

YOUTH SMOKING

California Department of Public Health
California Tobacco Control Program
cdph.ca.gov/programs/Tobacco

Youth Smoking

Smoking prevalence rates, e.g., having smoked in any of the last 30 days, among California youth declined dramatically between 1996 and 2004, increased in 2006, and then decreased in 2008. Factors that may have contributed to the increases in recent current smoking prevalence rates in California youth include: a decrease in students' intentions to not smoke, decreasing cigarette prices, and substantial increases in tobacco industry marketing.¹ Despite these factors, California youth have a significantly lower smoking prevalence rate, compared to the rest of the United States, and have the lowest youth smoking prevalence rate among all 50 states in 2005-06².

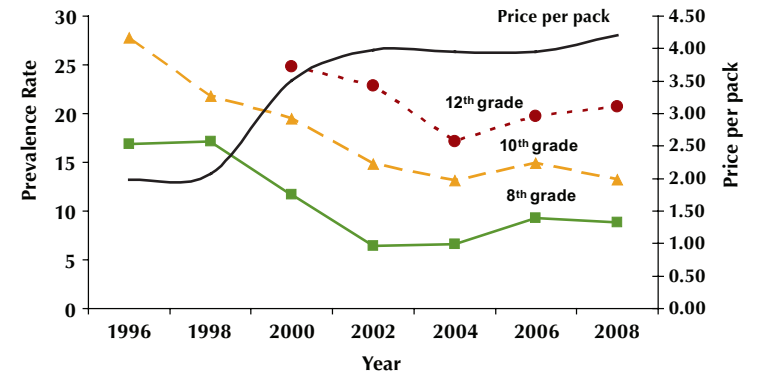
Youth Prevalence Rate by Grade Level

- Smoking prevalence rates decreased dramatically across all grades from 1996 to 2004. In 2006, this trend was reversed, with an increase across all grades. In 2008, the smoking prevalence rate decreased for 8th and 10th graders from 2006 but was not lower than the levels achieved in 2004. However, the smoking prevalence rate increased for 12th graders from 2006 to 2008.
- From 1996 to 2008, smoking prevalence rates decreased by 48% and 53% for 8th and 10th graders, respectively. Between 2000 and 2008, smoking prevalence rates decreased by 17% for 12th graders.
- Youth are extremely sensitive to the price of cigarettes in their usage patterns. The smoking prevalence rate pattern appears to roughly mirror the average price per pack paid in California.

Youth Prevalence Rate by School Type

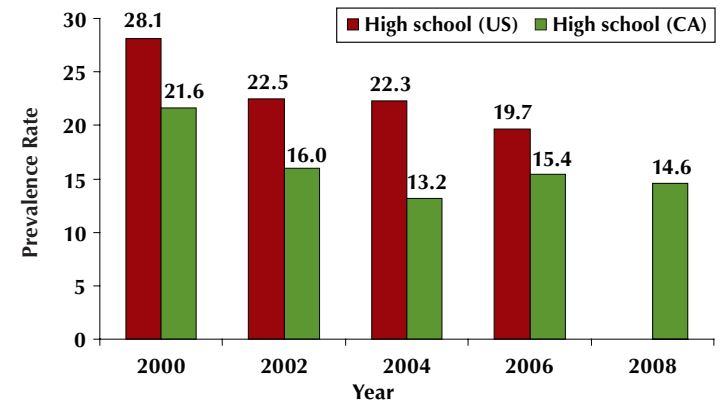
- Smoking prevalence rate for high school students (grades 9-12) declined 32%, from 21.6% in 2000 to 14.6% in 2008.
- Smoking prevalence rate for middle school students (grades 6-8) declined 10%, from 6.7% in 2000 to 6.0% in 2008.
- Although a reduction in prevalence rates has occurred over recent years, it has stagnated in both high school and middle school students; this may be impacted by the flattened average price per pack of cigarettes.
- California students had a lower smoking prevalence rate compared to United States students. The most recent data showed that California high school students smoked about 21% less than

30-Day Smoking Prevalence Rate among 8th, 10th, and 12th Graders in California, and the Average Price of a Pack of Cigarettes, 1996-2008



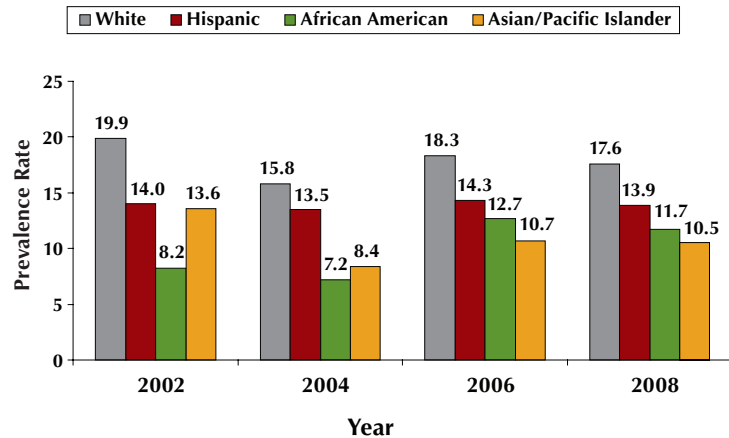
Source: The 1996 and 1998 data is from the Independent Evaluation of the California Tobacco Control Program (CTCP), which used passive parental consent. The 2000 data is from the National Youth Tobacco Survey collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, 2006, and 2008 data is from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006 and 2008 data collection used a mixed parental consent procedure. Data is not available for 12th graders before 2000.
Prepared by: California Department of Public Health, California Tobacco Control Program, September 2009.

30-Day Smoking Prevalence Rate for California and U.S. High School Students (9th-12th grade), 2000-2008



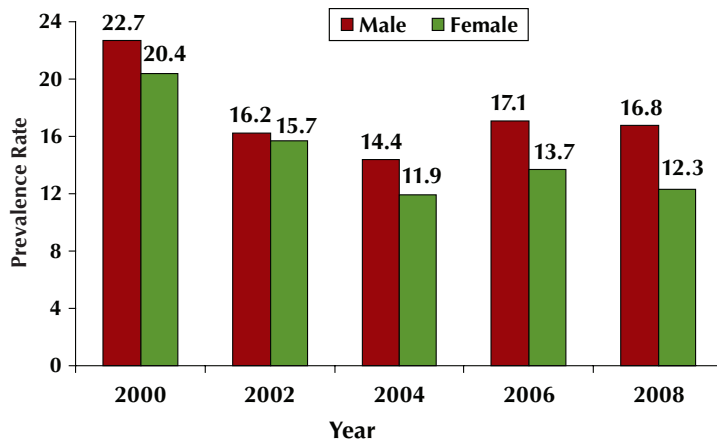
Source: The 2000 data is from the National Youth Tobacco Survey collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, 2006, and 2008 data is from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006 and 2008 used a mixed parental consent procedure. Note that the 2008 U.S. data is currently unavailable.
Prepared by: California Department of Public Health, California Tobacco Control Program, September 2009.

30-Day Smoking Prevalence Rate of High School Students (9th-12th grade) in California by Race/Ethnicity, 2002-2008



Source: The California Student Tobacco Survey, 2002, 2004, 2006, and 2008.
Prepared by: California Department of Public Health, California Tobacco Control Program, September 2009.

30-Day Smoking Prevalence Rate of High School Students (9th-12th grade) in California by Gender, 2000-2008



Source: National Youth Tobacco Survey (California), 2000; California Student Tobacco Survey 2002, 2004, 2006, and 2008.
Prepared by: California Department of Public Health, California Tobacco Control Program, September 2009.

their United States counterparts (15.4% vs. 19.7%) in 2006. In contrast, California middle school students smoked at a very similar rate to their United States counterparts (6.1% vs. 6.3%) in 2006³.

Youth Prevalence Rate by Race/Ethnicity

- Slight decreases in all racial/ethnic groups occurred consistently in 2008 compared to the previous 2006 survey.
- Among the four major racial/ethnic groups, the smoking prevalence rate of white high school students has remained the highest since 2002, followed by Hispanic students. In the past, smoking prevalence rates in African American high school students were the lowest, but since 2004 their rates have exceeded that of Asian/Pacific Islanders.
- These survey findings demonstrate that there is a need for continued efforts to reduce smoking in certain groups, such as African Americans and Asian/Pacific Islanders.

Youth Prevalence Rate by Gender

- Between 2000 and 2008, high school female smoking prevalence rates declined by 40%, while male smoking prevalence rates declined by 26%. Thus, we have seen more successful reduction in smoking among female students than male high school students.
- The difference between male and female smoking prevalence rates

has widened since 2002, and was significantly different in 2006 and 2008.

- Smoking prevalence rates in female high school students have remained at a similar level since 2004, but the stagnated prevalence rate in the corresponding males seemed to start earlier, in 2002.

About the Survey

The California Student Tobacco Survey (CSTS) (2001-08) is a large, in-school student survey of tobacco use. Data was collected for both middle (grades 6-8) and high school (grades 9-12) students. The sampling strategy includes stratification by 12 regions in California.

References

1. Centers for Disease Control and Prevention. Cigarette Use Among High School Students United States, 1991-2005. Morbidity and Mortality Weekly Report 2006; 55(26):724-726.
2. Substance Abuse and Mental Health Services Administration, Office of Applied Studies. State Estimates of Substance Use from the 2005-2006 National Surveys on Drug Use and Health, OAS Series # H-33, DHHS Publication No. (SMA) 08-4311, Rockville, MD. 2008.
3. Centers for Disease Control and Prevention. National Youth Tobacco Survey, 2006. http://www.cdc.gov/tobacco/data_statistics/surveys/nyts/

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