

2012 Florida Youth Tobacco Survey: Fact Sheet 13



Flavored Tobacco Use Among Youth



Introduction

The Florida Youth Tobacco Survey (FYTS) was administered in the spring of 2012 to 38,989 middle school students and 36,439 high school students in 746 public schools throughout the state. The overall survey response rate for middle schools was 77% and the overall response rate for high schools was 73%. The FYTS has been conducted annually since 1998. The data presented in this fact sheet are weighted to represent the entire population of public middle and high school students in Florida.

About Flavored Tobacco

Flavored tobacco products have been flavored to taste like chocolate, candy, or fruit. The Food and Drug Administration banned flavored cigarettes, excluding menthol, from being sold in the United States in 2009 with the intention of deterring smoking amongst youth. The questions “Have you ever tried, even once smoking flavored cigarettes?” and “During the past 30 days, have you smoked flavored cigarettes?” continue to be included on the FYTS to determine how many students think they are smoking flavored cigarettes, though they are likely smoking other flavored tobacco products. Products that were considered flavored cigarettes prior to their 2009 ban have been reclassified by tobacco companies as “cigarillos” to avoid taxation and regulations by the FDA.



Ever Tried Flavored Tobacco

In 2012, 7.4% of middle school and 21.7% of high school students had tried smoking or using a flavored tobacco product at least once (Figure 1). Since 2010, the prevalence of this behavior has decreased by 29.5% among middle school students and by 16.2% among high school students.

Current Flavored Cigarette Use

In 2012, 3.5% of middle school students and 10.6% of high school students smoked or used a flavored tobacco product at least once during the past 30 days (Figure 2). Since 2010, the prevalence of this behavior has decreased by 28.6% among middle school students and by 20.9% among high school students.

Image: <http://mckinsey.buildingyouth.com/post/12.html>; <http://rakhealthmatters.wordpress.com/tag/smokeless-tobacco/>

Figure 1. Ever Tried Flavored Tobacco

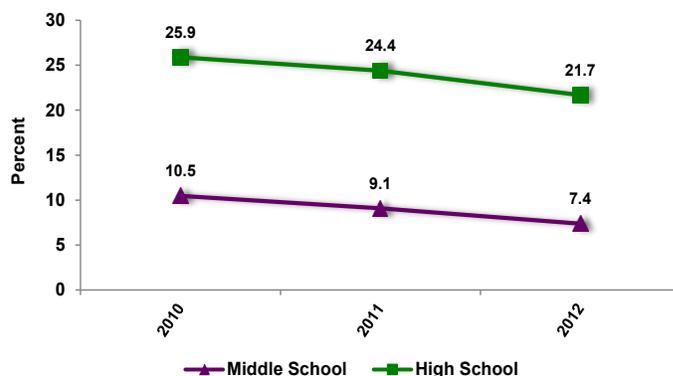
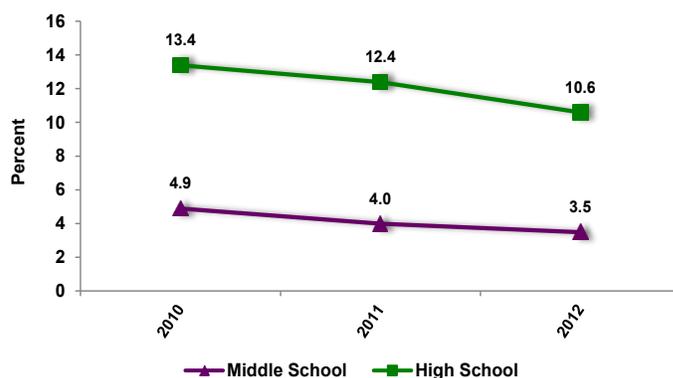
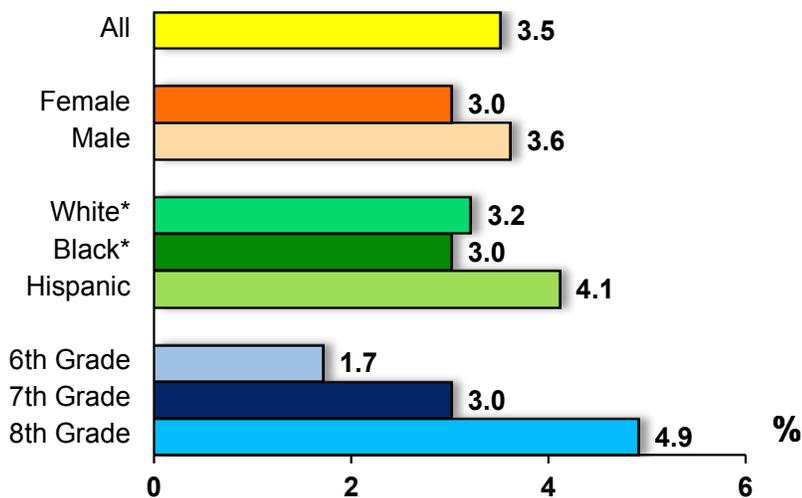


Figure 2. Current Flavored Tobacco Use



Current Flavored Tobacco Use (Past 30 Days)

Figure 3. Middle School Current Flavored Tobacco Use

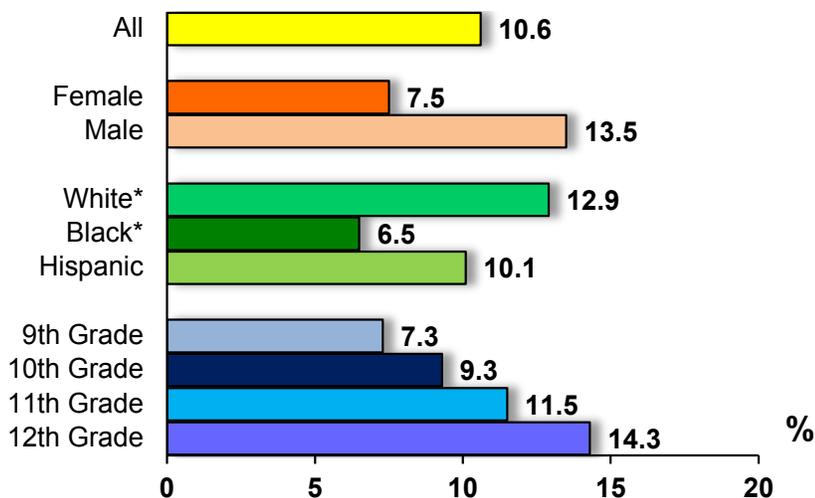


* Non-Hispanic

Middle School

Overall, 3.5% of middle school students smoked or used a flavored tobacco product at least once during the past 30 days (Figure 3). In 2012, the prevalence of current flavored tobacco use was higher among male students than female students. The prevalence of this behavior was significantly higher among Hispanic students than among non-Hispanic white and non-Hispanic black students. The prevalence of this behavior increased with each increasing grade, from sixth to eighth.

Figure 4. High School Current Flavored Tobacco Use



* Non-Hispanic

High School

Overall, 10.6% of high school students smoked or used a flavored tobacco product at least once during the past 30 days (Figure 4). In 2012, the prevalence of current flavored tobacco use was higher among male students than female students. The prevalence of this behavior was highest among non-Hispanic white students and higher among Hispanic students than among non-Hispanic black students. The prevalence of this behavior increased from ninth to twelfth grade.

Flavored tobacco includes flavored cigarettes, cigars, and/or smokeless tobacco.

For more information about the FYTS, please contact the Chronic Disease Epidemiology, Surveillance, and Evaluation Section, at (850) 245-4401, or by e-mail at ChronicDisease@doh.state.fl.us. You can also visit our website at <http://www.FloridaChronicDisease.org>