




DETERMINANTS OF RECENT SMOKING

This section contains a summary of the factors that influence recent smoking among youth in Sarasota County.

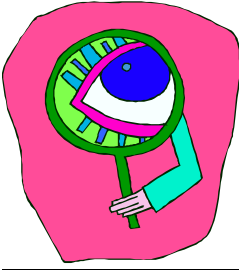
Definition: Recent smoking refers to those who have initiated tobacco use and who answered, “yes” to the question, “In the past 30 days, have you smoked cigarettes, even one or two puffs?”

The results highlight differences among youth who have initiated smoking but have not smoked in the past 30 days as compared to youth who have initiated smoking and have smoked in the past 30 days. The factors that explain recent smoking behavior are reported along with information obtained from focus groups and individual interviews.

Factors that are significant explanatory factors are indicated with the icon .

NOTE: In some tables, sums of percentages may be greater than 100% because some students selected more than one response.





At A Glance

Factors associated with recent smoking are divided into three categories: product, price, and promotion.

Product (behavior – recent smoking)

Characteristics

Grade Level

Race

Benefits of Recent Smoking

Emotional Benefits

Social Influences

Self Efficacy

Parental Influence

Price (costs of recent smoking)

Getting Caught

Mother's Disappointment

Tastes Bad

Promotion

Spokesperson

RECENT SMOKING (PRODUCT)

Of the 1001 youth who have initiated smoking, the majority (634 or 64%) reported that they **did not** smoke during the month before they completed the survey.

Characteristics of Youth Who Are Recent Smokers

Grade Level


 Students in 6th grade were **three times less likely** than those in 7th, 8th or 9th grades, and more than **four times less likely** than those in 10th grade to have smoked during the previous month.

TABLE 27
IN THE PAST 30 DAYS, HAVE YOU
SMOKED CIGARETTES, EVEN ONE OR
TWO PUFFS?

Grade Level	Yes
6 th	21%
7 th	34%
8 th	38%
9 th	38%
10 th	45%

Race



Youth who identified themselves as “White” were **more likely** than those who identified themselves as “Black or African American” or “Other” to have smoked in the previous month.

TABLE 28
IN THE PAST 30 DAYS, HAVE YOU SMOKED CIGARETTES, EVEN ONE OR TWO PUFFS?

	No	Yes
White	61%	39%
Black or African American	85%	15%
Other	70%	30%

PERCEIVED BENEFITS OF RECENT SMOKING



The **more strongly** youth believed that smoking offers emotional benefits, the **more likely** youth were to have smoked in the past 30 days.

On a scale of 1 to 4 with 1 indicating 'strongly disagree' and 4 indicating 'strongly agree,' the mean 'emotional benefits of smoking' score for youth who had ever smoked in all grades was 2.24. The mean scores ranged from 2.01 (6th graders) to 2.44 (10th graders). These results suggest that older students hold stronger beliefs about the emotional benefits of smoking (e.g., relaxation, dealing with problems, and boredom).

Slightly more than half of the students who have tried smoking disagreed with the statement that smoking helps kids their age to relax. Slightly less believe it helps kids their age deal with boredom, and less than one-third of the students believed it helps them deal with other problems (Table 29).

TABLE 29
EMOTIONAL BENEFITS OF SMOKING

	SA	A	D	SD
I think smoking helps kids my age relax.	12%	41%	25%	23%
I think smoking helps kids my age deal with being bored.	10%	37%	31%	23%
I think smoking helps kids my age deal with their problems.	7%	20%	38%	36%

Social Influence

Parental Influence



The **more likely** youth were to listen to their parents when they give advice about smoking, the **less likely** they were to have smoked in the past 30 days.

Parents appear to have an important role in preventing their children from smoking. Over two-thirds (71%) of survey respondents said they usually listen to their parents' advice about smoking.

TABLE 30
WHEN MY PARENTS/GUARDIANS GIVE ME ADVICE
ABOUT SMOKING, I USUALLY LISTEN TO THEM

Strongly agree	27%
Agree	44%
Disagree	22%
Strongly disagree	9%

Most focus group discussants said their parents have talked to them about tobacco. Even parents who smoke appear to have discouraged their children from smoking by telling them about its impact on their health and how difficult it has been for them to quit.

"I've been told, 'Don't ever try it,' because you know, because my dad been smoking for a long, long while and he can't quit."
(8th grade female)

"[I trust] my mom and dad. Because they told me their experience, coughing up blood and stuff." (6th/7th grade male/female)

When asked how they felt when their parents talked to them about smoking, some youth stated they appreciated their parents' advice, while some kids expressed irritation or boredom:

*"I'd feel good because they were telling me something."
"...like that's very nice of you, mom, but I know already."* (8th grade female)

Parent focus group discussants believed talking with kids was effective, particular in conjunction with supervision, parent involvement, or role modeling. Many parents liked communication with their kids as a way to enhance their relationship with their children.

Some parents found it easy to talk to their kids, while others questioned their ability to communicate with children effectively.

“That is the easiest for me as well .. education slash talking, for me.”

“I can talk a blue streak, and it’s like ‘Are they listening or zooming me out, tuning me out?’”

“[One of the biggest challenges is] communication, getting them to understand what I am trying to get across to them. Kids do not care and are selective in what they listen to.”

Decision Making



Another parenting issue related to smoking was their concern about their children's friends. The **more frequently** youth were allowed to make their own decisions about the people they hang around with, the **more likely** they were to have smoked in the past 30 days.

Seventy-six percent of youth who participated in the survey indicated that their parents allowed them to make their own decisions about the people they hang around with most or all of the time.

TABLE 31
HOW OFTEN DO YOUR PARENTS/GUARDIANS
LET YOU MAKE YOUR OWN DECISIONS
ABOUT THE PEOPLE YOU HANG AROUND WITH?

Always	44%
Most of the time	32%
Some of the time	13%
Almost never	7%
Never	5%

In the parent focus groups the issue of discipline was a major concern for many parents. Parents generally felt that teaching their kids discipline is very important. The idea of discipline included setting and negotiating rules and limits for kids, maintaining control within the home, teaching kids about consequences for their actions, teaching kids responsibility, teaching kids respect, and punishing them.

Parents also expressed difficulty in balancing the need for disciplining children and the desire to teach them independence.

“I think there is a fine line between having control as a parent and also being able to give them the freedom that they need to be able to experience the things that they need to experience in order to grow into a young adult.”

Parents who are concerned about the friends their children spend time with have good reason: students whose best friends smoke are significantly more likely to smoke themselves than those who spend time with non-smokers.

Self Efficacy



The **less strongly** youth believed they would be able to refuse cigarettes from others, the **more likely** they were to have smoked in the past 30 days.

As shown in Table 32, several questions were used to measure students' perception of their refusal skills. Most students strongly agreed with each question, suggesting that they felt prepared to decline offers from peers.

On a scale of 1 to 4 with 1 indicating 'strongly disagree' and 4 indicating 'strongly agree,' the mean 'refusal skills' score among youth who had ever smoked all grades were 3.75. The mean scores ranged from 3.71 (6th graders) to 3.88 (10th graders). These results suggest that older students are slightly more confident in their ability to refuse tobacco.

	SA	A	D	SD
If my best friend offered me a cigarette, I would be able to say no.	51%	29%	13%	8%
If someone more popular than me offered me a cigarette, I would be able to say no.	50%	31%	12%	7%
If an older brother/sister offered me a cigarette, I would be able to say no.	56%	30%	9%	5%

PRODUCT STRATEGY

Prevention Marketing Questions

What can be done to counter the view that smoking has emotional benefits?

What can be done to teach youth better ways to deal with boredom, stress and other problems?

How can youths' refusal skills be enhanced?

What can be done to support parents in determining whom their children spend time with?



NOTES:

PERCEIVED COSTS (PRICE) OF RECENT SMOKING

Getting Caught



The **more strongly** youth believed they will get caught if they take cigarettes to school the **more likely** they were to have smoked in the last 30 days.

Although fear of being punished may act as a deterrent to smoking at school, less than one-third (30%) of the students surveyed agreed or strongly agreed that kids who bring cigarettes to school will be caught. This low percentage may be because they have watched peers escape detection when smoking at or near school. Also, as mentioned earlier, actually taking cigarettes to school may be part of the “rush” students referred to.

TABLE 33
KIDS WHO TAKE CIGARETTES TO SCHOOL
WILL GET CAUGHT

Strongly agree	8%
Agree	22%
Disagree	49%
Strongly disagree	22%

Although some focus group discussants have witnessed peers get punished for smoking, others were not sure of the actual consequences of being caught smoking; others referred to events they had witnessed. Youth from alternative programs were more familiar with the consequences of smoking. They discussed punishments such as getting a ticket and being grounded. However, some youth said that security guards, cops and parents are lax in enforcing anti-smoking rules.

“Some cops will come out and tell you to put it out or some cops will just say ‘How old are you?’ and they’ll just kind of leave it alone.” (10th grade male)

“Or some will go behind like at high school, the teachers they don’t really stop them from smoking cigarettes like out in the parking lot or whatever they won’t let them do it like in actual

classrooms or hallway and stuff. But they'll go in the bathrooms and stuff to do it." (8th grade male)

Mother's (or Female Guardian's) Disappointment



The **more disappointed** youth believed their mothers would be if they were caught smoking, the **less likely** they were to have smoked in the last 30 days.

Only 10% of students did not expect their mothers to be at least somewhat disappointed if they smoked cigarettes (Table 34). It is not clear how many of these students' mothers knew their children smoked or whether or not their children's perceptions were accurate.

TABLE 34
HOW DISAPPOINTED WOULD YOUR MOTHER (OR FEMALE GUARDIAN) BE IF SHE CAUGHT YOU SMOKING?

Not at all	5%
Very little	5%
Somewhat	17%
Quite a bit	28%
Very much	45%

Tastes Bad



The **more strongly** youth believed cigarettes taste bad, the **less likely** they were to have smoked in the past 30 days.

Among students who have tried smoking, 67% agreed or strongly agreed with the statement that smoking tastes bad (Table 35).

TABLE 35	
I THINK SMOKING TASTES BAD	
Strongly agree	42%
Agree	25%
Disagree	22%
Strongly disagree	12%

PRICING STRATGEY

Prevention Marketing Questions

What can be done to reinforce the view that smoking tastes bad?

What can be done to reinforce school regulations about smoking?

What can be done to reinforce youths' fears of disappointing their mothers?



NOTES:

PROMOTION

Focus group and individual interview participants mentioned a variety of people such as parents, teachers, school professionals, and other kids my age who smoke as trustworthy sources regarding the risks of smoking.

Spokespersons

When survey respondents were asked to select from a long list of potential information sources, their responses varied considerably by grade. Table 36 displays the rank ordering of selected spokespersons by grade, with “1” representing the most frequently selected spokesperson. Among recent smokers, friends were the only information sources ranked within the top 10 categories by students in all grades.



Table 36
WHOM DO YOU TRUST THE MOST TO GIVE YOU GOOD INFORMATION ABOUT THE RISKS OF SMOKING?
(AMONG RECENT SMOKERS)

Responses	Grade Level				
	6 th	7 th	8 th	9 th	10 th
Parents	8	7	-	5	7
Older brothers/sisters	5	9	5	4	-
Other relatives	2	-	8	-	8
DARE officer/Resource officer	1	2	-	8	-
Teacher	4	10	-	6	2
Religious leader	-	6	-	2	6
School counselor	10	4	6	7	-
Friends	9	5	4	9	10
Older kids	-	1	7	-	3
Other kids my age who smoke	-	8	3	10	1
Someone who used to smoke but doesn't smoke anymore	7	-	9	3	9
A celebrity	3	3	1	-	-
Your doctor	-	-	10	1	4
A T.V. commercial	6	-	2	-	5

Table 37 displays student recommendations regarding spokespersons for television and radio advertisements suggest that resources officers (i.e., DARE officer), teachers, adults and religious leaders would be the most effective for reaching 6th and 7th graders; whereas, 9th and 10th graders would most likely listen to other kids their age who smoke, other kids my age, someone who used to smoke but doesn't anymore or a doctor.

TABLE 37
IN A TV OR RADIO ADVERTISEMENT ABOUT THE RISKS OF SMOKING CIGARETTES FOR KIDS YOUR AGE, WHO WOULD MOST KIDS LISTEN TO? (AMONG CURRENT SMOKERS)

Responses	Grade Level				
	6 th	7 th	8 th	9 th	10 th

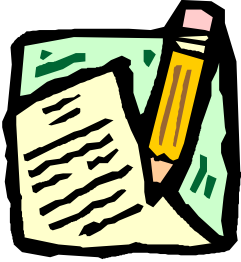


An adult	4	3	1	-	-
A DARE officer/Resource officer	2	2	5	-	-
A teacher	1	1	-	-	-
Religious leader	3	4	3	-	-
Other kids my age	-	-	-	4	2
Other kids my age who smoke	-	-	4	1	1
Someone who used to smoke but doesn't any more	-	-	-	2	3
A celebrity	5	-	2	5	5
A doctor	-	5	-	3	4

PROMOTION STRATEGY

Prevention Marketing Questions

How can trusted spokespersons at each grade level be used more effectively in communicating that middle and high school students should not smoke?



NOTES:



AUDIENCE SEGMENTATION

Audience segmentation is a systematic approach of dividing a population into distinct segments based on characteristics they share. Segmentation is performed also to design messages and interventions for special target audiences, since “one size” may not “fit all.”

Among students who have tried smoking, two subgroups are at increased risk of having smoked recently.

SEGMENT	CHARACTERISTICS
Segment #1 (10% of the population) 56% of the youth in this population segment have used tobacco within the past 30 days.	<ul style="list-style-type: none">• Best friend does not smoke• Used marijuana in the past year• Belief that smoking does not taste bad
Segment #2 (27% of the population) 75% of the youth in this population segment have used tobacco within the past 30 days.	<ul style="list-style-type: none">• Best friend smokes• Belief that smoking does not taste bad



Prevention Marketing Questions

What can be done to reach these special populations?



NOTES:

