

Tobacco Use

Adult and youth smoking prevalence by demographic characteristics

- The prevalence of cigarette smoking was 18% among adults, and 11% among youth.
- The prevalence of cigarette use was statistically higher among racial or ethnic minorities compared to white non-Hispanics.
- Of the 79,000 current adult smokers, 7,000 identify as racial/ethnic minorities.**

Age Group	White, non-Hispanic	Racial or Ethnic Minority
Youth	13%	19%
Adult	18%	27%

Source: VT BRFSS 2014, YRBS 2013. Adult data on this page are age adjusted to the U.S. 2000 population.
 * Group is significantly different from other group within demographic breakdown.
 ** Estimated counts are rounded to the nearest thousand Vermonters and not age adjusted.

Vermont Department of Health
 Research, Epidemiology and Evaluation
 page 4

Other Tobacco Use

Adults:

- In 2014, VT had 16,000 smokeless tobacco users, up from 14,000 in 2013 (BRFSS data).
- In 2015, e-cigarette use among adults is 1.5% up from 1.2% in 2013 (ATS data).

Youth:

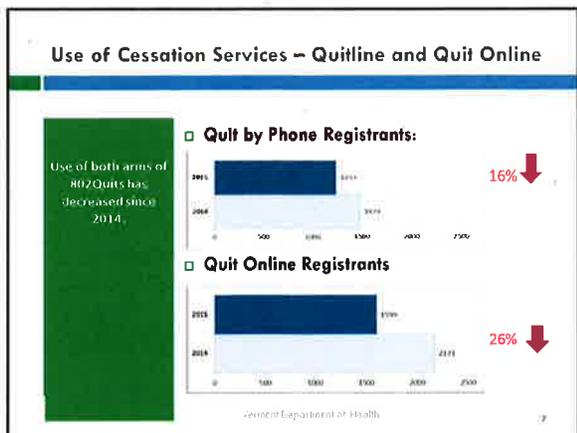
- In 2015, 7% used a smokeless product in past 30 days (YRBS).
- 15% of youth used one or more e-cigarettes in past 30 days.
- Youth who use cigars has decreased significantly (13-10%) since 2013.
- 24% of youth have ever tried a flavored tobacco product; 25% of youth have used any tobacco product in the last 30 days.
- Significant increases are seen with each grade across tobacco products.

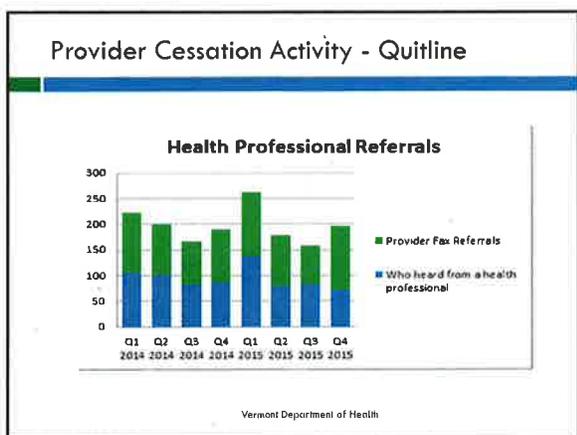
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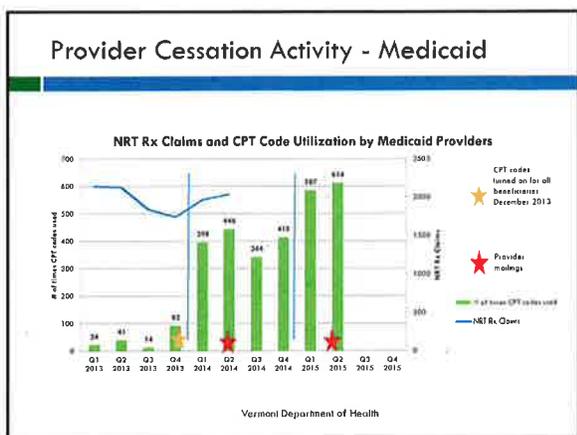
2015 Quitline Calls by Promotion

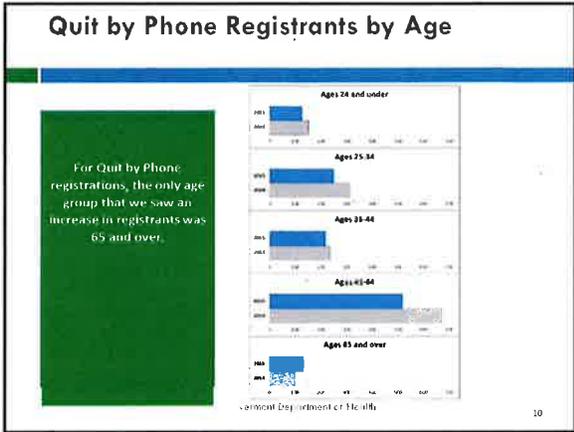
The Vermont Department of Health ran the television and digital TIPS ads for six weeks each beginning in January, April and September of 2015.

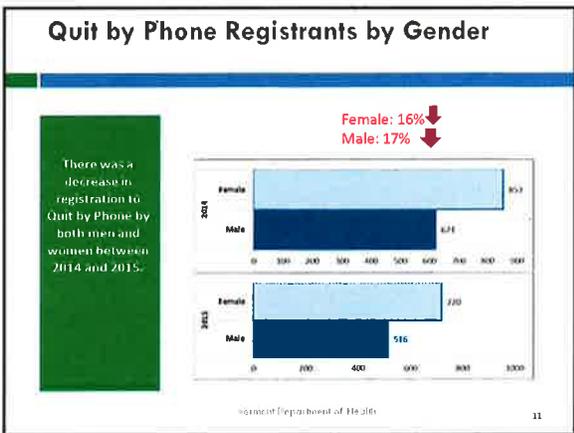
Month	Quitline	Average
Jan	304	277
Feb	319	277
Mar	349	277
Apr	277	277
May	277	277
Jun	299	277
Jul	345	277
Aug	303	277
Sep	244	277
Oct	300	277
Nov	291	277
Dec	209	277



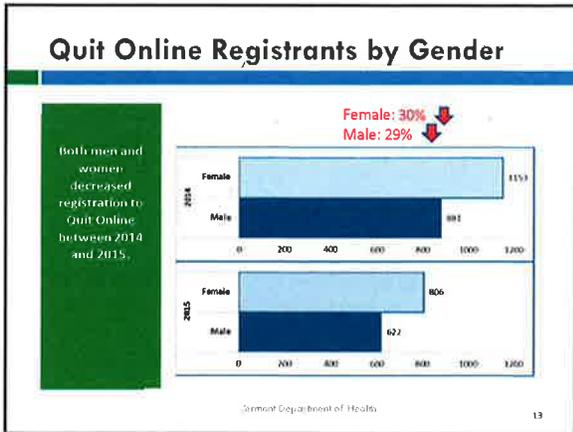


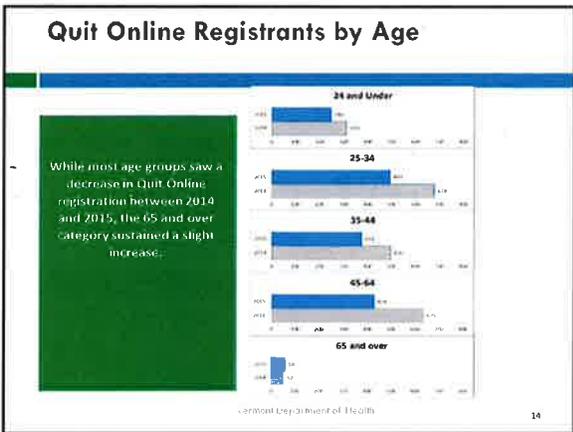


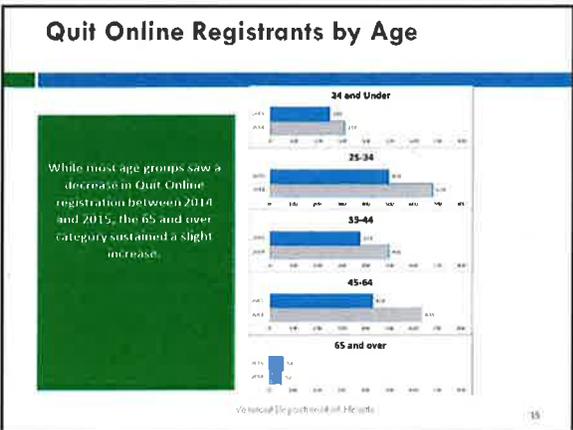


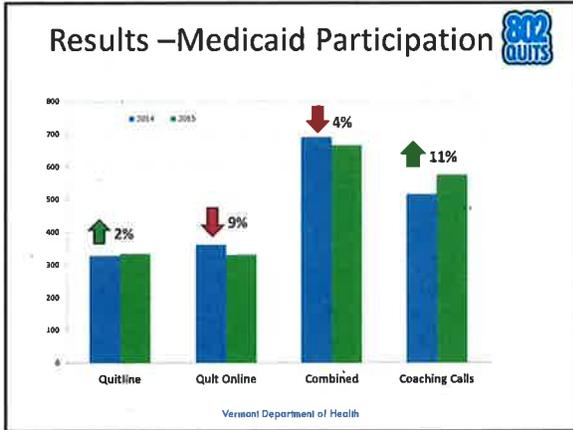


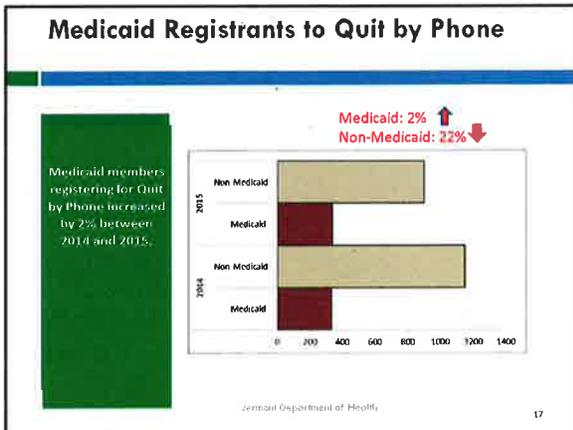


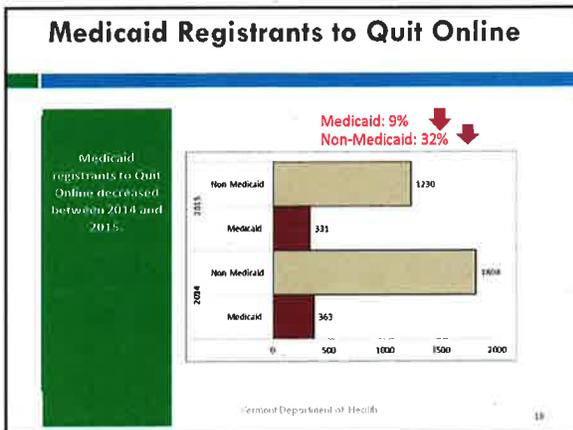


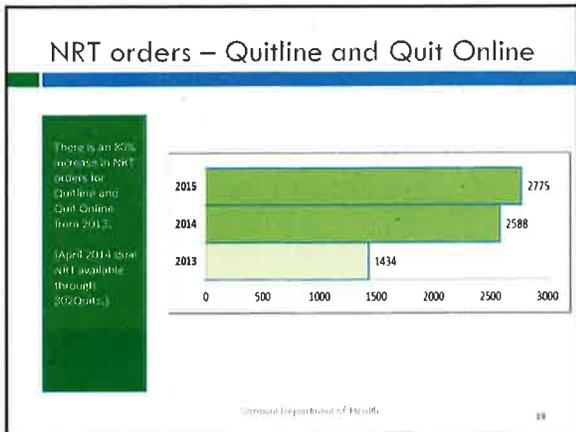


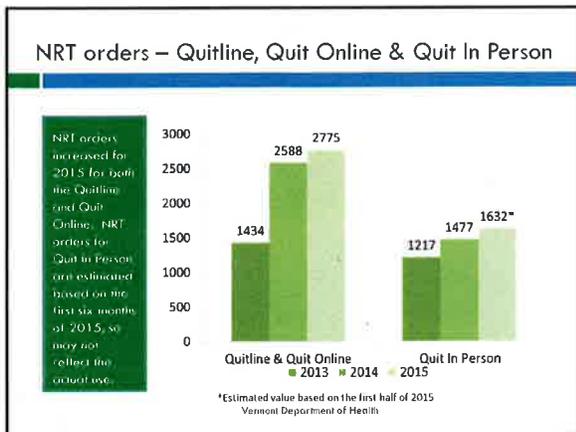












Results –Quit Tool Orders



	2012	2013	2014	2015
January	156	37	64	56
February	102	38	750	710
March	89	29	239	130
April	76	55	114	61
May	70	40	62	40
June	65	60	71	25
July	43	48	36	28
August	59	40	32	21
September	44	29	42	29
October	32	29	66	25
November	18	31	32	23
December	32	16	67	22
TOTAL	786	452	1,575	1,170



