Youth Tobacco Product Use in the United States: Prevalence, Correlates, and Emerging Trends

BRIAN A. KING, PHD, MPH
DEPUTY DIRECTOR FOR RESEARCH TRANSLATION
OFFICE ON SMOKING AND HEALTH

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Overview

1. Background
2. Patterns of Use
3. Implications for Policy
4. Considerations and Conclusions
1 Background
Since 1964, over 20 million Americans died because of smoking, including:

- 2.5 million nonsmokers
- 108,000 babies
- 86,000 residential fires
- 6.58 million from cancers
- 7.8 million from cardiovascular disease & metabolic diseases
- 3.8 million from pulmonary diseases

Major Conclusion: “The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products; rapid elimination of their use will dramatically reduce this burden.”

Source The health consequences of smoking – 50 years of progress: 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, 2014.
Adult Per Capita Cigarette Consumption and Major Smoking-and-Health Events—U.S., 1900-2015


Note: Estimates since 1992 include some-day smoking. 2015 estimate come from NHIS Early Release of Selected Estimates data
Source: 1965-2014 data from National Health Interview Survey (NHIS)
If smoking continues at the current rate among youth in this country, **5.6 million of today’s Americans younger than 18 will die early from a smoking-related illness.**

Nearly 9 out of 10 cigarette smokers first tried smoking by age 18, and 99% first try smoking by age 26.¹³

Each day in the United States, more than 3,200 youth aged 18 years or younger smoke their first cigarette, and an additional 2,100 youth and young adults become daily cigarette smokers.³

Past Year Initiation of Cigarette Smoking Among Youth & Young Adults: 2004-2013

<table>
<thead>
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<th>Year</th>
<th>18-25 year olds</th>
<th>12-17 year olds</th>
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<tr>
<td>2013</td>
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</table>

* Initiation is defined as smoking cigarettes for the first time in the past year.
What Factors Lead to Youth Smoking?

- Youth-appealing flavors
- Youth-resonating themes
- Low prices/price promotions
- Ease of access
- Exposure to ads
- Health claims
- Ease of product use

Source: DHHS. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA. 2012
Patterns of Use
Percentage of High School Students who used Tobacco in the preceding 30 days, by Tobacco product - NYTS U.S. 2011-2015

In 2015, about 25.3% of every 100 high school students used some type of tobacco product.

Percent of Middle School Students who currently use any tobacco products in the past 30 days, National Youth Tobacco Survey, 2011–2015

In 2015, about 7 of every 100 middle school students used some type of tobacco product.

Patterns of Youth Cigarette Smoking

Source: CDC. National Youth Tobacco Survey.

Source: CDC. National Youth Tobacco Survey.

Source: CDC. National Youth Tobacco Survey.
Past 30 Day Cigarette* Smoking Among High School Students – United States, 2015

*On at least 1 day during the 30 days before the survey
Patterns of Youth Cigar Smoking
Current Cigar* Smoking Among U.S. Youth, 2000-2015

* Includes Cigars, Cigarillos, and Little Cigars


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* Includes Cigars, Cigarillos, and Little Cigars

Source: CDC. National Youth Tobacco Survey.
Past 30 Day Cigar* Smoking Among High School Students – United States, 2015

*Cigars, cigarillos, or little cigars on at least 1 day during the 30 days before the survey

No Data

6.8% - 9.1%

9.2% - 10.3%

10.4% - 12.0%

12.1% - 16.5%
Patterns of Youth Smokeless Tobacco Use
Current Smokeless Tobacco Use Among U.S. Youth, 2000-2015


* Includes Chew, Dip, and Snuff

Source: CDC. National Youth Tobacco Survey.

*Includes Chew, Dip, and Snuff

Source: CDC. National Youth Tobacco Survey.

* Includes Chew, Dip, and Snuff

Source: CDC. National Youth Tobacco Survey.
Past 30 Day Smokeless Tobacco* Use Among High School Students – United States, 2015

*Chewing tobacco, snuff, or dip on at least 1 day during the 30 days before the survey
Patterns of Youth Waterpipe/Hookah Tobacco Smoking
Past 30 Day Waterpipe/Hookah Smoking Among U.S. Middle and High School Students, 2011-2015


* "Non-Hispanic Others" includes Non-Hispanic Asians, Non-Hispanic American Indians/Alaska Native, Non-Hispanic Native Hawaiian/Other Pacific Islanders, and Non-Hispanics with multiple races.

Patterns of Youth E-cigarette Use


* “Non-Hispanic Others” includes Non-Hispanic Asians, Non-Hispanic American Indians/Alaska Native, Non-Hispanic Native Hawaiian/Other Pacific Islanders, and Non-Hispanics with multiple races.

“Dual Use” Prevalent Among Youth

About half of middle school and high school students who used tobacco products in 2015 were current users of two or more tobacco products.

In 2013, more than 31 of every 100 high school students said they had ever tried two or more tobacco products.\(^7\)

In 2015, about 3 of every 100 middle school students and 13 of every 100 high school students reported use of two or more tobacco products in the past 30 days.\(^5\)

Youth who use multiple tobacco products are at higher risk for developing nicotine dependence and might be more likely to continue using tobacco into adulthood.\(^7\)
Frequency of current use of tobacco products among middle and high school students, by number of days of use – United States, 2014
3 Implications for Policy
Product, Price, Promotion, Placement

PRODUCT – Certain features of cigarettes appeal to younger smokers

PRICE – Younger smokers are more price sensitive

PROMOTION – Youth are more sensitive to advertising and promotional campaigns

PLACEMENT – Strategic location of images of smoking and youth oriented brands in media, advertising, and retail environments

Facilitators to Reducing Tobacco Use

- Tobacco more expensive and less accessible
- Smoke-free policies
- Counter-marketing and promotion restrictions
- Easy access to help
“Tobacco Control Vaccine”

- Tobacco Price Increases
- Cessation Access
- 100% Smoke-Free Policies
- Hard Hitting Media Campaigns

Minimum Age of Sale for Tobacco Products, November 2016

Local Momentum:

Tobacco 21 Population Covered: 61,559,126
Tobacco 21 Cities and Counties Covered: 200

Source: http://tobacco21.org/ (As of 11/7/2016)
Considerations and Conclusions
Total Funding for State Programs Adjusted to FY2009 Dollars

Source: Project ImpacTEEN; University of Illinois at Chicago; University at Buffalo, State University of New York

*High school students who smoked on 1 >/ of the 30 days preceding the survey -- United States, CDC. Youth Risk Behavior Survey, 1993-2009.
Tobacco Industry is Outspending Prevention Efforts 20:1

Eliminating the Tobacco Epidemic

New “end game” strategies have been proposed with the goal of eliminating tobacco smoking.

- Reducing Nicotine Yields
- Reducing Product Toxicity
- Gradual Supply Reduction
- Prohibiting Sales to Future Generations
- Banning Cigarettes and/or Cigarettes + Other Tobacco Products
- Selling tobacco through a not-for-profit agency

2014 SGR Recommendations Toward End Game

- Sustain high-impact media campaigns such as Tips for 12 months/year for 10+ years
- Effectively implement FDA’s authority for tobacco product regulation to reduce product addictiveness and harmfulness
- Raise excise taxes – at least $10 per pack is most effective
- Expand tobacco control and prevention research to increase understanding of the ever changing landscape
- Fulfill opportunity of the ACA to provide access to barrier-free, proven tobacco use cessation treatment
- Fully fund comprehensive statewide tobacco control programs at CDC-recommended levels
- Expand cessation in primary and specialty care settings
- Extend comprehensive smoke-free indoor protections to 100% of the U.S. population

Conventional cigarette smoking has declined considerably among U.S. youth.

The use of other conventional tobacco products, including cigars and smokeless tobacco, has declined overall, but not among all population groups.

The use of emerging tobacco products, including hookah and e-cigarettes, has increased in recent years.

In 2015, one-quarter of U.S. youth used any tobacco product, and about half of youth tobacco users reported using 2 or more tobacco products.

Preventing tobacco use among youth is critical to ending the tobacco epidemic.

End Game options should come as an integrated national tobacco control strategy, which is based on a foundation of enhanced implementation of the proven strategies that we know work to address the tobacco epidemic, as well as advancement of promising interventions to address emerging issues.
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.