

Youth CIGAR USE In Maryland

Maryland Statistics

Although tobacco use in Maryland is declining, statistics show that cigar use by teens is on the rise. The fact that cigarillos can be sold individually, are available in candy, fruit, and alcohol flavors, and are cheaper compared to cigarettes, increases their popularity among youth.

- ▶ Youth are shifting to cigars. While cigarette smoking has decreased among high school youth by nearly 40 percent since 2000, cigar use among high school students has increased by more than 11 percent during that same time period.¹
- ▶ The 2010 Maryland Youth Tobacco Survey data demonstrated that high school youth cigar use is now virtually equivalent to cigarette use at 14%.¹
- ▶ Among Maryland high school youth less than eighteen years old and currently using cigar products, nearly 80% report current use of *flavored* cigars.¹
- ▶ The 2008 Maryland Adult Tobacco Survey, a survey of more than 22,000 adults, found that just 1.6% of adults reported current use of a flavored cigar product.²
- ▶ In 2010, 75% of underage Maryland high school current cigar smokers reported having purchased cigarillos.¹
- ▶ Youth are attracted to candy and fruit flavored cigars. Available cigar flavors now include strawberry, watermelon, grape, peach, vanilla, chocolate and tequila. In contrast, beginning in September 2009, as part of the federal Family Smoking Prevention and Tobacco Control Act, the Food and Drug Administration banned the sale of candy and fruit flavored cigarettes in the US due to the fact that flavored cigarettes mask the harsh taste of tobacco and often serve as a gateway for underage use, leading to nicotine addiction.
- ▶ Youth can afford cheap cigars. Small cigars can be purchased individually at prices comparable to a candy bar or an ice cream cone.
- ▶ Of Maryland high school youth who purchased a cigar in the 30 days prior to the survey, nearly 65% reported purchasing less than four cigars at a time, with over half of these youth purchasing just one cigar at a time.¹
- ▶ In Maryland, over 17% of high school youth use cigarettes AND cigars concurrently.¹

1 MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE. *Monitoring Changing Tobacco Use Behaviors 2000-2010*. Available at: <http://mdquit.org/tobacco-use/maryland-dhnh-reports>

2 MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE. *Monitoring Changing Tobacco Use Behaviors 2000-2008*. Available at: <http://mdquit.org/tobacco-use/maryland-dhnh-reports>

National Data

- ▶ The Surgeon General's Report (2012) shows that one out of every five male high school seniors smokes cigars nationwide.³
- ▶ Ninety-nine percent of young people begin using tobacco before the age of 26; prevention efforts targeting these younger age groups may help to reduce the amount of new tobacco users, and change the social norm to tobacco-free.³
- ▶ Cigar use among black high school students increased significantly from 2009 to 2011.⁴ High school male cigar use was nearly equivalent to cigarette use, and was twice as high as female youth cigar use.⁴
- ▶ The 2009-2010 National Adult Tobacco Survey found that nearly 43% of adult smokers nationwide were using flavored cigars.⁵ Higher prevalence is often seen in sub-populations including young adults, Hispanics, less educated, less wealthy, and LGBT.⁵
- ▶ A recent report indicated that the total consumption of cigarettes decreased by 32.8% from 2000 to 2011, whereas non-cigarette combustible tobacco, which includes all cigars and loose tobacco, increased by 123%.⁶
- ▶ Marketing promotes and portrays cigar use in a positive and glamorous light, with endorsements by celebrities and product placement in movies.⁷ Teens are sensitive to these environmental influences, and youth may be more apt to try using tobacco if continually exposed to such portrayals.³
- ▶ Some retail stores place tobacco products near the checkout counters – including the brightly colored packaging of flavored cigarillos and little cigars – and sometimes at 'eye level' of youth. A 2009 systematic review of studies looking at the effect of point-of-sale tobacco promotions found significant associations between youth exposure to such promotions and smoking initiation, susceptibility to smoking, beliefs about the availability of tobacco, and beliefs about smoking prevalence.⁸

3 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General—2012*: <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html>

4 ARRAZOLA, R.A., DUBE, S.R., AND ENGSTROM, M. *Current Tobacco Use Among Middle and High School Students – United States 2011*. Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report. August 10, 2012; 61(31): 581-585. http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6131a1.htm?s_cid=mm6131a1_w

5 KING, B.A., DUBE, S.R., AND TYNAN, M.A. *Flavored Cigar Smoking Among U.S. Adults: Findings from the 2009-2010 National Adult Tobacco Survey*. Nicotine & Tobacco Research. 2012. doi: 10.1093/ntr/nts178; First published online: August 27, 2012.

6 TYNAN, M.A., MCAFEE, T., PROMOFF, G., AND PECHAHEK, T. *Consumption of Cigarettes and Combustible Tobacco -- United States 2000-2011*. Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report. August 3, 2012; 61(30): 565-569. <http://www.cdc.gov/mmwr/PDF/wk/mm6130.pdf>

7 CENTERS FOR DISEASE CONTROL AND PREVENTION. *Cigars*. Available at: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/cigars/.

8 PAYNTER, J. AND EDWARDS, R. *The Impact of Tobacco Promotion at Point-of-Sale: A Systematic Review*. Nicotine and Tobacco Research. 2009. 11(1). Page 25-35.