

2016

Adult Tobacco Survey

Surveys Conducted: 2016

Report Date: July, 2017

NEBRASKA

Good Life. Great Mission.

DEPT. OF HEALTH AND HUMAN SERVICES



for a great state of health



Summary of the 2016 Adult Tobacco Survey for the State of Nebraska

Prepared by the
Nebraska Department of Health and Human Services Division of Public Health
Tobacco Free Nebraska Program
With Assistance From
Social & Behavioral Science Research Consortium (SBSRC)
Office of Research and Development
University of Nebraska – Lincoln

Contact Information
Tobacco Free Nebraska
Nebraska Division of Public Health
P.O. Box 95026
301 Centennial Mall South
Lincoln, NE 68509
(402) 471-2101
www.dhhs.ne.gov

Acknowledgements

This report was prepared to provide Tobacco Free Nebraska (TFN) and other interested organizations a comprehensive summary of tobacco use among adults in the state. Prepared by Kevin Horne and Jihyun Ma. Special thanks to the regional partners that work every day to lessen the burden of tobacco use and improve the length and quality of lives for Nebraskans and for the residents who were randomly selected to complete the questionnaire.

TABLE OF CONTENTS

ADULT TOBACCO USE IN NEBRASKA..... 3

INITIATION 3

PRODUCT PREFERENCES 4

TOBACCO USE IN NEBRASKA 5

CIGARETTE SMOKING..... 5

CIGAR/CIGARILLO USE..... 10

PIPE SMOKING 10

SMOKELESS TOBACCO..... 10

E-CIGARETTE/ENDS..... 11

BIDIS..... 11

KRETEKS 11

ROLL-YOUR-OWN 11

FUNDING FOR COMPREHENSIVE TOBACCO PREVENTION AND CONTROL 12

SUPPORT FOR TOBACCO TAX INCREASE..... 13

SUPPORT FOR USING TOBACCO SETTLEMENT DOLLARS FOR PREVENTION 13

SECONDHAND SMOKE AND SMOKE/TOBACCO FREE POLICIES 14

PROTECTION FROM SECONDHAND SMOKE IN HOMES..... 14

PROTECTION FROM SECONDHAND SMOKE IN VEHICLES 14

SUPPORT FOR SMOKE-FREE OUTDOOR VENUES 15

Introduction

Tobacco use remains the leading preventable cause of death in the United States. Annually approximately 480,000 Americans die prematurely due to tobacco use. It is estimated that 2,500 Nebraskans die each year due to either direct or indirect exposure to tobacco products.¹

Each year Tobacco Free Nebraska, a program within the Nebraska Department of Health and Human Services

– Division of Public Health, monitors tobacco use among adults to identify current trends in tobacco use, new or emerging product evolution and opportunities to support cessation efforts. This report summarizes the major findings from this ongoing surveillance study.

Adult Tobacco Survey (ATS): ATS is a state level landline and cellular telephone survey of adults aged 18 years or older. Core questions assess adults’ knowledge, attitudes, and behaviors related to tobacco use, secondhand smoke exposure, use of cessation assistance, and their awareness of and support for evidence-based policy interventions. Ibid page 58

Adult Tobacco Use In Nebraska

The 2016 adult tobacco survey found that 73% of adult Nebraska smokers indicate they began smoking before age 18 and nearly all by the age of 21. To help curb adult smoking, many states and jurisdictions are working to raise the minimum purchase and possession age for tobacco products to 21. As of the writing of this report,

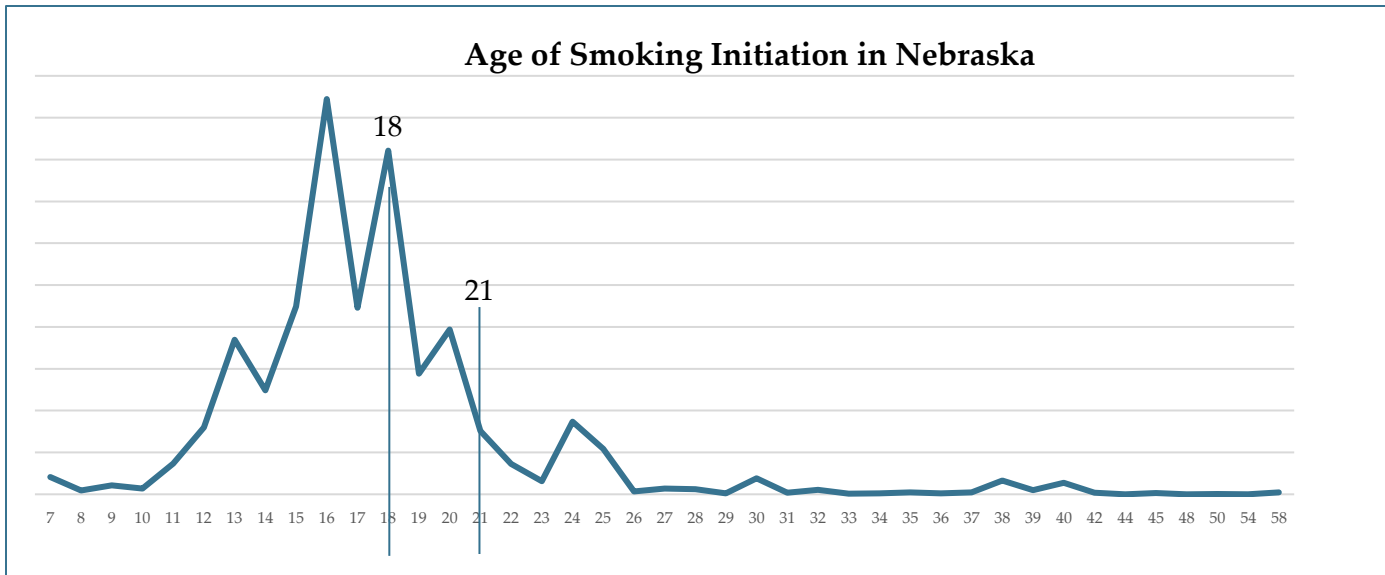


Figure 1

California, Hawaii, and Oregon and over 250 municipalities have increased the minimum purchase age for tobacco products to 21.² Figure 1 displays the self-reported age at-which current adult cigarette smokers in

¹ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Page 105.

² https://www.tobaccofreekids.org/content/what_we_do/state_local_issues/sales_21/states_localities_MLSA_21.pdf

Nebraska reported they began smoking regularly. As can be seen in Figure 1, individuals reported that they began smoking as early as age 7 and as late as age 58.

Adult Tobacco Use

The health burden of tobacco use falls primarily upon the adult population. Because nearly all health impacts (with the exception of fires, burns, and poisonings) of tobacco use are chronic medical conditions that take years or decades to develop, the impact of a tobacco-use decision in adolescence or young adulthood is not felt for many years.

Prevalence of Tobacco Product Use

The 2016 version of the ATS asked respondents which tobacco products they use, if any. Respondents are asked if they regularly use cigarettes, cigars (including cigars and cigarillos – or little cigars), pipe tobacco, smokeless tobacco (chew, dip, snuff, snus), electronic or e-cigarettes, hookah or waterpipe, roll-your-own, bidis, kreteks (clove cigarettes), or any other type of tobacco product. These results are displayed below. Note that some individuals use more than one type of tobacco product and therefore are included more than once. To ensure consistency in definitions, this report **includes** e-cigarettes in the definition of tobacco products.

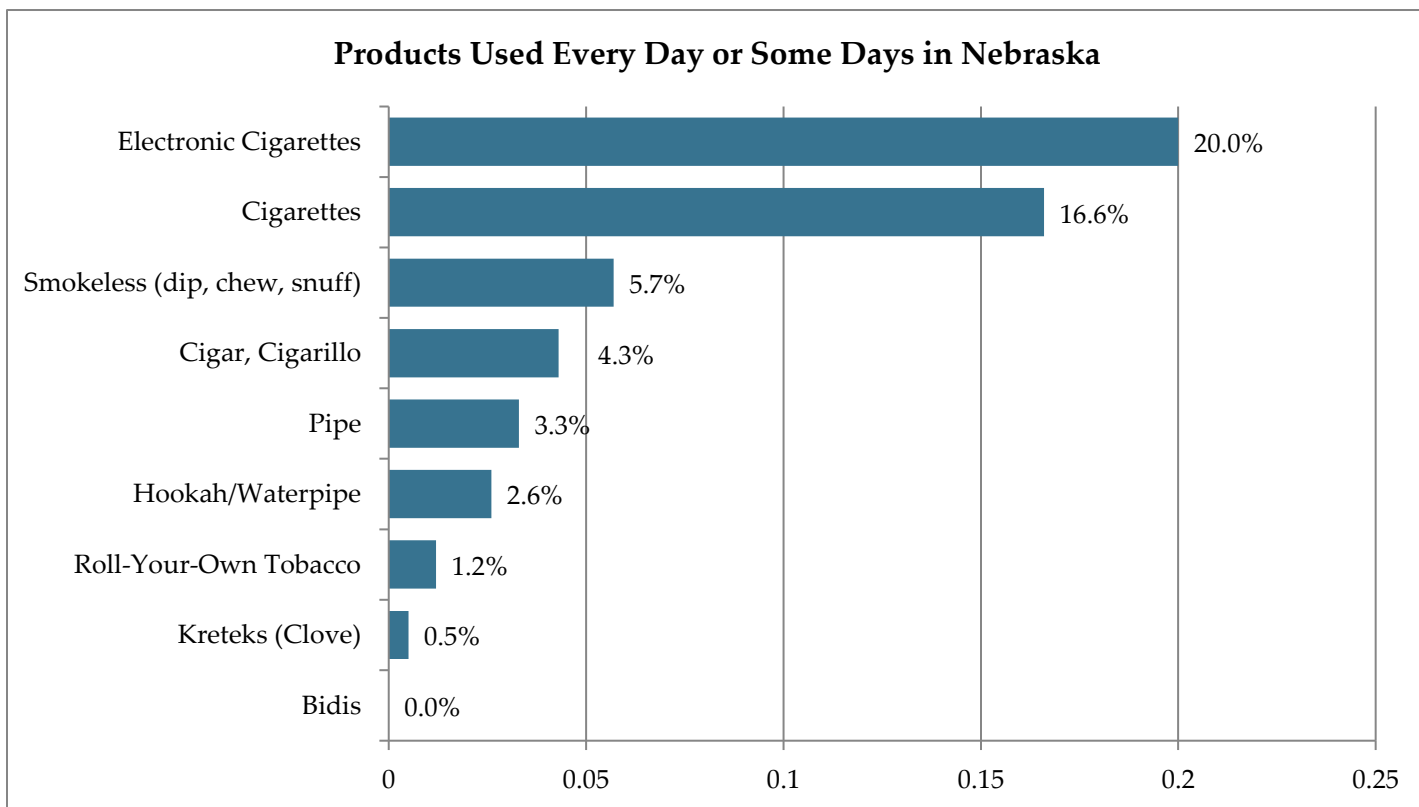


Figure 2

According to the Nebraska Adult Tobacco Survey (ATS) the **Total Adult Tobacco Use Rate** is currently 24.4%. This represents the total proportion of adults who regularly use at least one type of any tobacco product. According to this study, 16.6% of individuals regularly use cigarettes.

Cigarette Smoking Rate

The rate of regular use of combustible cigarettes is currently 16.6% (according to this study). While combustible cigarette smoking has traditionally been the most common method of using tobacco, in the last year e-cigarette use has surpassed cigarettes. The e-cigarette use rate is 20%. The U.S. Census Bureau estimates the 2016 population of Nebraska is 1,907,000. Given this cigarette smoking rate and the number of adult residents of Nebraska (1,434,151), approximately 238,969 adults still regularly use cigarettes and therefore are at much higher risk for future health problems.

This finding is consistent with the results reported by the Behavioral Risk Factor Surveillance System (BRFSS) in 2015. Tobacco Free Nebraska utilizes the BRFSS results as the official adult smoking rate in Nebraska because of the many years of implementation, oversight by the CDC, and availability of state and national comparative data. The most current available smoking rate reported by BRFSS is 17.3% (2015).

Variation in Cigarette Smoking Rates

It is widely known that a variety of disparities exist among those who smoke compared to the non-smoking population.

Geography

The location of residence impacts smoking rates and smokeless tobacco use rates. Residents of more urban communities have lower rates of smoking while more rural areas have higher rates of smokeless tobacco use.

Cigarette Smoking Prevalence by Health District - 2015

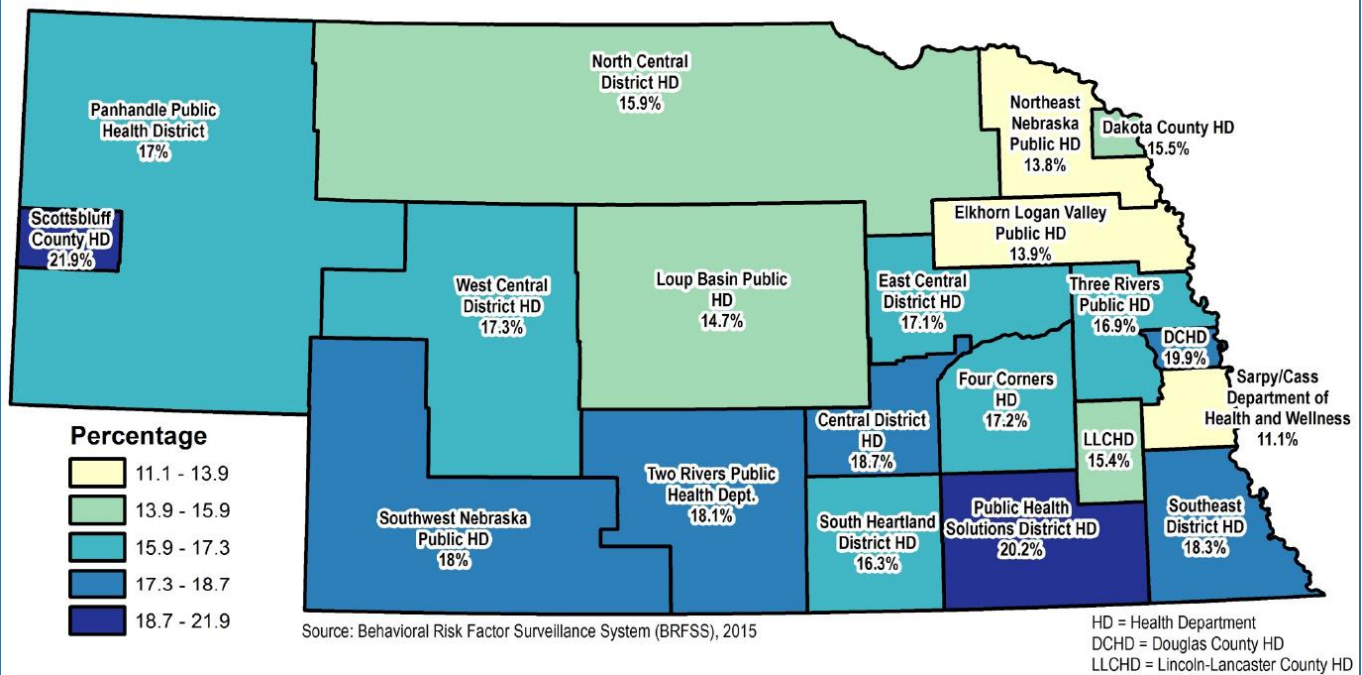


Figure 4

Smokeless Tobacco Prevalence by Health District - 2015

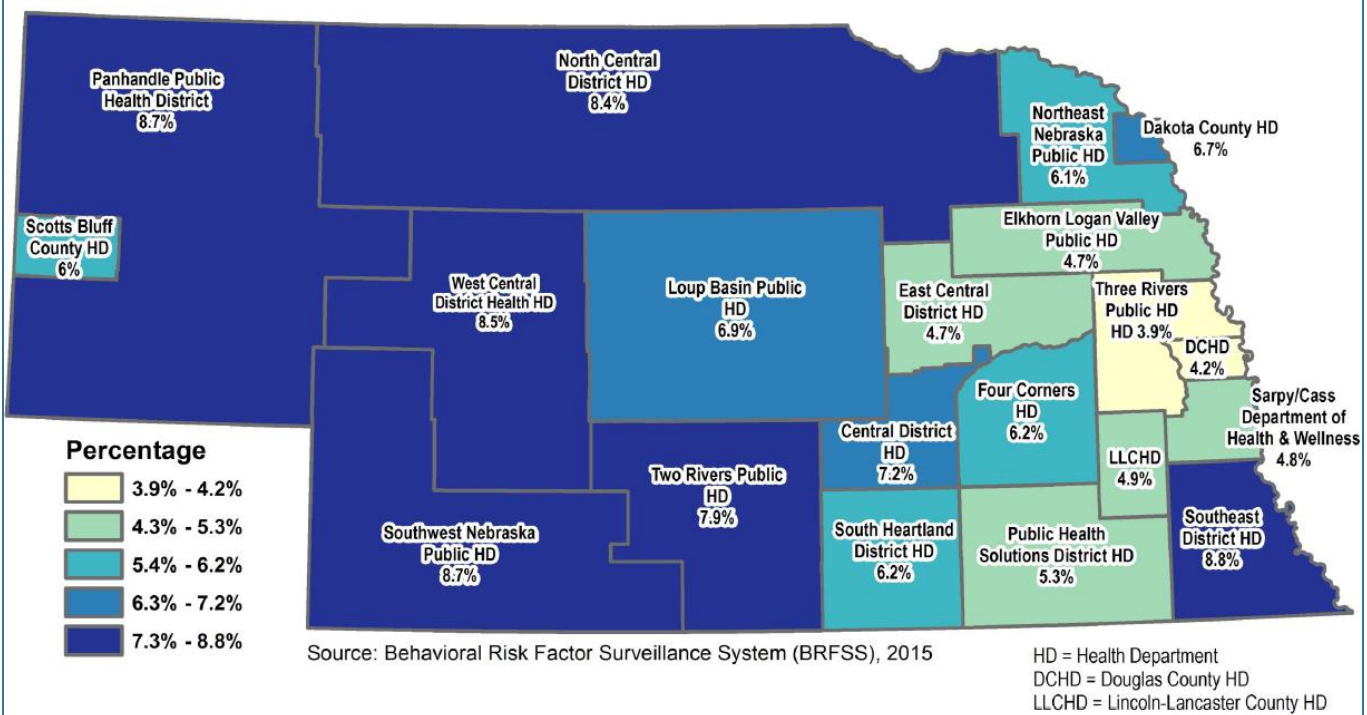


Figure 5

Characteristics of Cigarette Smokers

Analyzing the demographic and lifestyle characteristics of smokers helps to understand factors that may help with cessation efforts.

Sex of Smoker

Fifty-four (54%) percent of the population of regular smokers is male while 46% is female.

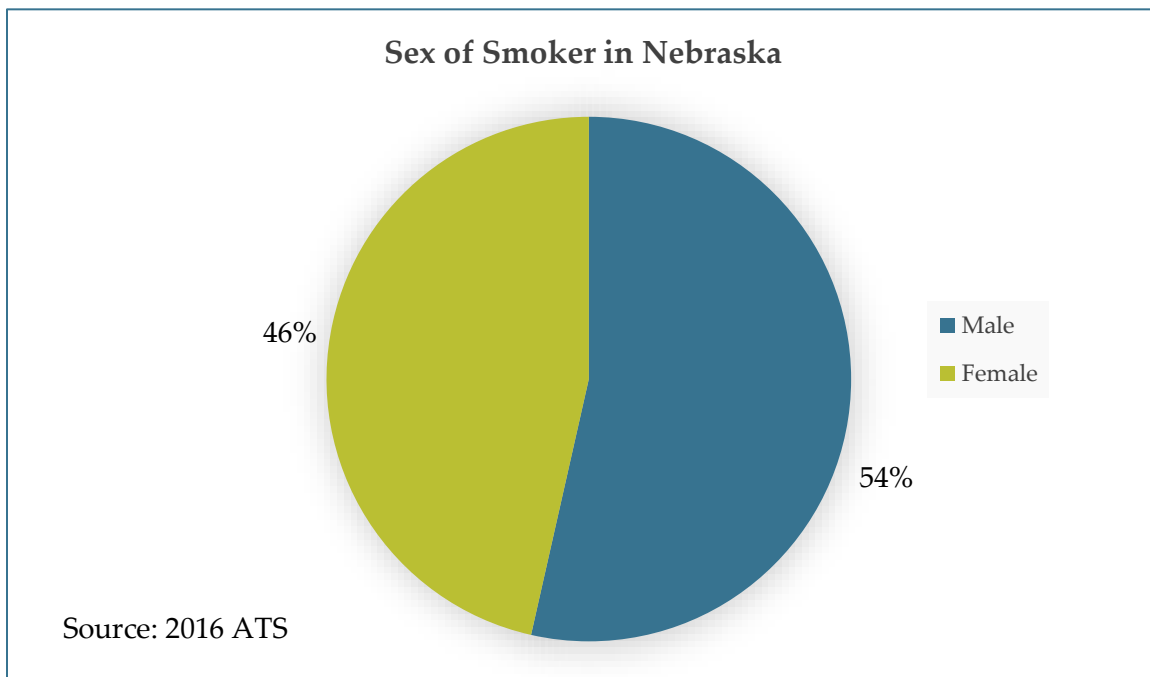


Figure 6

Health Status

Self-reported Health Status by Smoking Status. The overall self-reported health status of cigarette smokers is lower (less healthy) than non-smokers. This is especially the case for the categories of “Excellent Health” – 5.5% of smokers vs. 17.5% of non-smokers and “Fair Health – 24.3% smokers vs. 8.5% non-smokers.

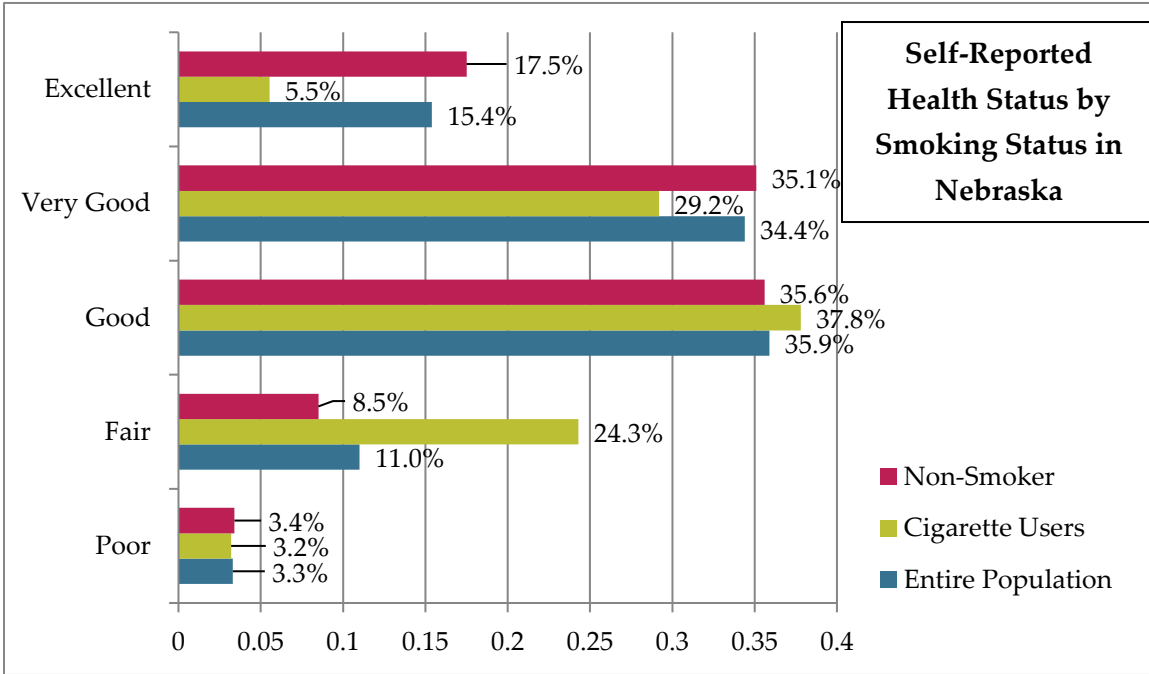


Figure 7

Nicotine Dependence

Nicotine is one of the most addictive drugs available. Addiction experts put it in the same categories as heroin and cocaine.³ The powerful craving is evidenced in Nebraska by the short period of time between waking and consuming a cigarette. Respondents reported that 60% of smokers typically consume a cigarette within 1 hour of waking.

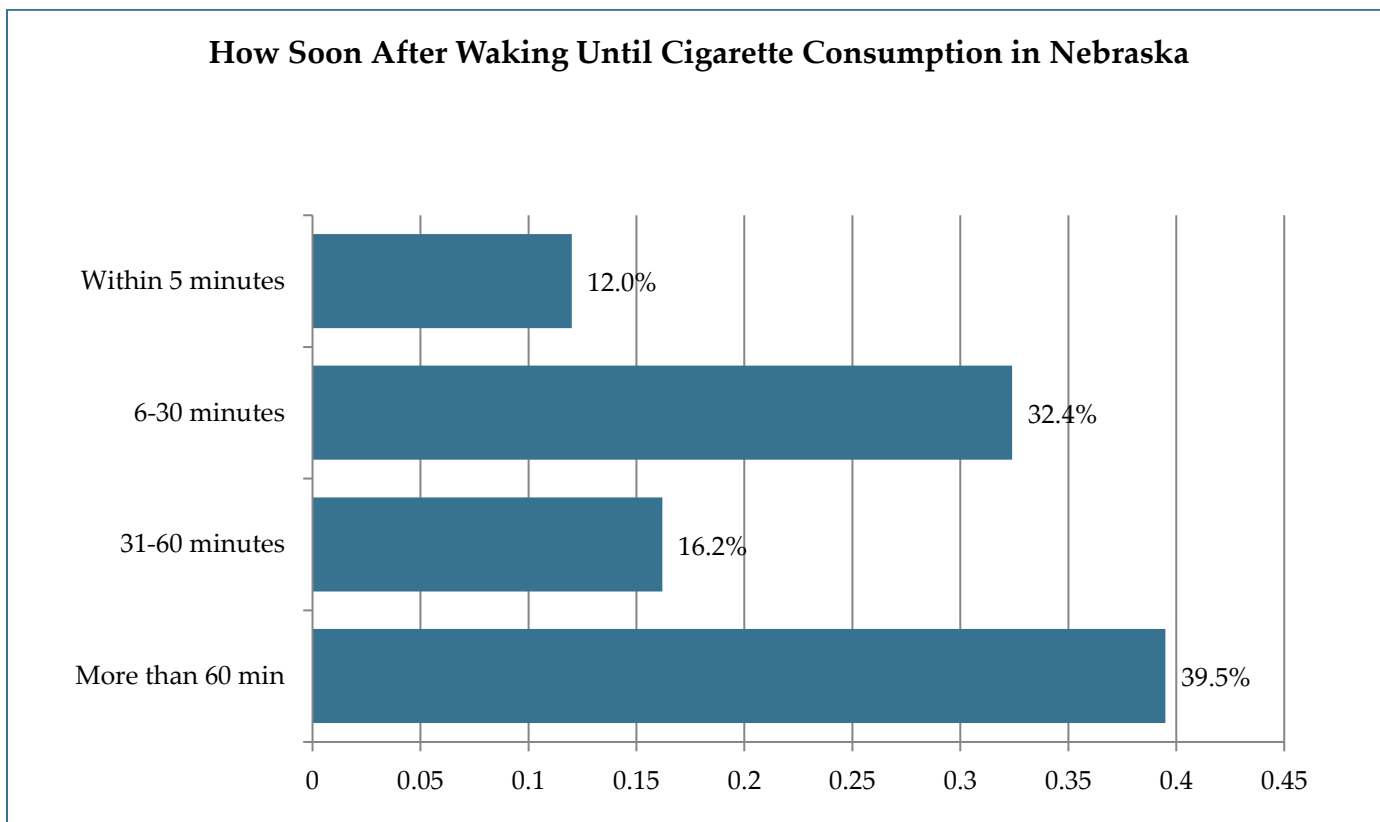


Figure 8

³ National Center on Drug Abuse - <https://www.drugabuse.gov/publications/research-reports/tobacco/nicotine-addictive>, accessed 7/2017.

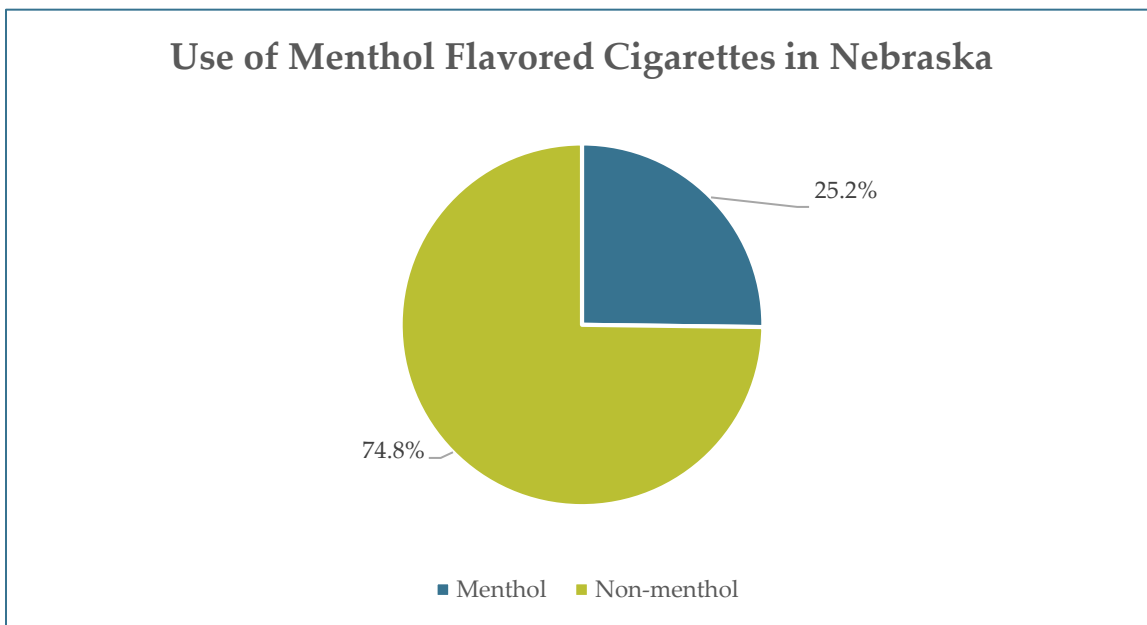


Figure 9

Purchasing and Product Use

About 25.2% of Nebraska smokers report that they use menthol-flavored cigarettes. Because menthol is a substance used to treat throat irritation and provides alleviation of throat pain and discomfort, its use is often seen as an aid to help individuals to begin or continue to smoke. Though the Food and Drug Administration instituted a flavor ban for cigarettes in 2009, menthol was allowed to continue being offered. Lately some communities and interest groups have advanced the idea that menthol should also be banned and recently a city-wide ban in San Francisco was passed.

Cigar and Cigarillo Use

Thirty-seven percent (37%) of respondents indicated that they had tried cigars or cigarillo at least once in their lifetime. When asked about daily use, 4.3% indicate they are current smokers of cigars or cigarillo by using them every day or some days.

Pipe Use

Fifteen percent (15%) of respondents indicated that they had tried pipe tobacco at least once in their lifetime. Slightly over 7% indicate they are current smokers of pipe tobacco by using them every day or some days.

Smokeless Tobacco Use

The use of smokeless tobacco has slowly increased in recent years. Twenty-nine (29%) percent of respondents indicated that they had tried smokeless tobacco at least once in their lifetime. Smokeless tobacco is more prevalent in rural settings and is vastly more popular with males. The number of females using smokeless tobacco is negligible.



Electronic Nicotine Delivery Systems (ENDS) – Also Called E-Cigarettes

Twenty-three (23%) percent of respondents indicated that they had tried ENDS at least once in their lifetime. Nineteen percent (19%) indicate they are current users of ENDS by using them every day or some days.

Bidis

Bidis are essentially not used in Nebraska according to this study. No respondents indicated that they had tried bidis at least once in their lifetime. In addition, respondents did not report they are current smokers of bidis.

Kreteks

One half of 1% of respondents indicated that they had tried Kreteks at least once in their lifetime. Like bidis the use of Kreteks is very low.

Roll-Your-Own

A small group of people (1.2%) buy and use roll-your-own tobacco.

Funding for Comprehensive Tobacco Prevention and Control

Support for Tobacco Tax Increase

Three-quarters (75%) of all respondents agreed or strongly agreed that tobacco taxes should be increased to fund cessation and prevention activities.

When responses are divided by tobacco users and non-tobacco users the results show a divergence of opinion. Interestingly, though, nearly half (48.4%) of the tobacco users supported an *increase* in tobacco taxes.

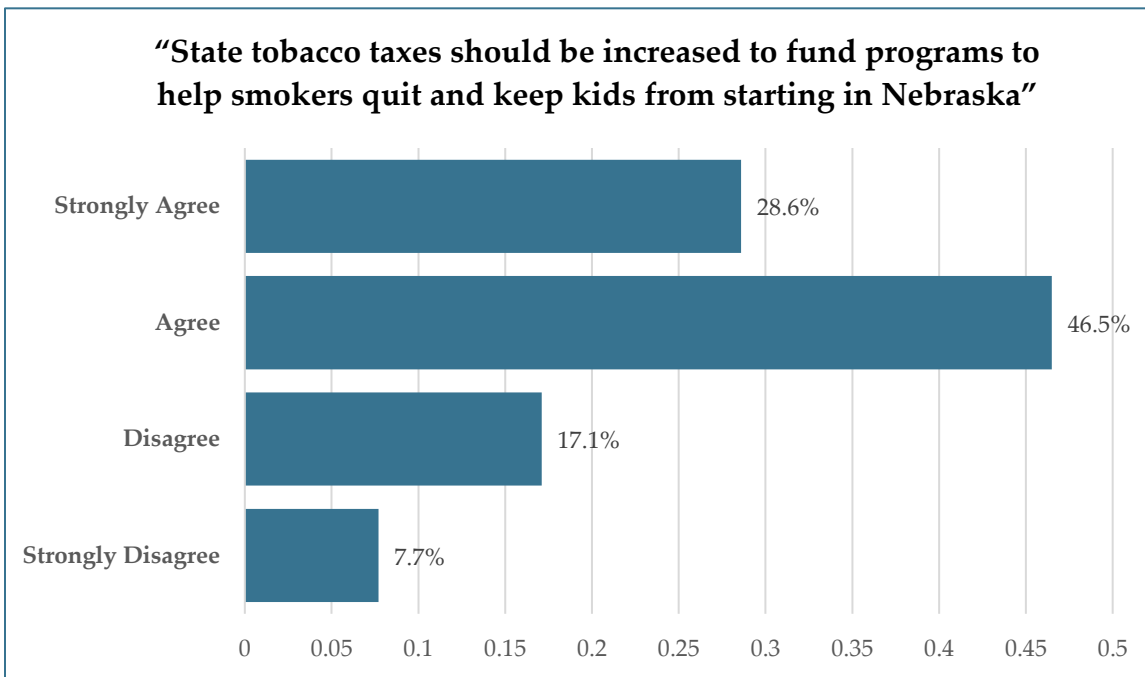


Figure 10

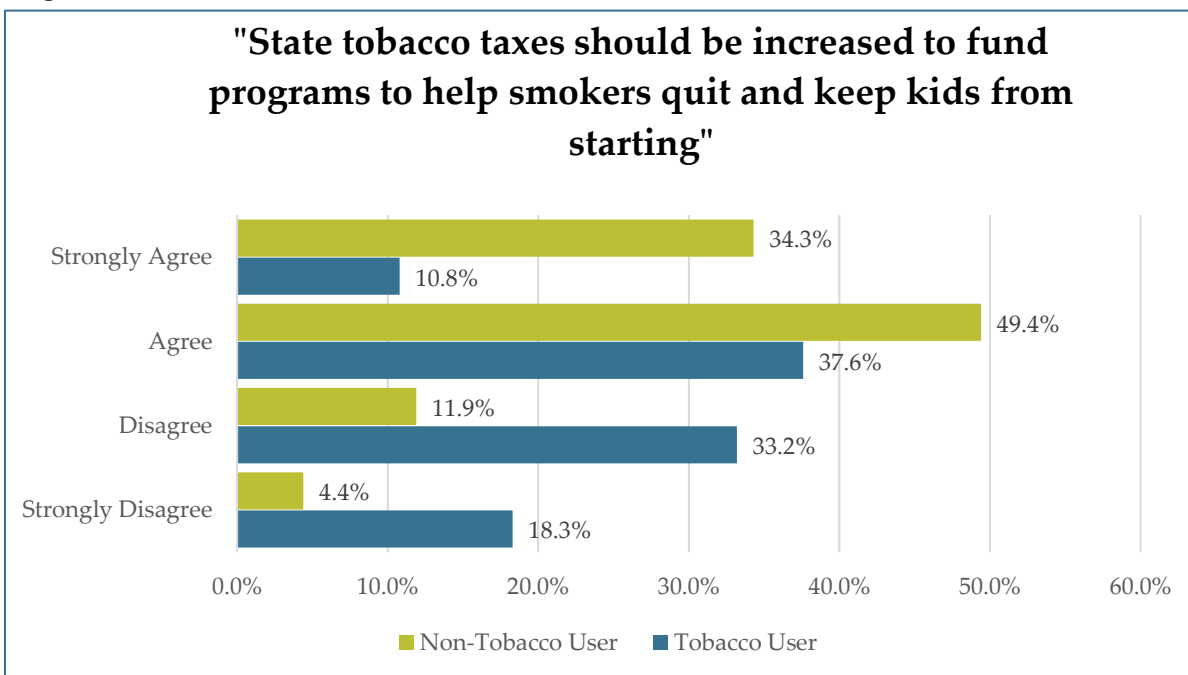


Figure 11

Support for Use of Master Settlement Dollars for Prevention

Nebraskans overwhelmingly support the use of the Tobacco Master Settlement Agreement dollars for prevention and cessation programs.

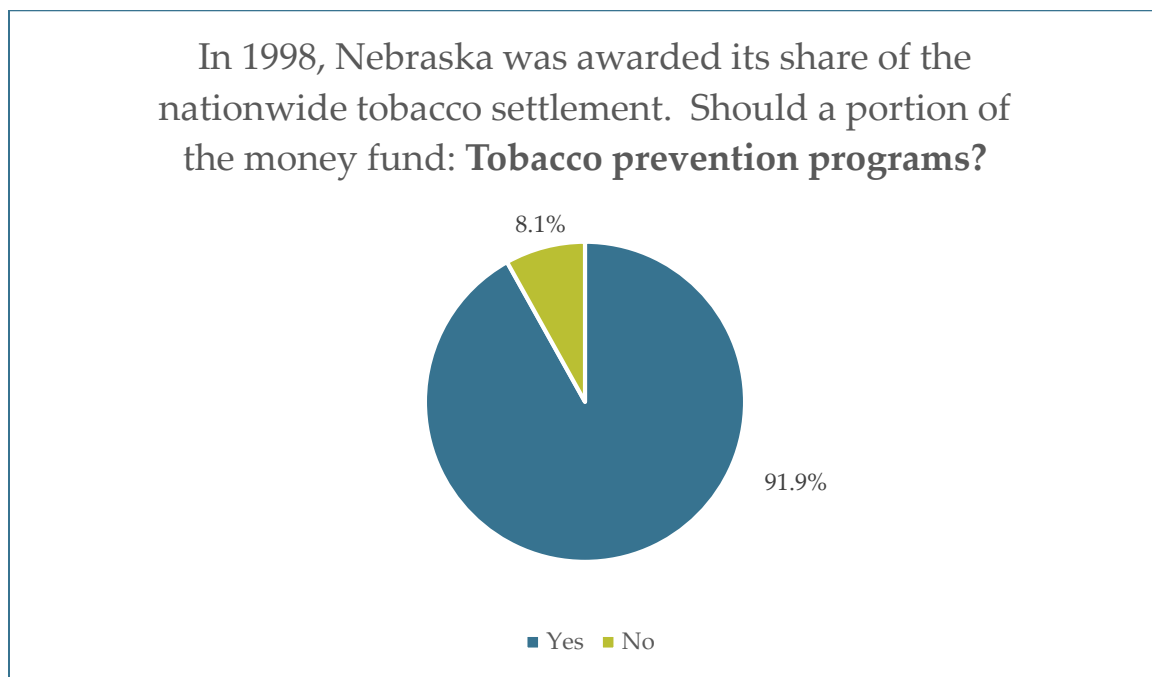


Figure 12

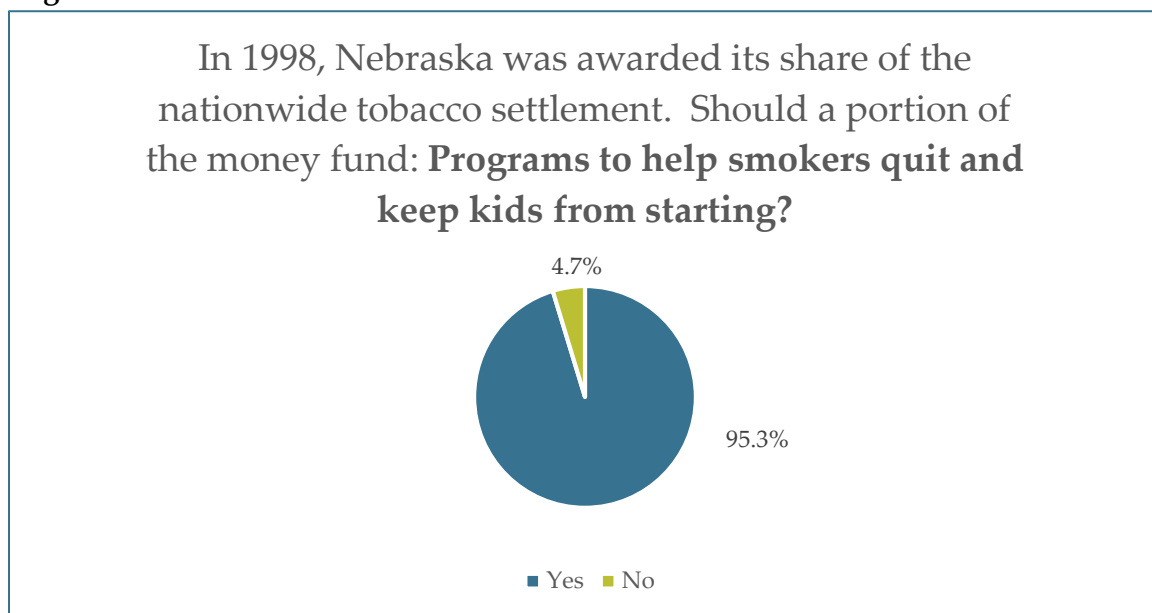


Figure 13

Secondhand Smoke and Smoke/Tobacco Free Policies

The overall percentage of homes with a smoke free rule has increased from 88% (2015) to 89% in the most recent survey. Even small incremental changes in exposure to second hand smoke will benefit children and others visiting or living in these households.

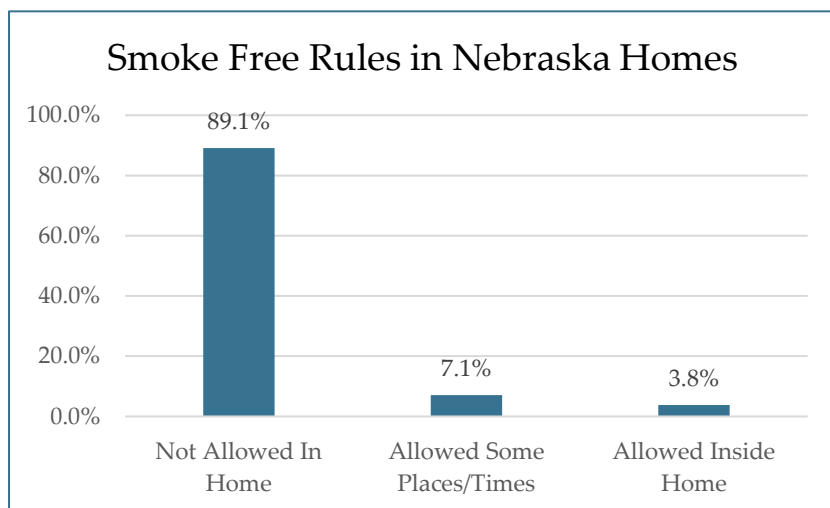


Figure 14

Almost 84% of respondents indicated that smoking was not permitted in the family car at any time. This is an increase from 82% in 2015 and continues a trend from 76% recorded in 2004.

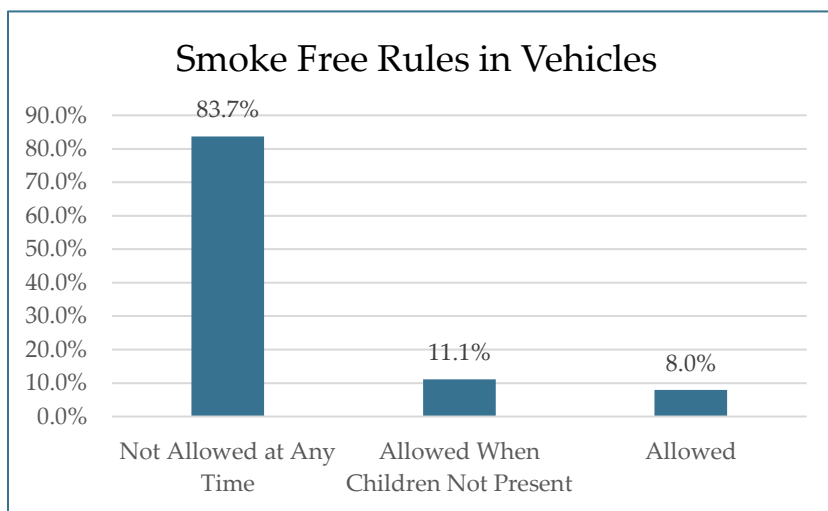


Figure 15

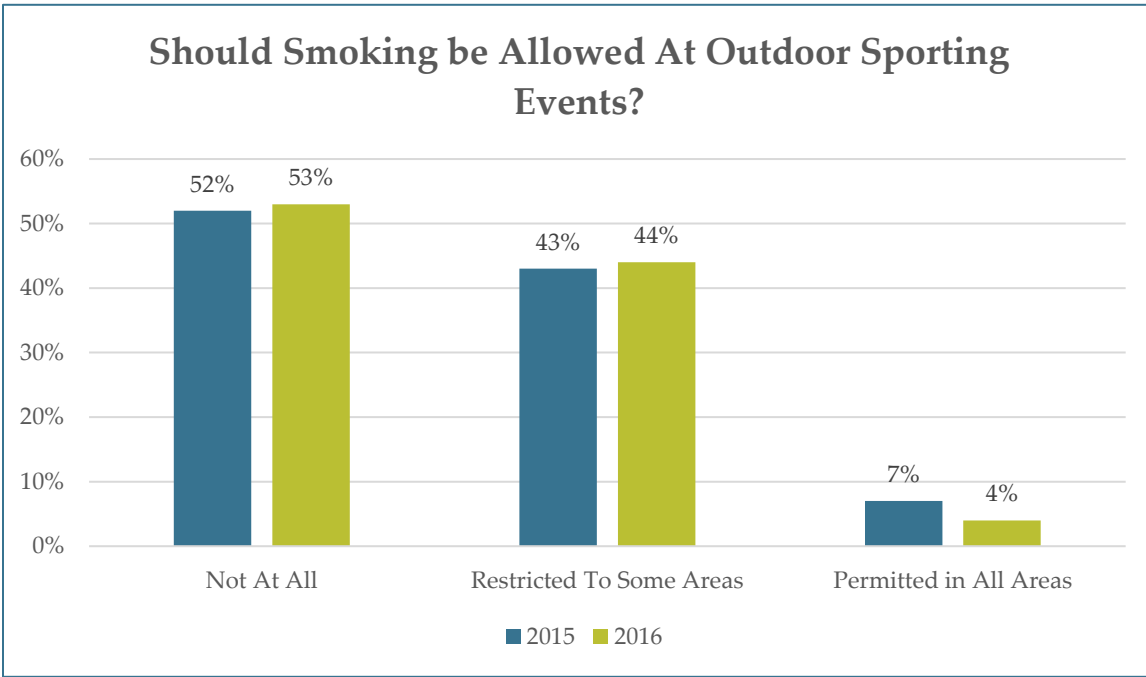


Figure 16

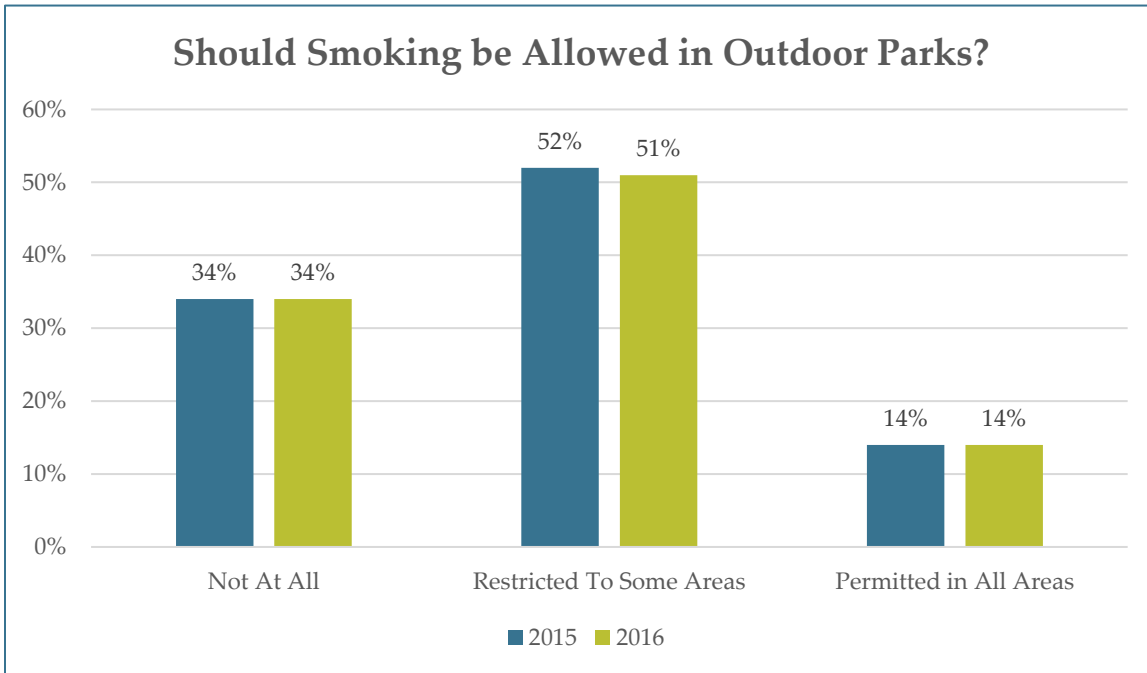


Figure 17

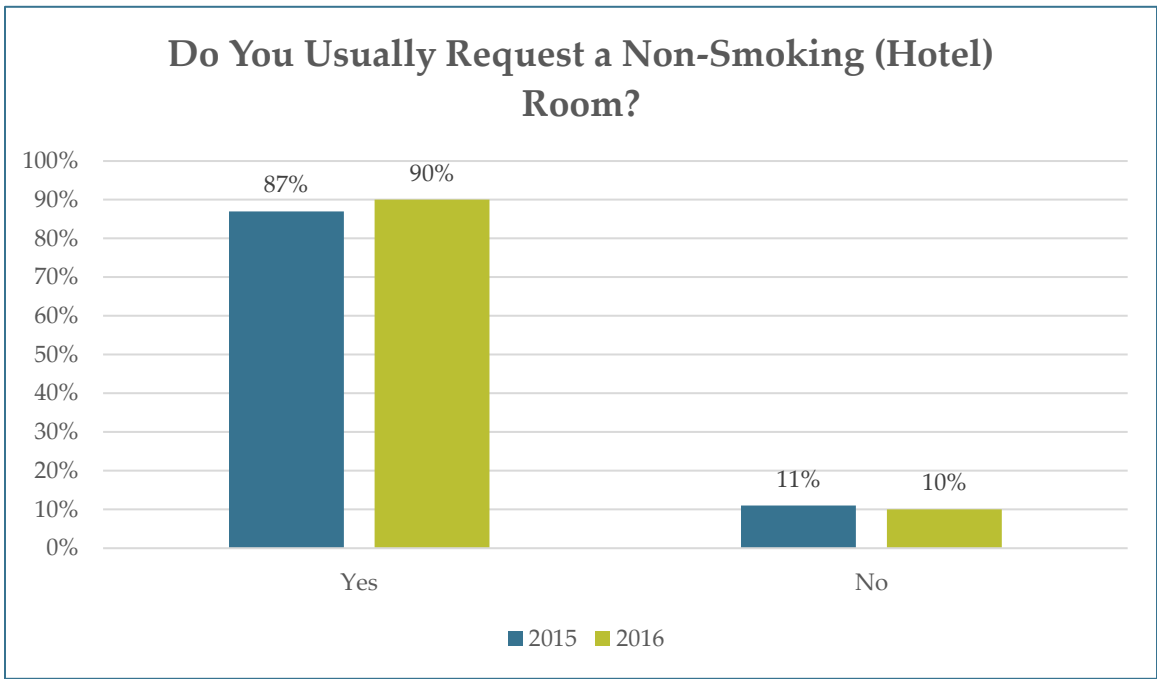


Figure 18

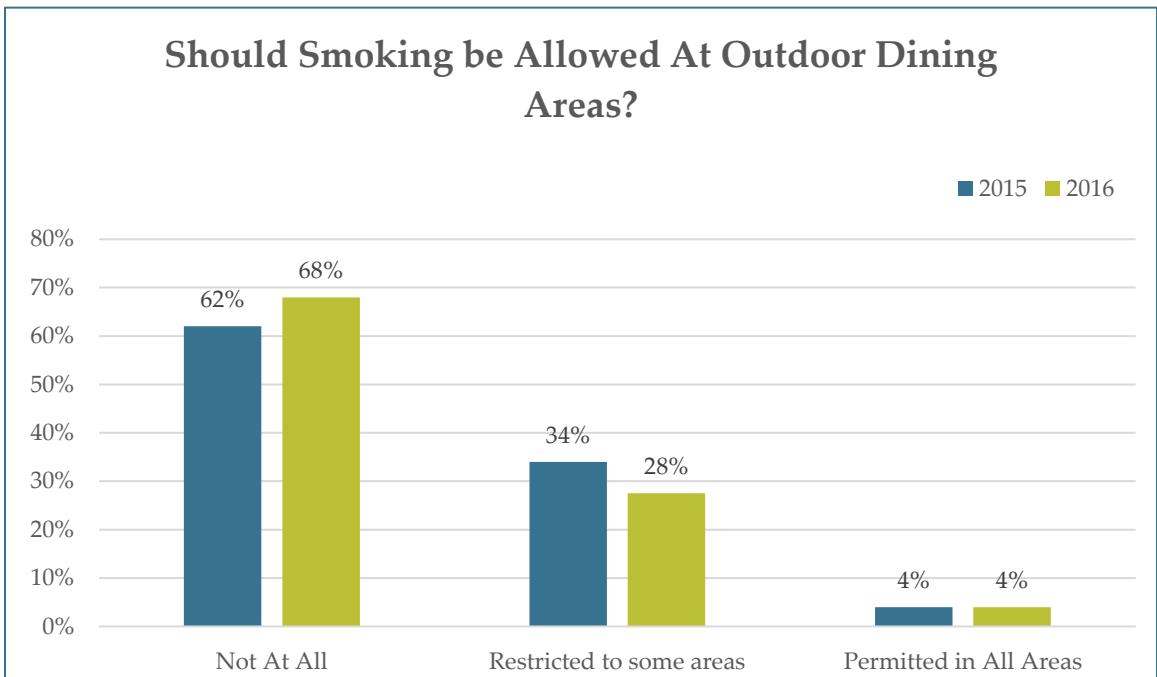


Figure 19

Knowledge of Secondhand Smoke

Participants were given a series of statements and questions.

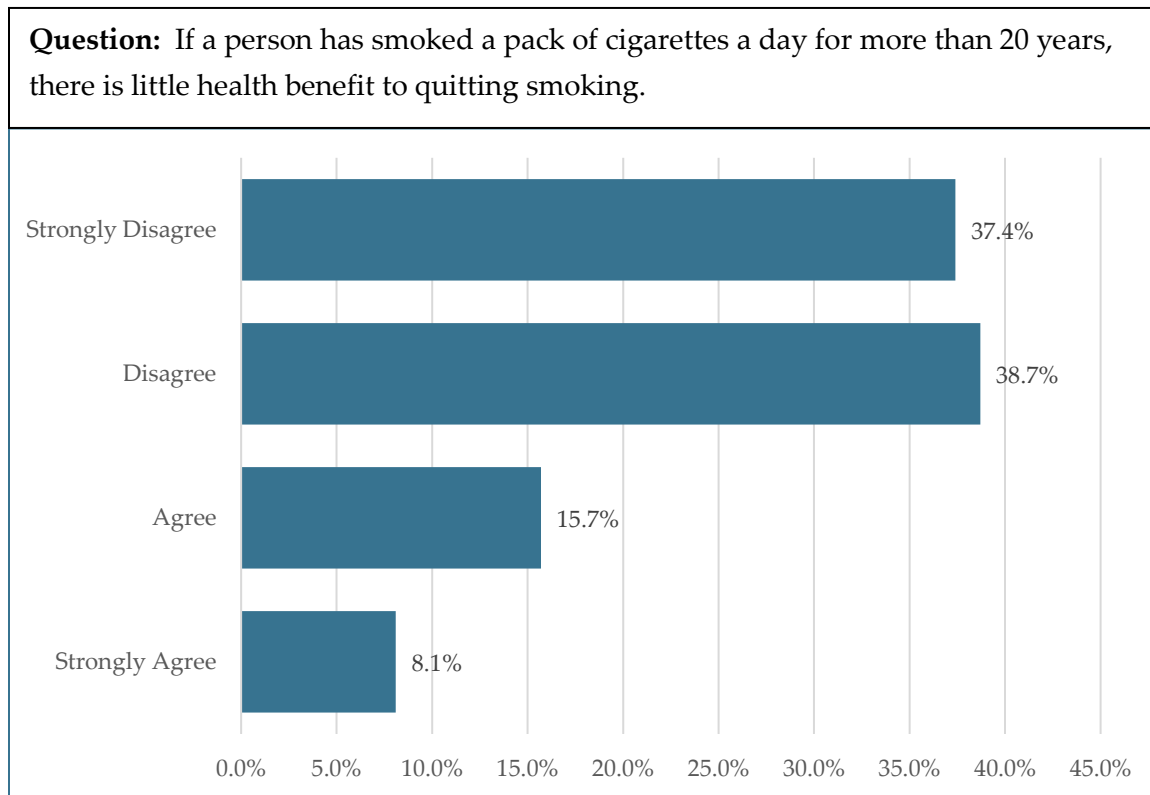


Figure 20

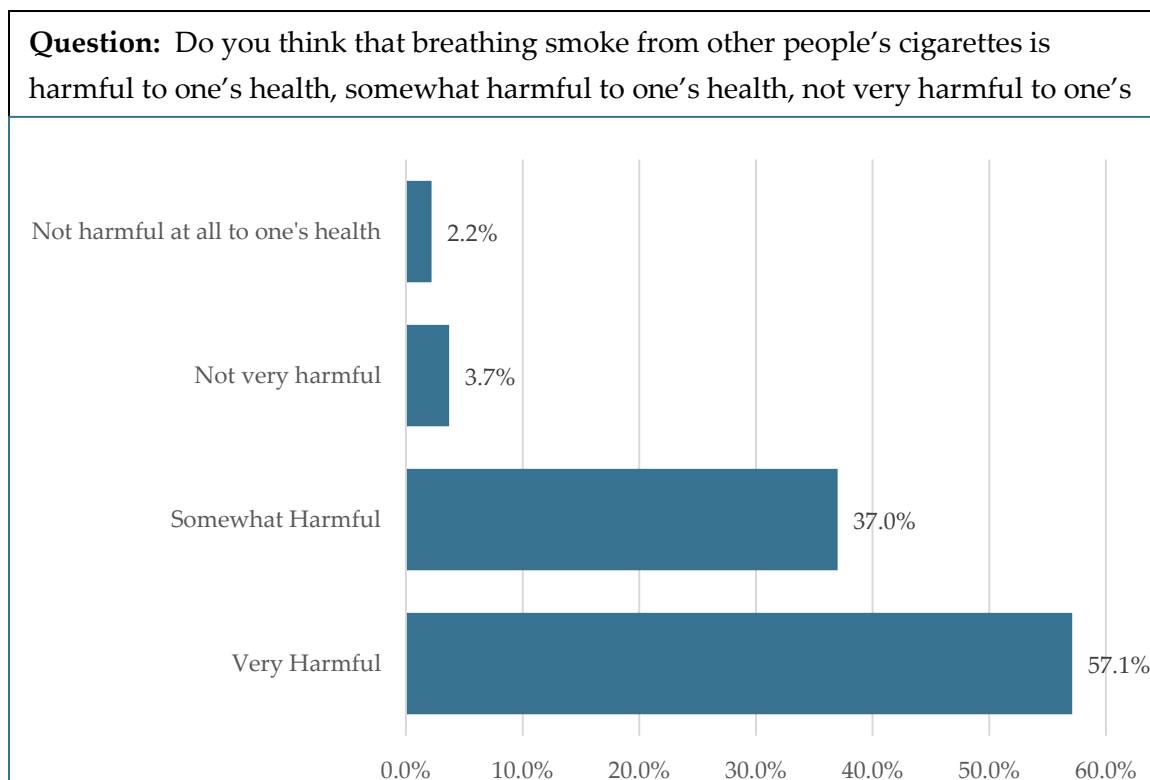


Figure 21

Question: Would you say that breathing smoke from other people's cigarettes causes lung cancer?

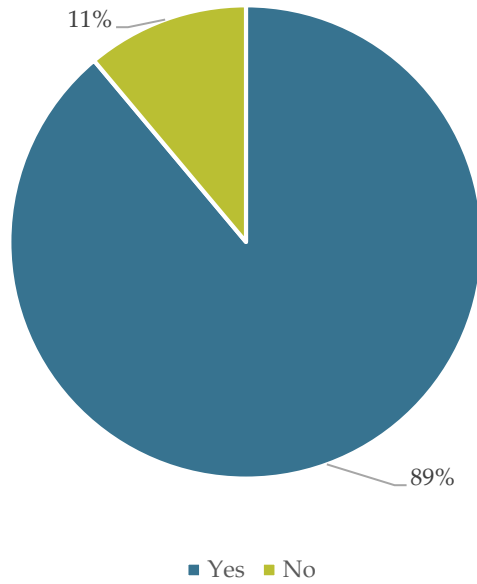


Figure 22

Question: Would you say that breathing smoke from other people's cigarettes causes heart disease?

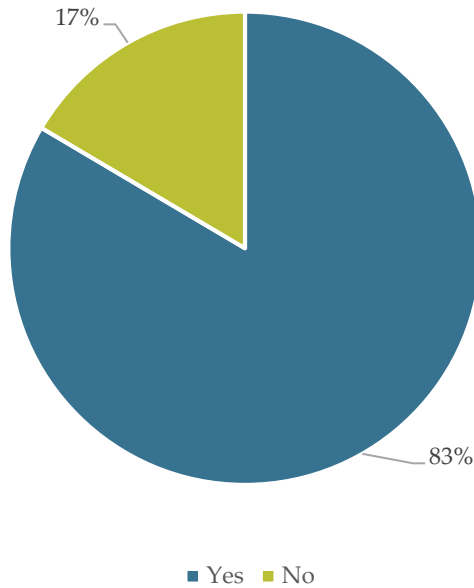


Figure 23

Question: Would you say that breathing smoke from other people's cigarettes causes colon cancer?

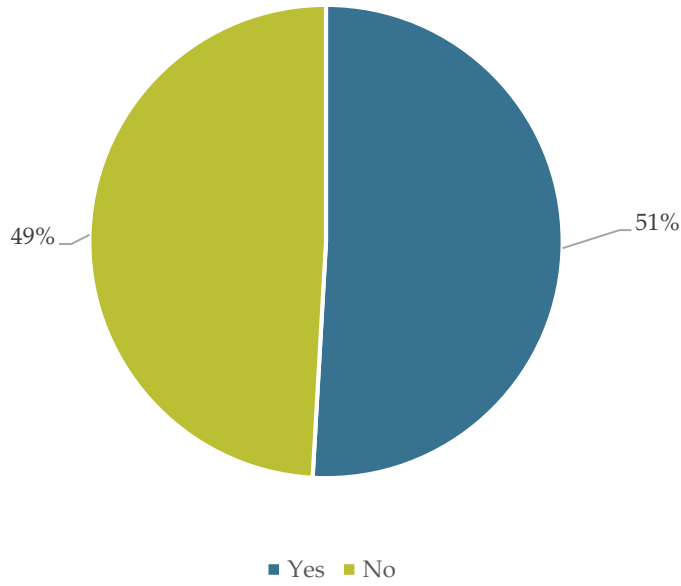


Figure 24

Question: Would you say that breathing smoke from other people's cigarettes causes respiratory problems in children?

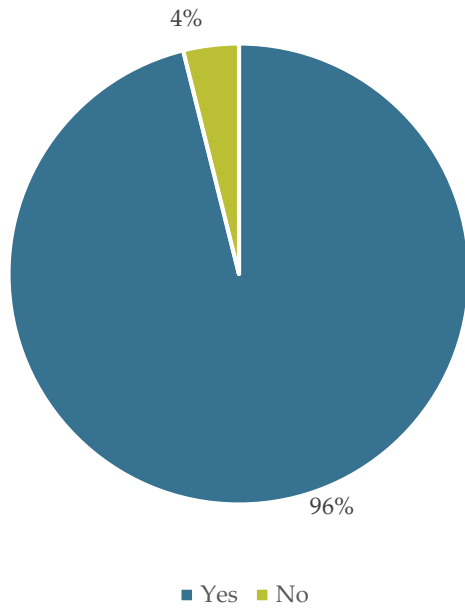


Figure 25

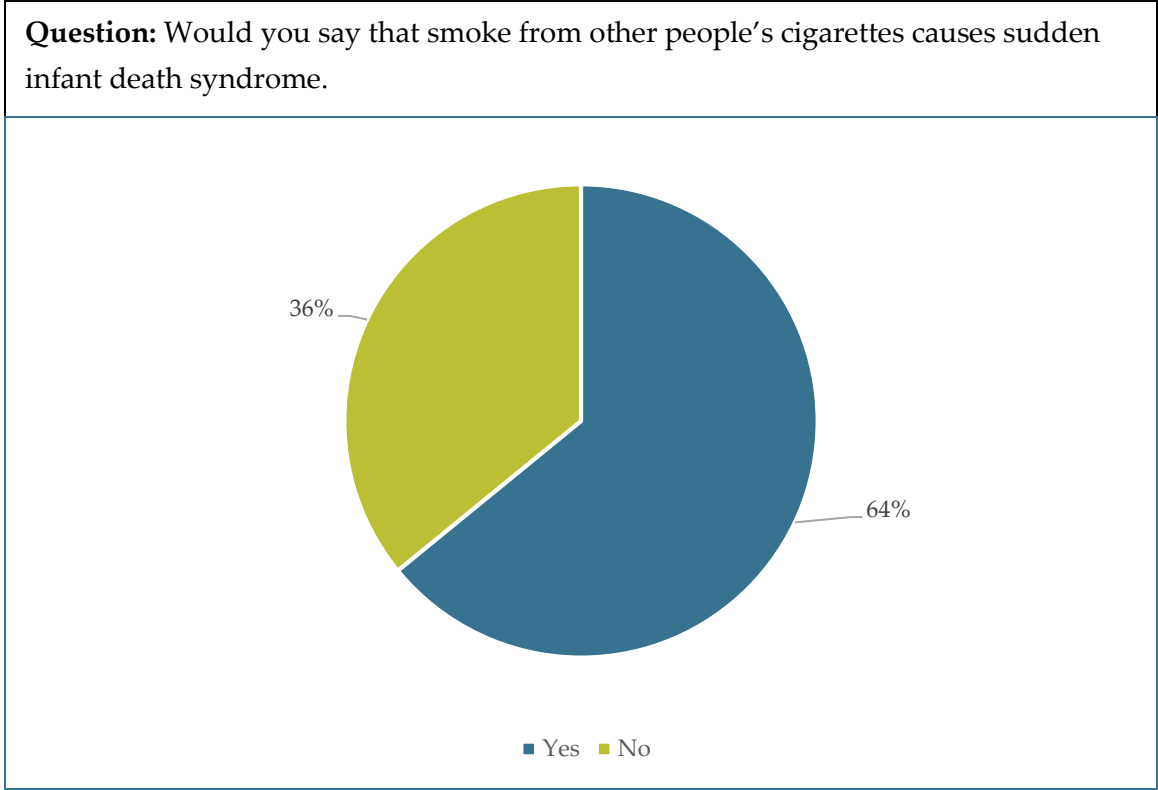


Figure 26



Conclusion

The prevalence of tobacco product use was on a steady decline in Nebraska, but in recent years the rate of decline has stalled. Every year thousands of people call the Nebraska Tobacco Quitline (1-800-Quit-Now) a service of the Department of Health and Human Services (DHHS) Division of Public Health. This telephone or Internet-based coaching provides a direct benefit to Nebraskans and their families by reducing the burden of tobacco.

As can be seen in this report, cigarette smoking remains one of the most common means of tobacco use. Cigarettes and other combustible tobacco remain the leading cause of preventable death and disease even though there are more people using emerging tobacco products such as e-cigarettes. Seventy-three percent of combustible cigarette smokers in Nebraska began smoking regularly before age 18 and 89% before age 21. There is a strong desire to quit with fifty percent of smokers over age 30 planning to quit within the next 6 months. In addition to providing the Nebraska Tobacco Quitline, Tobacco Free Nebraska works with community coalitions, schools, and the business community throughout the state to reduce tobacco use.