

2014 Florida Youth Tobacco Survey: Fact Sheet 13



Flavored Tobacco Use Among Youth



Introduction

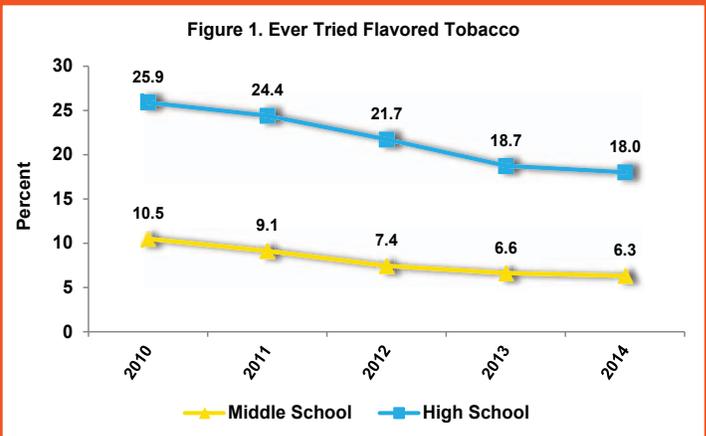
The Florida Youth Tobacco Survey (FYTS) was administered in the spring of 2014 to 36,979 middle school students and 32,921 high school students in 765 public schools throughout the state. The overall survey response rate for middle schools was 81%, and the overall survey response rate for high schools was 78%. 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 U.S. 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 regulation by the FDA. For this analysis, flavored tobacco includes flavored cigarettes, cigars, and/or smokeless tobacco.

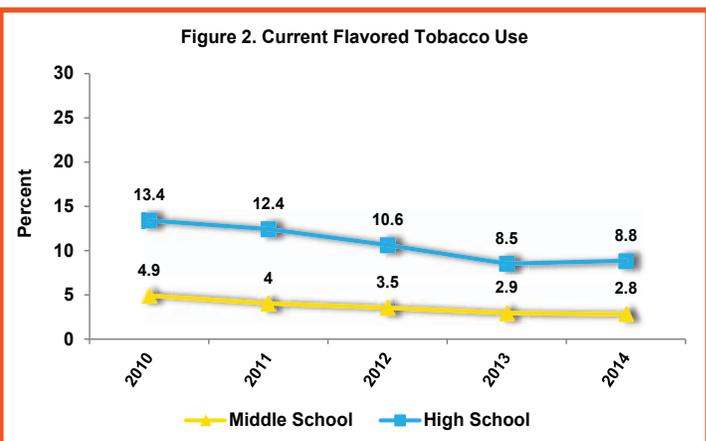
Ever Tried Flavored Tobacco

In 2014, 6.3% of middle school students and 18.0% of high school students reported smoking or using a flavored tobacco product at least once (Figure 1). Since 2010, this behavior has decreased by 40.0% among middle school students and by 30.5% among high school students.



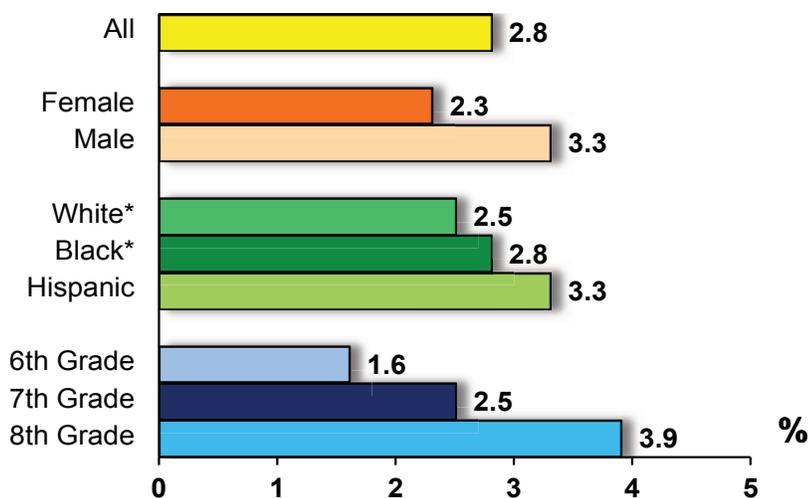
Current Flavored Cigarette Use

In 2014, 2.8% of middle school students and 8.8% of high school students reported smoking or using a flavored tobacco product at least once during the past 30 days (Figure 2). Since 2010, this behavior has decreased by 42.9% among middle school students and by 34.3% among high school students.



Current Flavored Tobacco Use (Past 30 Days)

Figure 3. Middle School Current Flavored Tobacco Use

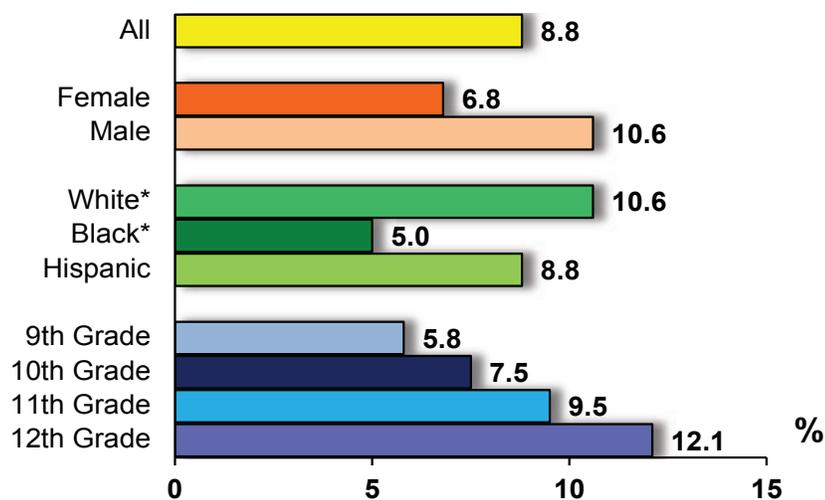


* Non-Hispanic

Middle School

Overall, 2.8% of middle school students reported smoking or using a flavored tobacco product at least once during the past 30 days (Figure 3). In 2014, males were significantly more likely to use flavored tobacco than females. There was not a significant difference between race/ethnic groups. This behavior increased significantly with grade level.

Figure 4. High School Current Flavored Tobacco Use



* Non-Hispanic

High School

Overall, 8.8% of high school students reported smoking or using a flavored tobacco product at least once during the past 30 days (Figure 4). In 2014, males were significantly more likely to use flavored tobacco than females. Non-Hispanic whites were significantly more likely to use flavored tobacco than Hispanics and non-Hispanic blacks, and Hispanics were significantly more likely to use flavored tobacco than non-Hispanic blacks. This behavior increased significantly with grade level.

The prevalence estimates and 95% confidence intervals (95% CI) were calculated using SAS 9.3. The difference in prevalence between two different populations or between two different years is statistically significant if the 95% confidence intervals of the two prevalence estimates do not overlap. For more information about the FYTS, please contact the Chronic Disease Epidemiology, Surveillance, and Evaluation Section at (850) 245-4401. You can also visit our website at www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/index.html.