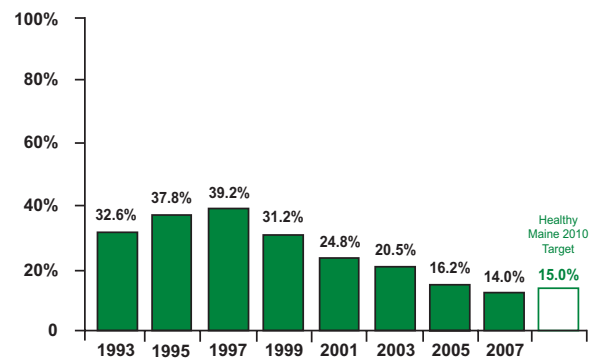


Youth Tobacco Use in Maine¹

Rates of cigarette smoking have continued to decline among Maine's high school youth.

- The current smoking rate among Maine's 9–12th grade youth is 14.0%.
 - The current smoking rate surpasses the Healthy Maine 2010 Target of 15%.
 - Fewer than two in ten high school youth smoked in the past 30 days compared to four in ten youth in 1997.
 - Male and female youth smoke at the same rate.

Proportion of Maine High School Youth, Grades 9–12, Who Smoked Cigarettes on One or More of the Past 30 Days

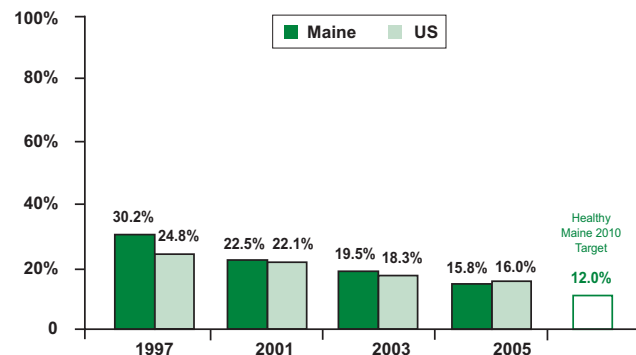


Source: Maine Youth Risk Behavior Survey
Maine Department of Education

The younger someone is when he or she starts smoking, the more likely he or she is to remain a smoker.²

- In 2005, 15.8% of high school youth reported smoking before the age of 13.
 - This is a large decline from 1997 when 30.2% of high school youth reported smoking a cigarette for the first time before the age of 13.

Proportion of Maine High School Youth, Grades 9–12, Who Smoked a Whole Cigarette For the First Time Before Age 13



Source: Maine Youth Risk Behavior Survey
Maine Department of Education

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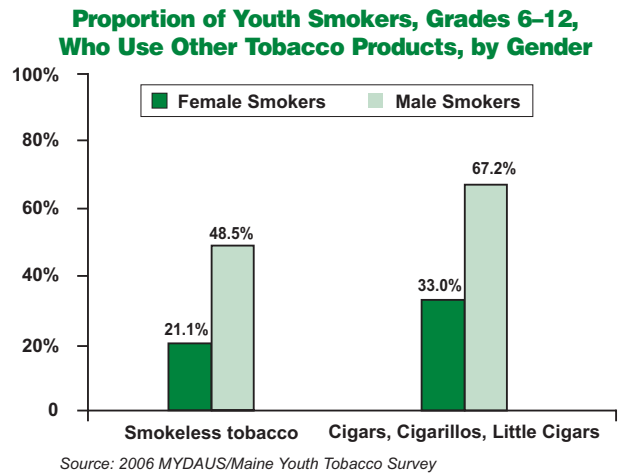
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¹The Youth Risk Behavior Survey was used as a data source for youth initiation and prevalence rates at the state level. The Youth Tobacco Survey was used as a data source for the same information on the county-level fact sheets.

²Lantz, P.M., Jacobson, P.D., Warner, K.E., Wasserman, J., Berson, J. and Ahlstrom, A. (2000). Investing in youth tobacco control: A review of smoking prevention and control strategies. *Tobacco Control*, 9, 47-63.

The use of other tobacco products is also high.

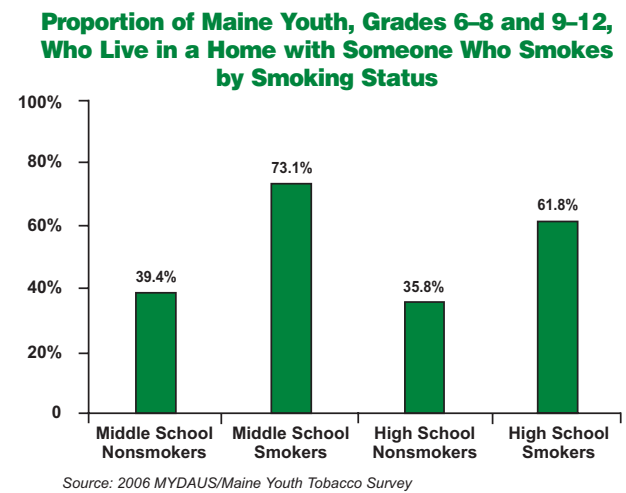
- Youth who smoke are also more likely to use smokeless tobacco.
- Males are more likely to use smokeless tobacco.
- 16% of high school students have used smokeless tobacco at some point in their lives and 9.5% used it at least once in the past 30 days.
- 16% of high school youth smoked a cigar, cigarillo or small cigar in the past 30 days.



Living with a smoker appears to influence whether or not a youth smokes.^{3,4}

- Youth who smoke are nearly twice as likely to live in a household with a person who smokes compared to youth who do not smoke.

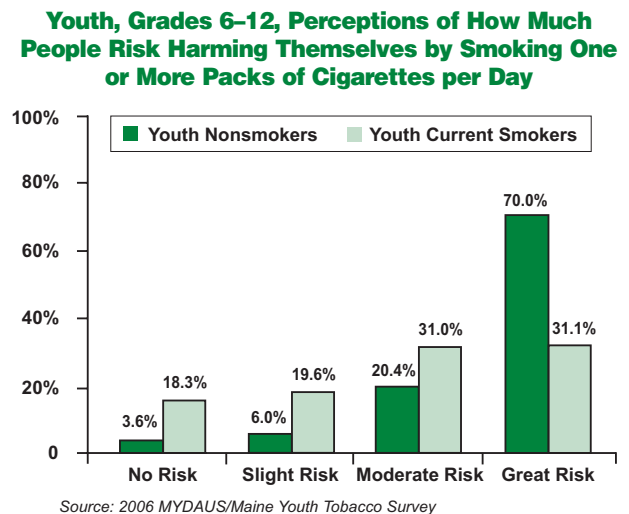
29,200
The number of Maine's youth now under 18 who will ultimately die prematurely from smoking.⁵



Youth Perceptions About Smoking

Youth who currently smoke underestimate the risks of smoking to people's health.

- Nine out of ten nonsmoking youth believe that there is “moderate” to “great risk” in smoking one or more packs of cigarettes per day.
- Nearly three in four (73%) nonsmoking youth, grades 6–12, believe there is moderate or great risk in being exposed to secondhand smoke (SHS). However, 43% of youth who smoke believe there is moderate or great risk from SHS exposure.



³Horn, Gao, Dino, & Kamal-Bahl. (2000). Determinants of youth tobacco use in West Virginia: A comparison of smoking and smokeless tobacco use. *American Journal of Drug and Alcohol Abuse*, 26(1), 125-138.

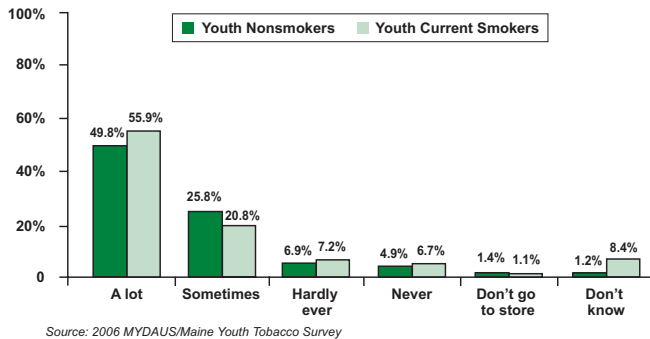
⁴Eisenberg, M. E., & Forster, J. L. (2005). Adolescent smoking behavior: Measures of social norms. *American Journal of Preventive Medicine*, 25(2), 122-128.

⁵See Campaign for Tobacco-Free Kids: “The Toll of Tobacco in Your State.” <http://tobaccofreekids.org/reports/> for data and original sources.

Youth Exposure to Tobacco Industry Advertising

Point-of-sale advertising is associated with youth starting to smoke and with future intentions to smoke. Price-based promotional offers are especially influential on youth becoming smokers.⁶

Youth, Grades 6–12, Who See Tobacco Industry Advertisements on Signs or Posterboards



- Youth who smoke are more likely to have seen “a lot” of tobacco industry ads than youth who do not smoke.
- One in two youth report seeing tobacco industry advertisements “a lot” of the time when they go to a grocery store, convenience store or gas station mini-mart.

\$73,900,000

The estimated portion spent each year in Maine by the tobacco industry for marketing.⁷

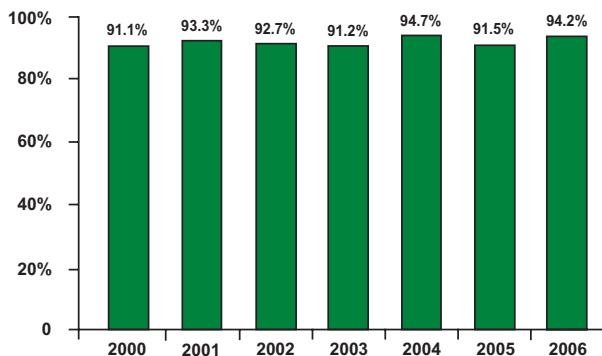
Youth Access to Tobacco

Restricting youth access to tobacco products involves both having retailers comply with tobacco sales laws and limiting the social sources that youth use to obtain their cigarettes. More youth get their cigarettes from friends, family members, or other sources rather than from commercial sources.⁸

Maine gets high scores when testing retail stores for compliance with current laws for selling tobacco products to youth.

- Maine has consistently had one of the best compliance rates in the nation. Only the state of Florida has had similar success over the past eight years in complying with youth tobacco sales laws.

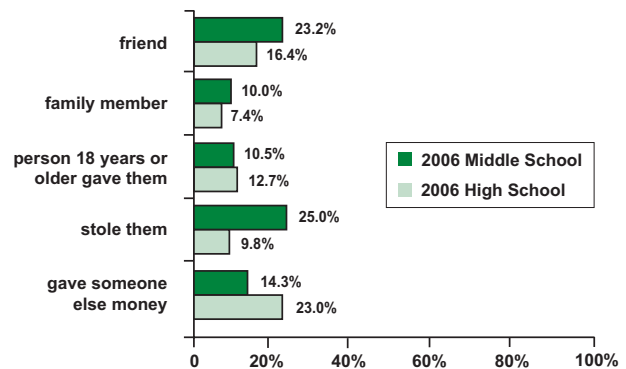
Maine's Retailer Compliance Rates with Youth Tobacco Sales Laws



Most youth do not get their cigarettes from buying them in a store.

- Middle school smokers usually get their cigarettes by stealing them or from a friend. High school smokers typically give money to someone else to buy their cigarettes.
- Girls are a little more likely to give someone money than buy for themselves.

Current Youth Smoker's, Grades 6–8 and 9–12, Sources of Cigarettes Over the Past 30 Days⁹



⁶Slater, S. J., Chaloupka, F. J., Wakefield, M., Johnston, L. D., & O'Malley, P. M. (2007). The impact of retail cigarette marketing practices on youth smoking update. *Archives of Pediatric Adolescent Medicine*, 161, 440-445.

⁷See Campaign for Tobacco-Free Kids: “The Toll of Tobacco in Your State.” <http://tobaccofreekids.org/reports/> for data and original sources.

⁸Dent, C., & Biglan, A. (2004). Relation between access to tobacco and adolescent smoking. *Tobacco Control*, 13, 334-338.

⁹The sources presented in the graph are those that youth smokers cited most often. There were other options for sources of obtaining cigarettes which are not presented here.

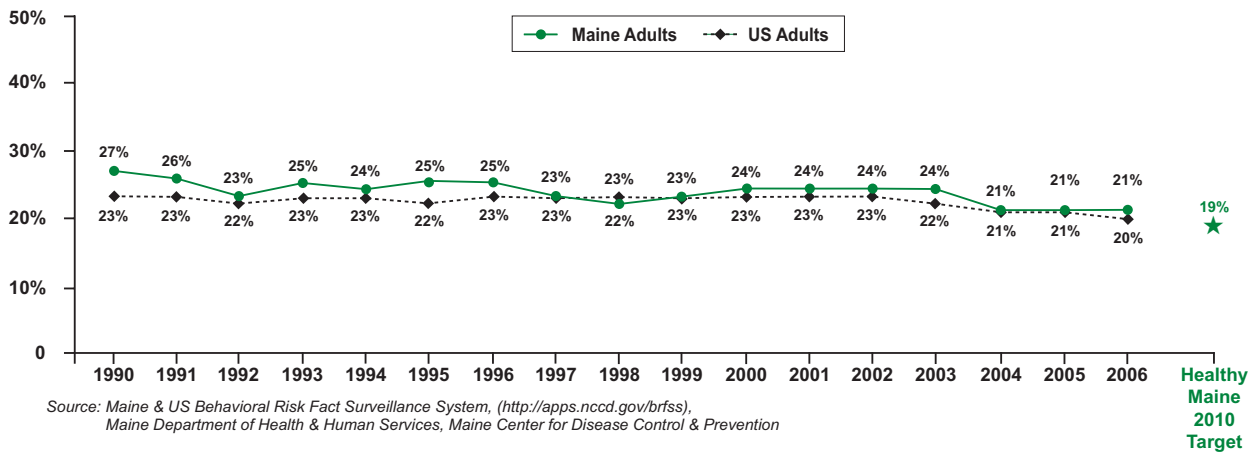
Adult Tobacco Use in Maine¹⁰

For over a decade, Maine has had approximately the same rate of adult smokers as the U.S., while prior, Maine was above the national average.

- 21% of adults in Maine smoke; 22% of all men smoke and 20% of Maine women are smokers.
- Nearly half of Mainers have never smoked a cigarette in their lives.
- 32% of Mainers are considered former smokers.
- 32.8% of pregnant Maine women on MaineCare/Medicaid smoked during the last three months of their pregnancy, which is nearly double the rate for pregnant women overall (17.5%).¹¹
- MaineCare/Medicaid recipients are twice as likely to smoke (42.5%) as the general population (21%).

2,200
The number of Maine adults who die each year from their own smoking.¹²

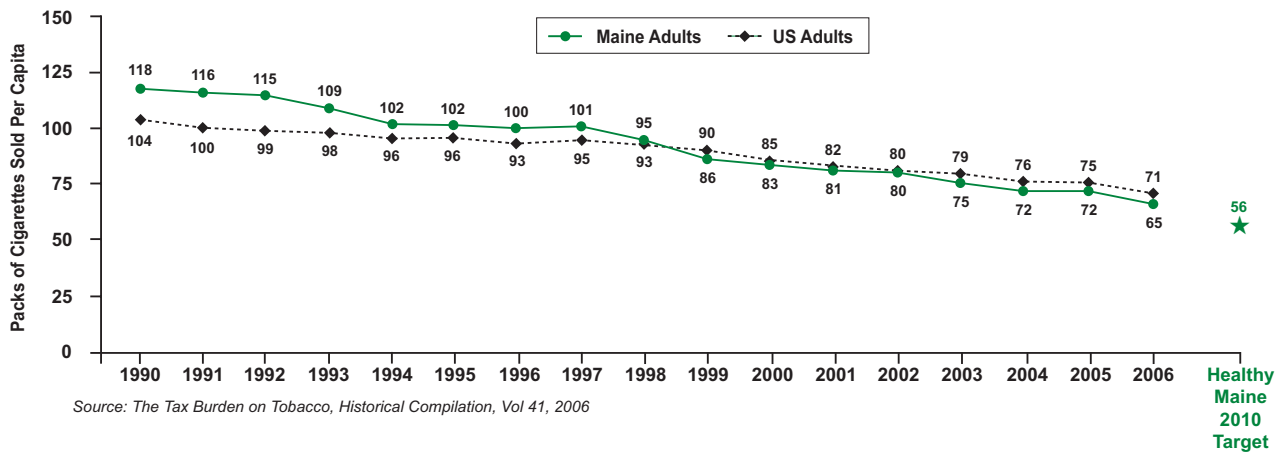
Prevalence of Cigarette Smokers Among Maine and US Adults



The number of cigarette packs sold in Maine has declined steadily since 1990.

- In 2006, 65 packs of cigarettes were sold per capita, the lowest rate in the past 15 years.

Tobacco Consumption in Packs of Cigarettes consumed Per Capita for Maine and the U.S.



¹⁰The BRFSS was used as a data source for some of the prevalence rates at the state-level. The ATS was used as a data source for the same information on the county-level fact sheets.

¹¹Source: 2005 Maine Pregnancy Risk Assessment Monitoring System Survey.

¹²See Campaign for Tobacco-Free Kids: "The Toll of Tobacco in Your State." <http://tobaccofreekids.org/reports/> for data and original sources.

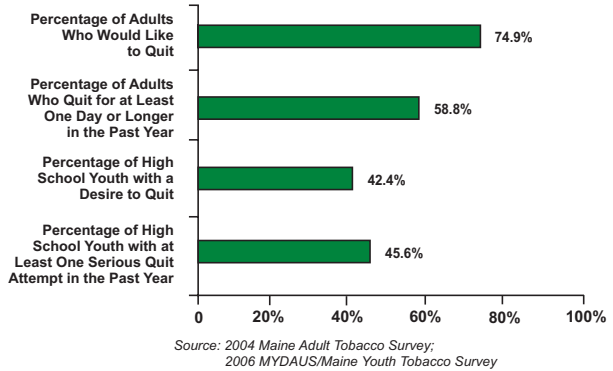
Quitting Tobacco in Maine

Helping tobacco users quit reduces their lifelong risks for various chronic diseases while also reducing the cost burden to Maine's citizens.

- 75% of adult smokers and 42% of high school youth smokers would like to quit.
- In the past year, six in ten adult Maine smokers quit for at least one day.
- Four in ten high school current smokers have a desire to quit and a similar percentage have attempted to quit in the previous year.

602,000,000
 The annual health care costs in Maine directly caused by smoking; 216 million of which is covered by the State Medicaid program.¹³

Percentage of Current Adult and Youth Smokers, Grades 9-12, Who Want to Quit or Who Have Quit for at Least One Day in the Past Year

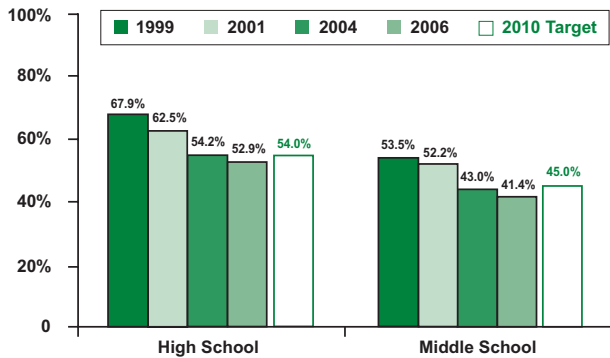


Secondhand Smoke Exposure in Maine

Youth Secondhand Smoke Exposure

There is no safe level of exposure to secondhand smoke. One method for fully protecting non-smokers is to completely eliminate smoking in indoor spaces.¹⁴

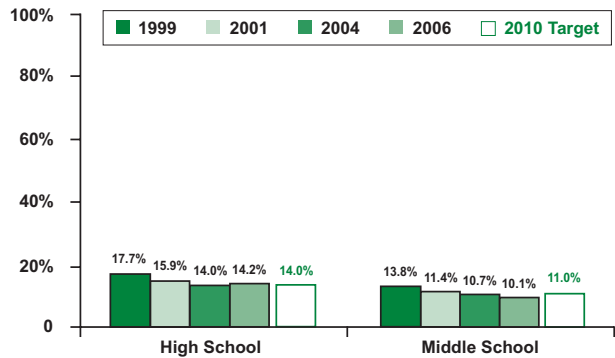
Proportion of Maine Youth, Grades 6-8 and 9-12, Who Were in the Same Room With Someone Who Was Smoking Cigarettes, One or More Days Out of the Previous Week



Source: 1999 & 2001 Maine Youth Tobacco Survey; 2004 & 2006 MYDAUS/Maine Youth Tobacco Survey

- 53% of high school youth and 41% of middle school youth were exposed to secondhand smoke at least once during the past week when they were in the same room with someone else who was smoking.
- The Healthy Maine 2010 Targets have been met, however, the proportion of youth exposed to secondhand smoke remains high.

Proportion of Maine Youth, Grades 6-8 and 9-12, Who Rode in a Car With Someone Who Was Smoking Cigarettes 7 Out of the Past 7 Days



Source: 1999 & 2001 Maine Youth Tobacco Survey; 2004 & 2006 MYDAUS/Maine Youth Tobacco Survey

- 14% of high school and 10% of middle school youth were exposed to secondhand smoke when they rode in a car everyday over the past week with someone else who was smoking.
- Youth who smoke are more apt to live or ride with people who smoke.

¹³See Campaign for Tobacco-Free Kids: "The Toll of Tobacco in Your State." <http://tobaccofreekids.org/reports/> for data and original sources.

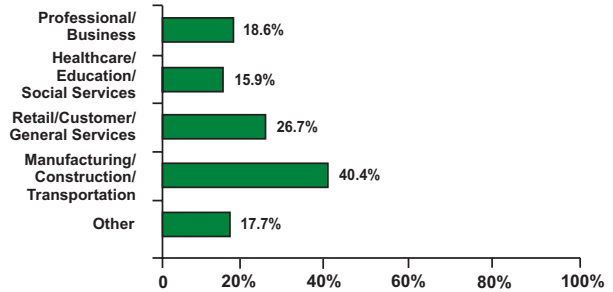
¹⁴Major conclusions from the 2006 Surgeon General's Report: "The Health Consequences of Involuntary Exposure to Tobacco Smoke."

Adult Secondhand Smoke Exposure

Maine has strong laws to protect workers from exposure to secondhand smoke, but Mainers are still exposed to smoke at their workplace.

- 25% of people employed in Maine have some exposure to tobacco smoke at work.
- Mainers working in manufacturing, construction or transportation jobs are the most likely to report being exposed to secondhand smoke for *at least* one hour during their work week.
- Nearly one in ten people are exposed to secondhand smoke for more than one hour per week at work.

Proportion of Workers, by Occupation Type, Reporting One Hour or More of Secondhand Smoke Exposure in a Typical Work Week



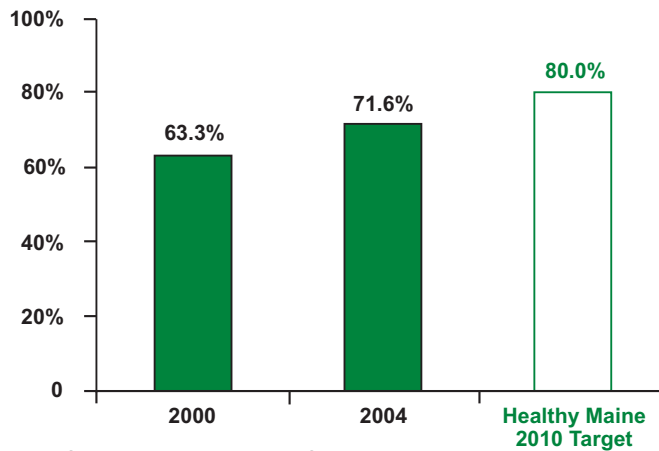
Source: 2004 Maine Adult Tobacco Survey

Rules Against Smoking in the Home

Rules that do not allow smoking in the home are especially important for protecting children from secondhand smoke exposure. Also, families with rules against smoking in the home are less likely to have youth who smoke.

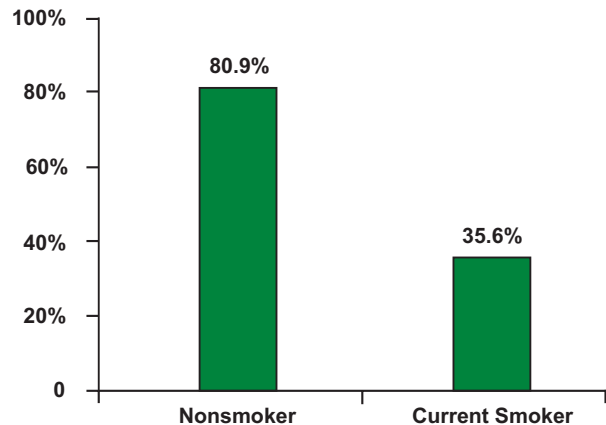
- The proportion of adults that do not allow smoking in their homes has increased to 72% since 2000, but is still short of the Healthy Maine 2010 target of 80%. For homes where children are present, 76.5% of adults do not allow smoking.
- One-third (35.6%) of adults who smoke have rules against smoking in their homes.

Proportion of Maine Adults Who Do Not Allow Smoking in Their Homes



Source: Maine Adult Tobacco Survey

Proportion of Maine Adults Who Do Not Allow Smoking in Their Homes by Smoking Status



Source: 2004 Maine Adult Tobacco Survey

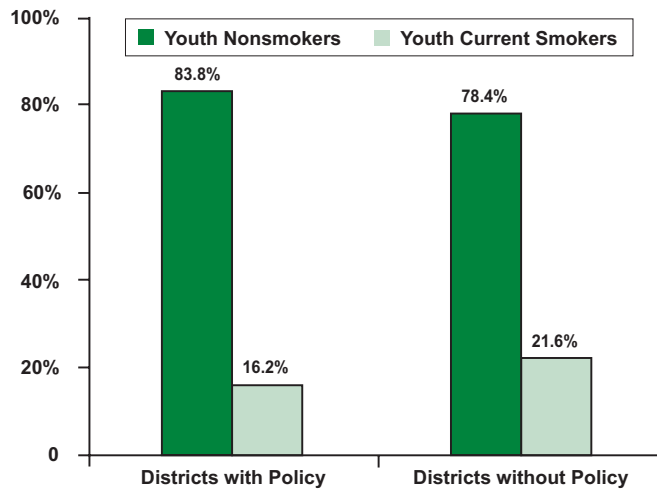
Policies Against Tobacco Use in Other Social Environments

School-Based Tobacco Policies

Enacting tobacco-free policies in schools is an effective strategy for reducing youth tobacco use.

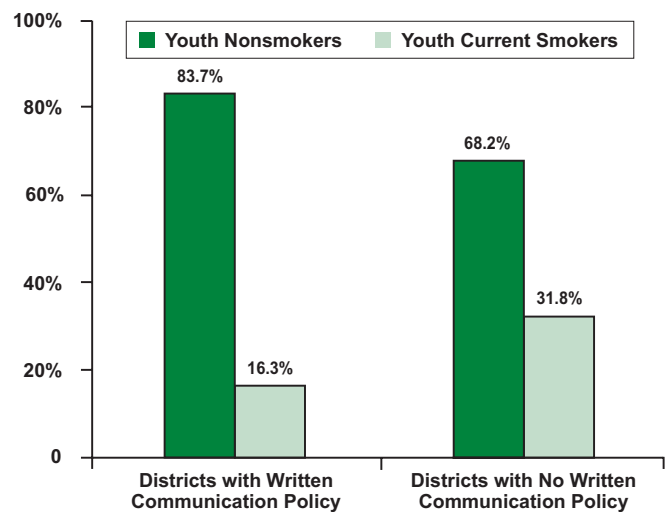
- School districts that have a comprehensive tobacco policy and have a way to inform students about the policy have fewer youth smokers than school districts without a policy and communication plan.

Percentage of Current Youth Smokers within a School District in Association with whether the School District has a Written Policy or Policies Regarding Tobacco that Prohibits Tobacco Use at School Sponsored Functions on or away from School Property



Source: Maine Youth Tobacco Survey, N = 66,470;
2004 Environmental Indicator Study

Percentage of Current Youth Smokers within a School District in Association with whether a School District has a Written Procedure for Communicating the Tobacco Use Policy to Students



Source: Maine Youth Tobacco Survey, N = 66,470;
2004 Environmental Indicator Study

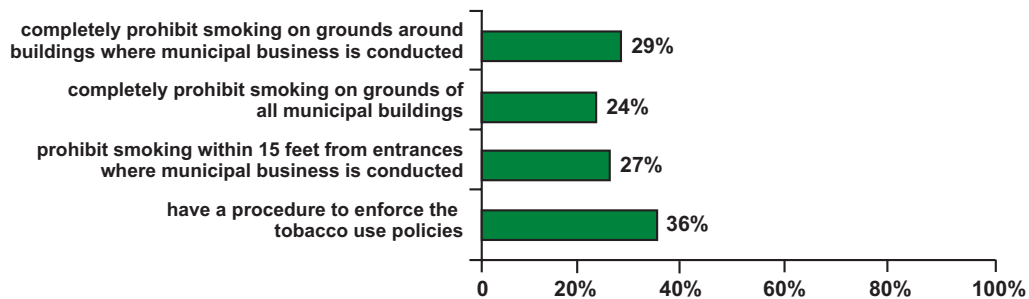
On May 22nd, 2007, the Maine State Legislature signed into Public Law that tobacco use in the buildings or on the grounds of any elementary or secondary school is prohibited.

Municipal Tobacco Policies & Procedures

Municipal tobacco policies protect against secondhand smoke exposure, contribute to a community norm about the unacceptability of tobacco use, and, depending on the strength of the policy, have been associated with nonsmoking.¹⁵

- The strength of tobacco use policies vary by municipality.
- One in four municipalities have tobacco policies restricting use on or around the municipal property.
- Of the 128 municipalities that prohibit smoking within 15 feet of entrances to municipal buildings, four in ten (42%) also have signs posted at the entrances to inform people of the policy.
- Of the 283 municipalities that own or operate recreation fields or parks open to the public that are not part of school land, 34% have a municipal policy that restricts smoking at the recreation fields or parks.

Tobacco Use Policies Restricting Use On or Around Municipal Properties¹⁶ (Does your municipality...)



Source: 2007 Environmental Indicator Survey of Maine Municipalities

¹⁵Stephens, T., Pederson, L.L., Koval, J.J., & Macnab, J. (2001). Comprehensive tobacco control policies and the smoking behaviour of Canadian adults. *Tobacco Control*, 10, 317-322.

¹⁶There were a total of 492 municipalities contacted for the 2007 Healthy Lifestyles Environmental Indicators Survey of Maine Municipalities. A total of 477 municipalities completed the survey for a 97% response rate.



Healthy Maine Partnerships

Partnership For A Tobacco-Free Maine

Maine Department of Health and Human Services
Maine Center for Disease Control and Prevention



John Elias Baldacci, Governor
Brenda Harvey, Commissioner
Appropriation #014-10A-9922-022

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