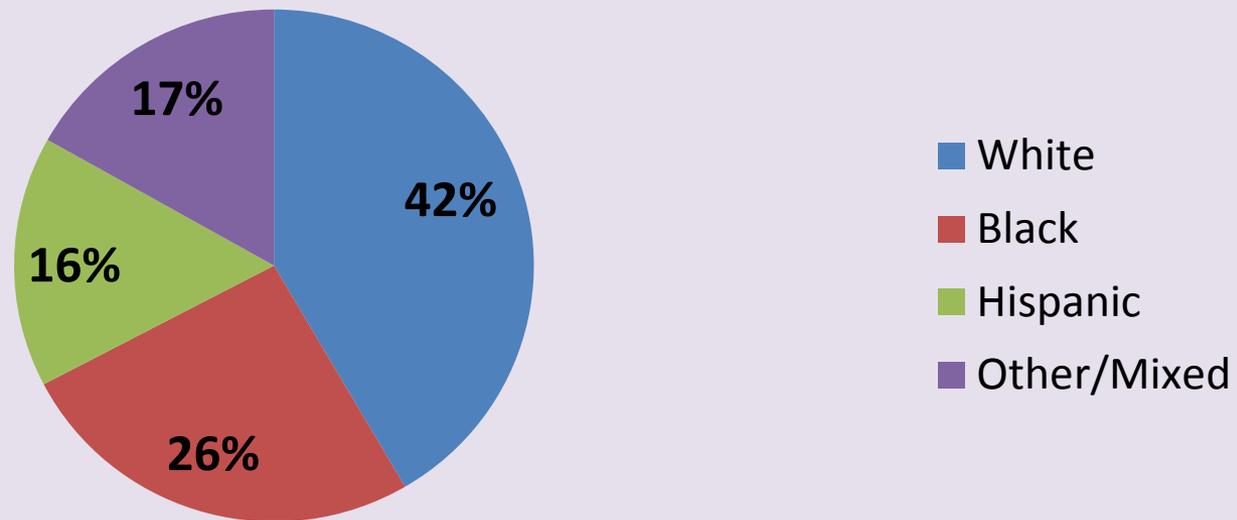


From the 2010 Delaware Youth Tobacco Survey and the 2011 Delaware School Survey, University of Delaware Center for Drug and Alcohol Studies

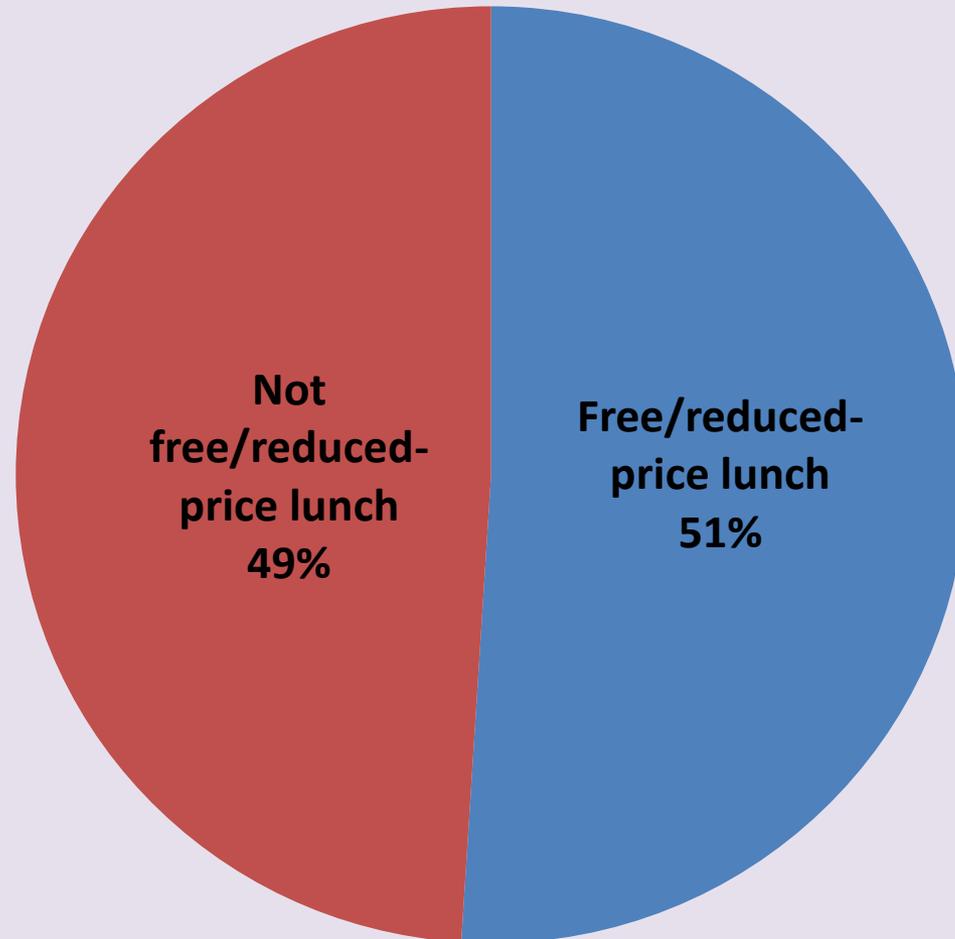
March 23, 2012

Part I

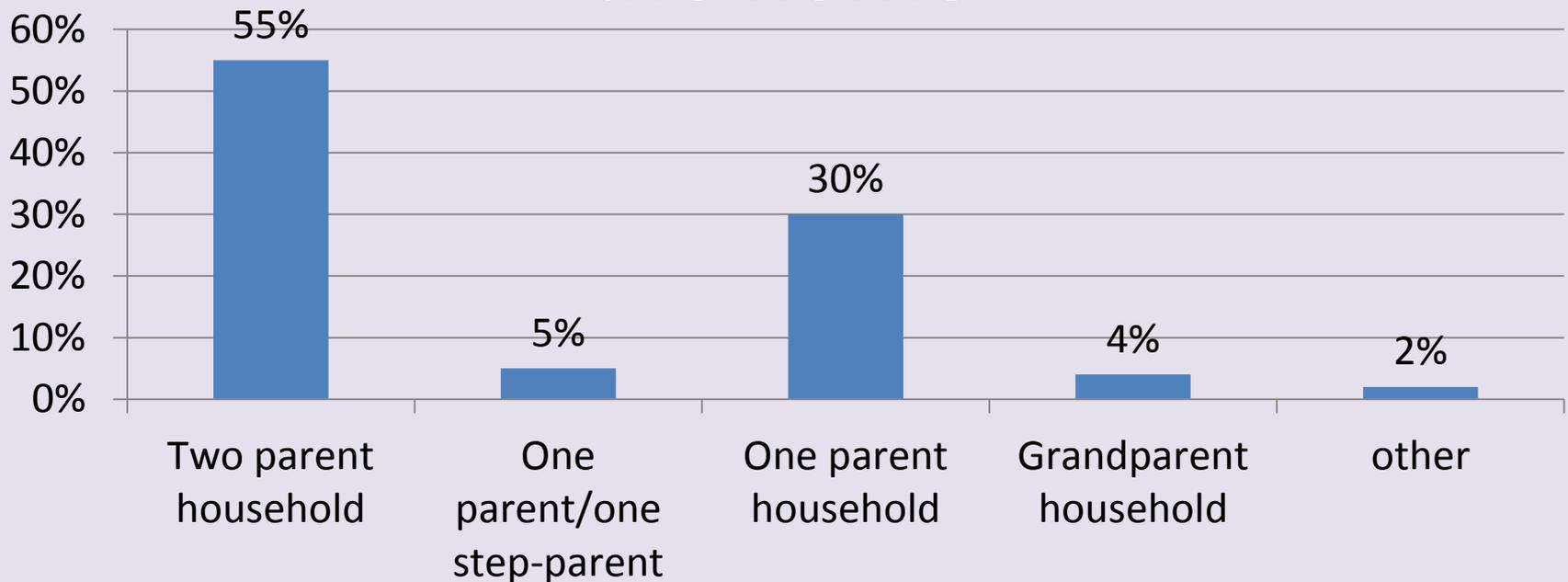
42% of Delaware 5th graders say that they are White, 26% Black, 16% Hispanic, 17% are mixed-race or “other.”



51% of 5th graders say they get a free or reduced-price lunch at school.

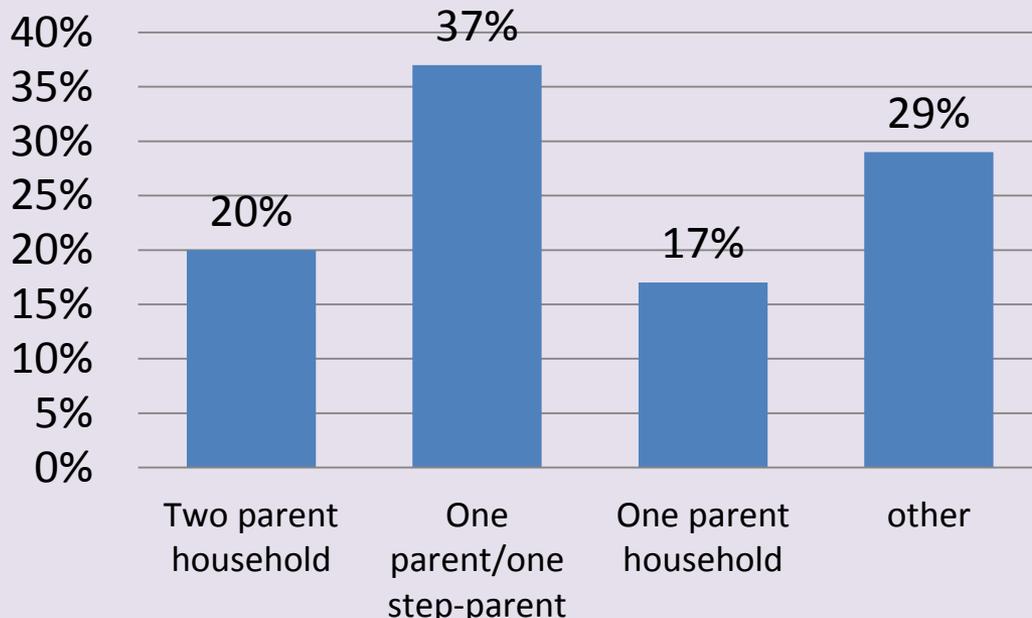


31% of 5th graders report living in a one-parent household (87% of which are headed by women), and 3% live with a grandparent with no parent in the home.

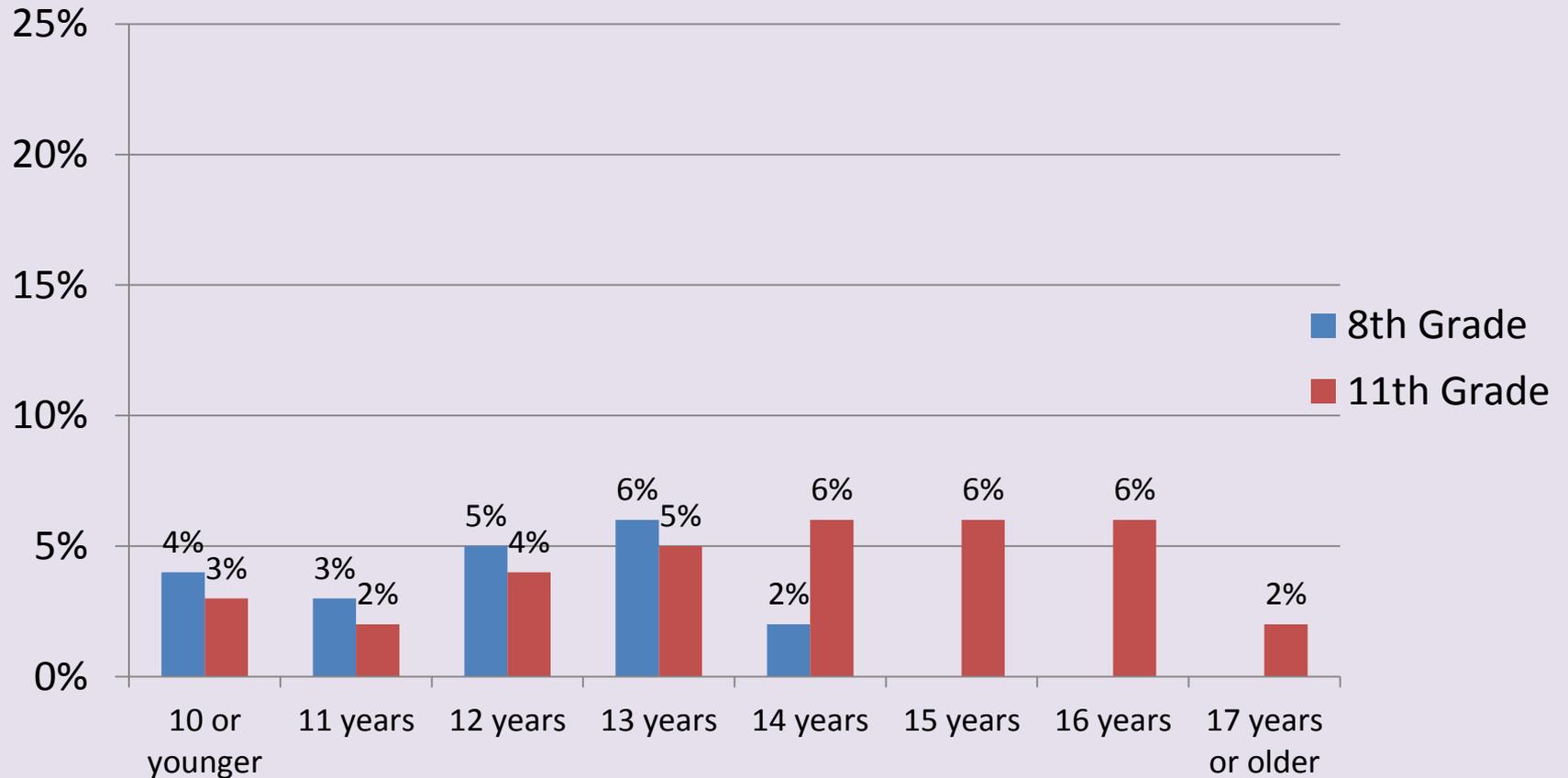


More than one in four 5th graders has moved 3 or more times since starting Kindergarten. This is twice as likely in one-parent households.

Percent Who Moved 3+ Times Since Kindergarten



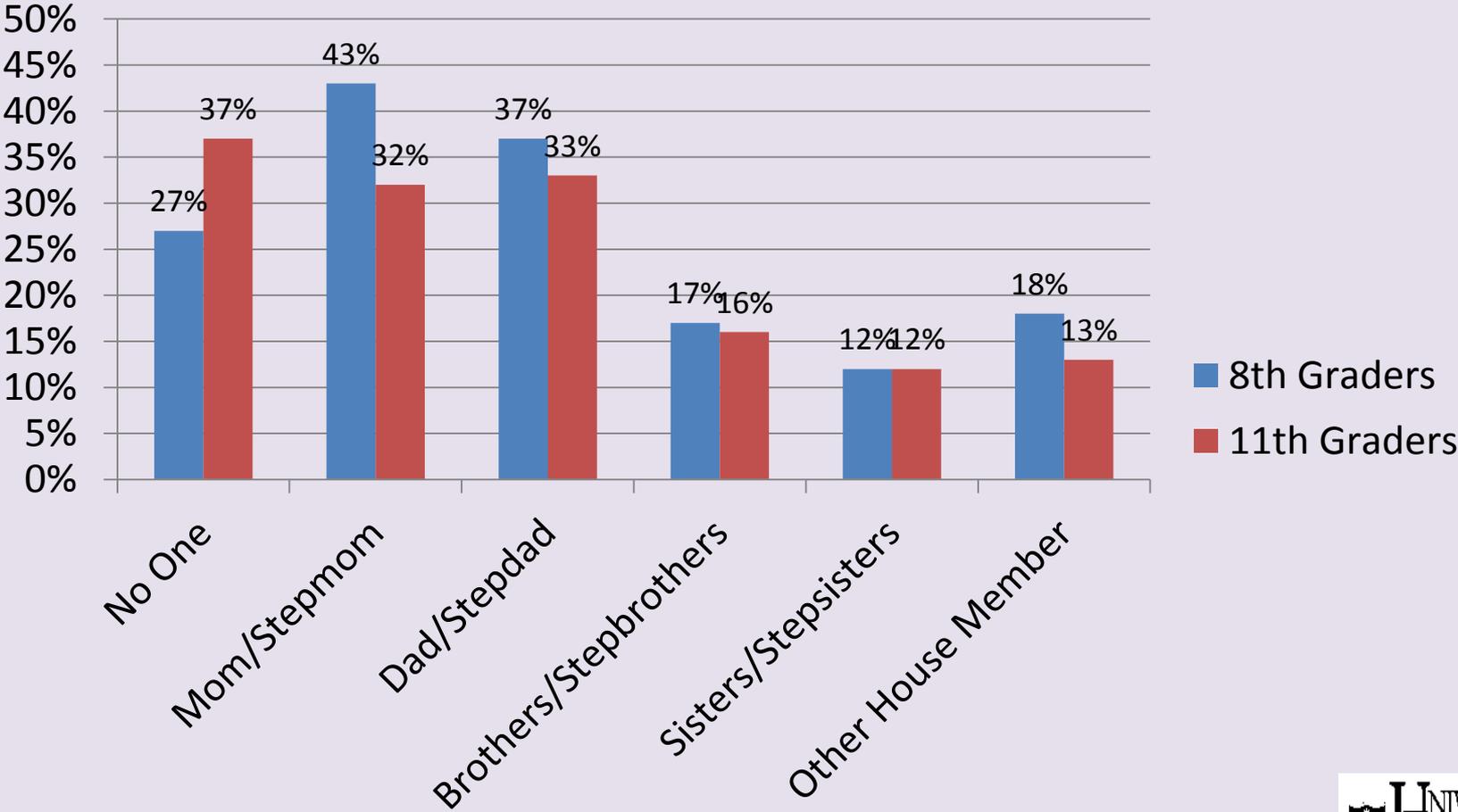
Age at First Cigarette Use



Source: 2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.



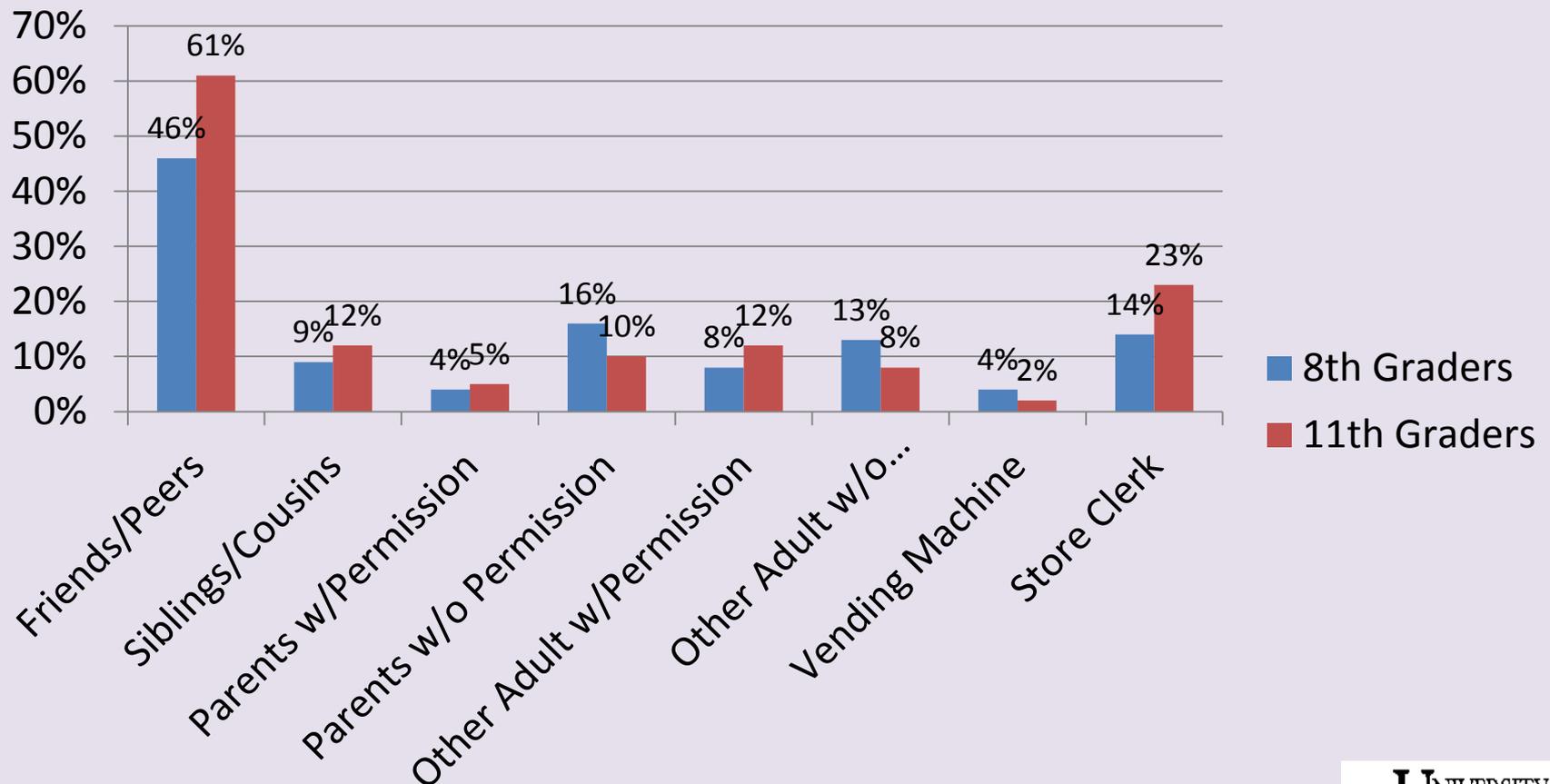
Smokers Living with Family Member who Smokes



Source: 2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.



How Delaware Students would get Cigarettes If They Wanted Them

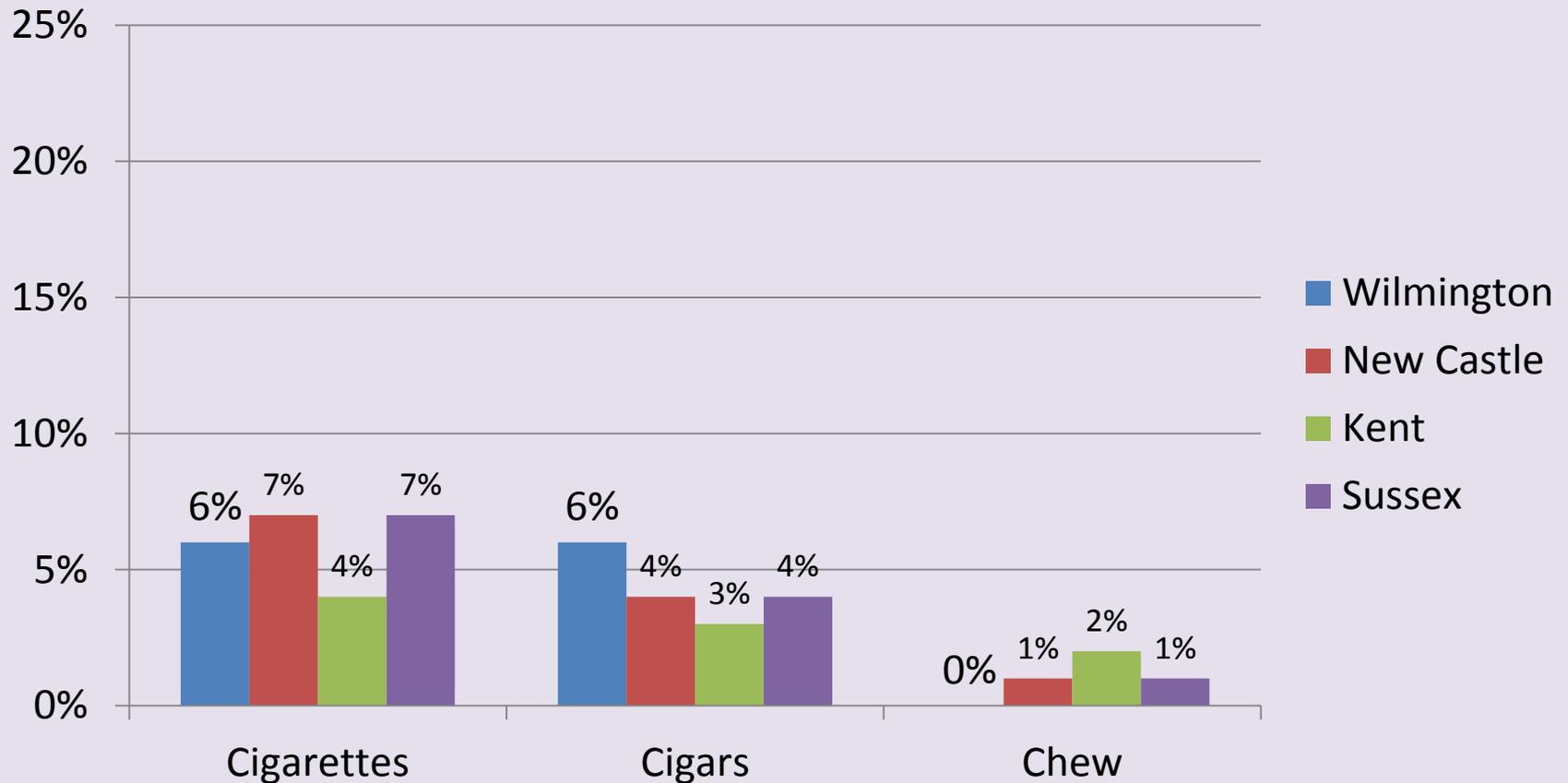


Source: 2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.

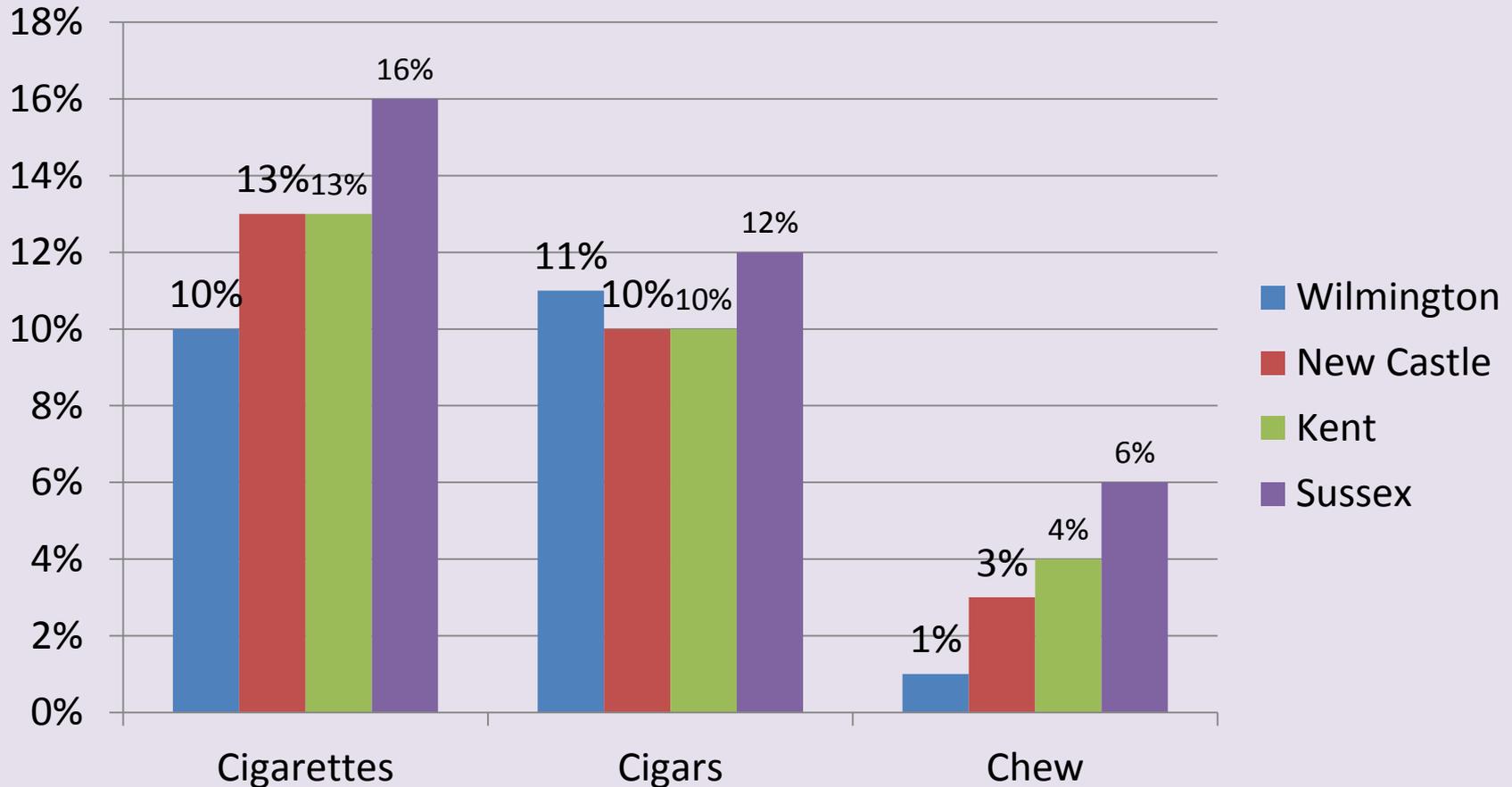


8th Grade, 2011

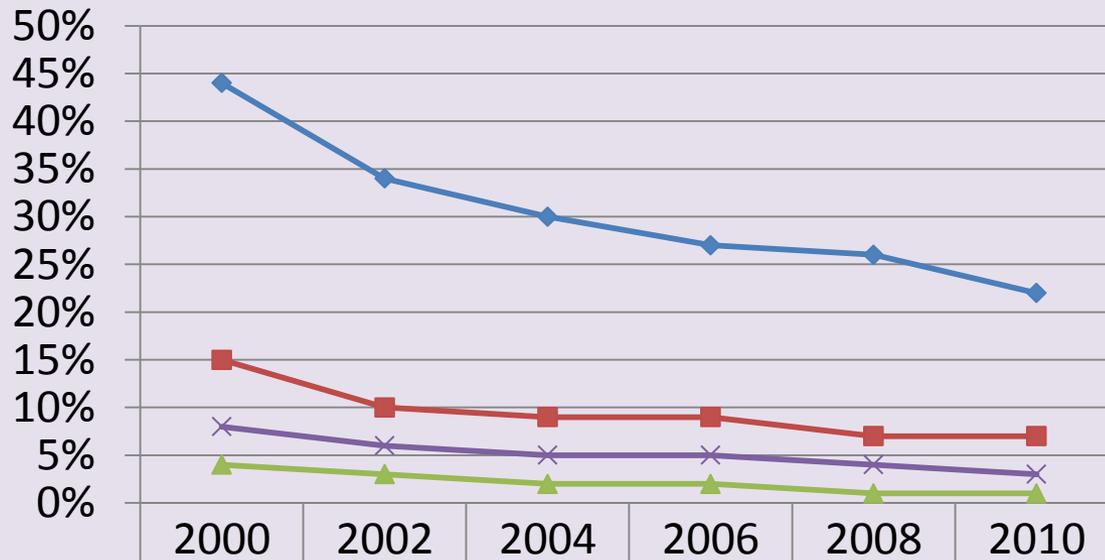
Past 30-day Tobacco Use by Area



11th Grade, 2008: Past 30-day Tobacco Use by Area



Middle School Cigarette Trends, 2000-2010



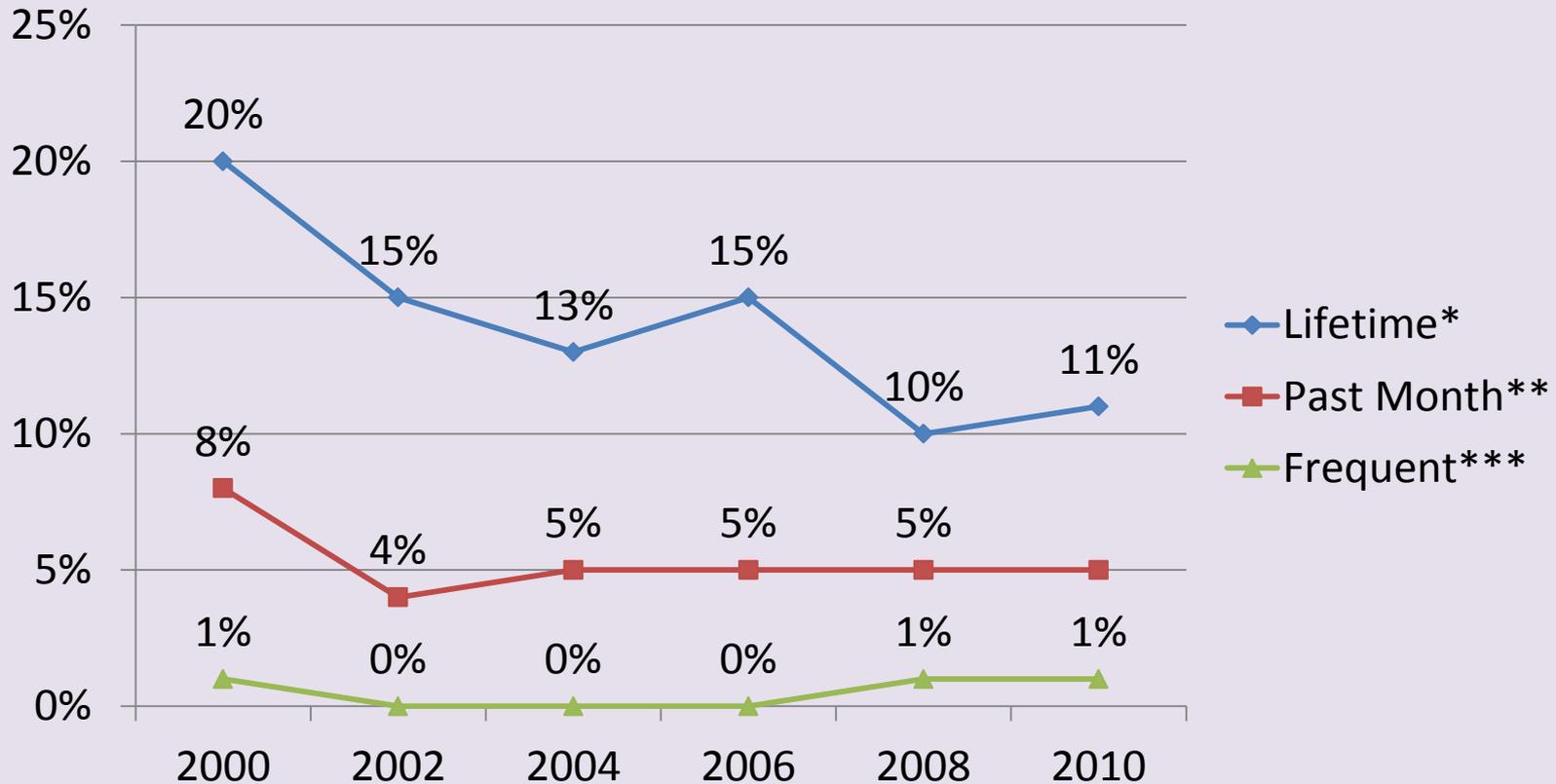
◆ Lifetime*	44%	34%	30%	27%	26%	22%
■ Past Month**	15%	10%	9%	9%	7%	7%
▲ Frequent***	4%	3%	2%	2%	1%	1%
✕ Ever Smoked Daily	8%	6%	5%	5%	4%	3%

*Lifetime is defined as ever trying substance. **Past month is defined as using the substance on more days in the past 30 days. ***Frequent Use is defined as using the substance on 20+ days last 30 days.

Source: Delaware Youth Tobacco Survey, 2000 - 2010, Delaware Division of Public Health



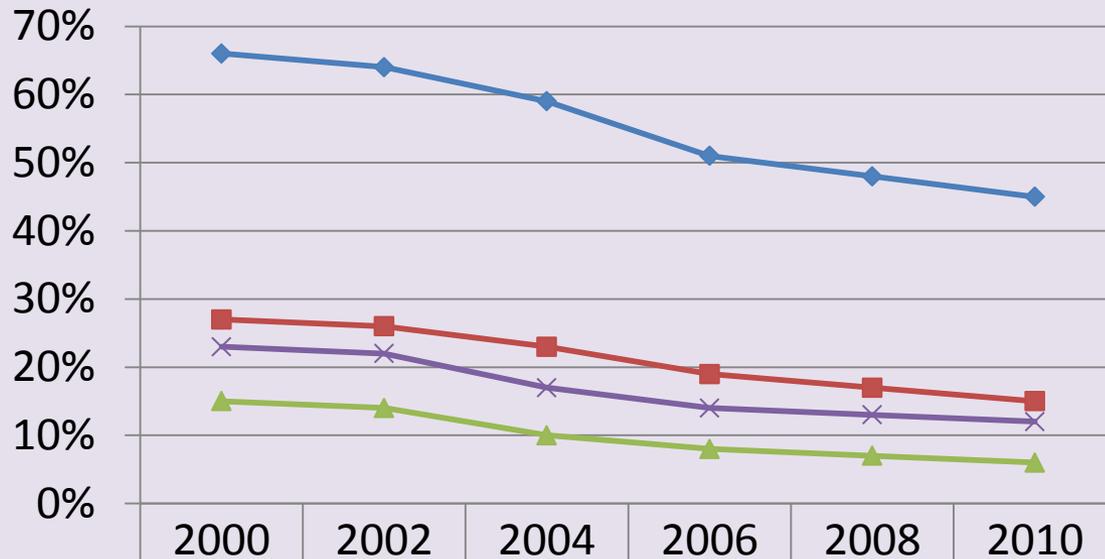
Middle School Cigar Trends, 2000-2010



*Lifetime is defined as ever trying substance. **Past month is defined as using the substance on 1 or more days in the past 30 days. ***Frequent Use is defined as using the substance on 20+ days of the last 30 days.



High School Cigarette Trends, 2000-2010

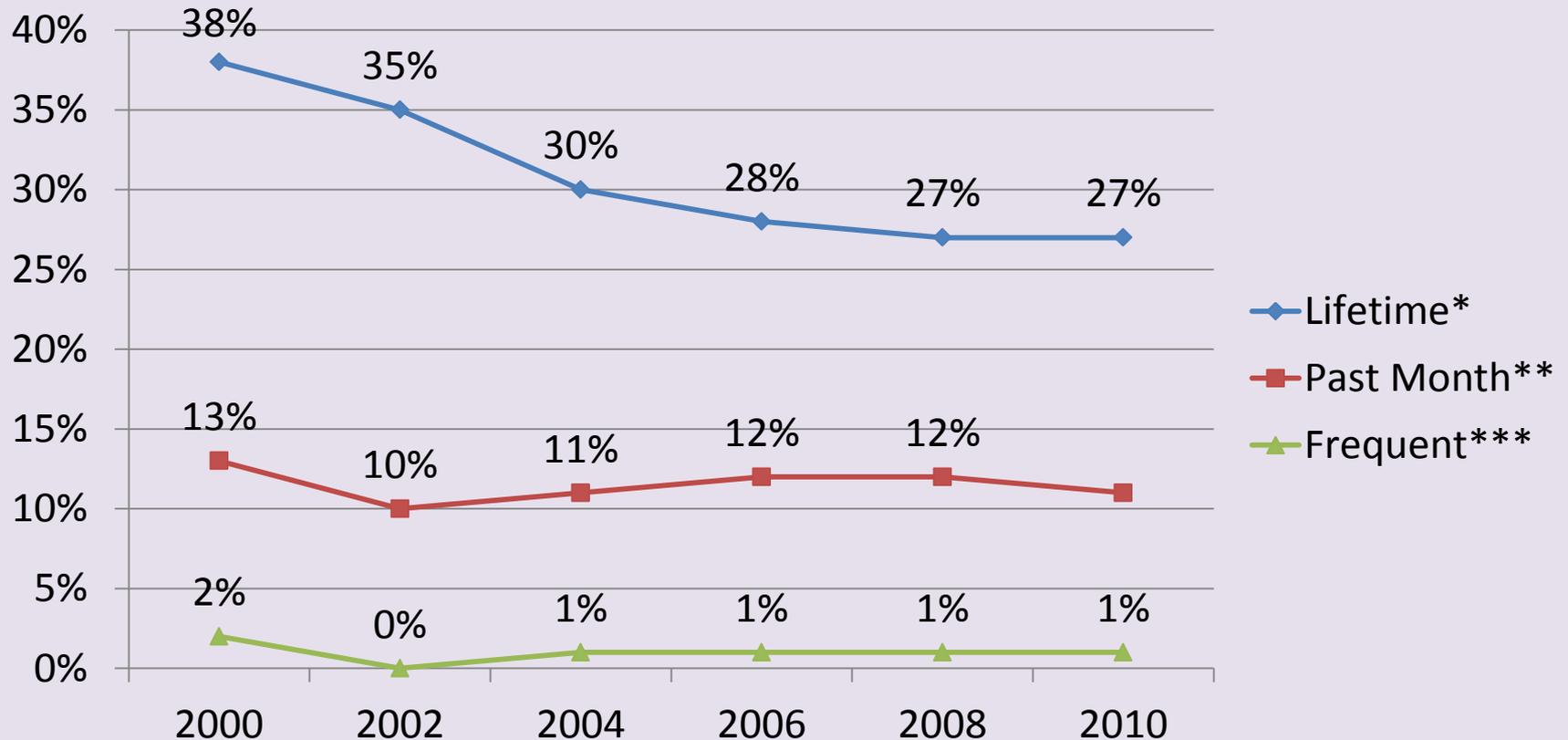


◆ Lifetime*	66%	64%	59%	51%	48%	45%
■ Past Month**	27%	26%	23%	19%	17%	15%
▲ Frequent***	15%	14%	10%	8%	7%	6%
✕ Ever Smoked Daily	23%	22%	17%	14%	13%	12%

*Lifetime is defined as ever trying substance. **Past month is defined as using the substance on 1 or more days in the past 30 days. ***Frequent Use is defined as using the substance on 20+ days of the last 30 days.



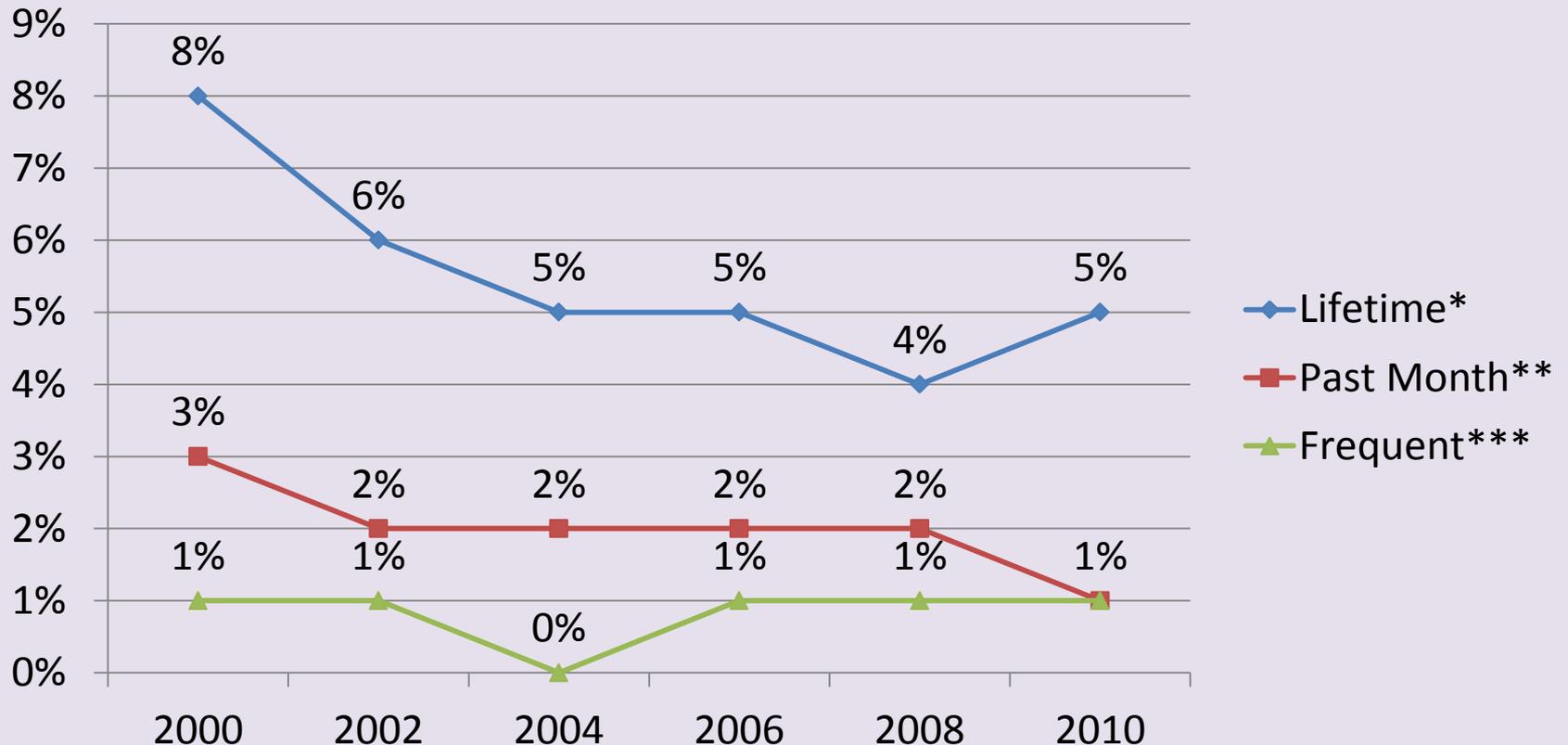
High School Cigar Trends, 2000-2010



*Lifetime is defined as ever trying substance. **Past month is defined as using the substance on 1 or more days in the past 30 days. ***Frequent Use is defined as using the substance on 20+ days of the last 30 days.



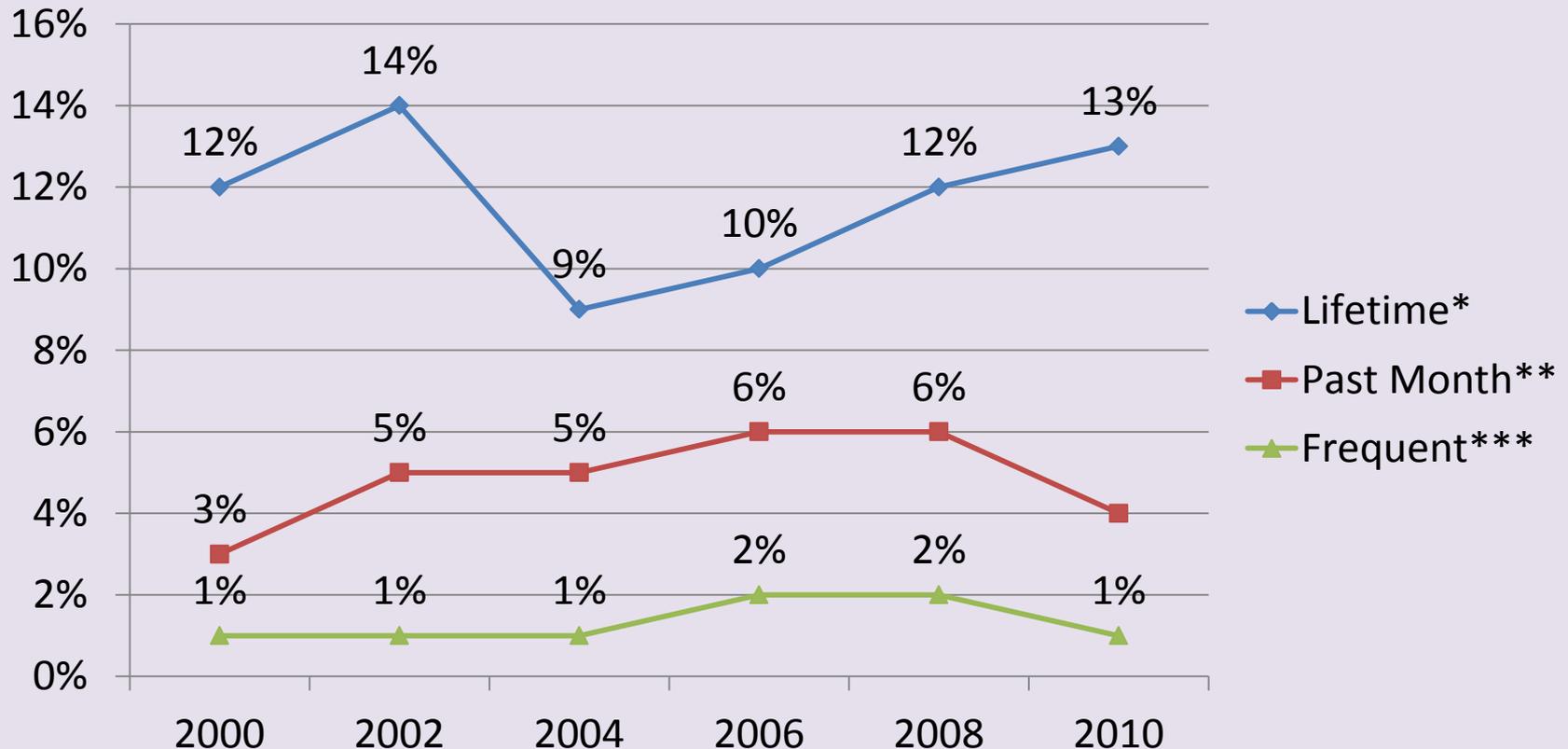
Middle School Smokeless Tobacco Trends, 2000-2010



*Lifetime is defined as ever trying substance. **Past month is defined as using the substance on 1 or more days in the past 30 days. ***Frequent Use is defined as using the substance on 20+ days of the last 30 days.



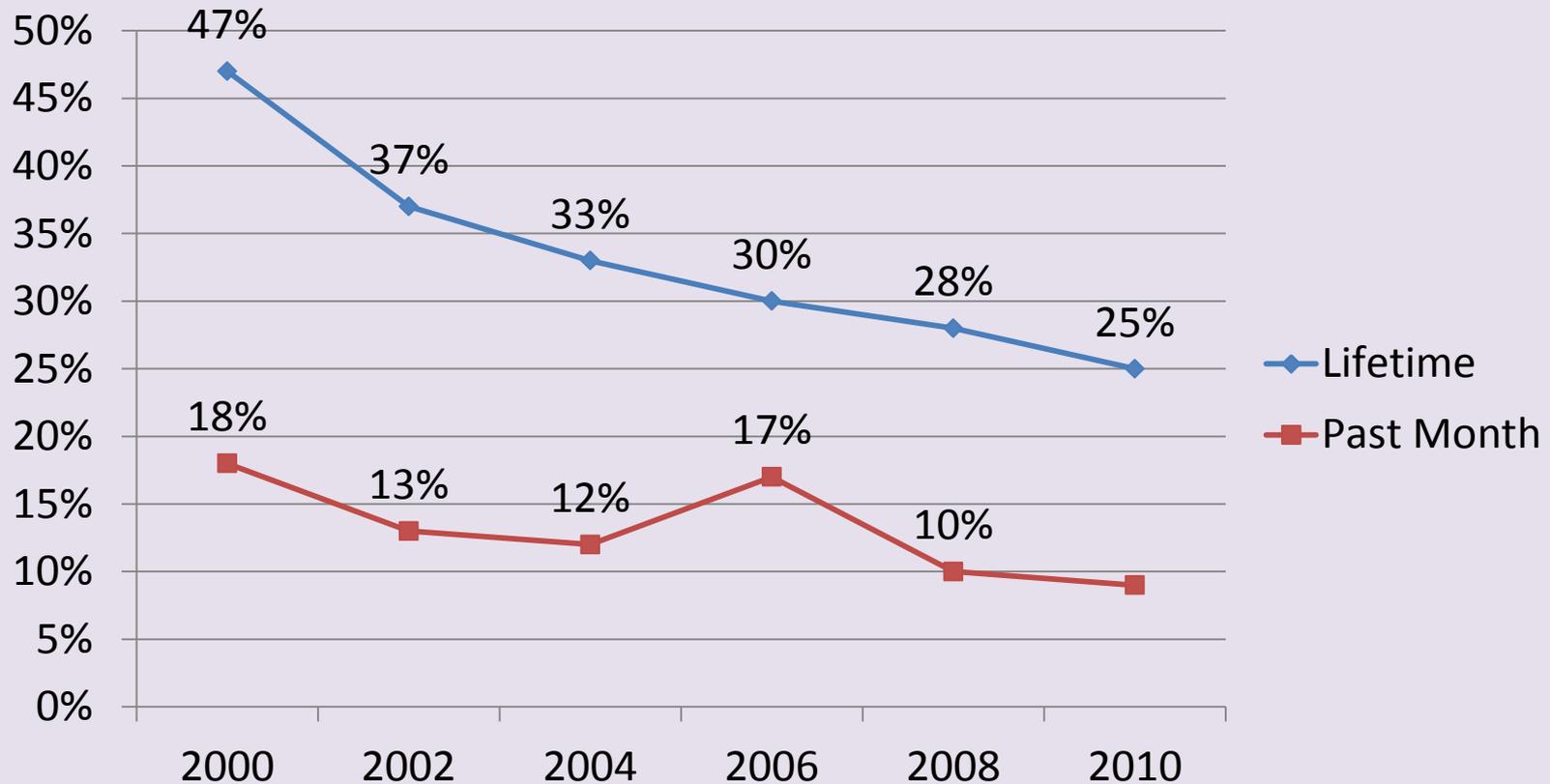
High School Smokeless Tobacco Trends, 2000-2010



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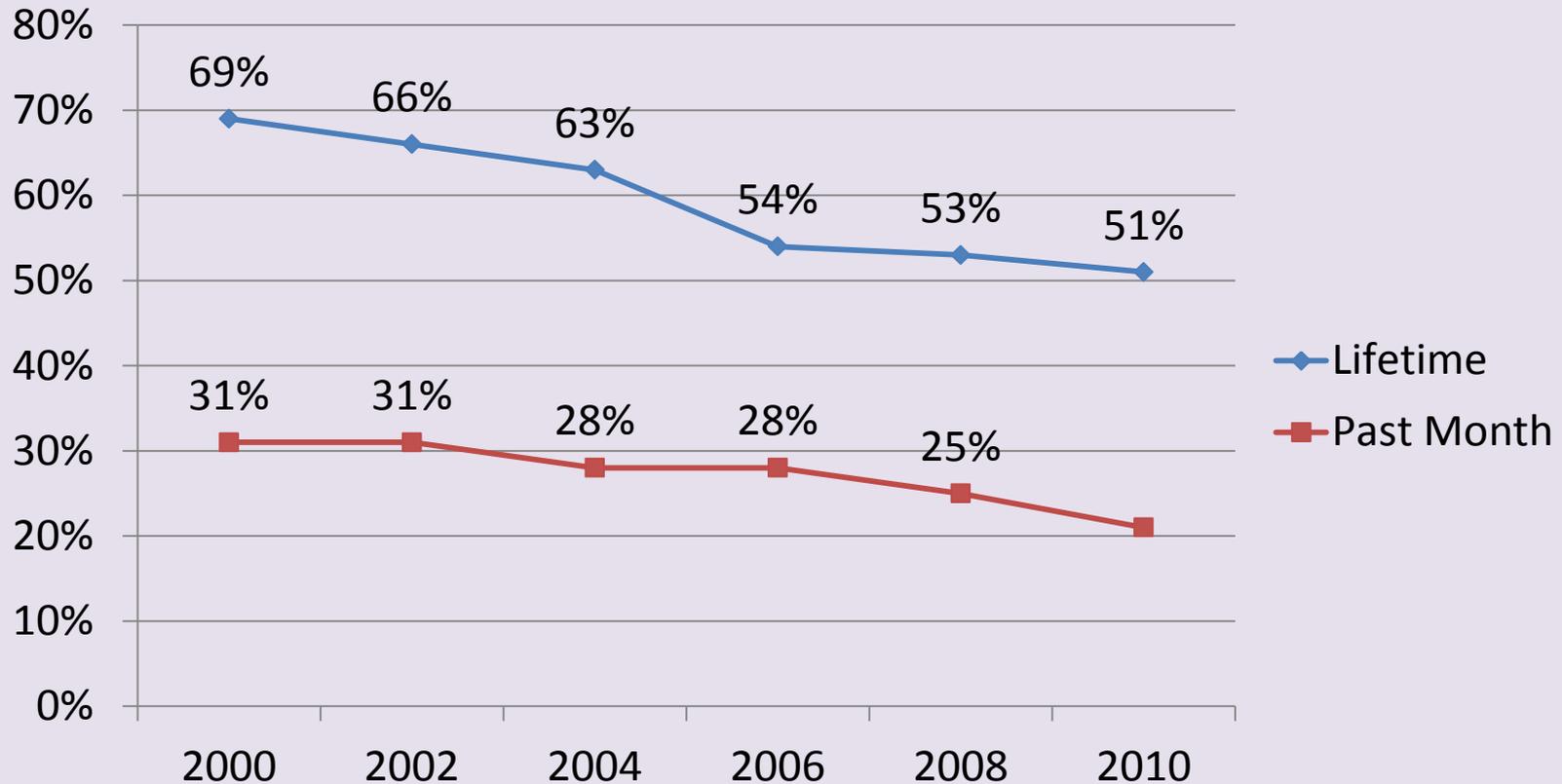


Middle School Tobacco Use (Any Type) Trend, 2000-2010*



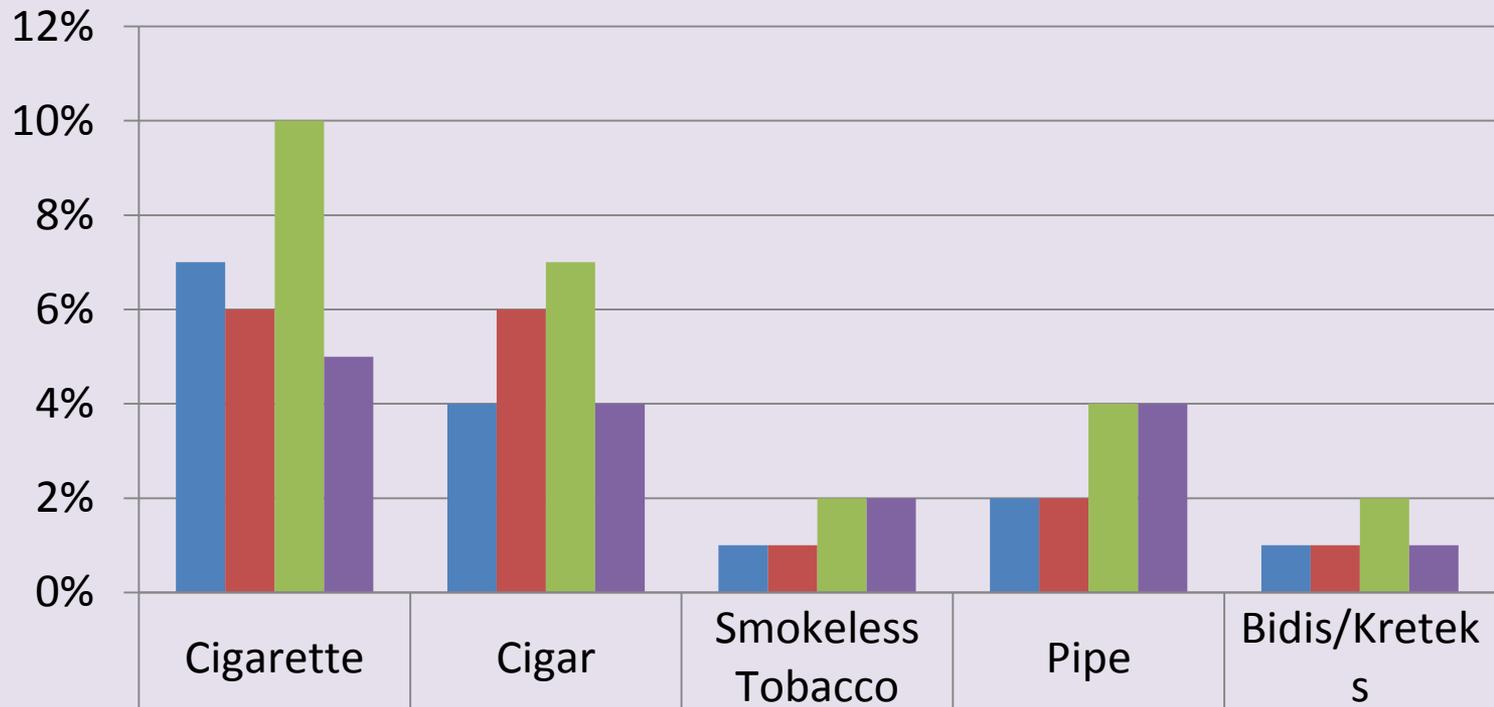
*Includes cigarettes, cigars, smokeless tobacco, bidis, and kreteks

High School Tobacco Use (Any Type) Trend, 2000-2010*



*Includes cigarettes, cigars, smokeless tobacco, bidis, and kreteks

Middle School Tobacco Use, by Race and Tobacco Type, Past 30 Days

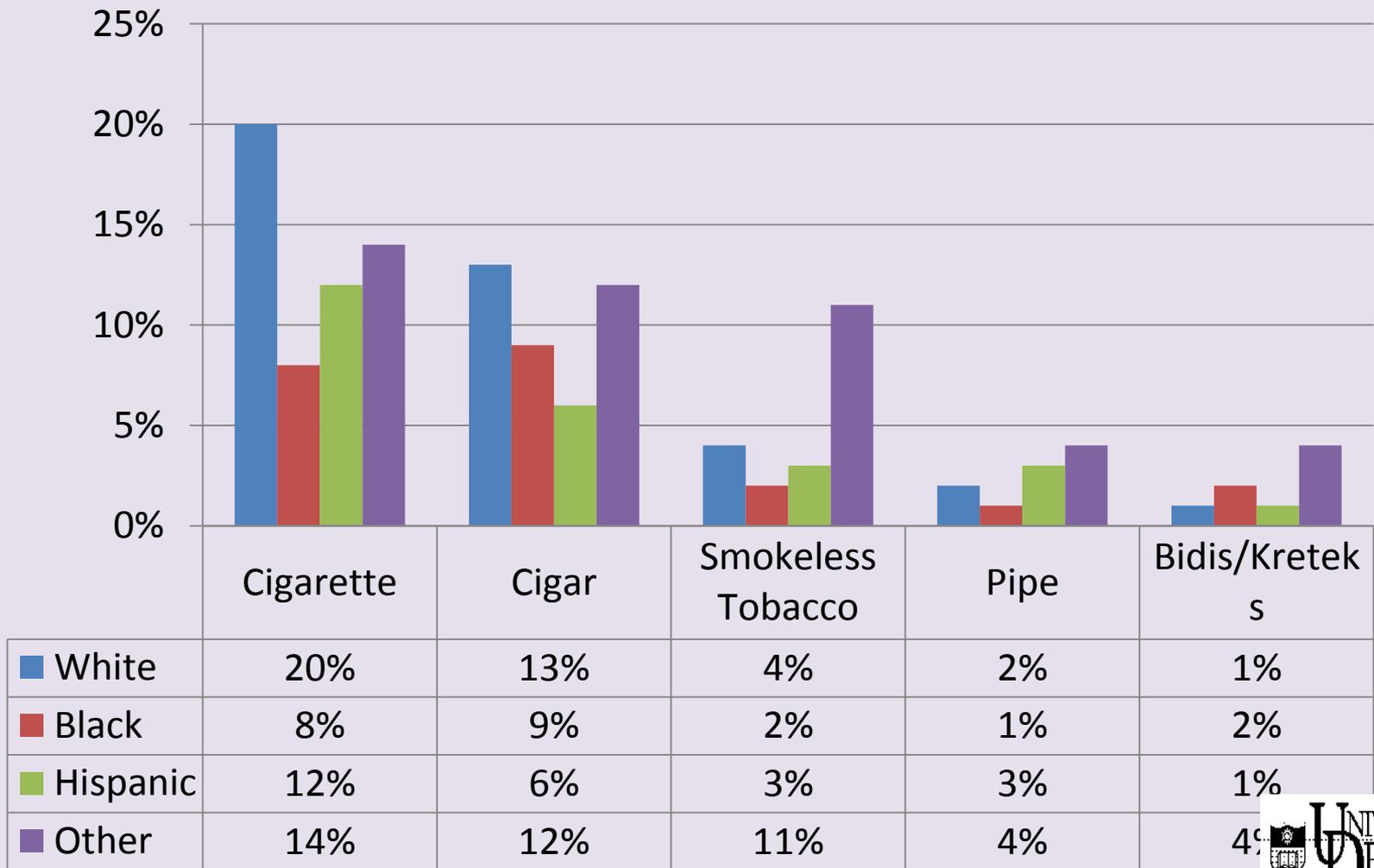


	Cigarette	Cigar	Smokeless Tobacco	Pipe	Bidis/Kreteks
White	7%	4%	1%	2%	1%
Black	6%	6%	1%	2%	1%
Hispanic	10%	7%	2%	4%	2%
Other	5%	4%	2%	4%	1%

Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



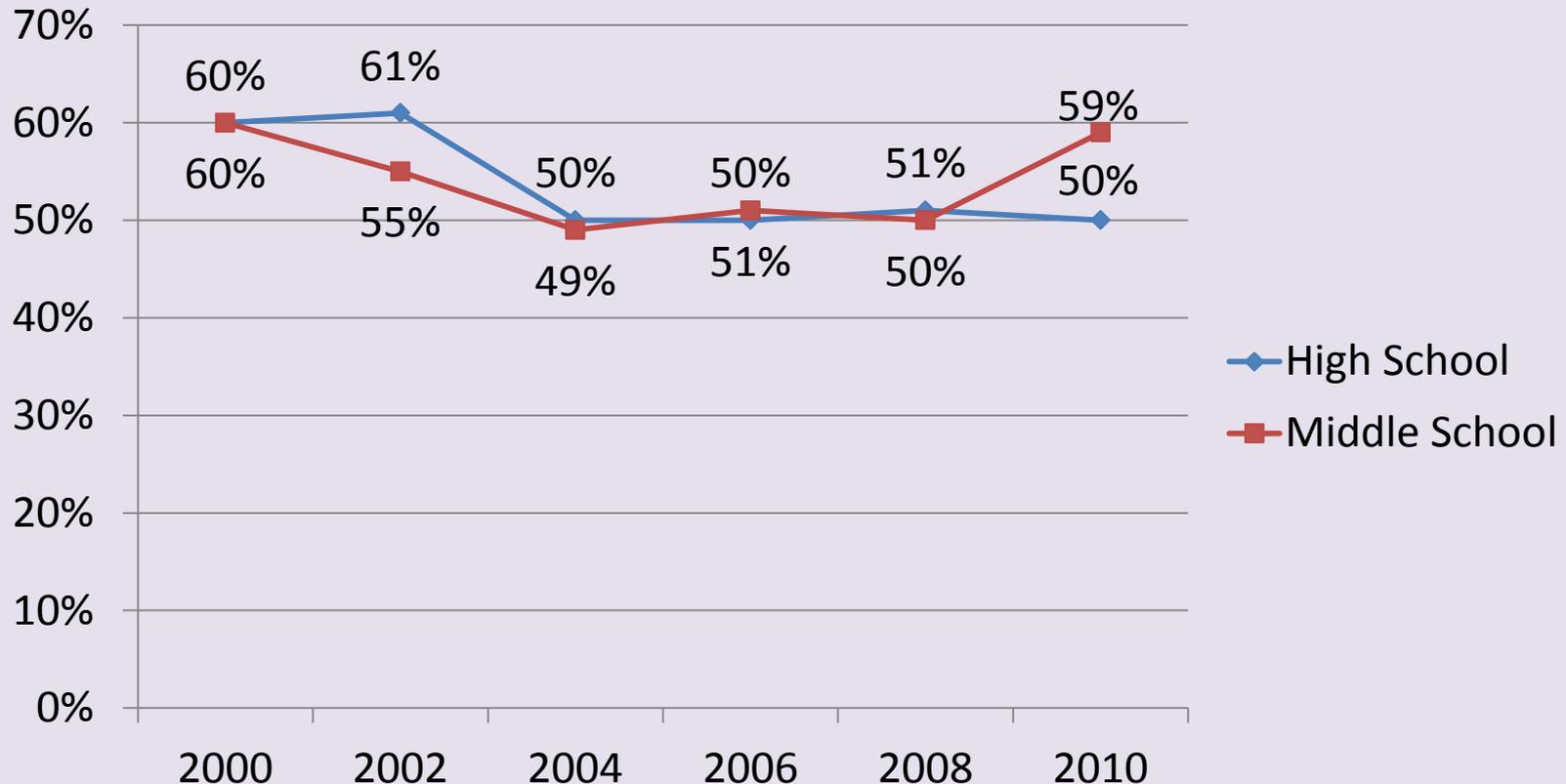
High School Tobacco Use, by Race and Tobacco Type, Past 30 Days



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



Trends in Current Smokers* Who Tried to Quit in the past 12 months



*Current Smokers are those who have smoked in the past 30 days

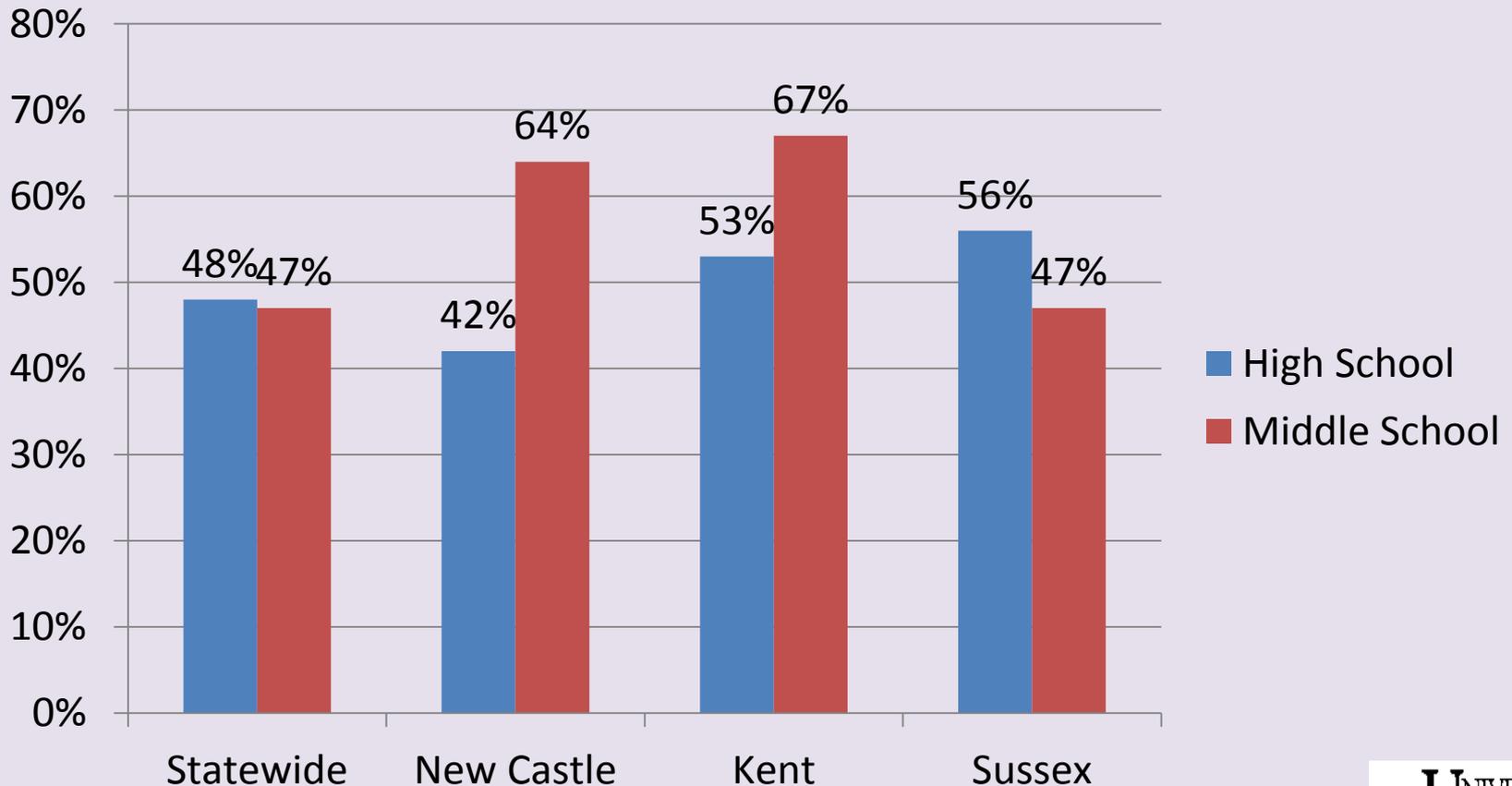
Percent of Delaware Students who are Current Smokers and Want to Quit, by County



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



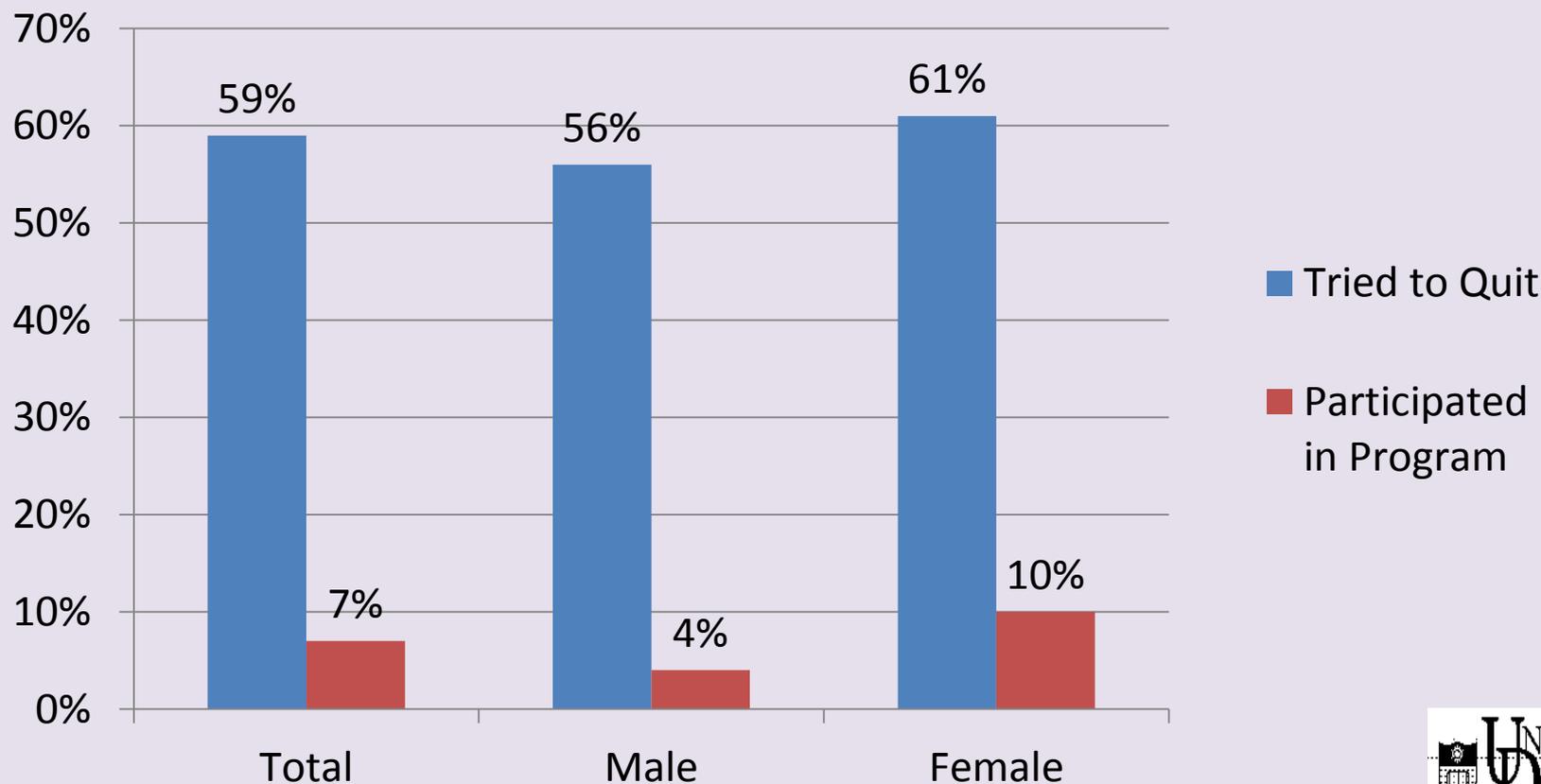
Percent of Delaware Students who are Current Smokers and have tried to Quit in the Past Year, by County



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



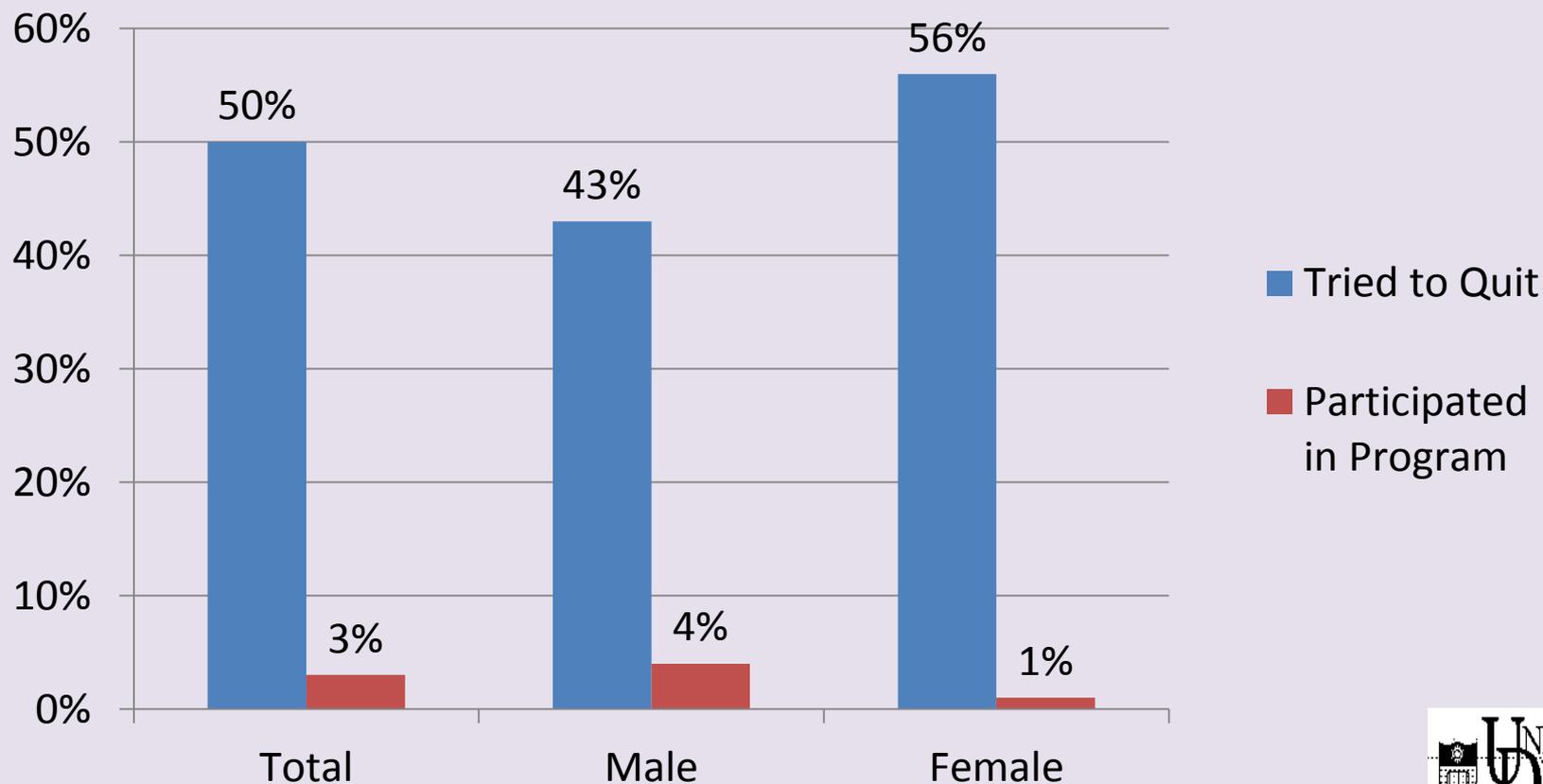
Delaware Middle School Students who are Current Smokers who have tried to quit or participated in a program to help them quit



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



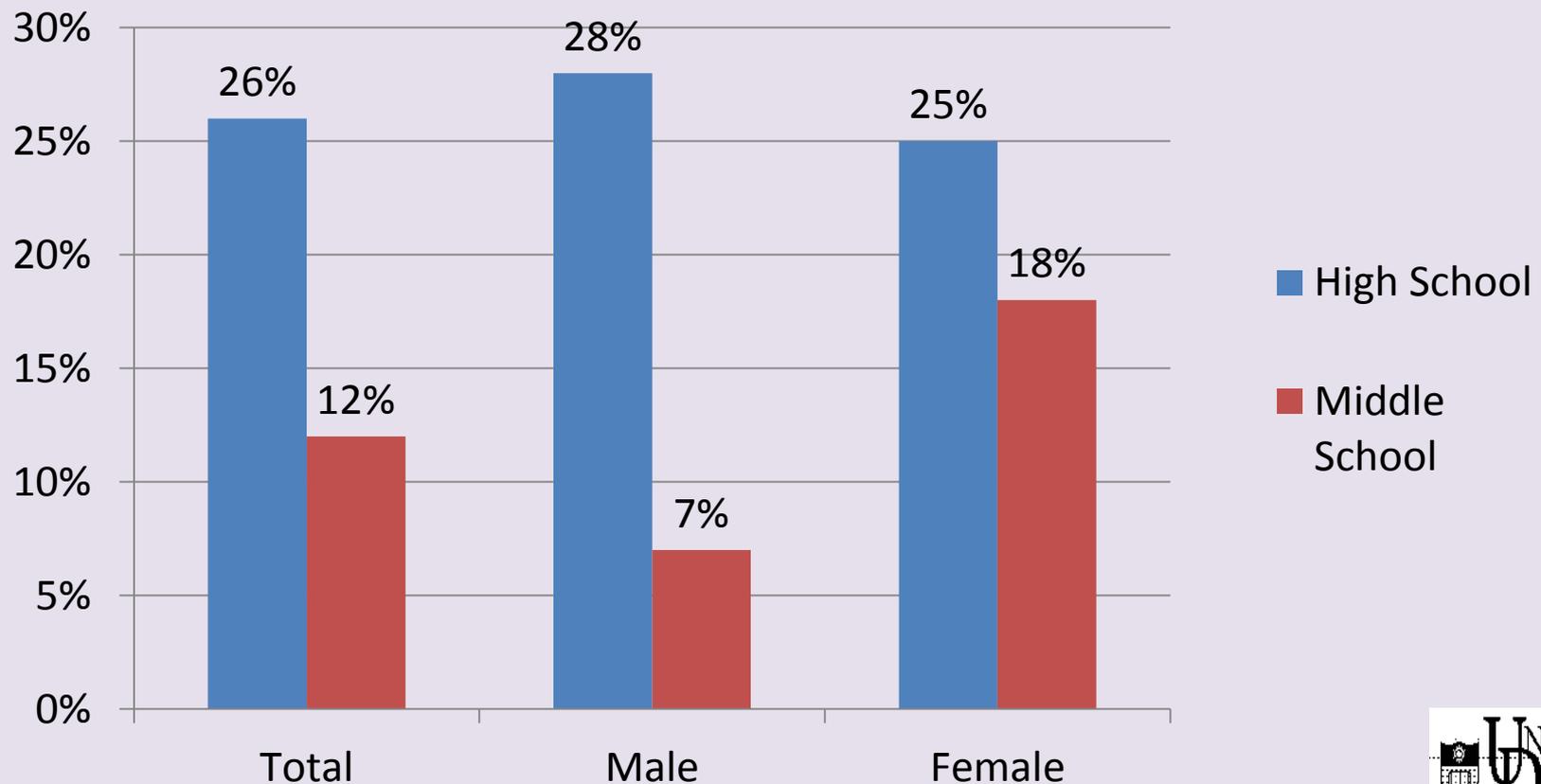
Delaware High School Students who are Current Smokers who have tried to quit or participated in a program to help them quit



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



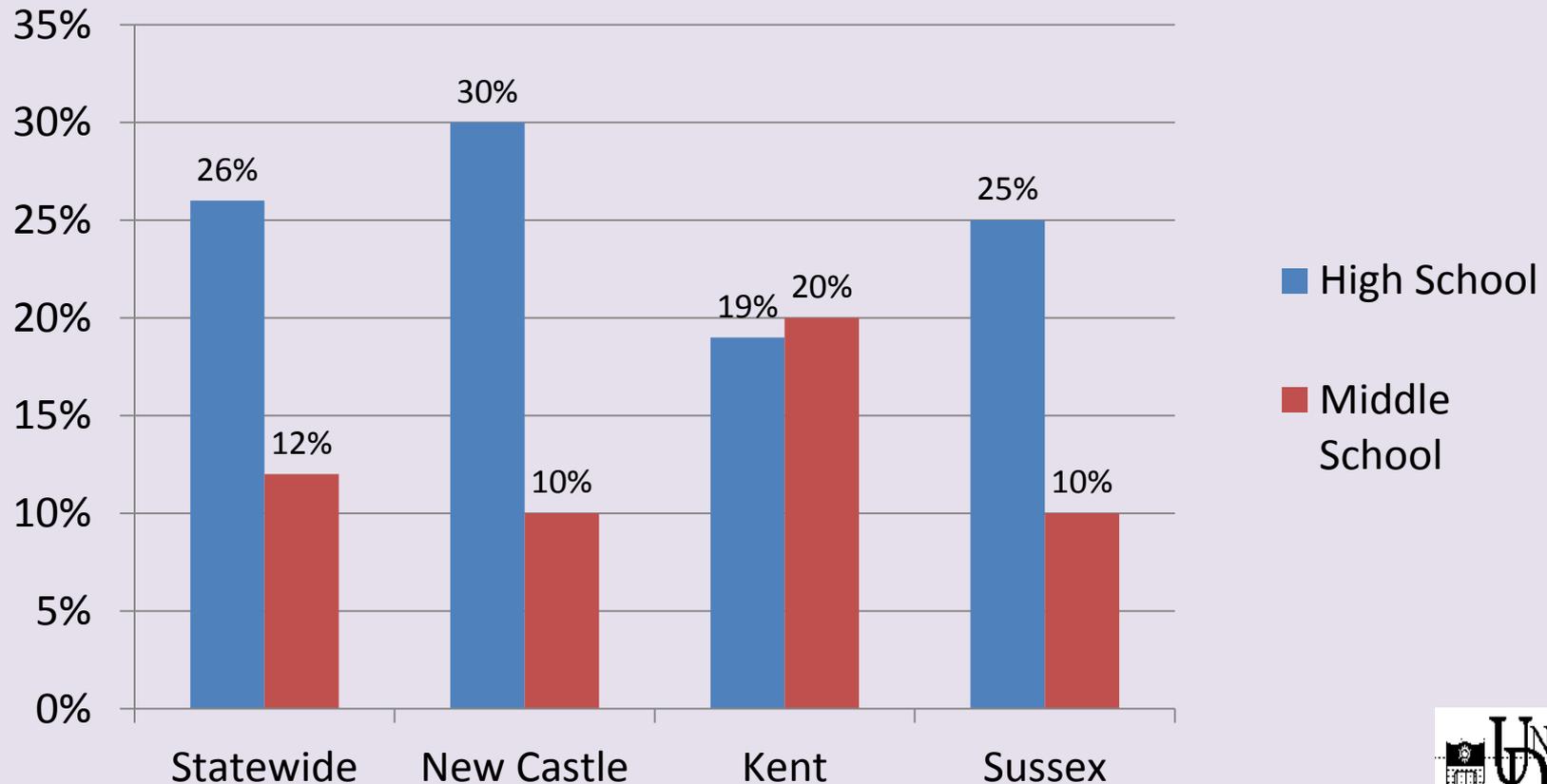
Delaware High School Students who have smoked daily for 30 days in the Past but have not smoked in the Past 30 days



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



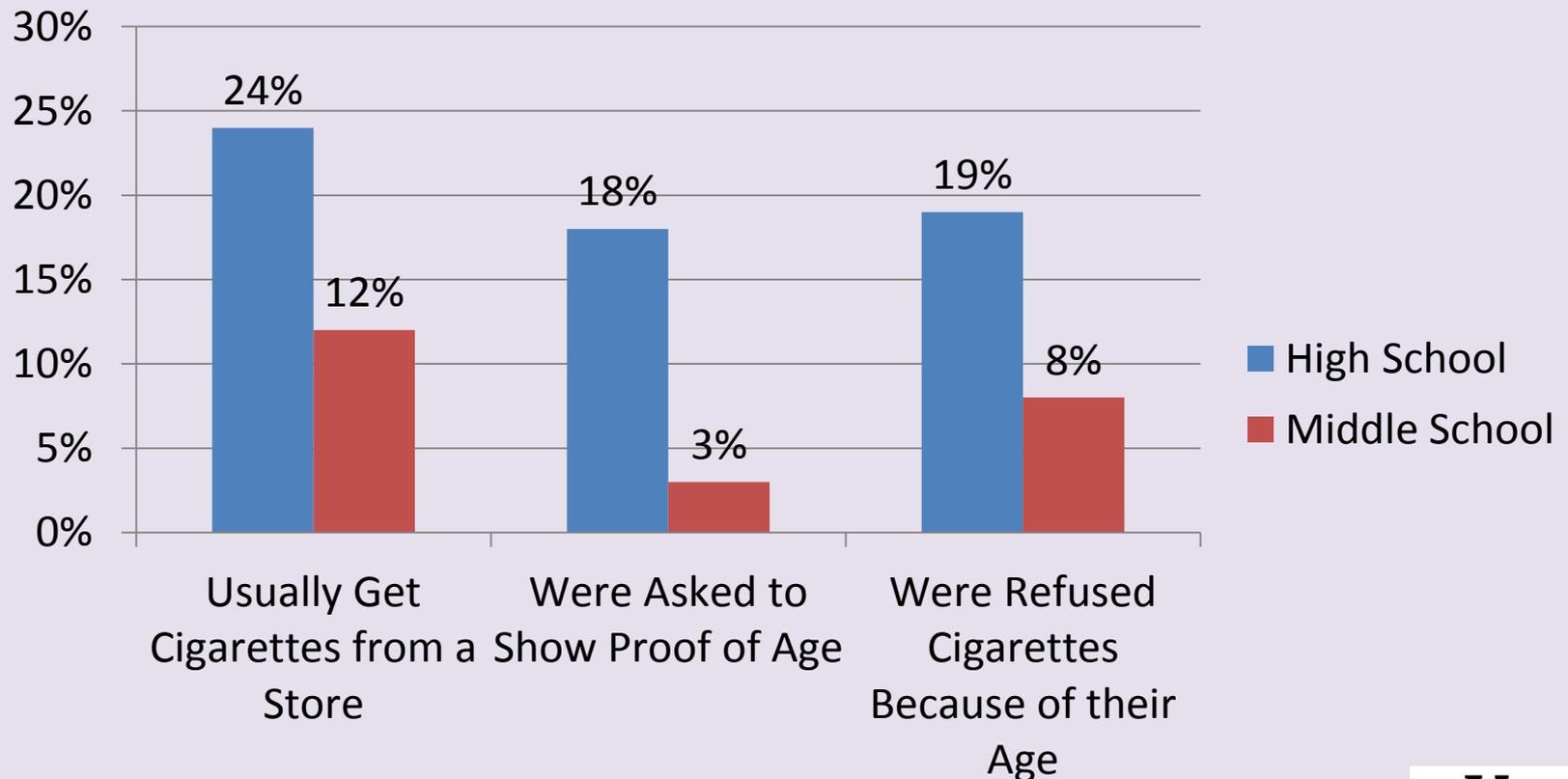
Delaware School Students who have smoked daily for 30 days in the Past but have not smoked in the Past 30 days



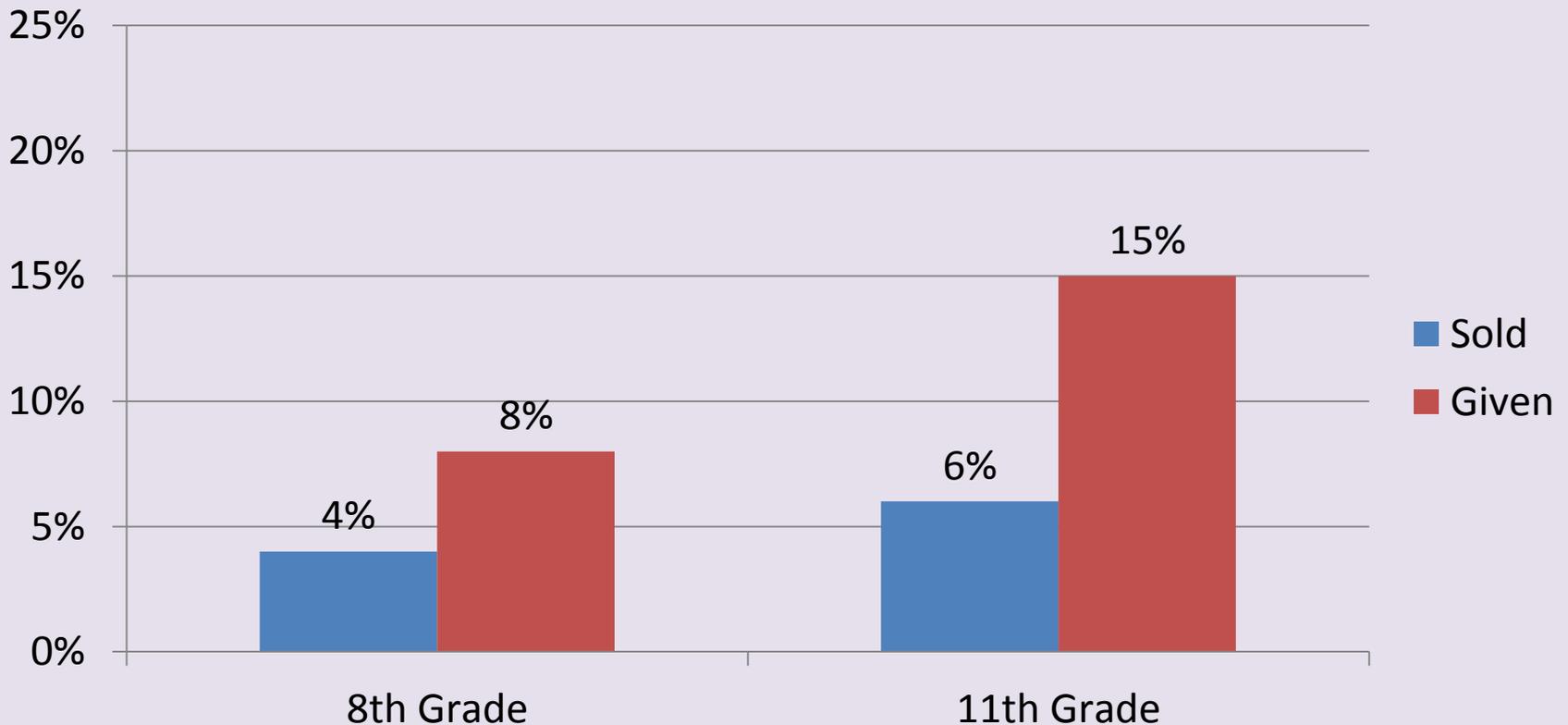
Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



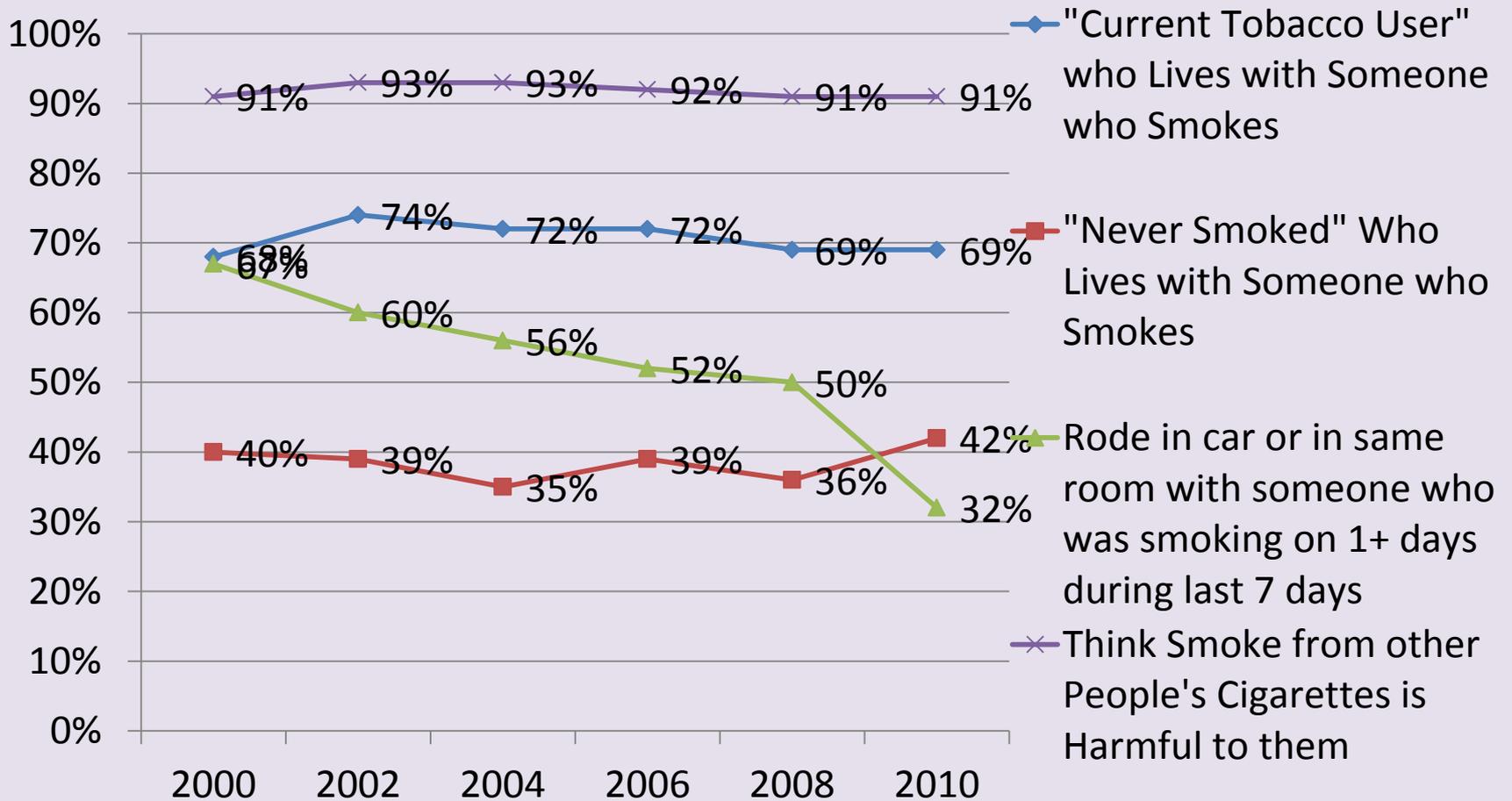
Delaware School Students under the age of 18 who are current smokers and usually get cigarettes from a store



Sold or Gave Someone Cigarettes in the Past Year



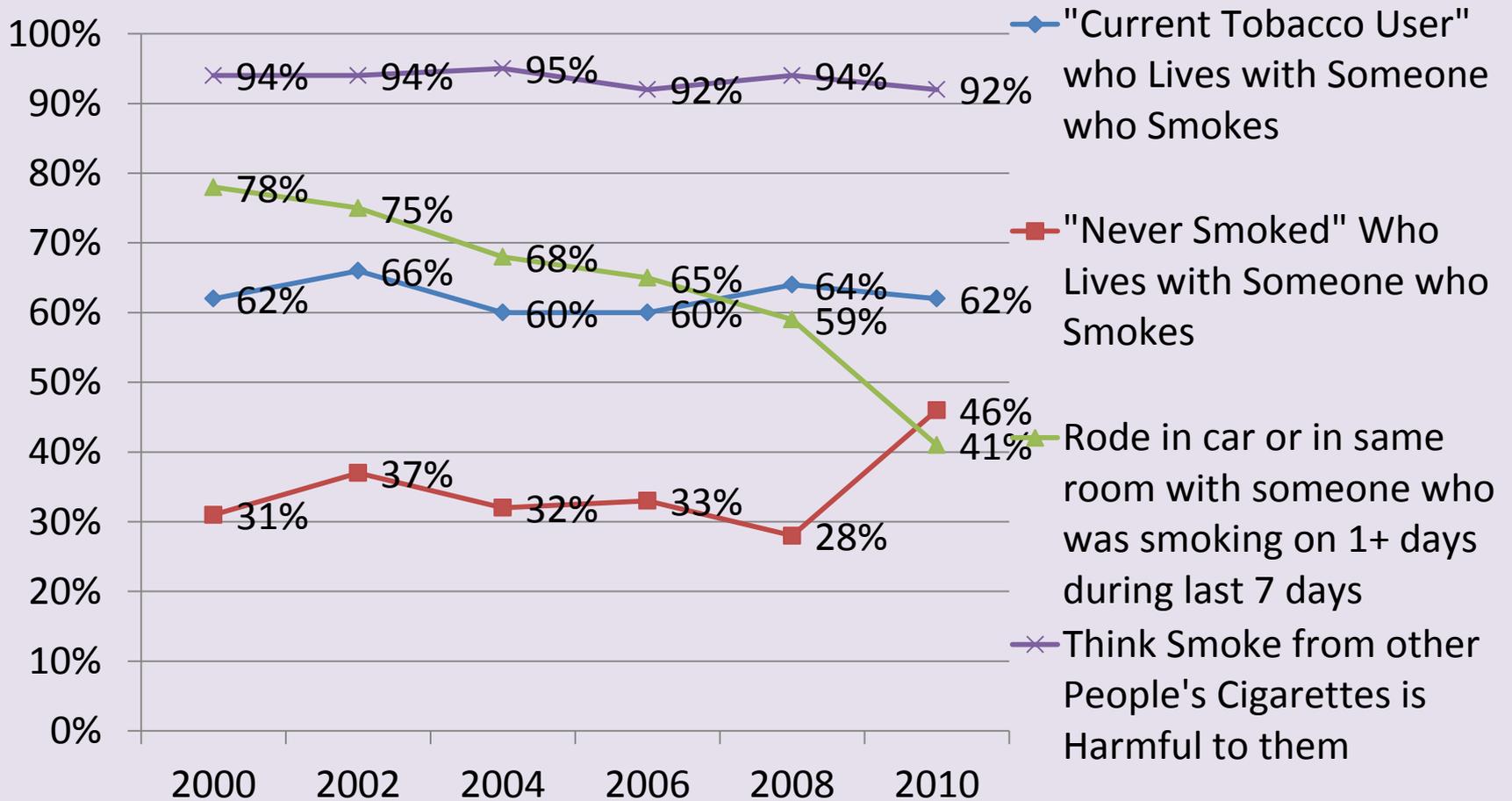
Middle School Smoke Exposure



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



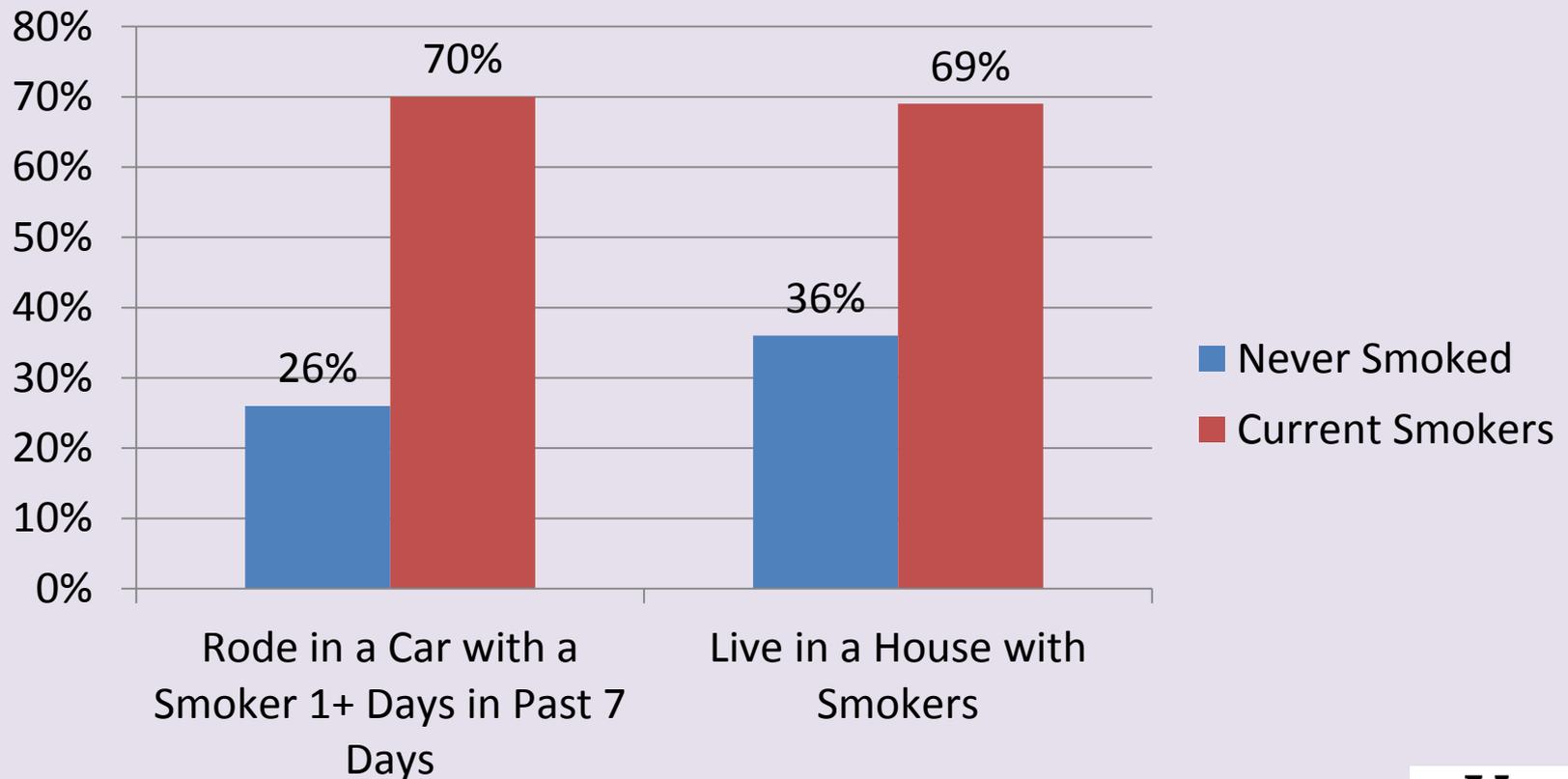
High School Smoke Exposure



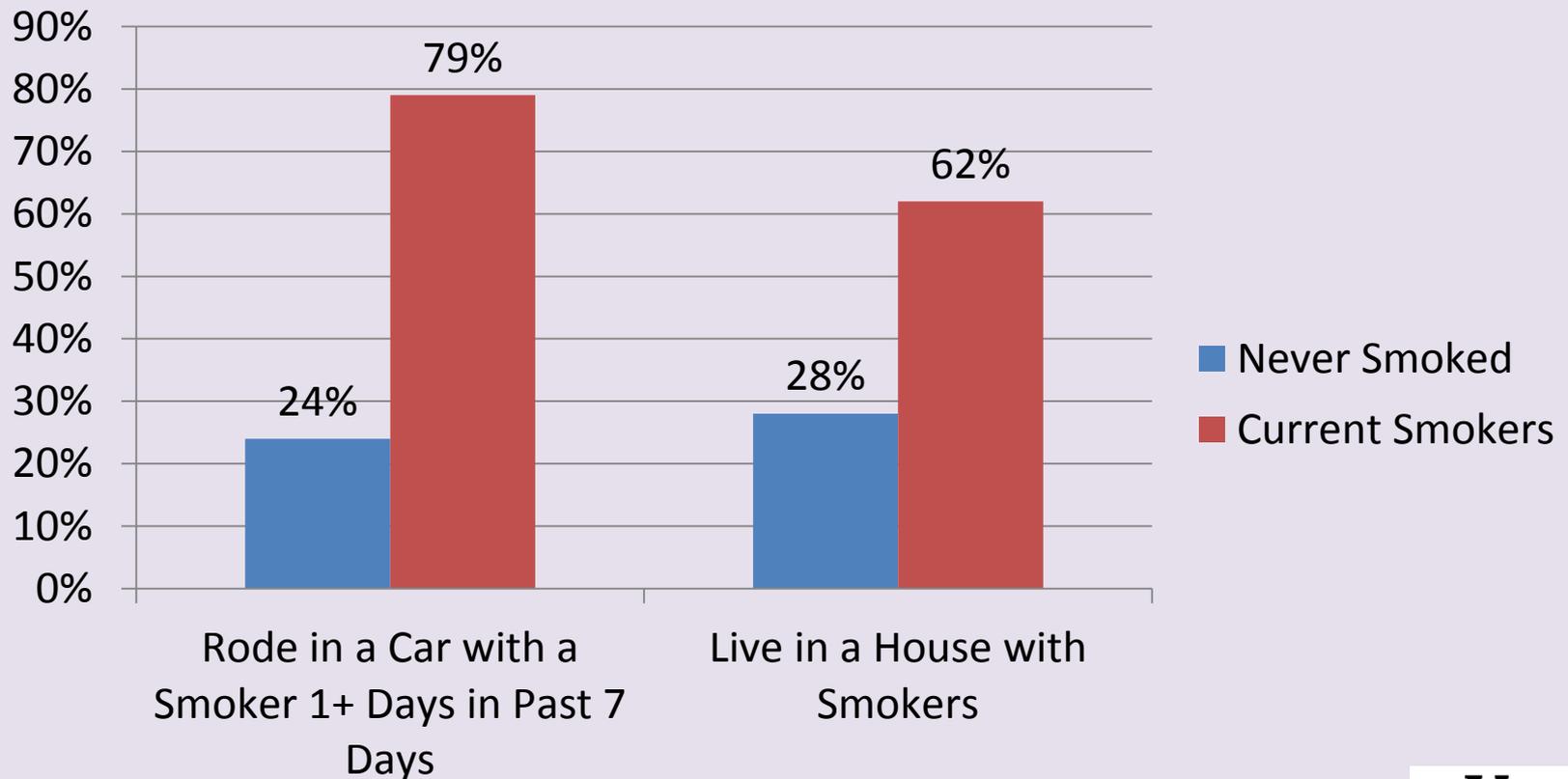
Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



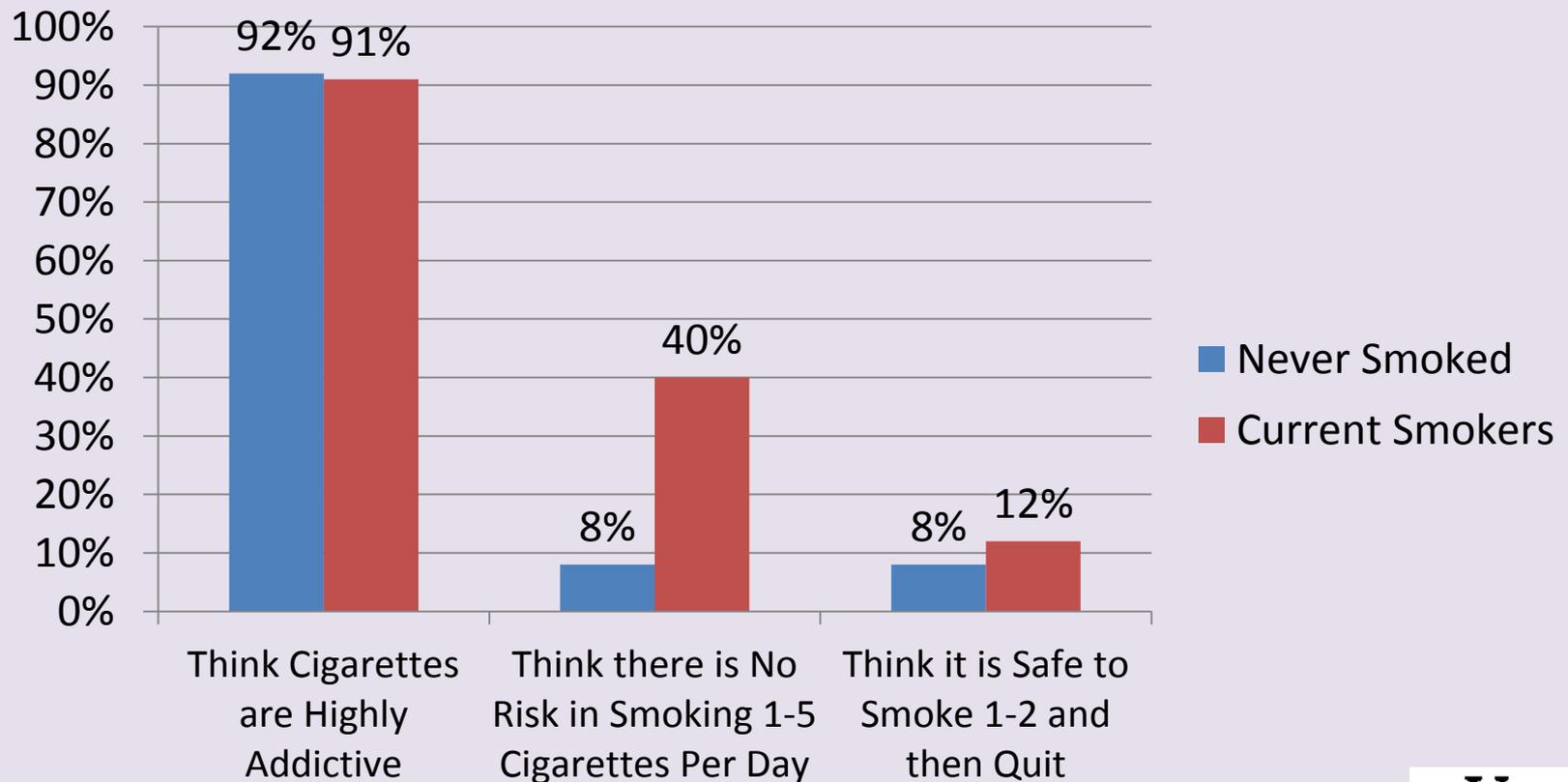
Middle School Students and Exposure to Smoke



High School Students and Exposure to Smoke



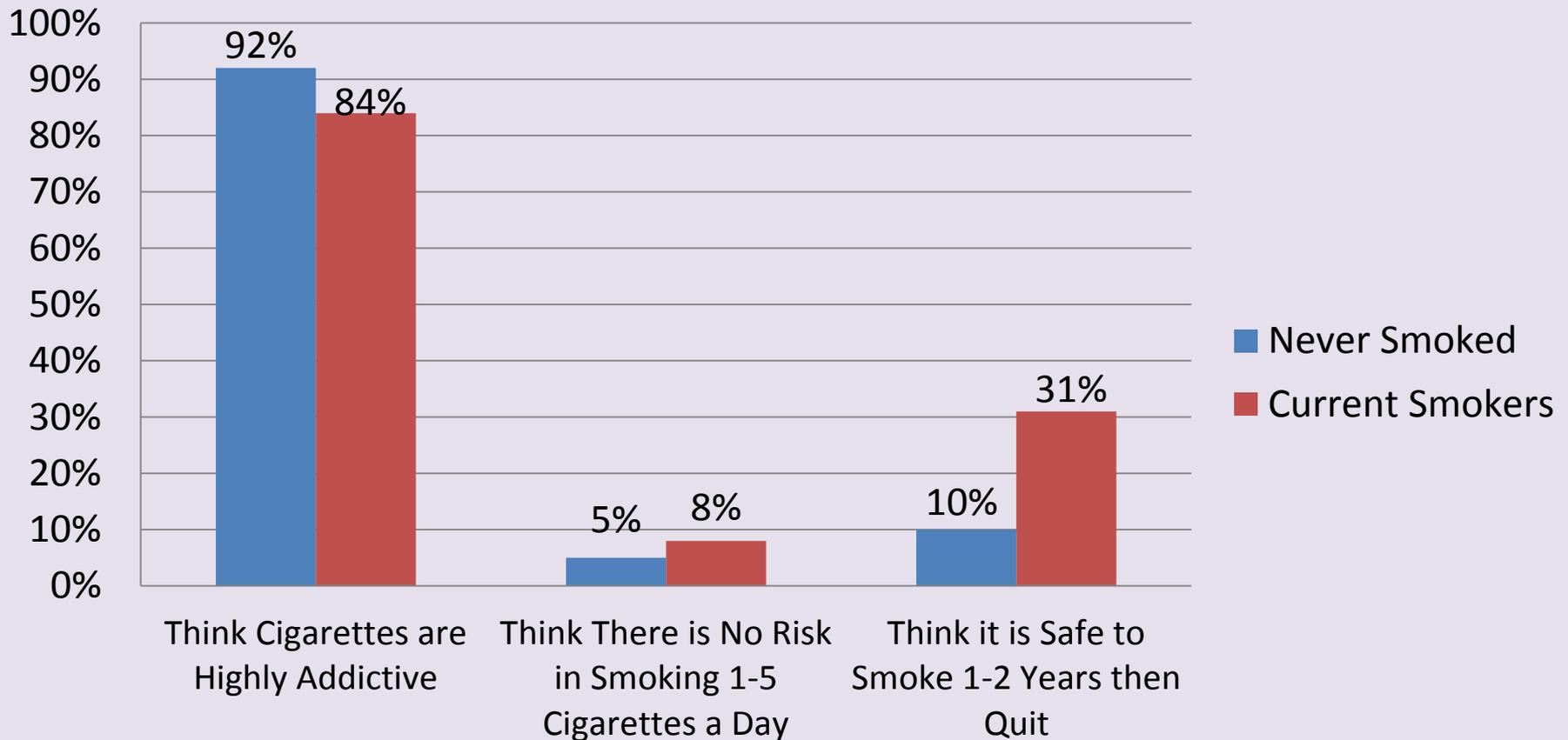
Perceptions of Risk among 2010 Delaware Middle School Students



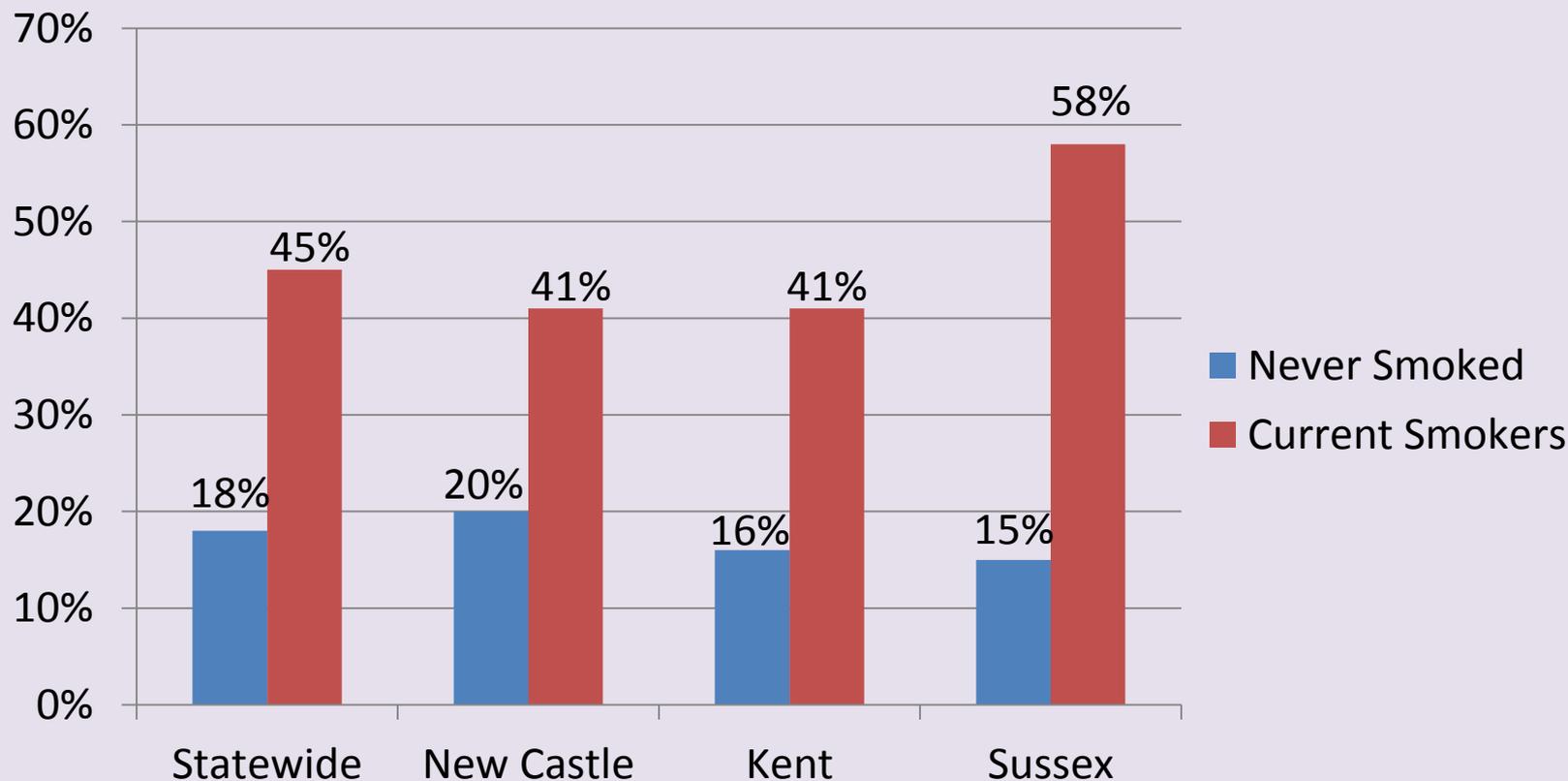
Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



Perceptions of Risk among 2010 Delaware High School Students



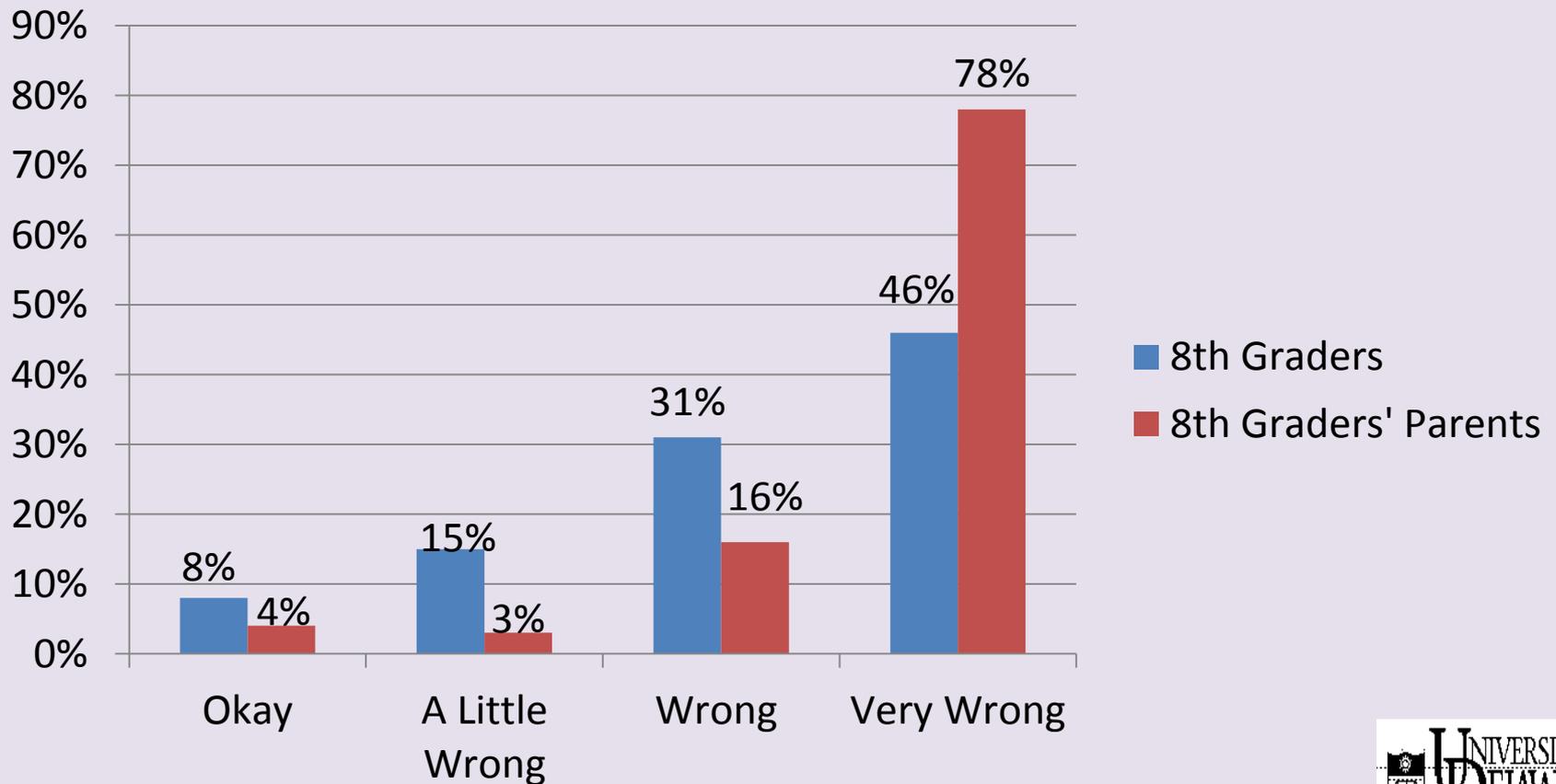
Percent of 2010 DE Middle School Students who think Young People who Smoke have more Friends



Percent of 2010 DE High School Students who think Young People who Smoke have more Friends



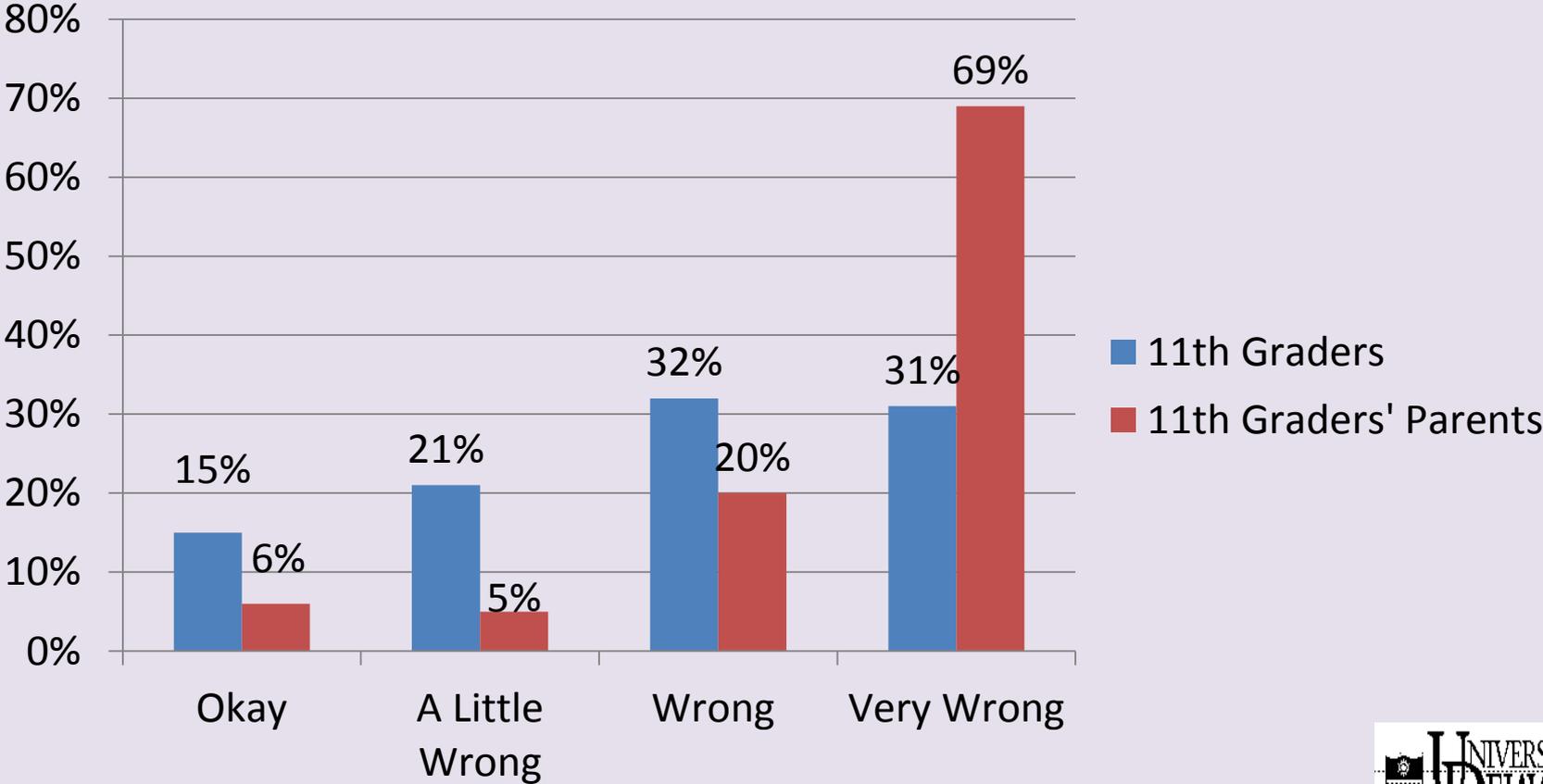
Percent of 2011 Delaware 8th Grade Students' Opinion and Perception of Parent's Opinion of Smoking



Source: 2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.



Percent of 2011 Delaware 11th Grade Students' Opinion and Perception of Parent's Opinion of Smoking



Source: 2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.



Part II

Let's take a look at an average
Delaware child . . .





This is Sophia.



Sophia just started Kindergarten.

She lives in our most densely populated county, one of over 5,000 Delaware girls her age, one of over 10,000 children her age.



Like half of all children born in Delaware, Sophia received WIC. Her mom, a single parent, works and takes classes at Del Tech so she can eventually better support her two girls.



Sophia has had health insurance through Medicaid and the Delaware Healthy Children Program, and attends day care with Purchase of Care payments. The State of Delaware has a BIG investment in her.



She is
healthy,
happy,
smart,
and
secure.



Sophia
cares for
others,
especially
her active
younger
sister.



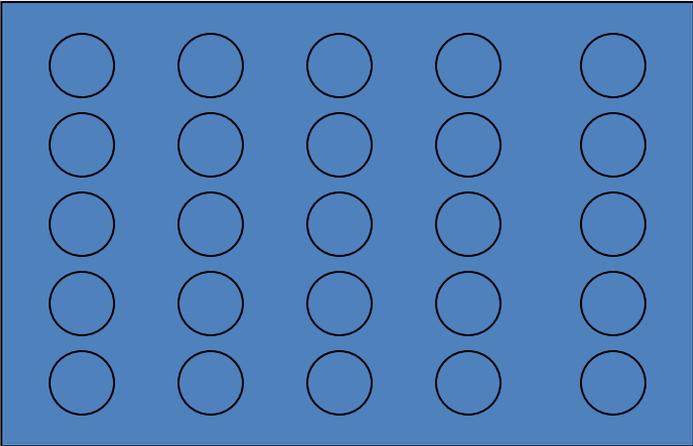


She is involved in the community,

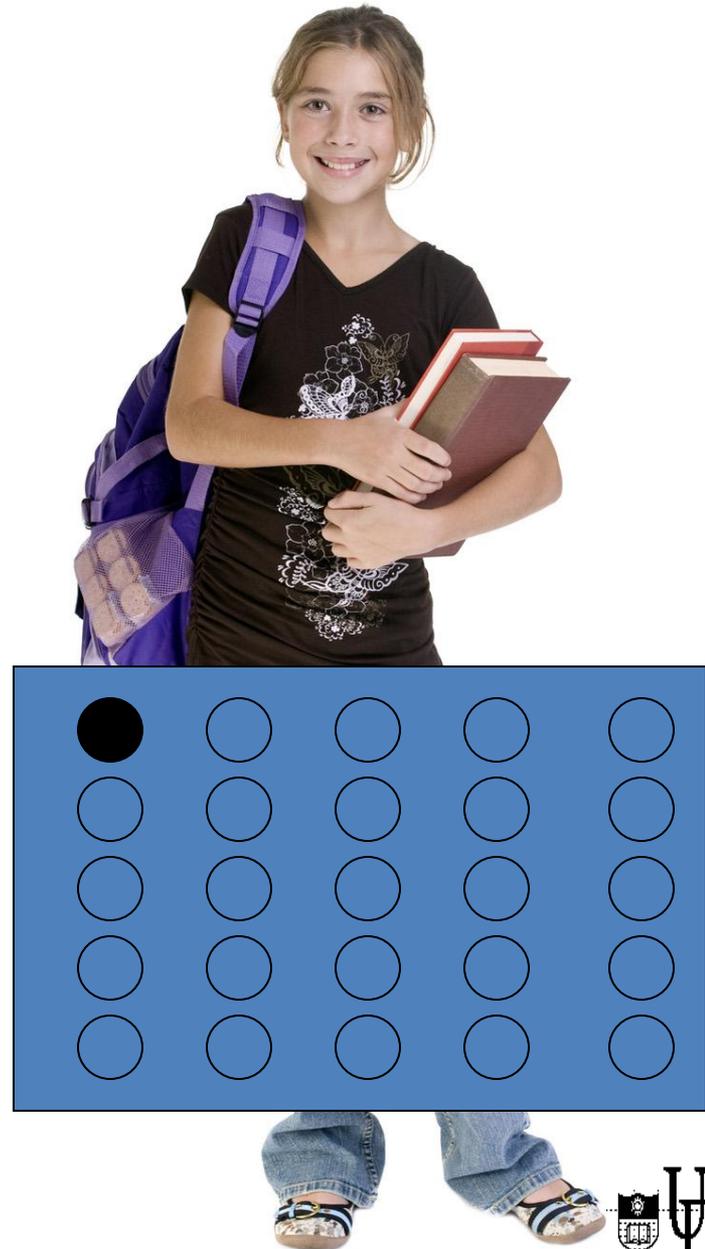
and has
dreams for
the future.



Someday, Sophia will be part of an average classroom of 25 students.



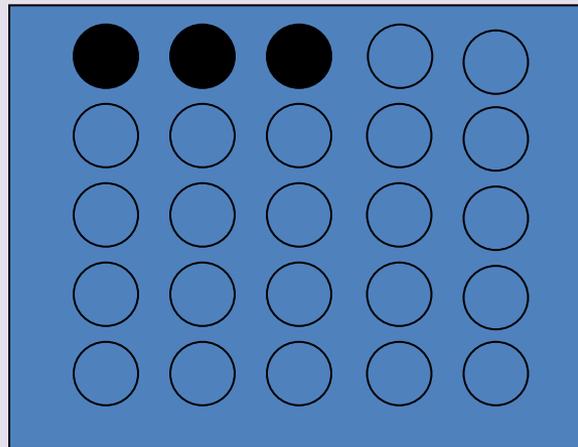
4% will have ever tried cigarettes
(more than a few puffs); this represents 1 student in Sophia's average 5th grade classroom of 25 students; almost one in three do not think there is great risk in smoking daily.



30% of 5th graders live with a parent who smokes. They are almost 7 times more likely to report having ever smoked.



12% of 8th graders have smoked cigarettes in the past year; this represents 3 students in Sophia's average 8th grade classroom of 25 students; almost one in two do not think there is great risk from smoking a pack or more per day.





CIGARETTE



LITTLE CIGAR



CIGARILLO (TIPPED)

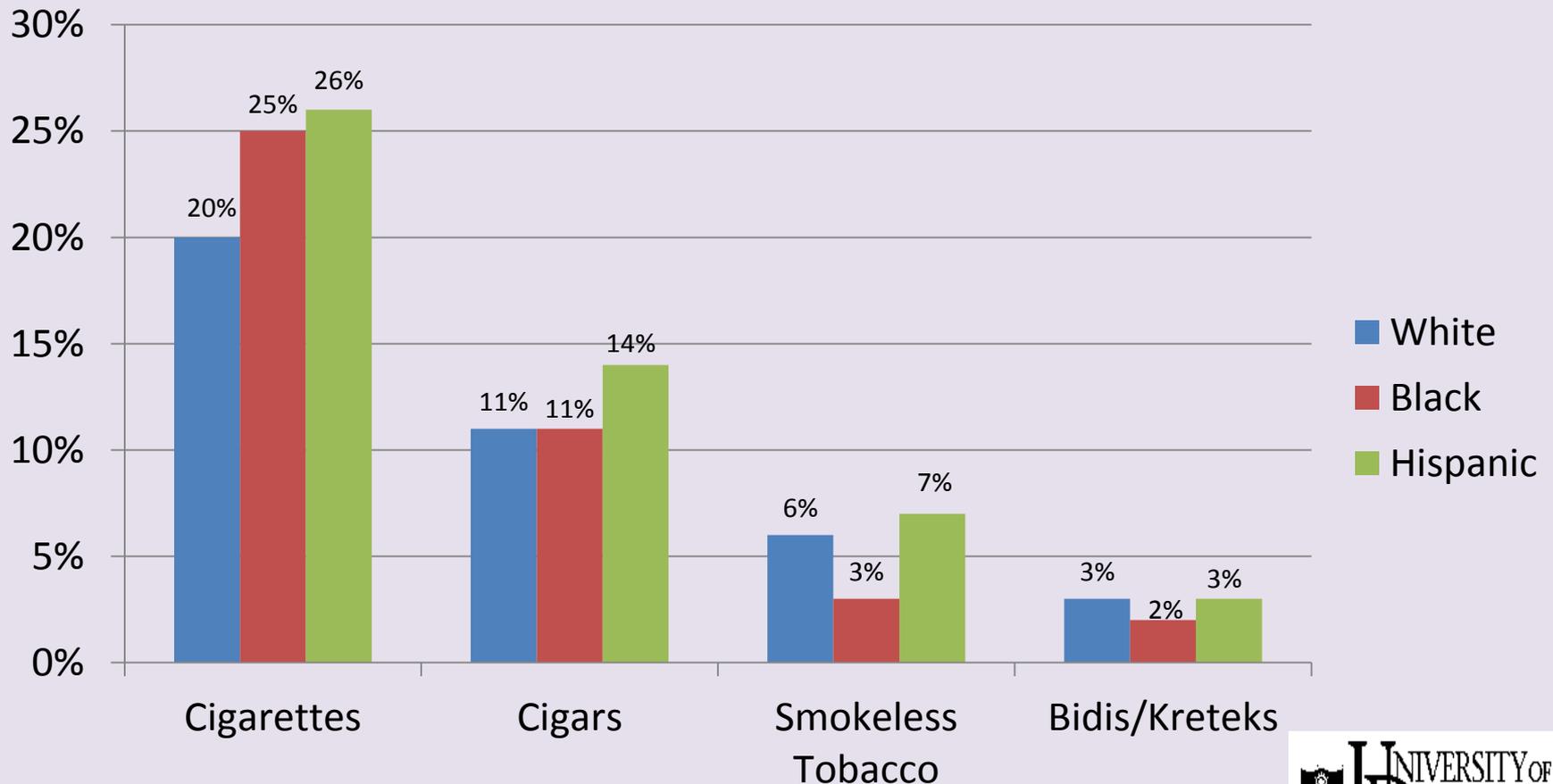


CIGARILLO



CIGAR

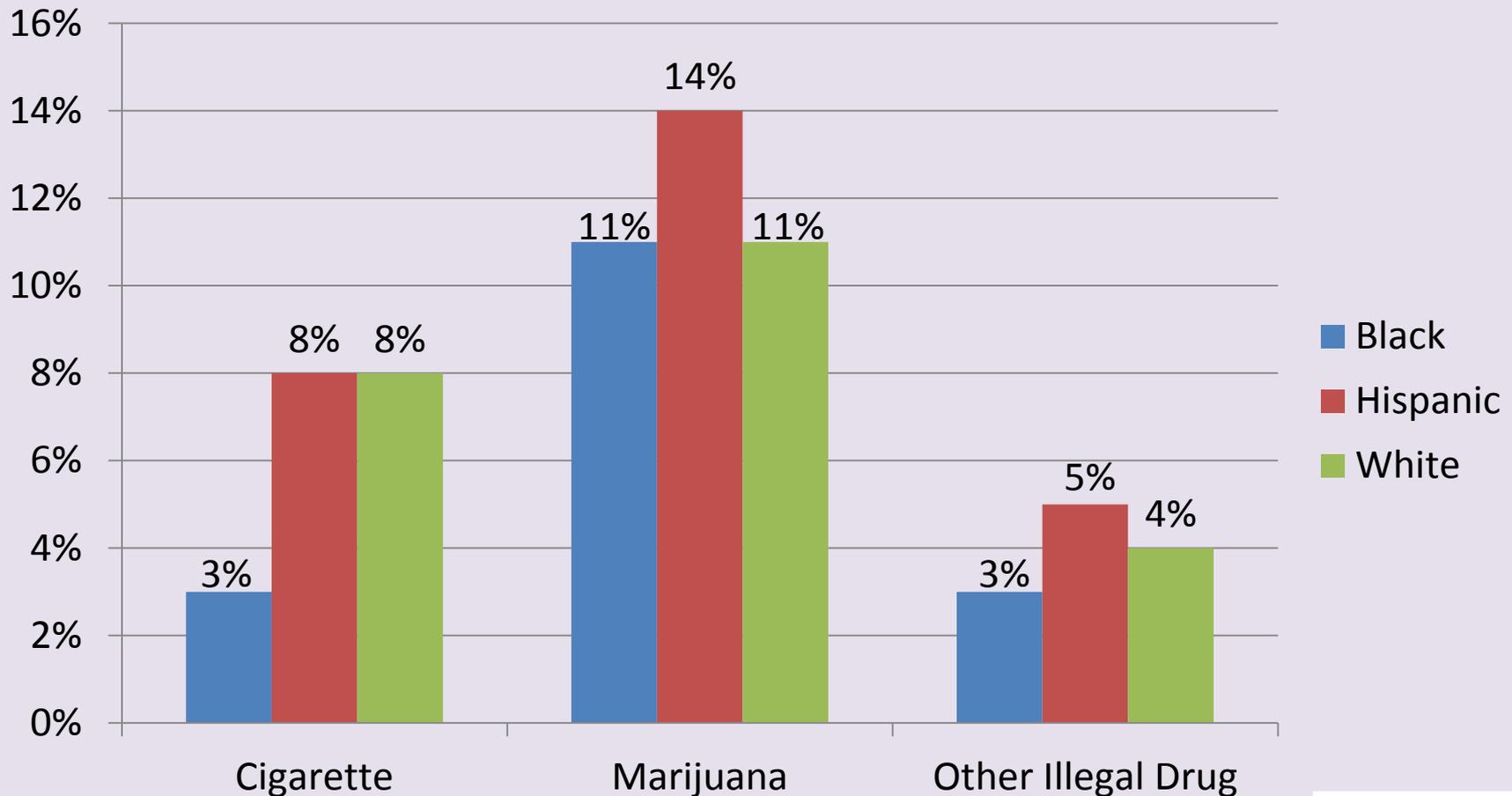
Percentage of 2010 DE Middle School Students who have ever used Tobacco, by Race and Tobacco Type



Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



8th Grade Cigarette, Marijuana, and Other Illegal Drug Use in the Past Month by Race



Source: 2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.



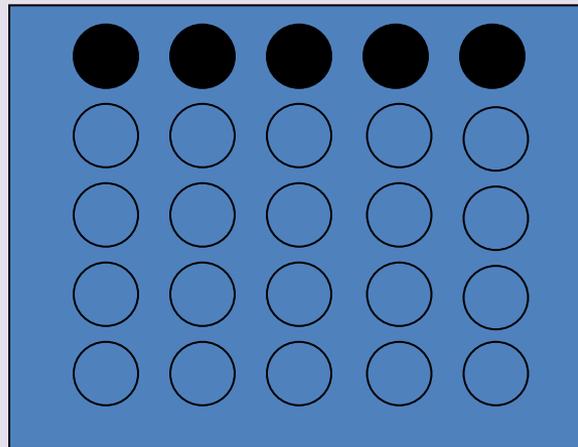
These
are the
“big
kids”
Sophia
now
looks
up to.



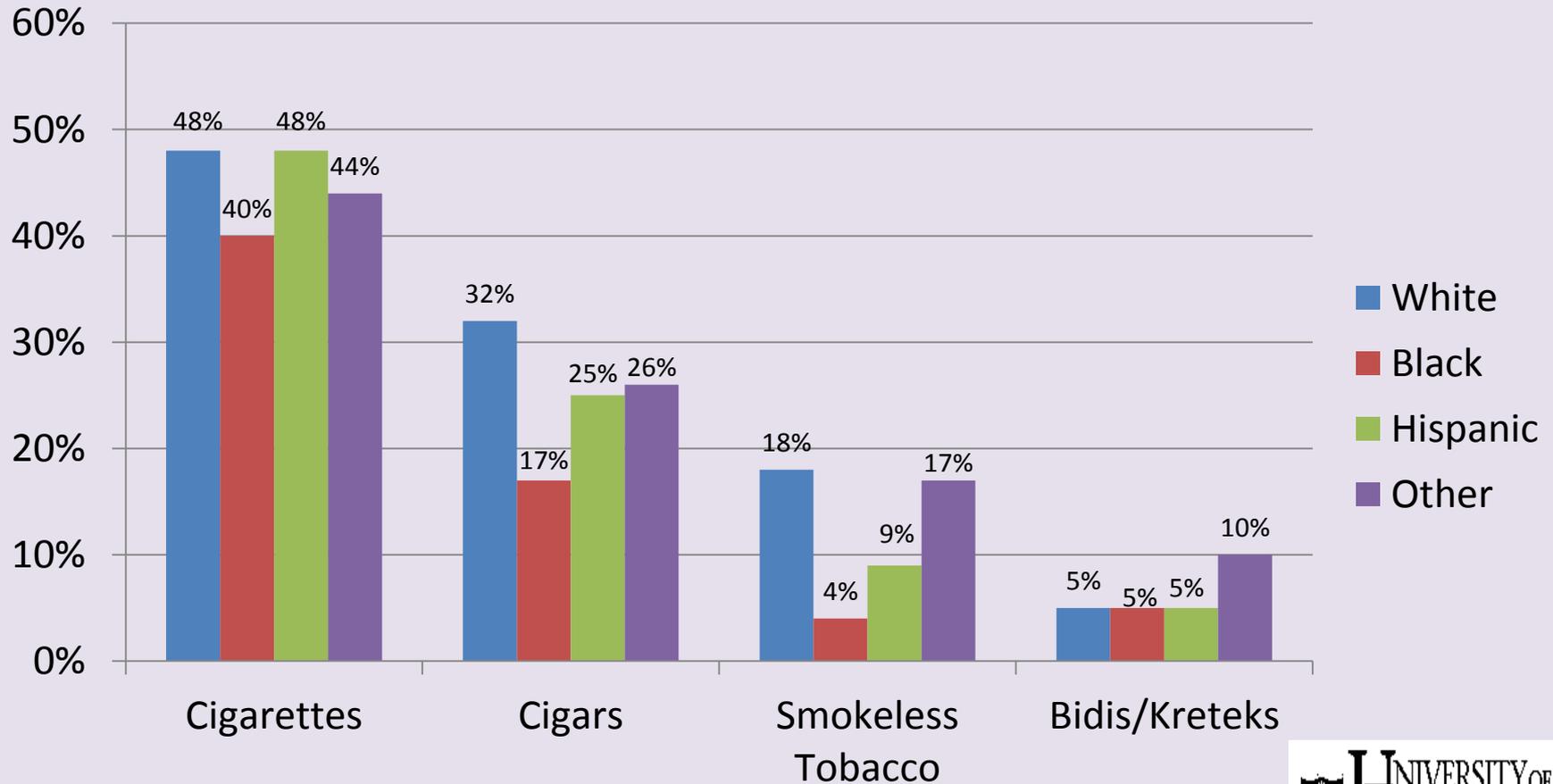
By the time Sophia reaches 11th grade, many of her original classmates are no longer in school. Those who leave are probably students with higher levels of “risk behaviors,” including tobacco use.



21% of Sophia's 11th grade classmates will have smoked cigarettes in the past year; this represents 5 students in Sophia's 11th grade classroom of 25 students; more than 4 out of 5 now perceive great risk from smoking a pack or more per day.



Percentage of 2010 DE High School Students who have ever used Tobacco, by Race and Tobacco Type



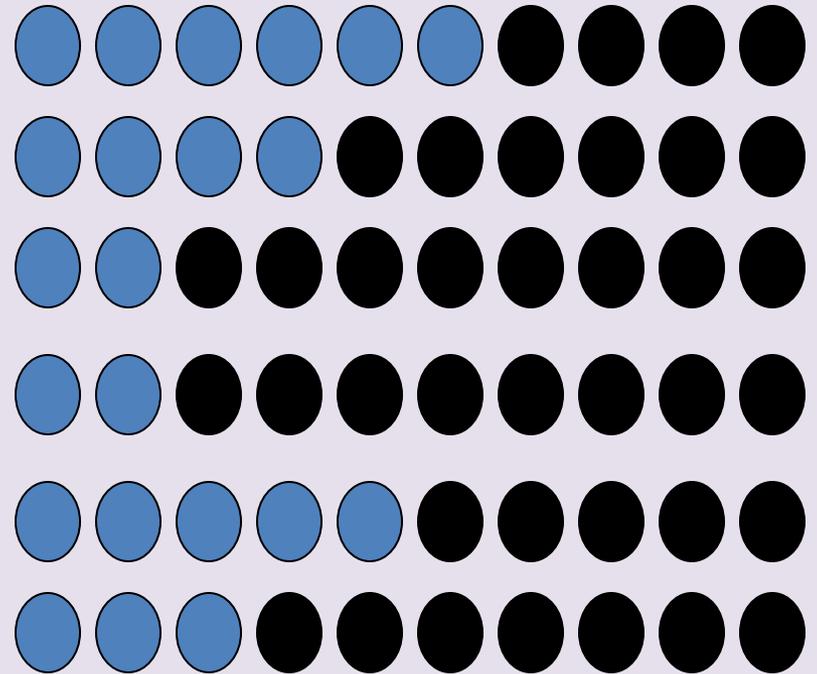
Source: Delaware Youth Tobacco Survey, 2010, Delaware Division of Public Health



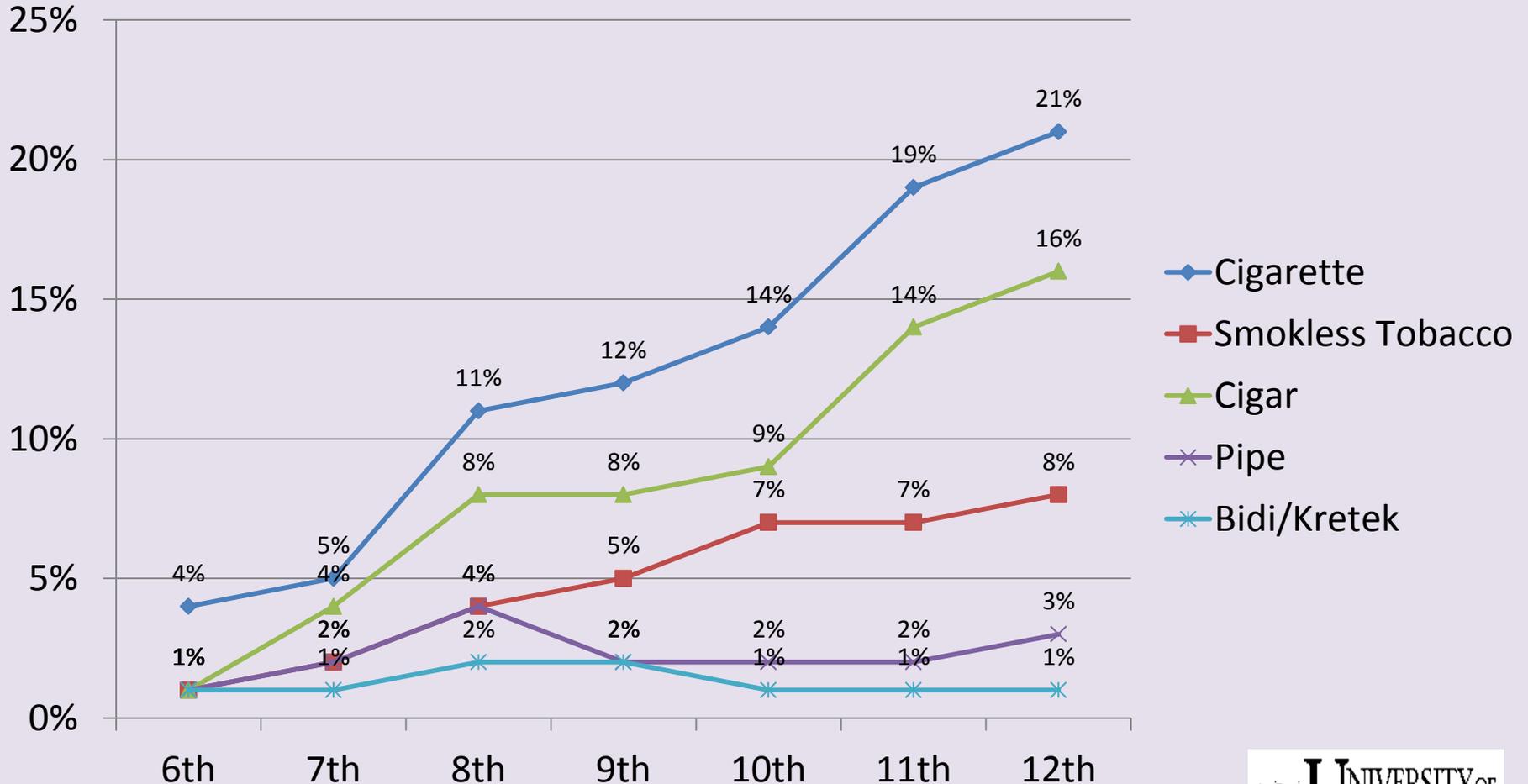


In the past year, out of every 10 11th graders:

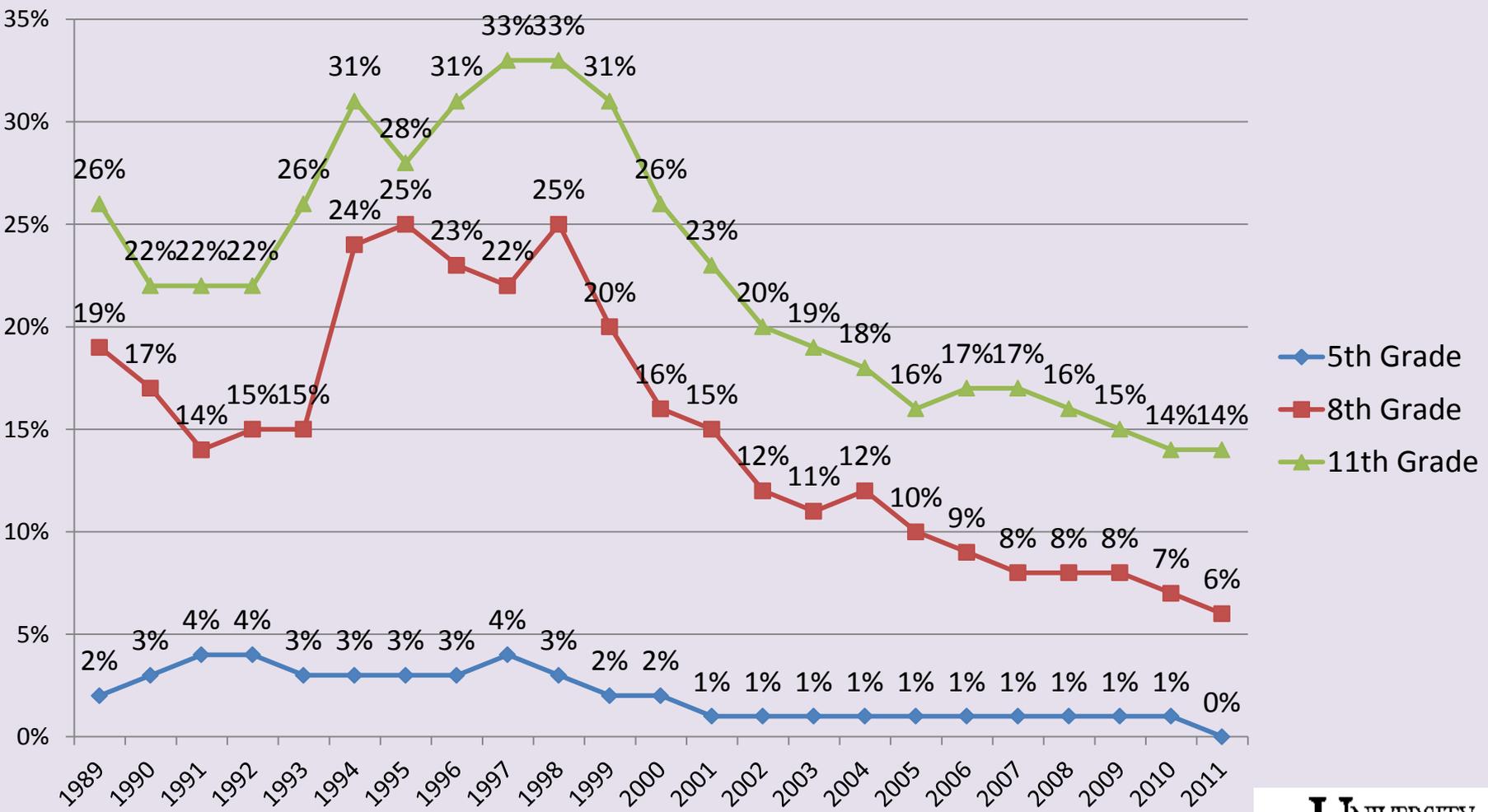
- 62% used Alcohol
- 39% used Marijuana
- 21% smoked Cigarettes
- 20% misused Rx
- 49% sexually active (3 mo.)
- 26% binge drank (2 weeks)



Past 30 day Tobacco Use among 2010 Delaware Youth by Grade and Tobacco Product



Trends in Delaware Students' Self-Reported Regular Cigarette Use* by Grade



Note: *Regular use is defined as reports of about once a month or more often

Source: Data Base/DiagnosticsPlus (1989-1993); Department of Public Instruction, 1994; 1995-2011 Delaware School Survey, Center for Drug and Alcohol Studies, University of Delaware.





Part III

The Problem

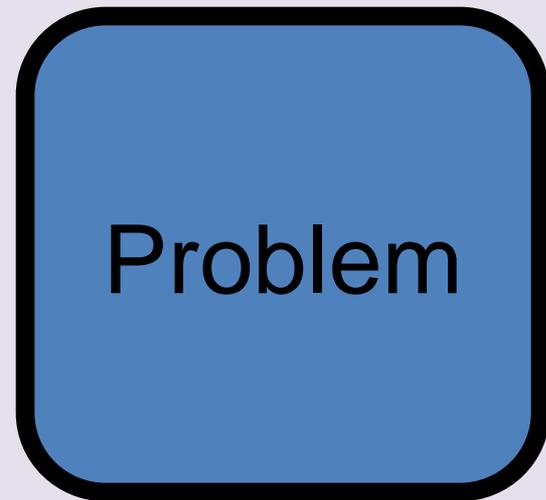


Problem

Must be measurable!!!

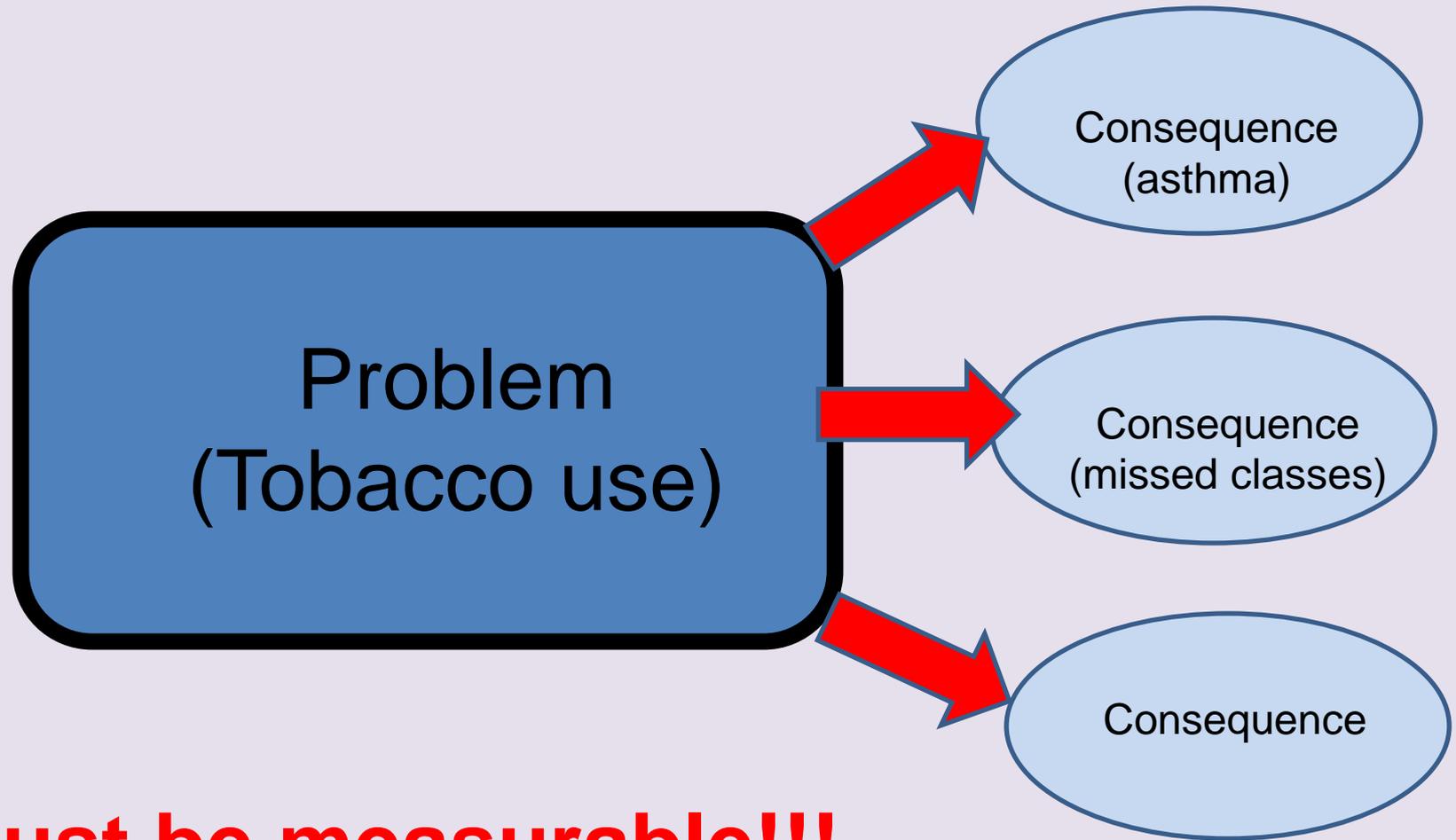
To be measurable, a problem must have boundaries—typically by defining a target population by:

- Age
- Geographic area
- Other characteristics



We label things “problem” because
they have undesirable
consequences.

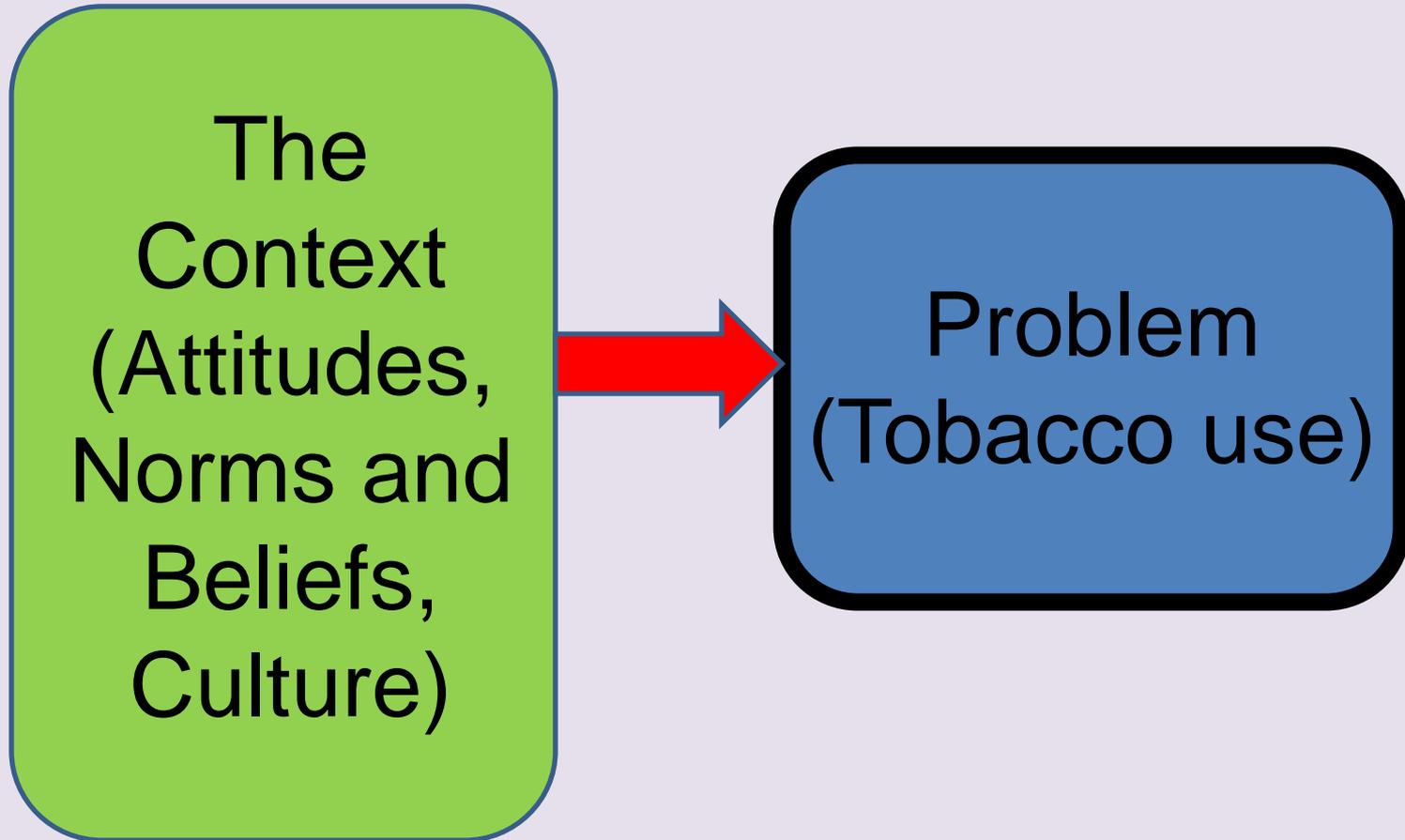
The Undesirable Consequences



Must be measurable!!!

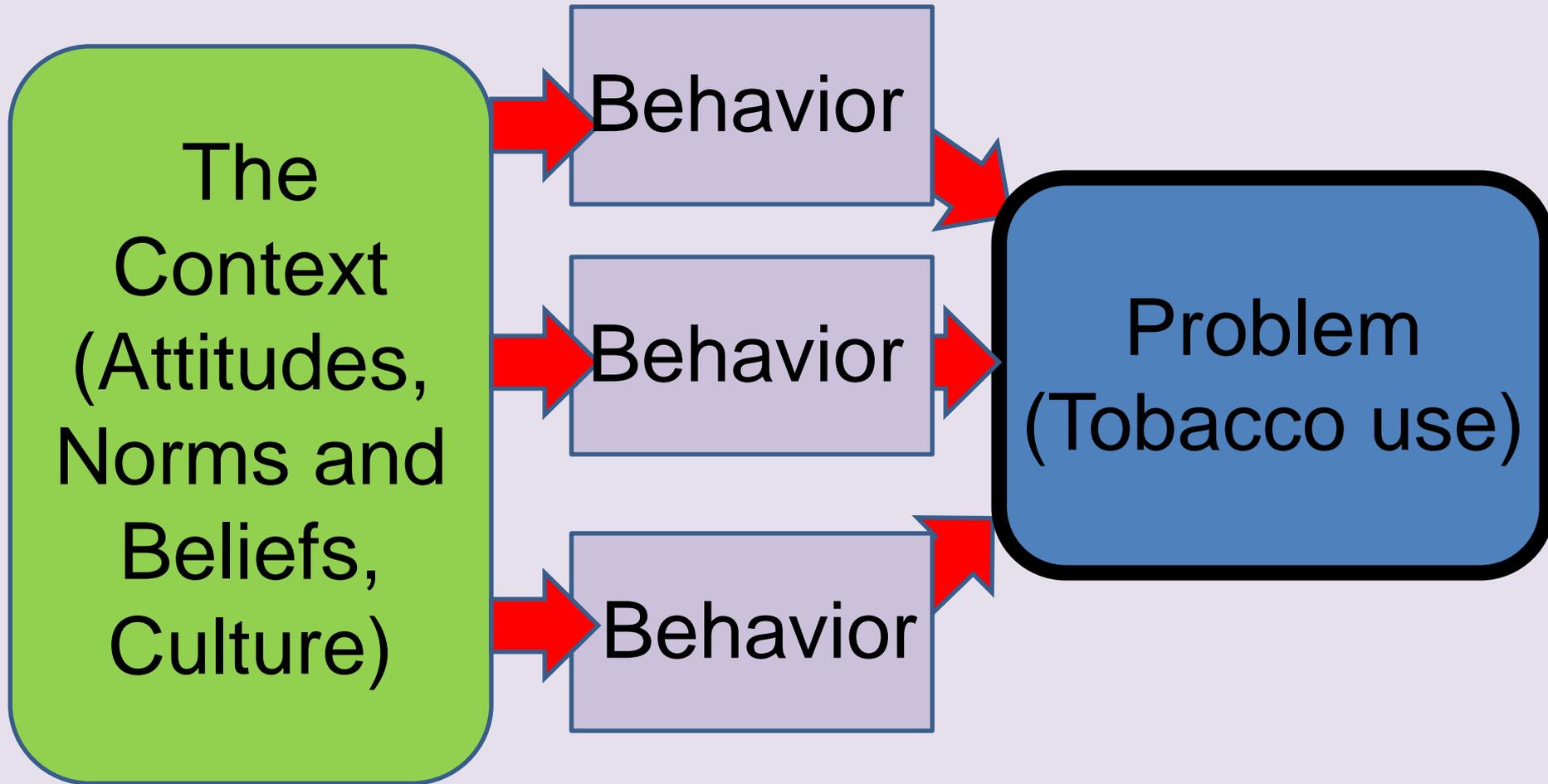
Every problem exists in a context . . .

The Context



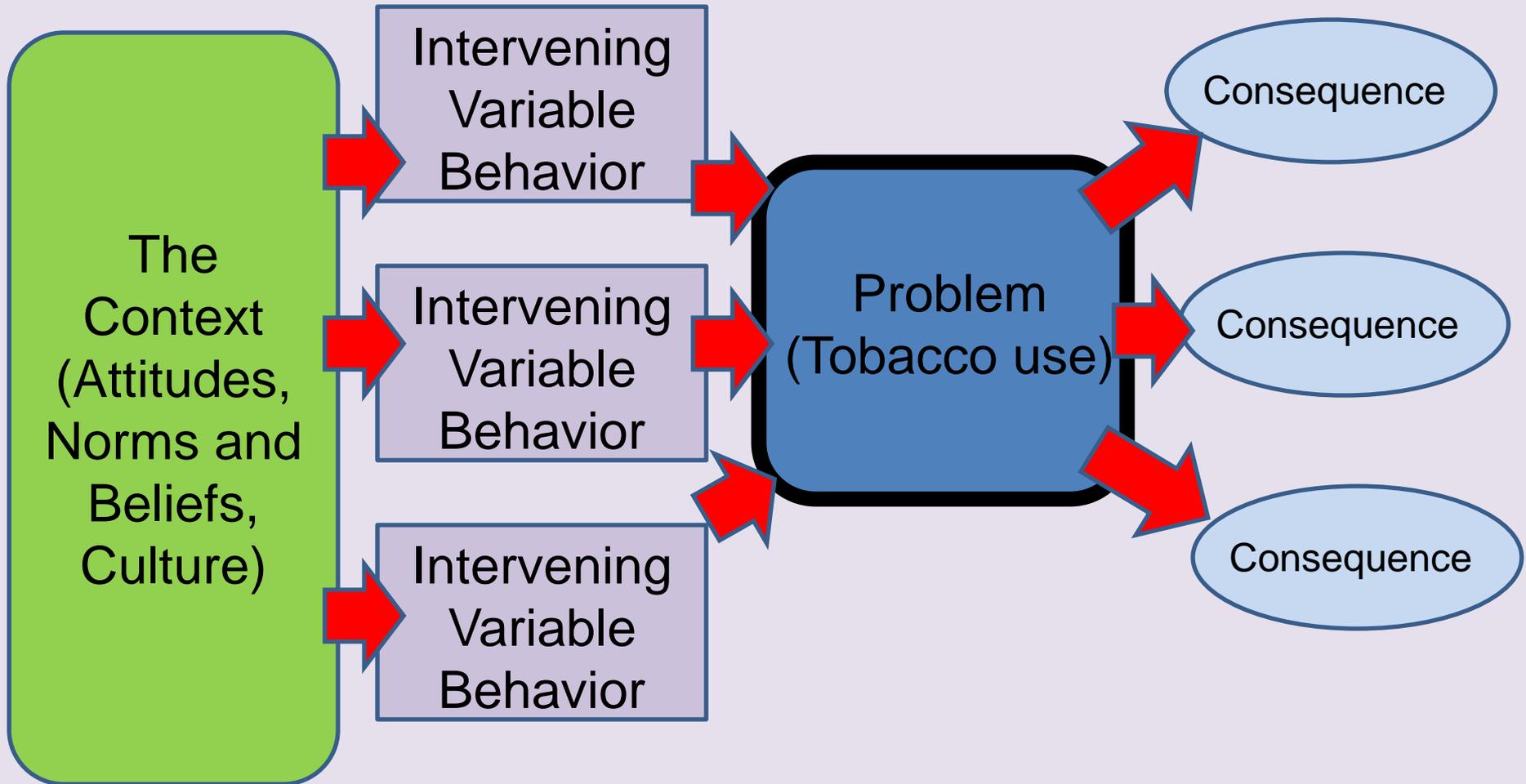
Context is generally intangible, inside peoples' heads. Context leads, however, to behaviors we can see (and count). Context influences behavior, which influences the problem.

The Intervening Variables (Behaviors)



Must be measurable!!!

A Series of Links



This is how we believe the world works (our hypothesis).

Context

- Norms about acceptability of smoking
- Misperceptions of norms of who smokes and how much
- Low perception of risk (legal, health, social)
- Peer influence
- Family influence
- Lack of laws

Intervening Variables

- Parents providing cigarettes
- Youth sharing cigarettes with friends
- Siblings sharing with minors
- Stores selling to youth
- Parents failing to keep track of their own cigarettes
- Parents failing to make their disapproval clear
- Schools not enforcing policies consistently

The Problem

- Cigarette smoking
- Cigar smoking
- Use of smokeless tobacco
- Use of alternative forms of tobacco

The Consequences

- Asthma
- Smell
- School performance/suspensions
- Physical appearance (longer term)
- Health (long term)
- Deaths (long term)

To test our hypothesis of how the world works, we begin by measuring the links, so we will know if they are truly linked.

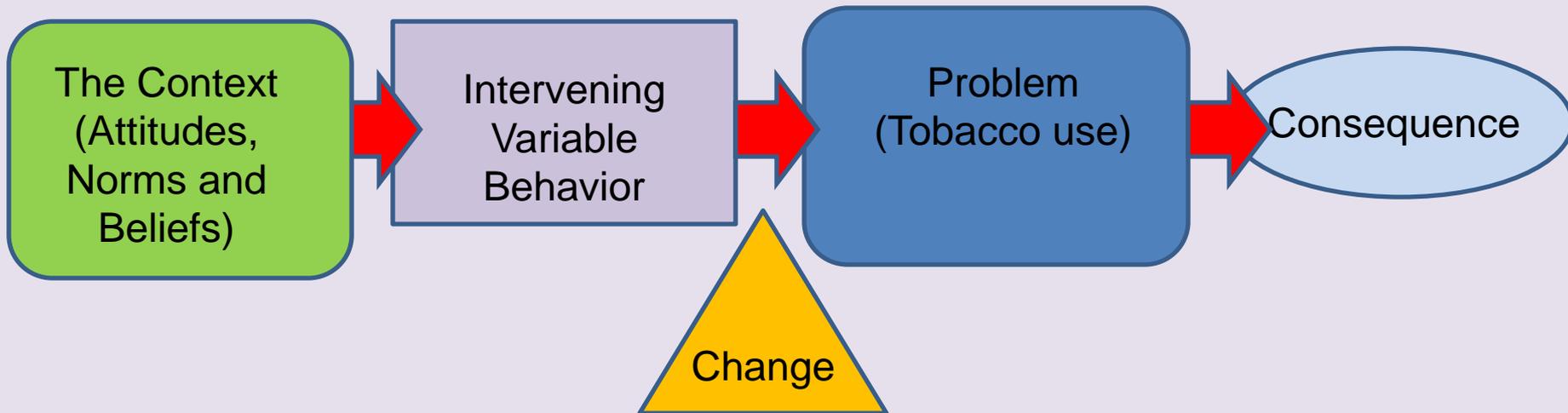
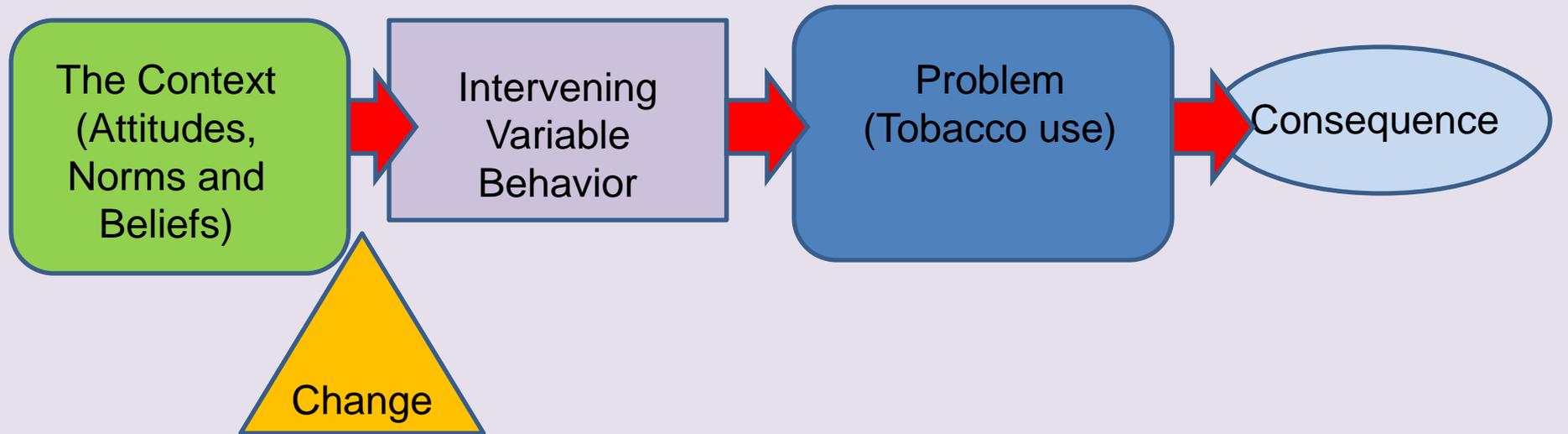
You will need at least one indicator for each link.

- Measure the context norms, attitudes, beliefs
 - Inside the head, so self report only
 - Surveys, focus groups, town hall meetings
- Measure intervening variable behaviors
 - Self report
 - Archival
- Measure the problem behavior
 - Self report
 - Archival
- Measure the consequences
 - Self report
 - Archival

Now, we will test our hypothesis by using strategies to create change in the context and intervening variables.

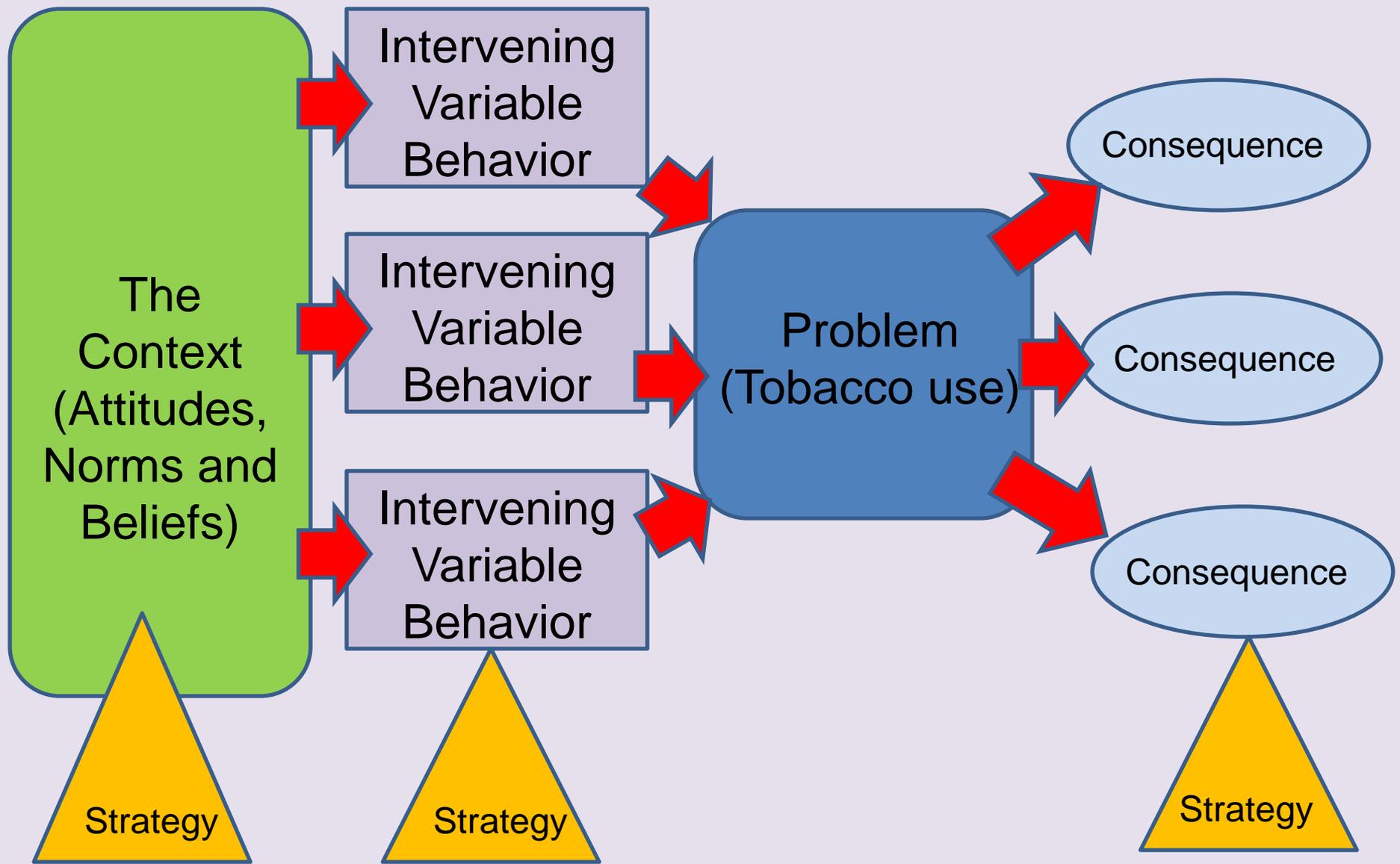
If: 1. our hypothesis is correct, and
2. we effectively create change,
then we will be able to measure change in the problem behavior and/or consequences.

Introducing Change



We create change by using
strategies.

Strategies Aim at Different Links



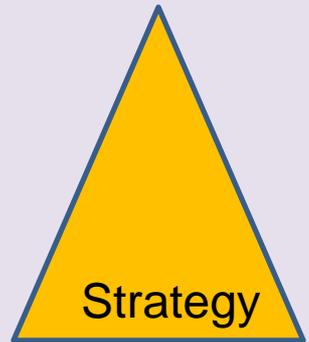
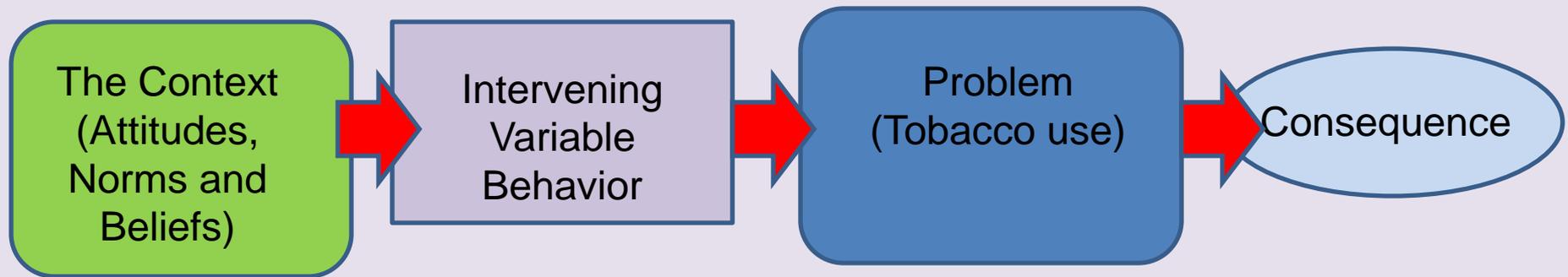
Strategies

- Education
- Alternative drug-free activities
- Problem identification and referral
- Community-based processes
- Environmental strategies
- Information dissemination

What are the some examples of strategies aimed at each of the links?

- Context?
- Intervening Variables?

Strategies Aim at Different Links

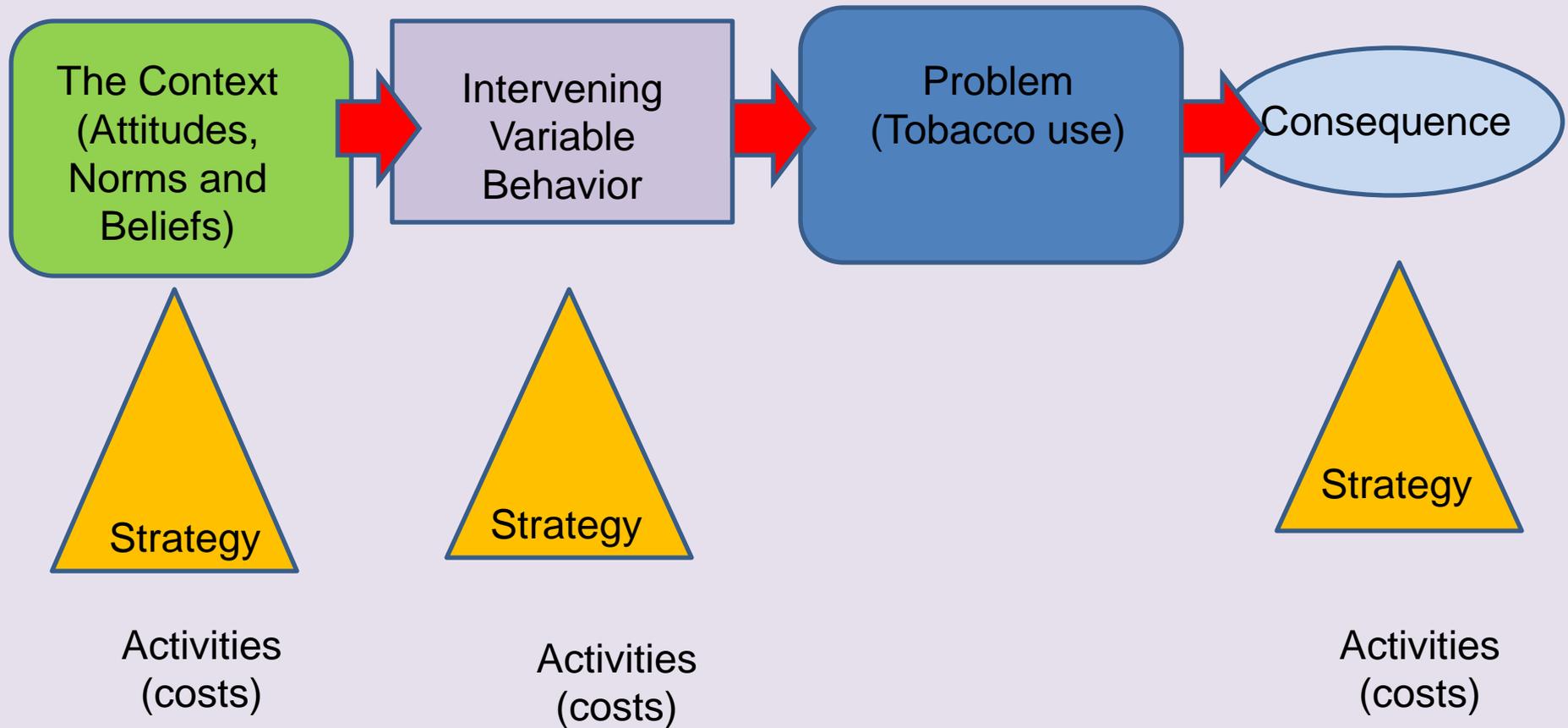


Education
Community-based
processes
Information
dissemination
Problem
identification
and referral



Alternative
activities
Environmental
strategies

Activities require people, money and time—and Indicators!



Activities are the operationalization of strategies.

Now you have:

- Theory of change
- Model
- Indicators
- A way to measure and evaluate the effectiveness of what you do!

Data:

www.udel.edu/delawaredata

basha@udel.edu