



Welcome.

Our webinar will begin shortly.

#TOBACCOTRENDS



Youth and young adult tobacco use: What we know and what it means

Today's presenter



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Youth and young adult tobacco use: 2015

GOOD NEWS:

- ✓ Youth cigarette use continues to decline
- ✓ Rates of decline are faster in both 2014 and 2015 when compared with prior years

SOME CONCERNS:

- × Total tobacco product use (including e-cigs) has not declined
- × Total combustible use has not declined as much as cigarettes
- × Higher prevalence for flavored little cigar use relative to regular little cigar use
- × Initiation among young adults has increased

STAY TUNED:

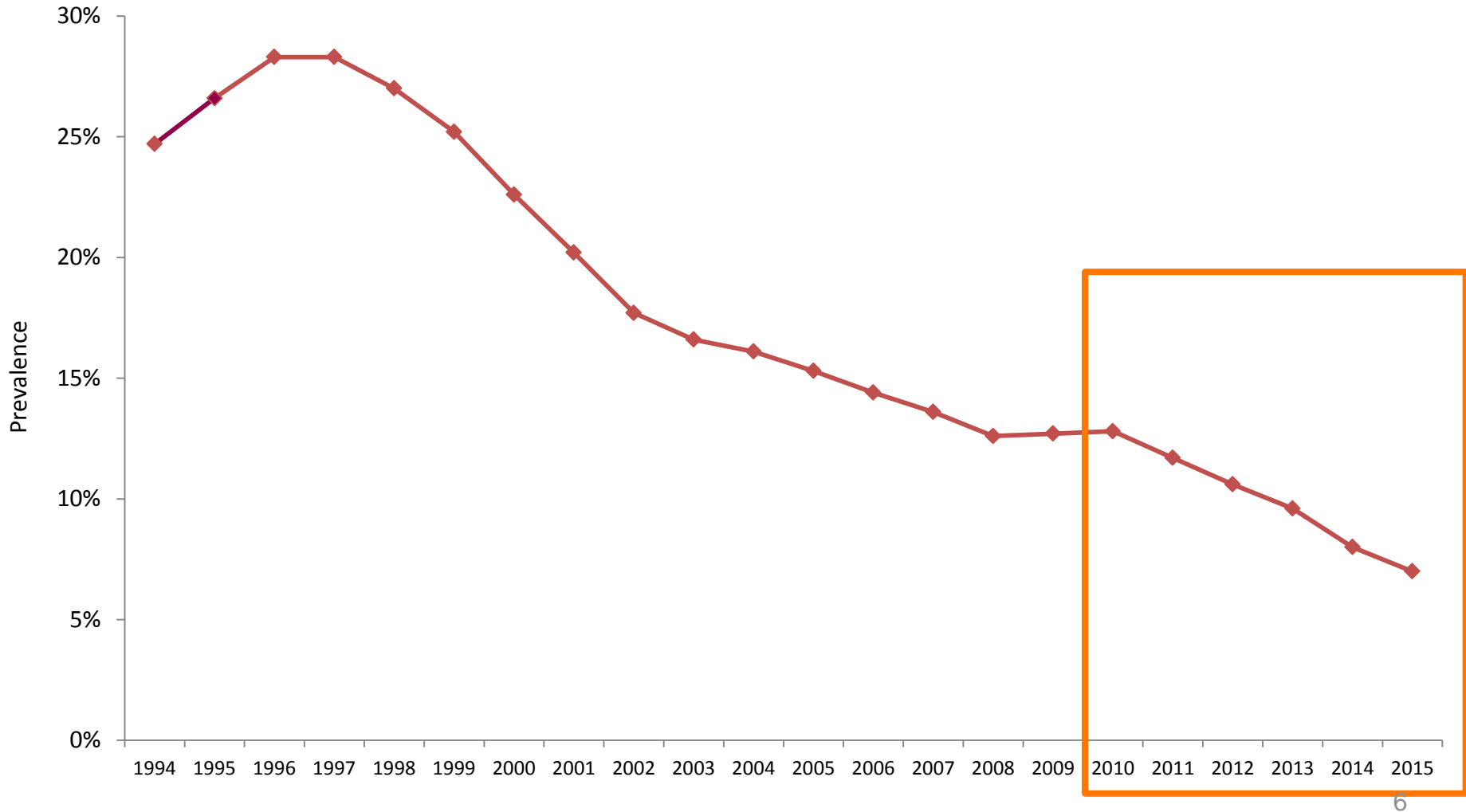
- E-cigarette use among youth has dropped slightly or leveled off; a large proportion of youth report only experimental or trial use

Cigarettes

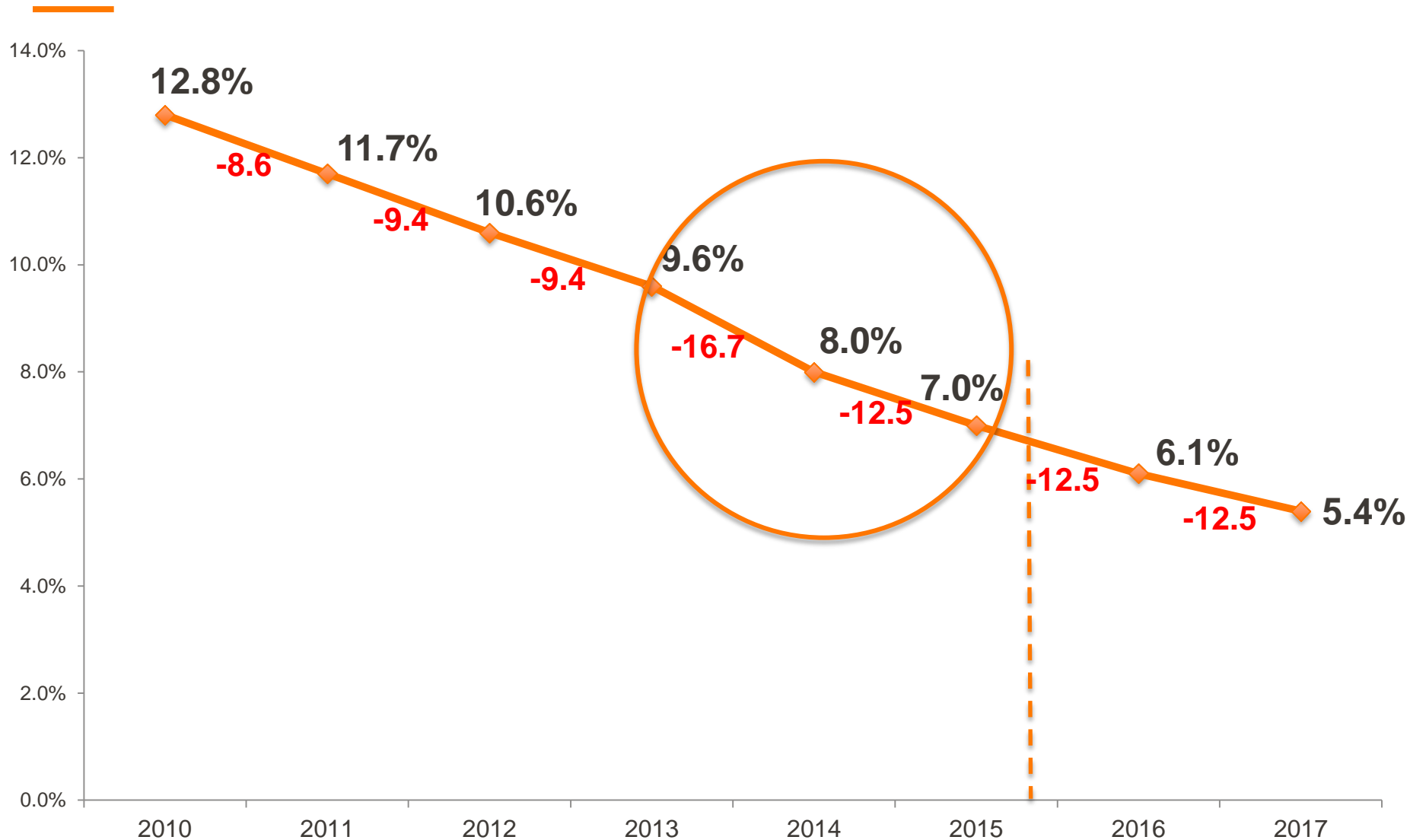


The good news continues....

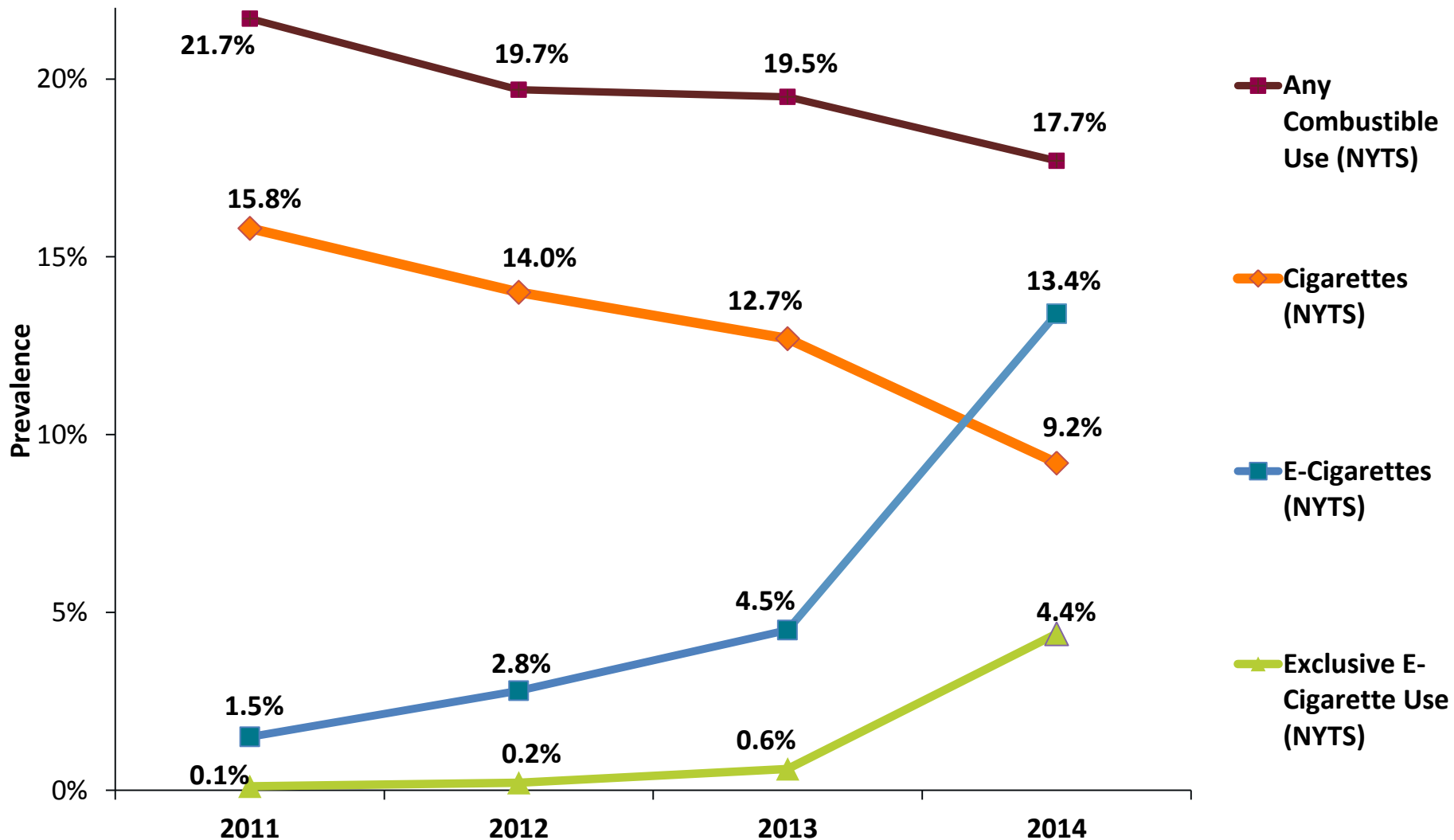
Past 30-Day Prevalence of Cigarette Use among 8th, 10th, and 12th Graders



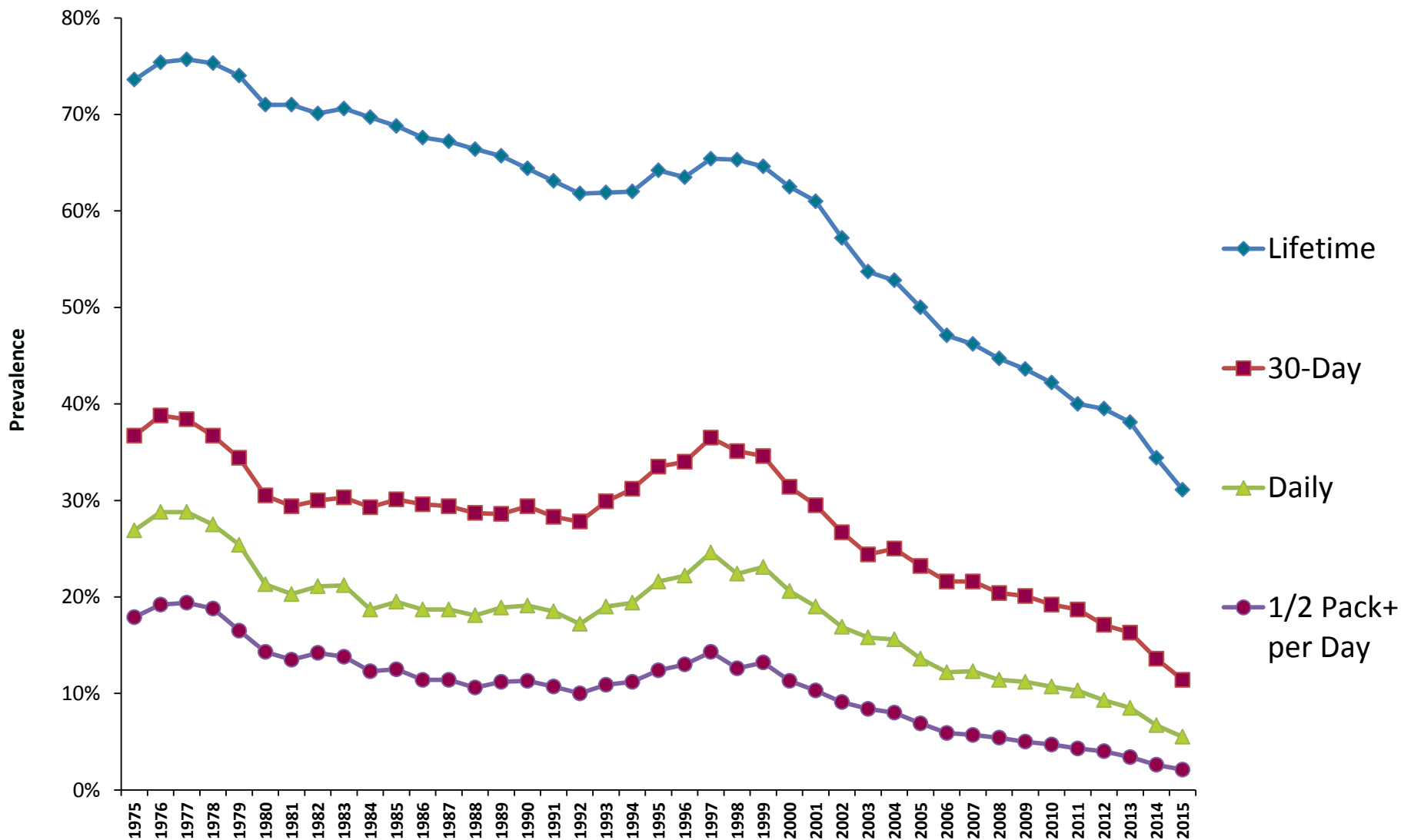
Prevalence of past 30-day cigarette use



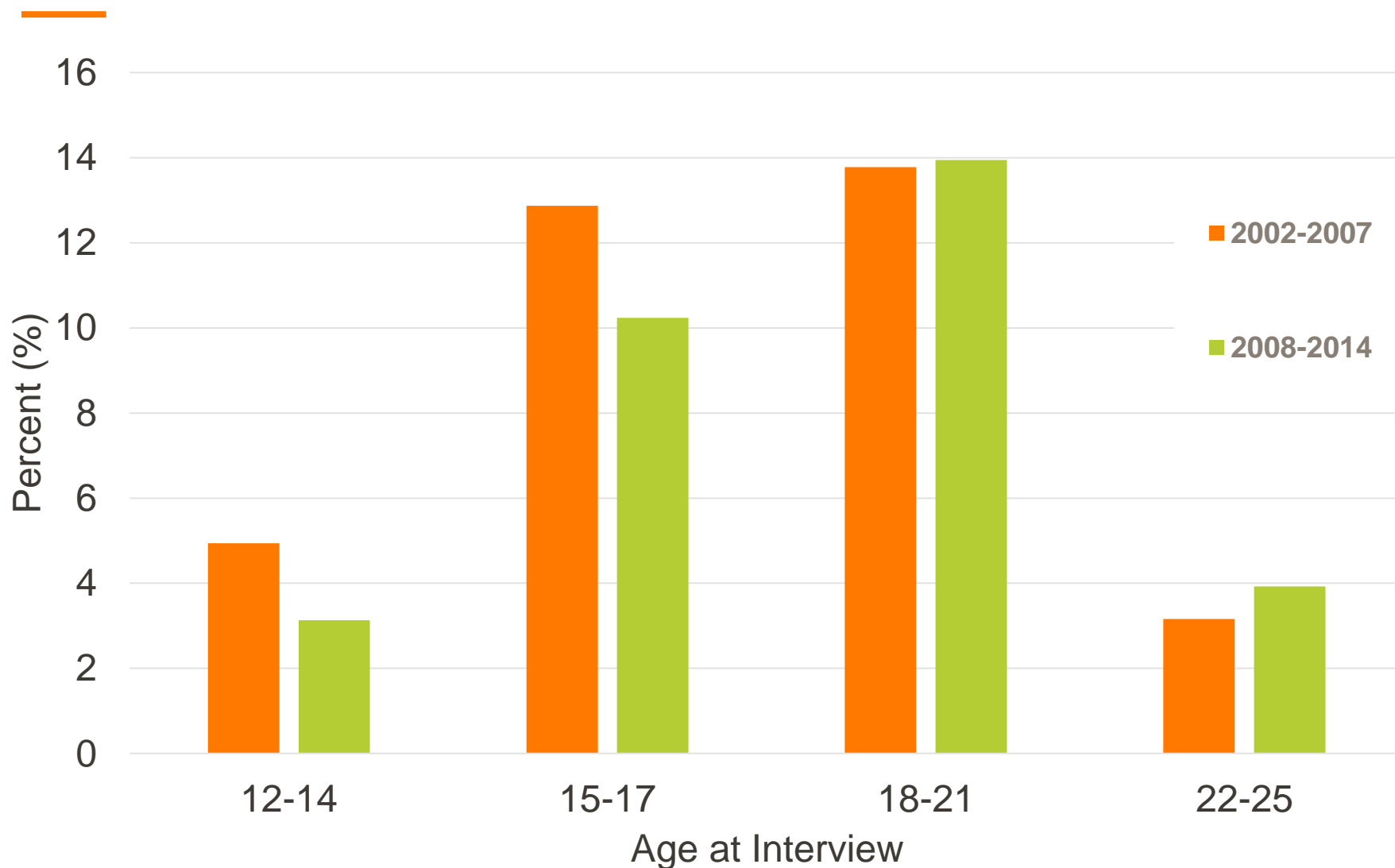
Past 30-day cigarette use among high school students



Patterns of cigarette use, 1975-2015, 12th graders



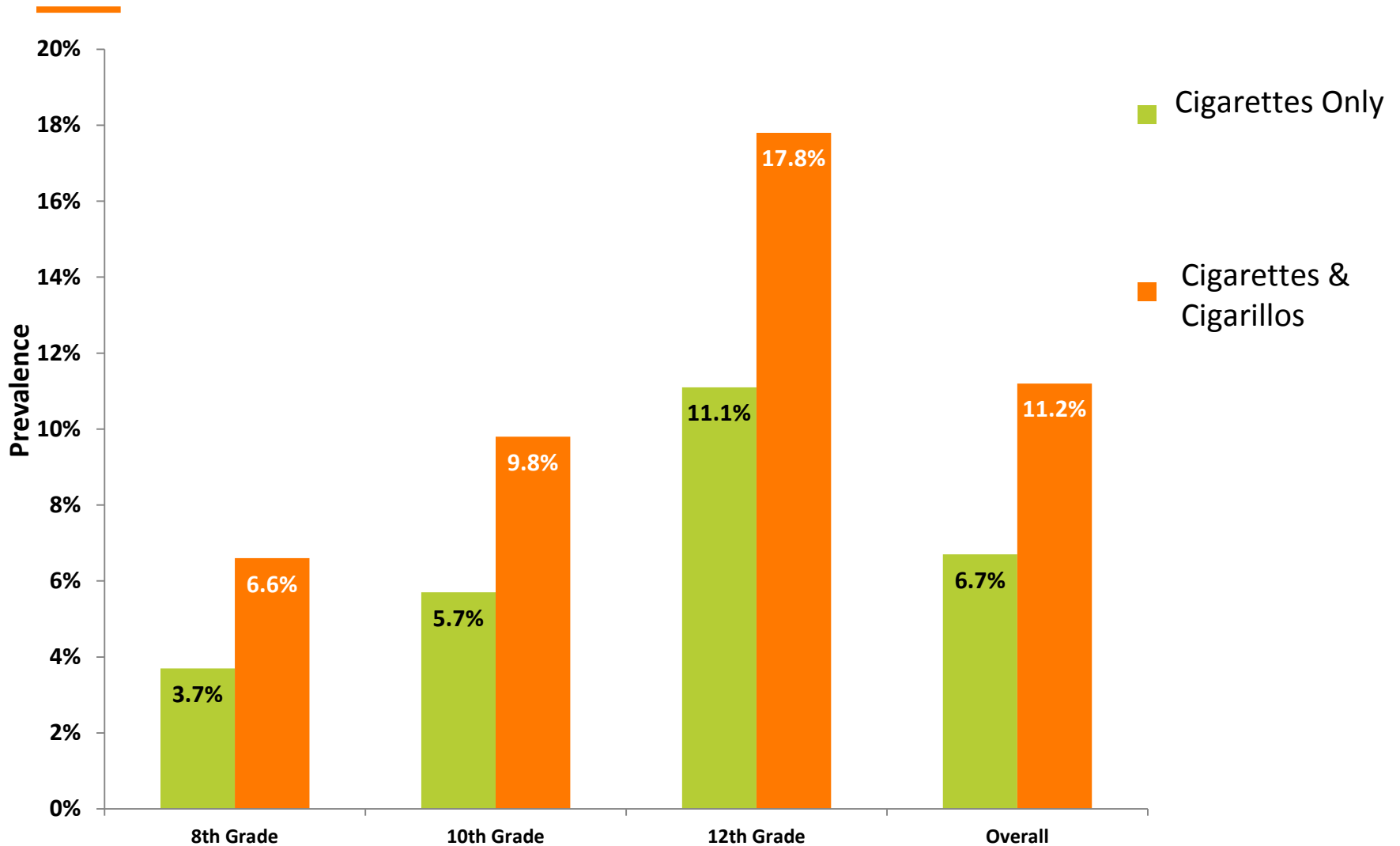
Smoking initiation by age and time period



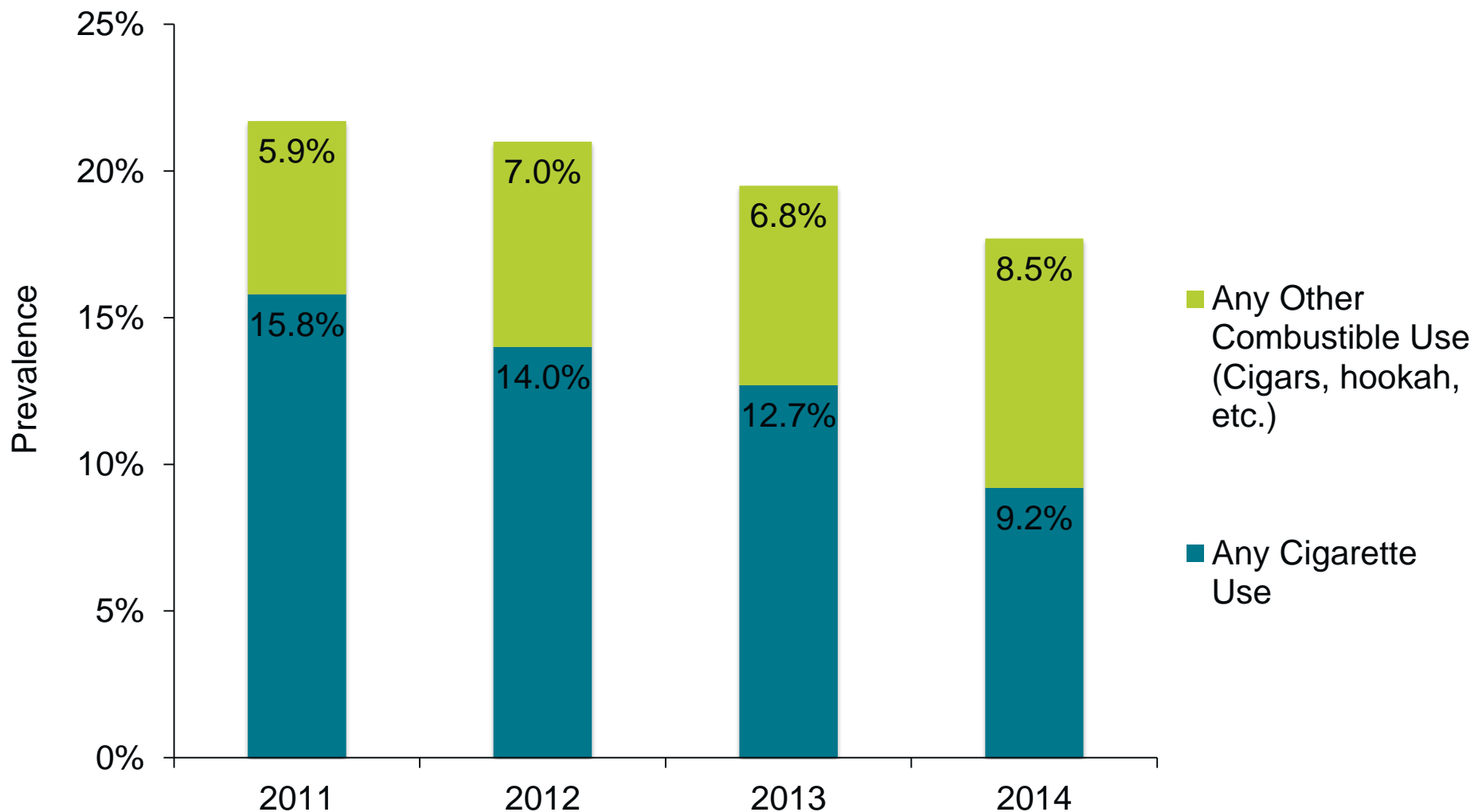
Other tobacco products



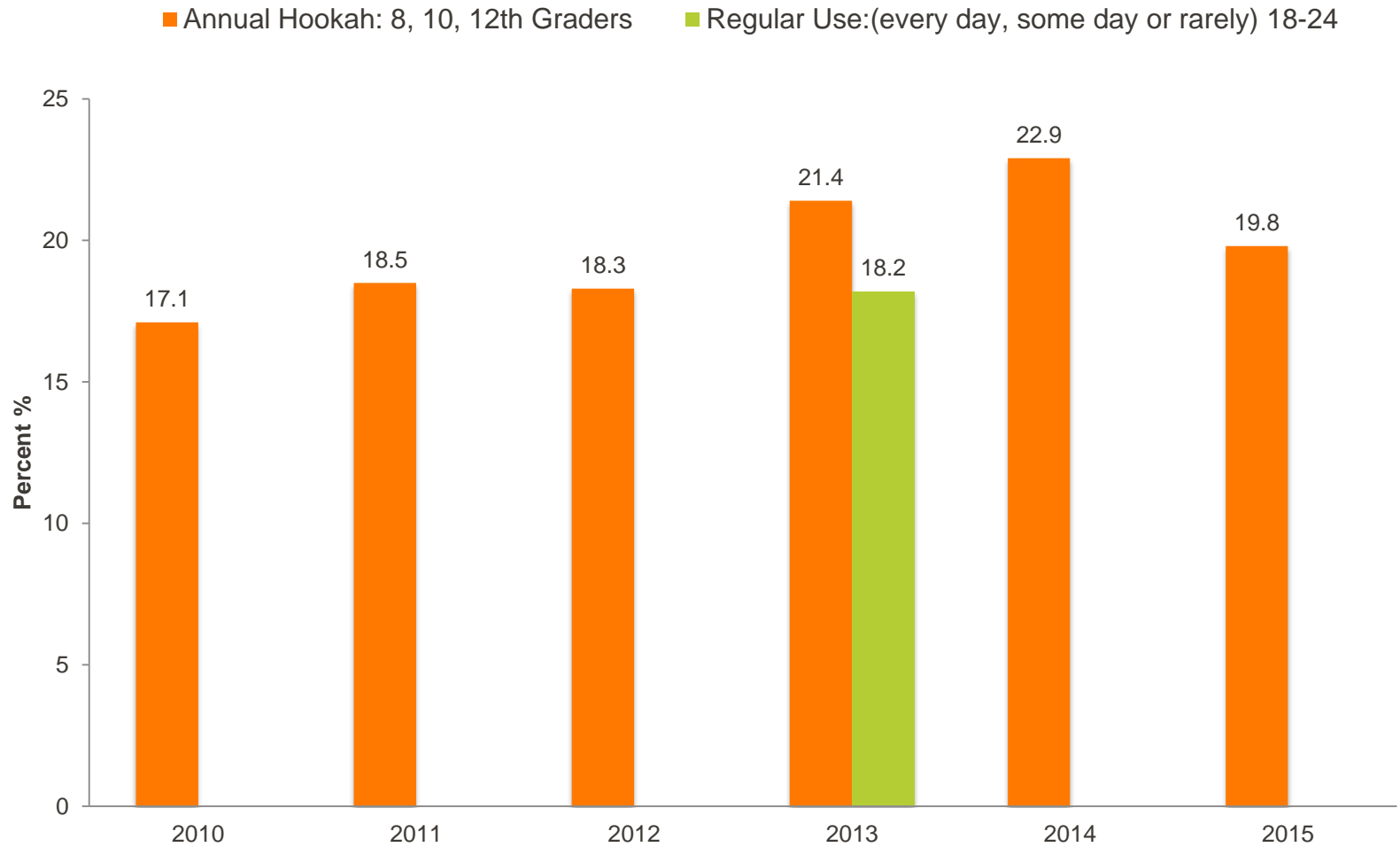
Combustibles: past 30-day use by grade



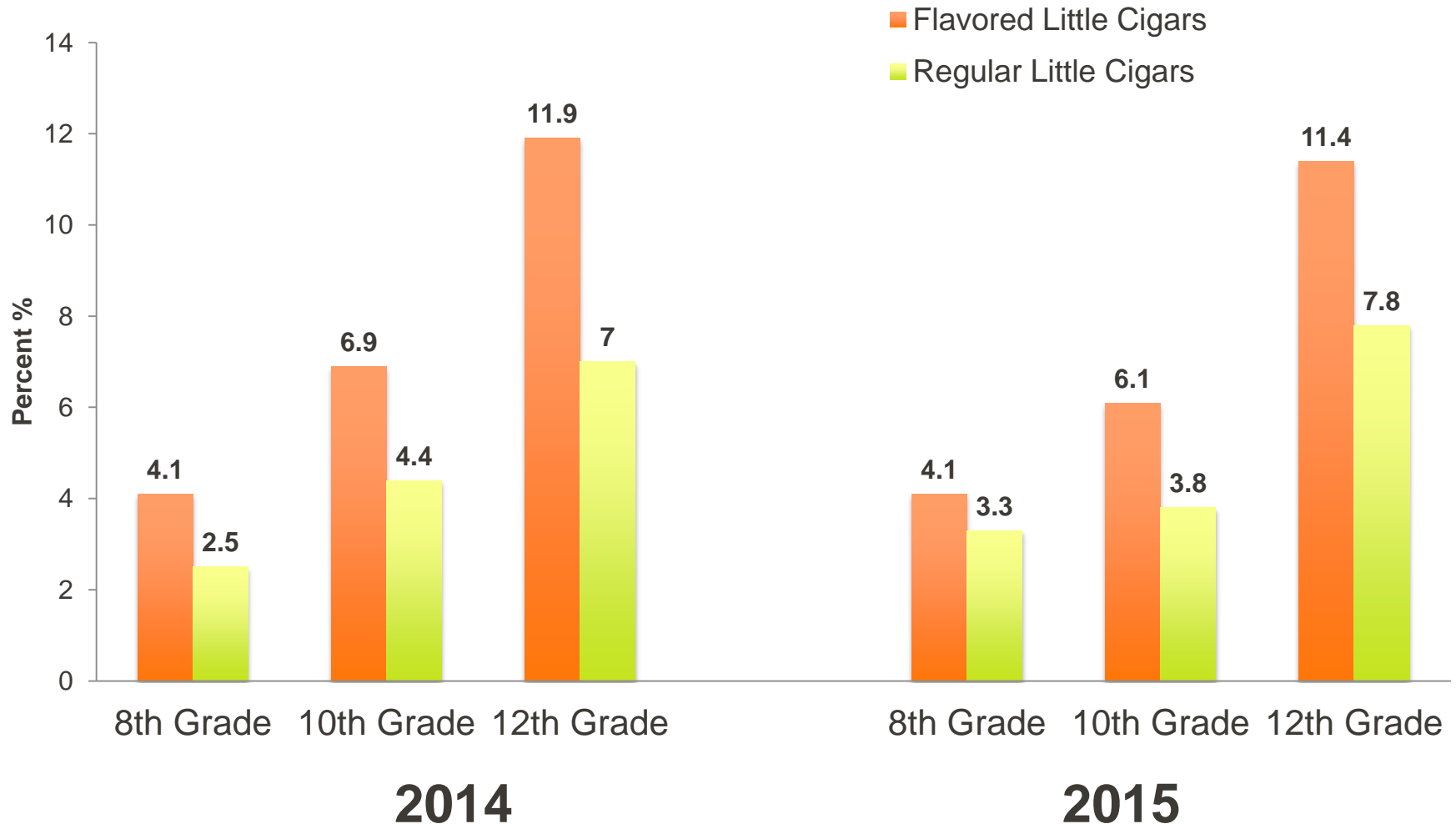
Past 30-day combustible tobacco use: high school students



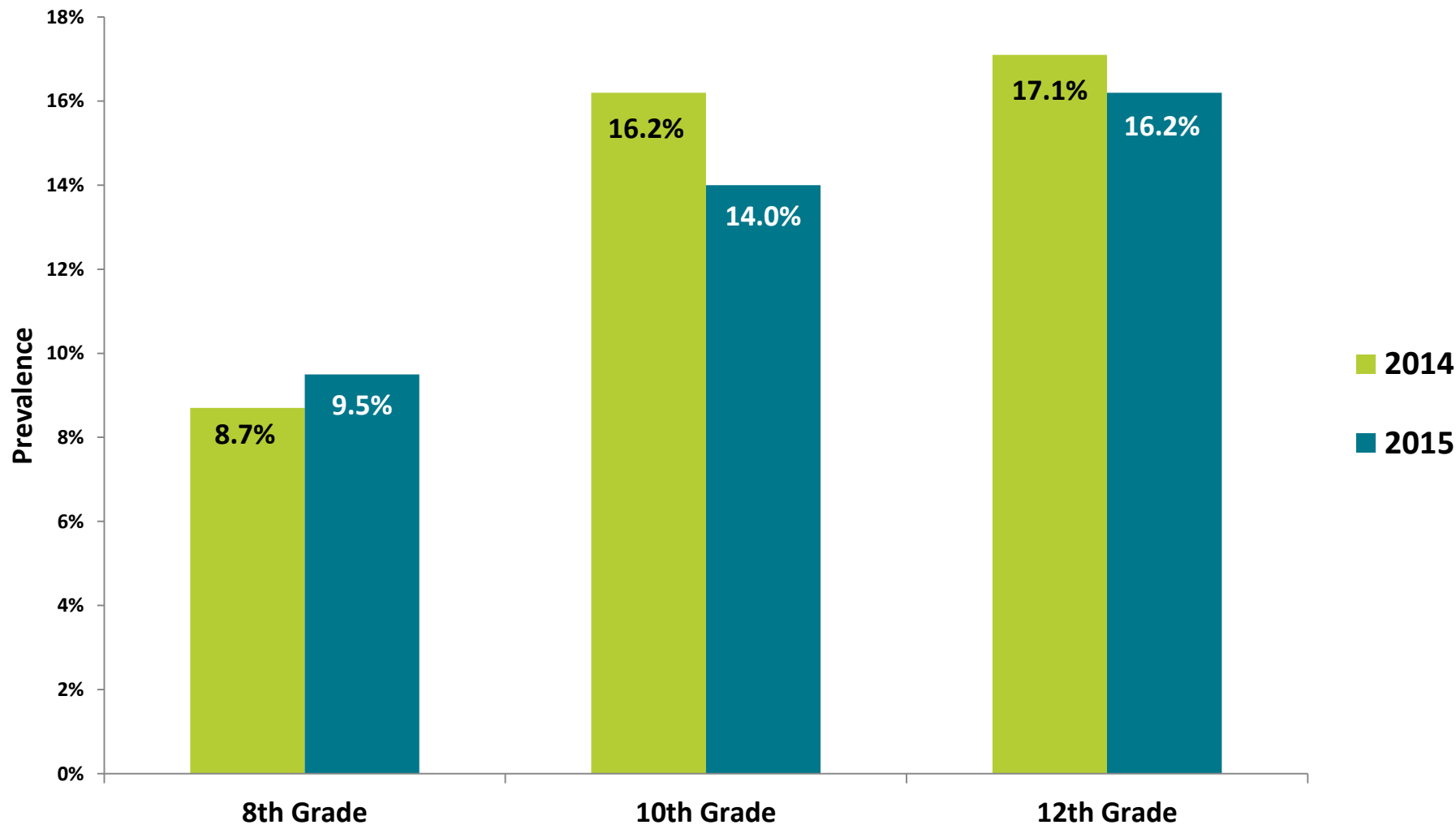
Trends of hookah use



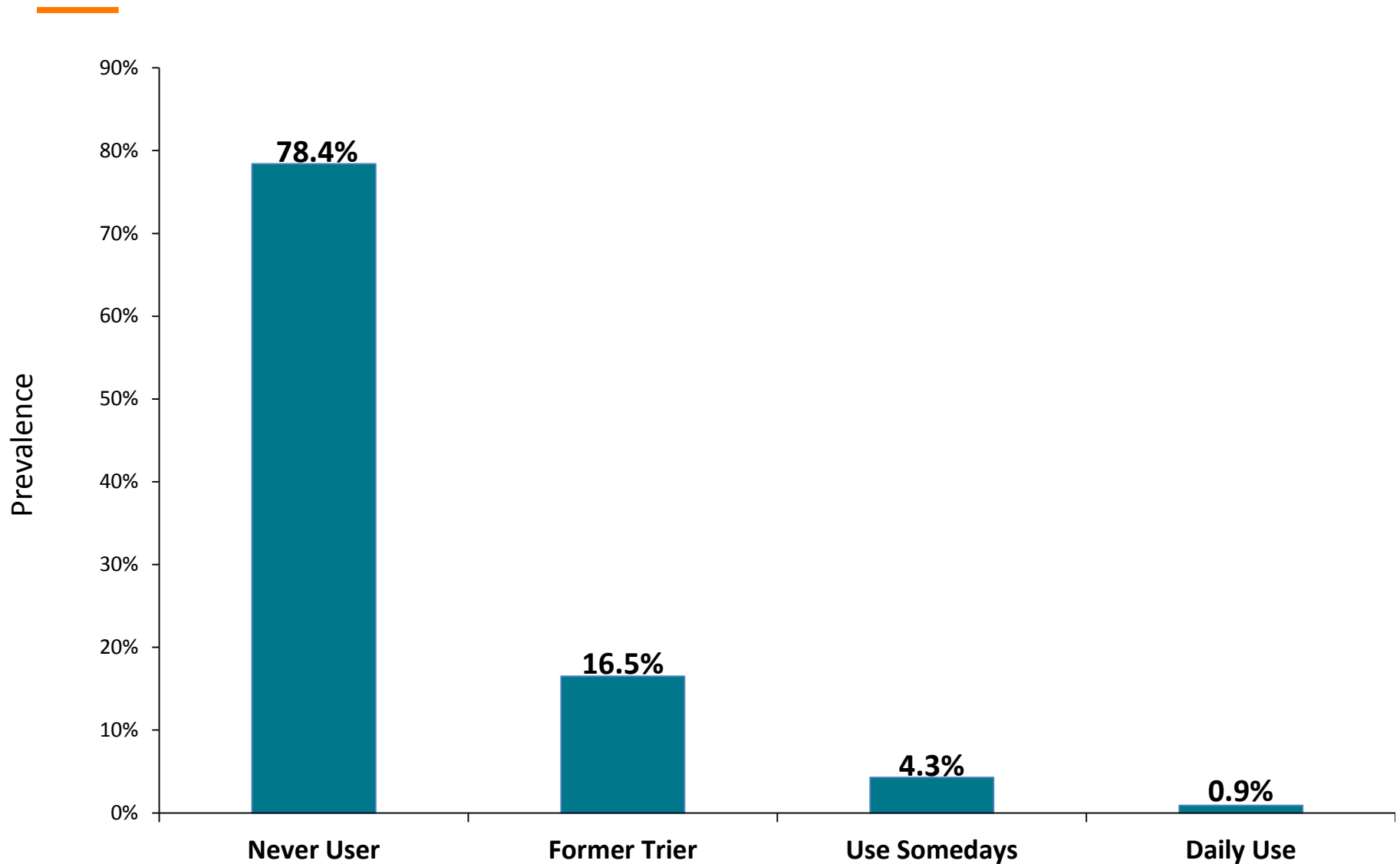
Past 30-day regular and flavored little cigar prevalence



Past 30-day e-cigarette use by grade and year



E-cigarette use among young adults, 18-24



Frequency of past 30-day use of ENDS and Cigarettes (NYTS, 2014)

Days used/month	% high school users		% high school population	
	Of ENDS	Of Cigarettes	Using ENDS	Using Cigarettes
1-2 days	45.4	37.0	6.1	3.4
3-5 days	16.2	12.3	2.2	1.1
6-9 days	12.0	9.7	1.6	0.9
10-19 days	10.9	9.4	1.4	0.9
20-29 days	5.8	9.0	0.8	0.8
All 30 days	9.7	22.6	1.3	2.1
Total	100.0	100.0	13.4	9.2

Reasons for use of electronic vaporizers

Grades 8, 10, and 12, 2015

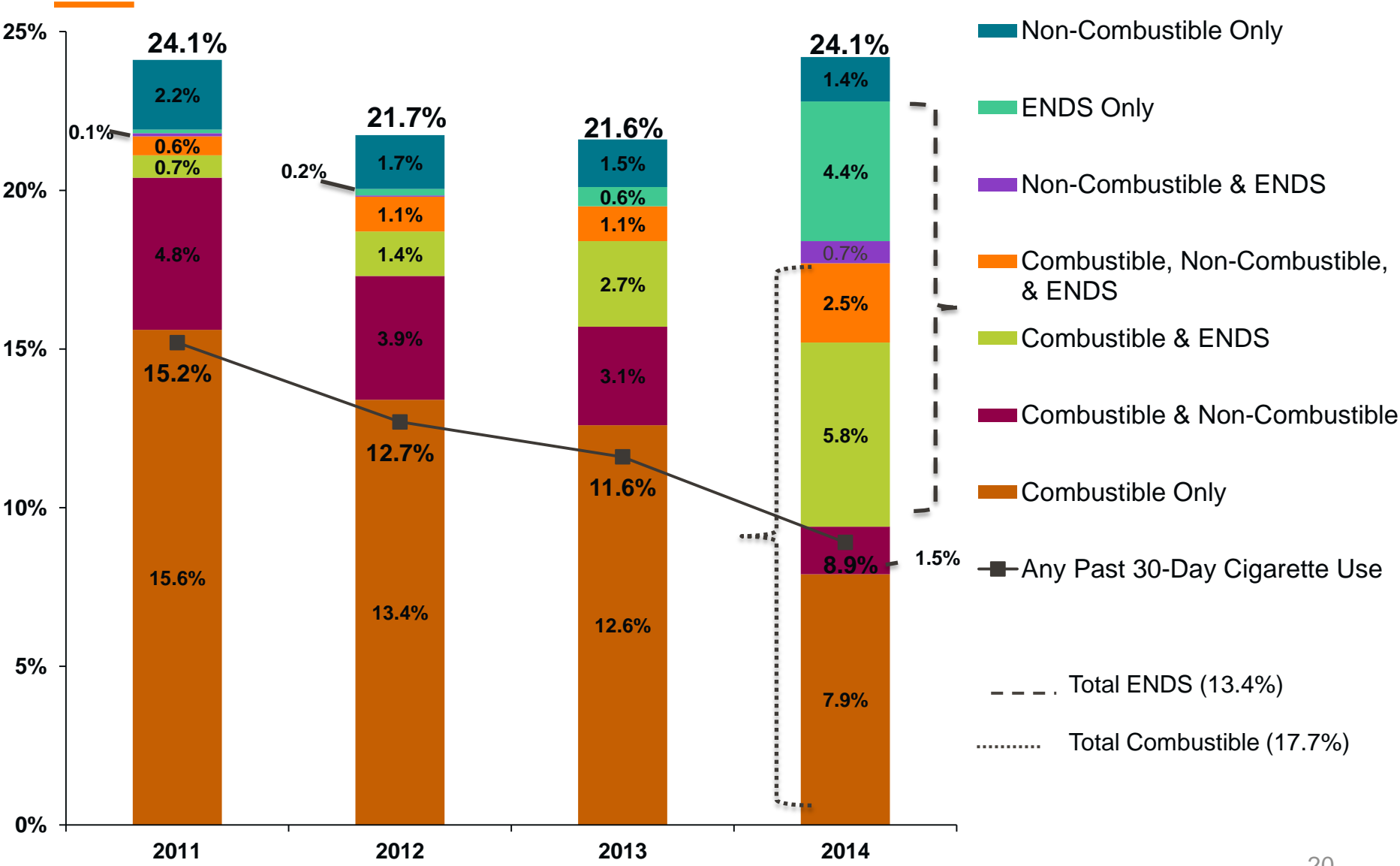
(Entries are percentages.)

What have been the most important reasons for your using an electronic vaporizer such as an e-cigarette? (Mark all that apply.)

	8 th Grade	10 th Grade	12 th Grade
To experiment to see what it's like	54.8	51.4	53.6
Because it tastes good	31.5	39.4	38.4
Because of boredom or nothing else to do	24.7	24.1	22.0
To have a good time with my friends	22.5	23.9	20.5
To relax or relieve tension	22.0	22.2	20.7
Because it looks cool	14.3	13.5	13.5
To feel good or get high	9.8	8.3	7.2
Because regular cigarette use is not permitted	6.3	6.7	5.2
To help me quit regular cigarettes	4.7	7.0	9.6
Because I am "hooked" or I have to have it	1.2	1.3	0.8
Weighted N	603	846	1449

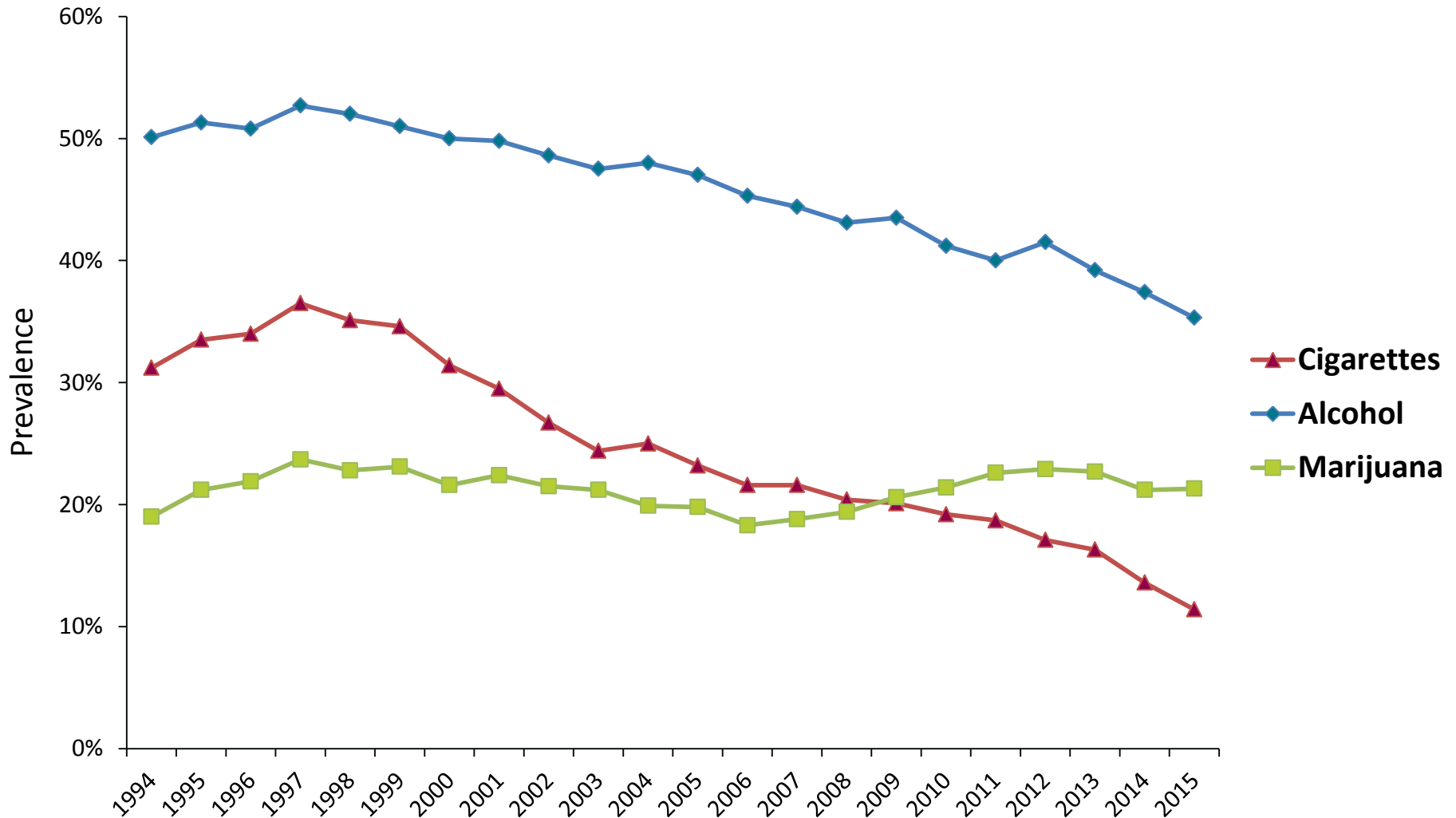
Source: The Monitoring the Future Study, the University of Michigan, 2015

Past 30-day prevalence of ALL tobacco products

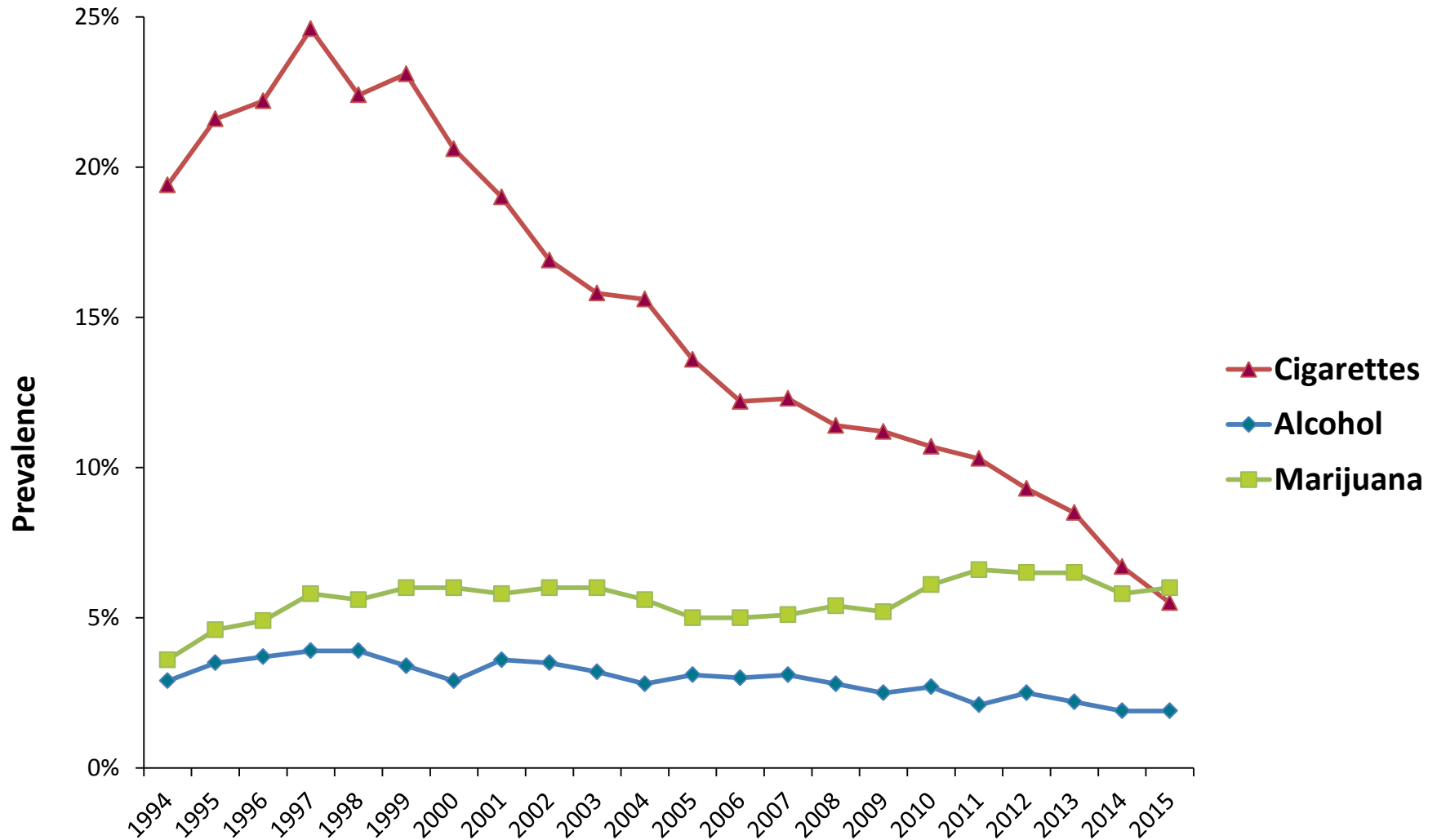


Source: National Youth Tobacco Survey, 2011 - 2014

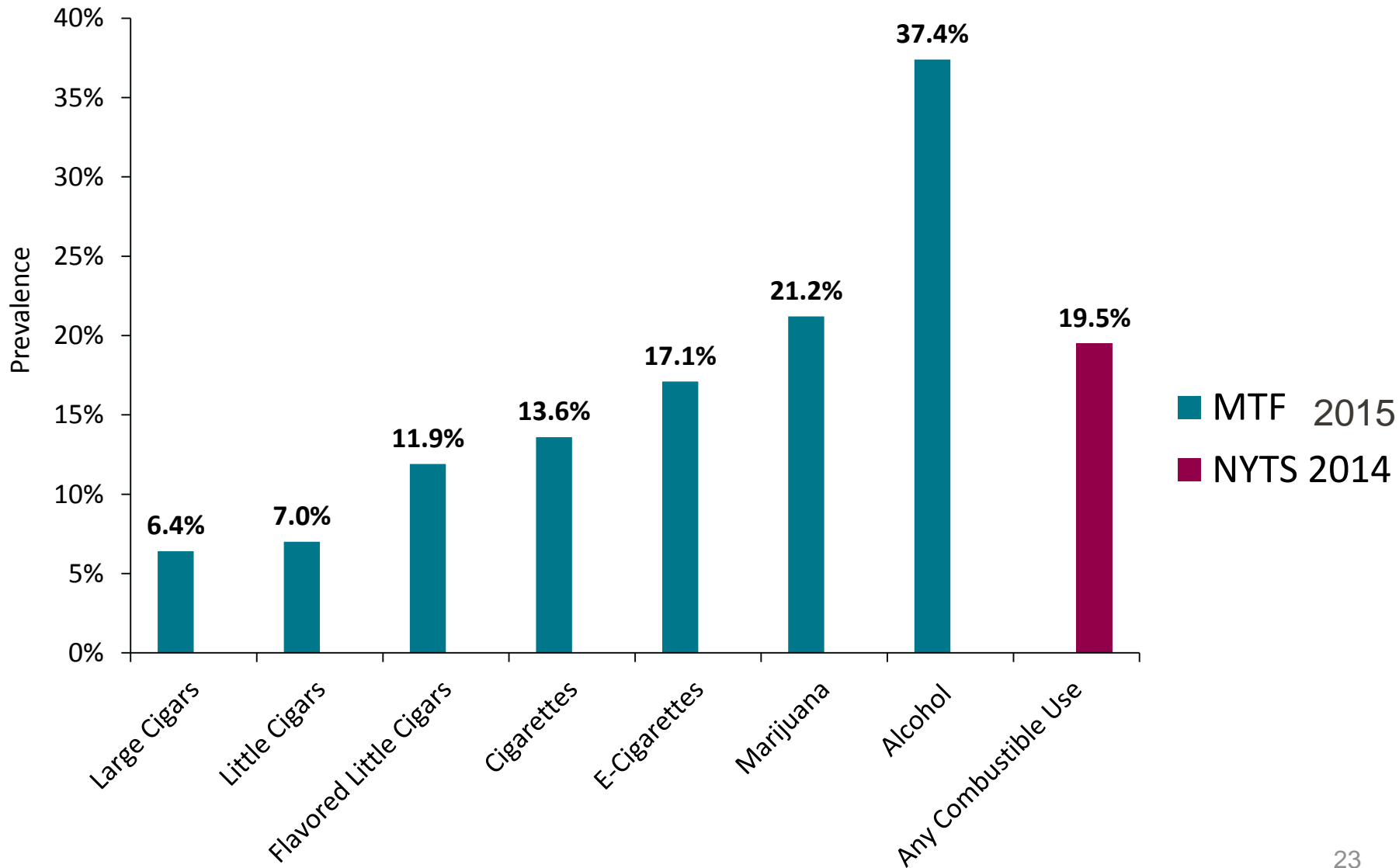
Trends in 30-day prevalence of use of alcohol, marijuana and cigarettes – 12th graders



30-day prevalence of daily use of alcohol, marijuana and cigarettes – 12th graders



Substance use in past 30-days among 12th graders



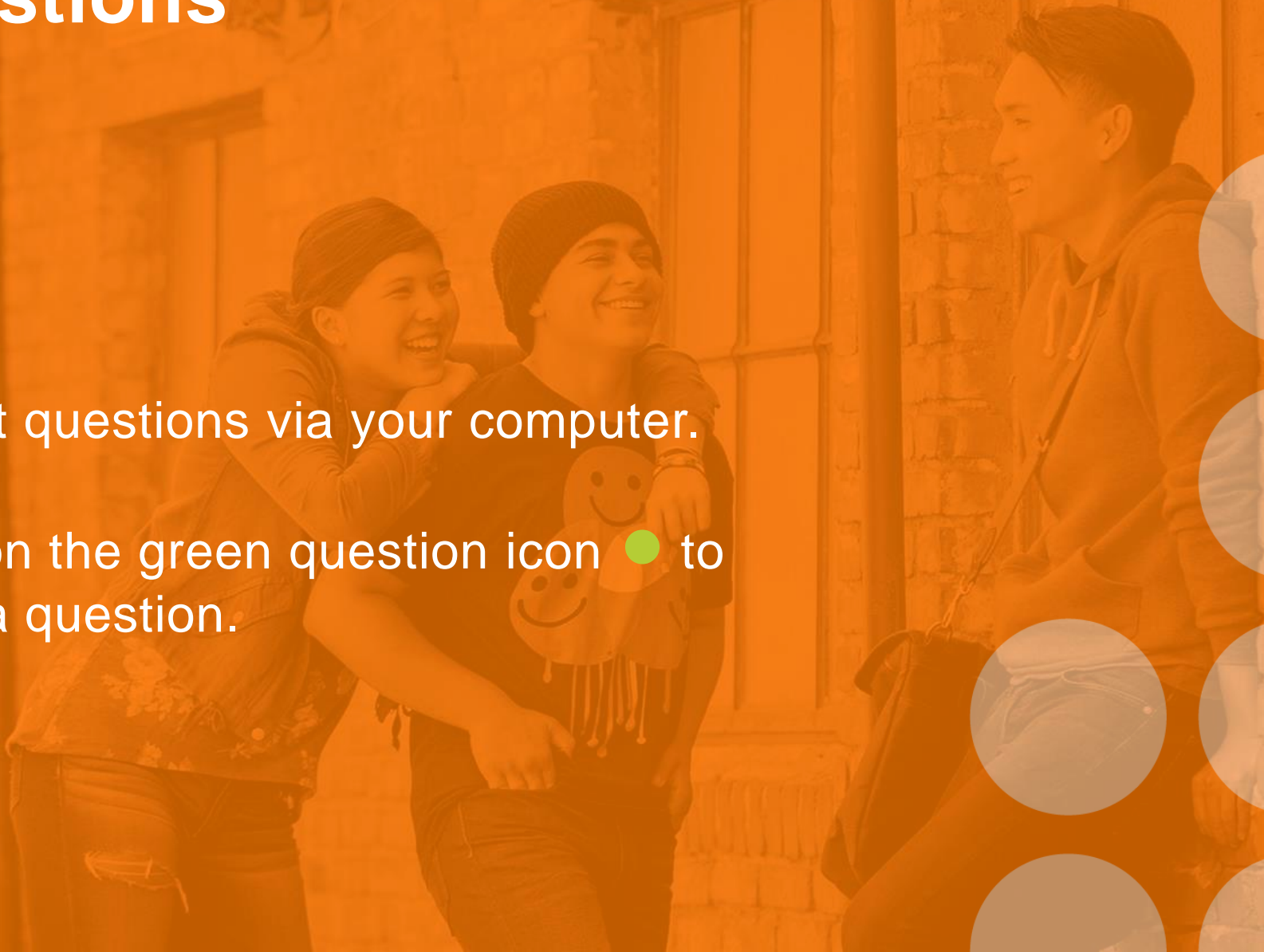
Our take ...

- It's critical to support FDA in its deeming of non-cigarette products ...
- But still important to keep our focus on the reduction of combustible tobacco use
- The stakes are high for continued leadership at the state and local levels for tobacco-related policy change
- Continue efforts to educate the American public about ENDS
- Maintain a commitment to track youth behavior trends and conduct research on emerging tobacco use patterns

Questions

Submit questions via your computer.

Click on the green question icon ● to enter a question.





Thank you for participating today.

For more information:

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