

CHAPTER 7 - BELIEFS AND ATTITUDES

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HIGHLIGHTS

- Most students in grades 5-9 believed smoking is addictive (88%), and that secondhand smoke is harmful to non-smokers (86%), and these beliefs increased with grade. Only a minority of students in grades 5-9 (37%) believed that quitting smoking will reduce damage even after years of smoking. Students in grades 5-9 in Quebec (57%) were much less likely than students in other provinces (69%) to believe that occasional smoking causes harm.
- Students in higher grades 7-9, especially those who have smoked beyond puffing, were more likely to perceive benefits from smoking. The majority of students in grades 5-9 (74%) believed that it is nicer to date non-smokers, even among students who have tried smoking (59%). Very few students in grades 5-9 (3%) believed that smoking is cool; however, more than one quarter of students who have smoked beyond puffing in grades 5- 6 (32%) believed that smoking is cool. Students with friends who smoke were more likely to believe smoking is cool.
- Students in grades 5-9 reported that friends' smoking or peer pressure was the main reason for youth smoking (64%). Among students in grades 5-6, "popular kids smoke" was the second most endorsed reason (45%) while among students in grades 7-9, curiosity was the second most endorsed reason (56%). Never smokers were more likely to give reasons of status (it's cool, popular kids smoke) as reasons why youth smoke than students who smoked beyond puffing.
- The majority of students believed the health warning messages on cigarette packages and agreed that health warning messages should be on cigarette packages. However, the majority of students in grades 5-9 who smoked beyond puffing were somewhat less likely to endorse or believe the health warning messages compared to never smokers. Students in grades 5-9 who reported seeing the health warning messages often were more likely to agree with them.
- Students in grades 5-9 in the 2002 YSS were more likely to report that occasional smoking endangers health than were similar students in 1994 YSS, but students in the 2002 YSS were more likely to believe that smokers can quit anytime and smoking helps people relax. However, students in the 2002 YSS in grades 5-9 who smoked beyond puffing were more likely to believe that it is nicer to date non-smokers and less likely to report that it was cool to smoke than were students in the 1994 YSS.

METHODS

This section covers definitions and sample issues specific to this chapter. For detailed methods on the entire 2002 Youth Smoking Survey refer to Chapter 2.

Definitions

The 2002 Youth Smoking Survey (YSS) included numerous questions looking at the attitudes and beliefs of students in grades 5-9. This chapter presents data related to the health effects of smoking (Y_Q46A-H, J), attitudes toward smoking (Y_Q46I, Y_Q46K), reasons why students start smoking (Y_Q47), beliefs about health warning labels on cigarette packages (Y_Q52, Y_Q53), and questions quantifying the deadliness of tobacco (Y_Q80, Y_Q81). Questions on tobacco sponsorship, which were in the 1994 YSS, were not asked in the 2002 YSS.

Closed-ended questions in which the student endorsed whether or not they believed the item to be true were used for many of the response categories. Unlike the 1994 YSS, where older students were administered the survey differently, there was no component in which answers were given unaided or unprompted. All responses were selected from a list provided. For question Y_Q52, in which students were asked how much they agreed with cigarette packages having health warning labels (agree a lot, agree a little, neither, disagree a little or disagree a lot) only “agree a lot” is reported in this chapter.

Beliefs and attitudes were examined according to type of smoker, grade (GRADE), sex (Y_Q2), and province (PROVINCE). The three-category definition of type of smoker was used in this chapter (Never Smoker, Puffer, Smoked Beyond Puffing). Refer to Chapter 2, especially Table 2-C, and Chapter 3 for definitions and a thorough discussion of these categories. Other correlates used in this chapter include the proportion of friends who smoke, the proportion of smokers in the household, self-rated academic performance relative to peers (Y_Q54), and language group (Y_Q3).

Sample and Response

Missing data for items discussed accounted for less than 10% of the total responses. As such, the data presented are based on those for whom complete data were available. According to Statistics Canada guidelines, data are not reportable if the sample size was too small or if there was high sampling variability. Statistically significant group differences were determined using procedures described in Chapter 2.

FINDINGS

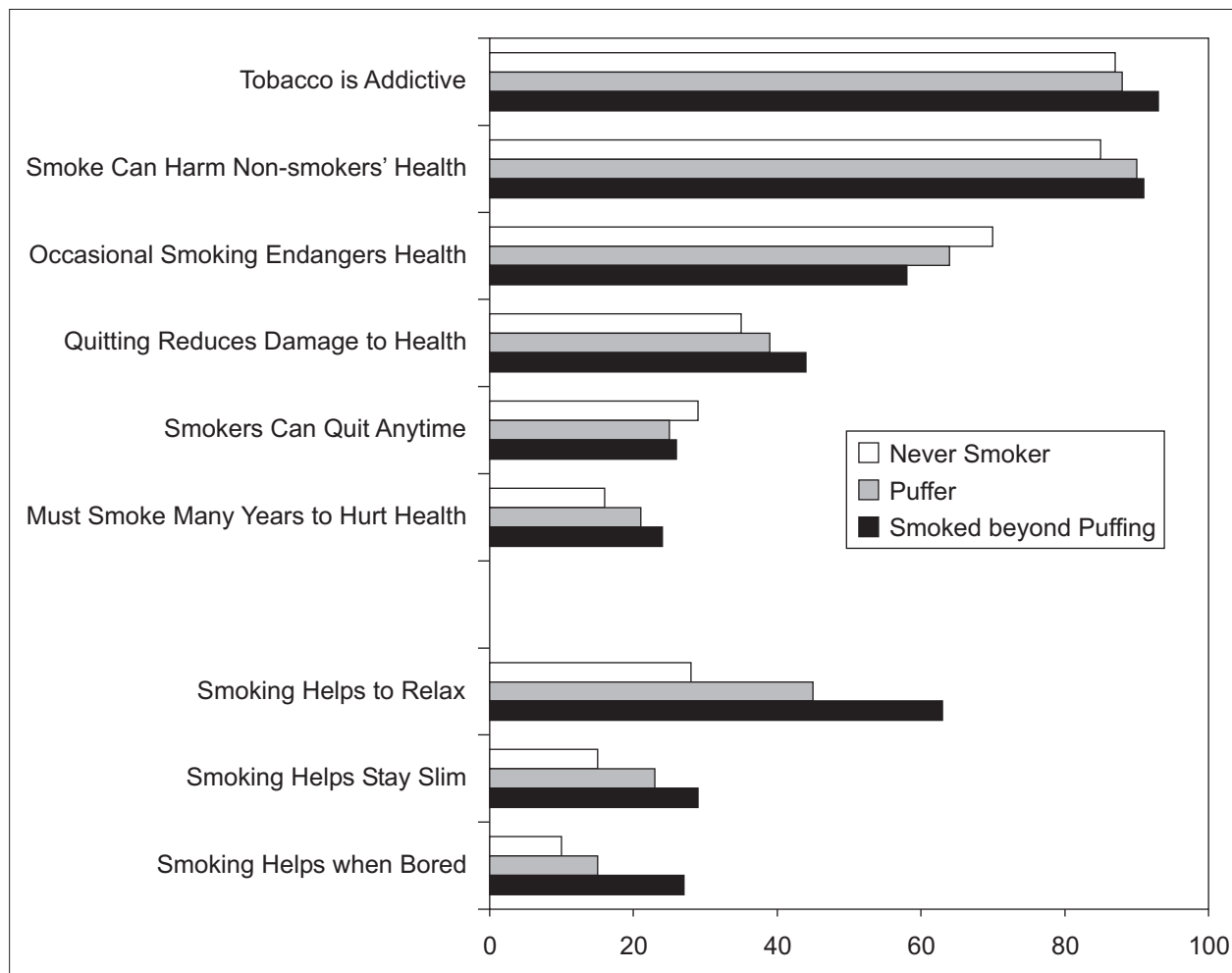
Beliefs about Smoking and Health

The beliefs of students in the 2002 YSS about the harms of tobacco and about quitting are shown in Table 7-1a. Overall, the majority of all students in grades 5-9 believed that tobacco is addictive (88%), that environmental tobacco smoke (ETS) is harmful to non-smokers (86%), and that occasional smoking is harmful to health (67%). Just over one third of students believed that quitting smoking reduces damage even after years of smoking (37%). Twenty-nine percent believed smokers can quit any time. Less than one fifth (17%) believed that one must smoke for many years before health is harmed.

Students in grades 5-6 were more likely than students in grades 7-9 to believe that smokers can quit anytime (36% and 24%, respectively). Conversely, students in grades 7-9 were more likely than students in grades 5-6 to believe quitting smoking even after years reduces damage (40% and 31%, respectively), tobacco is addictive (91% and 83%, respectively), and ETS is harmful to non-smokers (91% and 78%, respectively).

Figure 7-A

Health Beliefs by Category of Smoker, Canada, Youth Smoking Survey 2002



In the 2002 YSS there was a strong association between smoking behaviour and beliefs about the harms of tobacco and the benefits of quitting (Figure 7-A). Students who have smoked beyond puffing were more likely than never smokers to believe tobacco is addictive (93% and 87%, respectively), ETS is harmful to non-smokers (91% and 85%, respectively), quitting smoking reduces damage even after years of smoking (43% and 35%, respectively), and you must smoke for many years before you hurt your health (24% and 16%, respectively). Conversely, students who have never smoked were more likely than students who have smoked beyond puffing to believe occasional smoking endangers health (70% and 56%, respectively).

Differences were found between males and females. Among students in grades 7-9, males who smoked beyond puffing were more likely than comparable females to believe that you must smoke for many years before you hurt your health (29% and 19%, respectively), or that quitting smoking reduces damage even after years (49% and 39%, respectively).

Overall, the awareness of the harms of tobacco was greater in the 2002 YSS than the 1994 YSS. The belief that occasional smoking endangers health increased from 62% in 1994 to 67% in 2002. (Tables 7-1a and 7-1b) In grades 7-9 only 59% of the 1994 cohort believed in dangers of occasional smoking, but 68% of the 2002 cohort in grades 7-9 endorsed this belief. However, substantially more students in 2002 thought that smokers can quit anytime (29% in 2002 vs. 17% in 1994). Furthermore, in 2002 fewer students believed that quitting smoking reduces damage even after years (37% vs. 47% in 1994).

The majority of students in the 2002 YSS did not perceive benefits from smoking (Table 7-2). The most commonly perceived benefit was that smoking helped people relax (36%). Some students also felt that smoking helped with weight control (18%), and helped people when they were bored (13%). Perceptions of cigarettes as a tool to help people relax, help people stay slim, and prevent boredom increased with grade. The belief that cigarettes help people relax more than doubled from grades 5-6 (24%) to grades 7-9 (49%). In the higher grades, more students believed that smoking helps people stay slim (12% in grade 5-6 compared to 21% in grades 7-9).

There were no significant sex differences in beliefs about the perceived benefits of smoking.

In the 2002 YSS a majority of those who have smoked beyond puffing (62%) believed smoking helps people relax compared to puffers (45%) and never smokers (30%). Students who have smoked beyond puffing were also more likely than never smokers to believe smoking helps people stay slim (29% and 15%, respectively), and smoking helps people when they are bored (27% and 10%, respectively) (Table 7-2a).

From the 1994 to the 2002 YSS, there were changes in belief that smoking helps people relax, but no significant difference in beliefs that smoking makes you slim or helps when bored. Youth in all smoking categories surveyed in 2002 were more likely than students in 1994 to endorse the belief that smoking helps people relax: never smokers (2002: 30%; 1994: 21%), puffers (2002: 45%; 1994: 35%) and students who had smoked beyond puffing (2002: 62%; 1994: 53%) (Table 7-2a and Table 7-2b).

While many students were aware of the relative deadliness of smoking, they were not aware that the death toll from cigarettes is more than that for each of alcohol, suicides, accidents, murders, drugs, and AIDS (Table 7-3). A majority of students believed that the death toll due to smoking is higher than alcohol (60%) and suicide (53%). However, 63% of students thought AIDS is responsible for more deaths than tobacco. Younger students (in grades 5-6) were more likely than older students (in grades 7-9) to underestimate the relative harm of tobacco for each cause of death except alcohol and accidents, for which reports of harm were similar in the two groups (Figure 7-B). Females were more likely than males to underestimate the relative number of deaths from tobacco compared to each of the other causes of deaths. For instance, 65% of males compared to 54% of females believed that cigarettes cause more deaths than alcohol. Students who have smoked beyond puffing were more likely than never

smokers to believe smoking causes more deaths than each of suicides, murders, drugs and AIDS. Whereas 50% of students who have smoked beyond puffing believed there are more deaths due to smoking than due to drugs, only 38% of never smokers held this belief. It should be noted that even these findings underestimate students' failure to appreciate the relative deadliness of smoking. The survey questions asked students to compare the deadliness of smoking to each cause of death. But, in fact, smoking causes more deaths than all of these other causes combined.

Figure 7-B

Percentage of Students Who Believe that Smoking is Responsible for More Deaths than AIDS, Drugs, Murders, Accidents, Suicides, and Alcohol, Canada, Youth Smoking Survey 2002

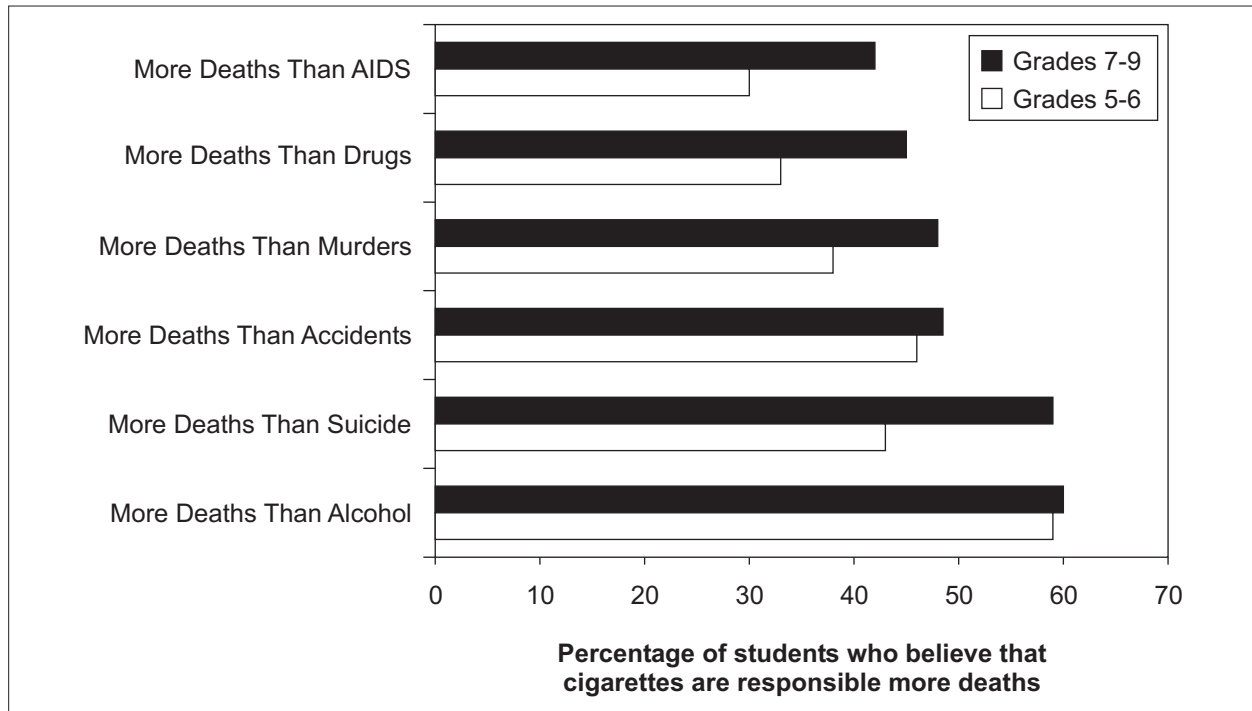
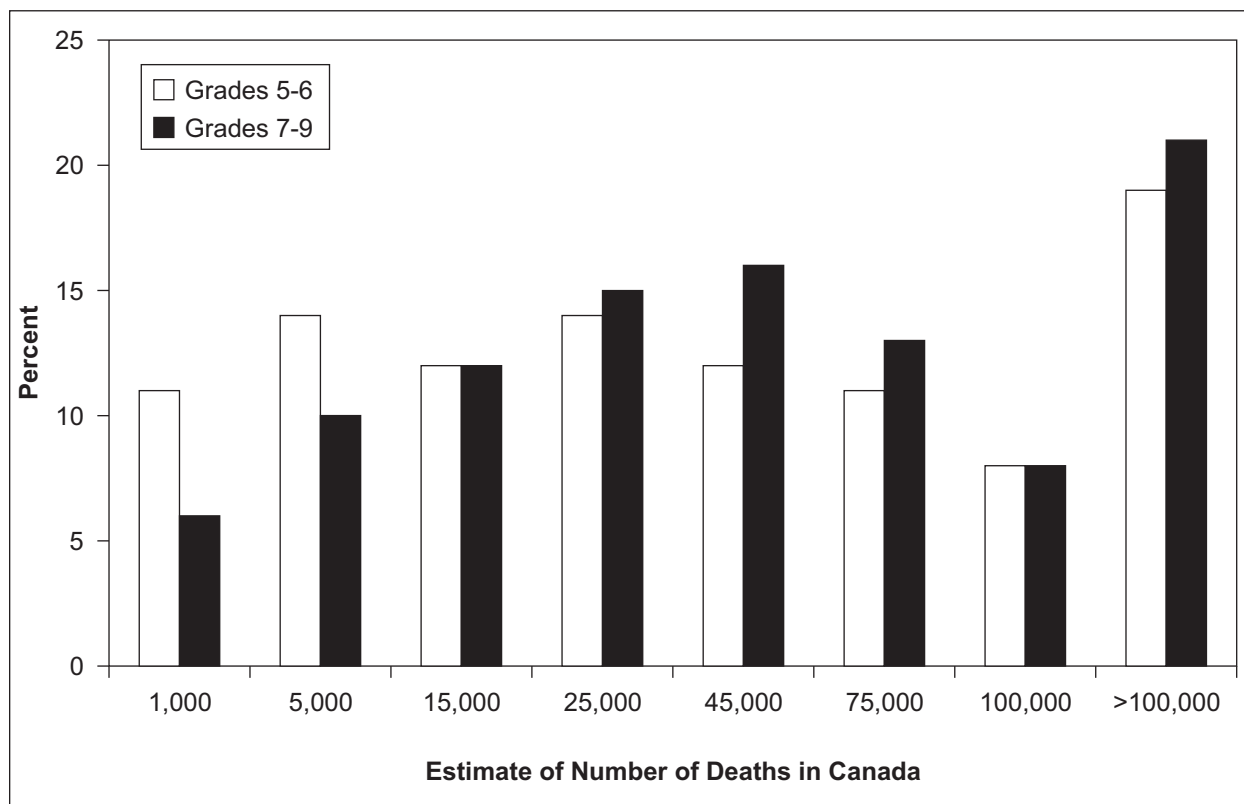


Figure 7-C

Estimates of Numbers of Deaths Due to Smoking by Grade, Canada, Youth Smoking Survey 2002



Fifteen percent of students were able to correctly estimate that 45,000 people die from smoking each year in Canada, while 46% underestimated and 40% overestimated the death toll (Figure 7-C). The most common response reported by students (20%) was that more than 100,000 die from smoking each year. Half of students in grades 5-6 (50%) underestimated the death numbers, compared to 43% in grades 7-9. Females were more likely to underestimate the numbers than males (50% and 41%, respectively). There was no significant difference by category of smoker in the estimates of the number of deaths due to smoking.

There was little provincial variation in perceptions of the benefits of smoking. However, compared to all students, students in Quebec were less likely to report that smoking is addictive, there is danger from an occasional cigarette, smokers can quit anytime, and smoking helps people relax and more likely to report that one must smoke for years to hurt health, and that smoking helps people stay slim (Table 7-4).

Anglophone students were more likely than Francophone students to believe tobacco is addictive (91% and 78%, respectively), there is danger from an occasional cigarette (70% and 57%, respectively), and smoking helps people relax (39% and 25%, respectively) (Table 7-5).

Students with self-perceived above average class standing were more likely to believe that occasional smoking endangers health, but otherwise class standing was not generally associated with belief in the harms of smoking (Table 7-5).

Students who reported all their close friends smoke were more likely to believe that smoking helps people relax than were students with no close friends who smoke (57% and 31%, respectively) (Table 7-5). Belief that smoking helps people relax was lowest (33%) among students who report that no one smokes in the household and highest among students who report that all people in the home smoke (50%). Similarly, students who reported that all their close friends smoke were more likely to report that smoking helps when bored compared to students with no close friends who smoke (28% and 11%, respectively). Also, students from households where all in the household smoke were more likely to believe that smoking helps when bored than were students from households where no one smokes (25% and 12%, respectively).

Attitudes toward Smoking

Three-quarters (74%) of respondents believed that it is nicer to date non-smokers than smokers (Table 7-6a). Even among those who have smoked beyond puffing, a majority (59%) believed it is nicer to date non-smokers. There were only minor variations by grade and sex, except that both male and female reports that it is nicer to date non-smokers were higher among students in later grades.

Table 7-A

Attitudes Toward Smoking, By Category of Smoker, Canada, Youth Smoking Survey 2002, 1994

	It's Nicer to Date Non- smokers (% Yes)	Smoking is Cool (% Yes)
2002		
Total	74	3
Never Smoker	76	1
Puffer	71	5
Smoked Beyond Puffing	59	11
1994		
Total	69	6
Never Smoker	77	2
Puffer	70	5
Smoked Beyond Puffing	48	16

A very small percentage of students (3%) believed smoking is cool (Table 7-6a). However, students who have tried cigarettes were more likely to report that smoking is cool (11% of those who have smoked beyond puffing compared to 5% of puffers and 1% of never smokers) (Table 7-A, 7-6a).

Students who responded to the 2002 YSS had more negative attitudes toward smoking than students in the 1994 YSS (Tables 7-6a and 7-6b). More students who smoked beyond puffing in 2002 believed it is nicer to date non-smokers compared to students who smoked beyond puffing in 1994 (59% and 48%, respectively). In 1994, 6% felt that it was cool to smoke compared to 3% in 2002. The reduction in the percentage who felt that smoking is cool reflects both the decreasing perception of coolness in those who have smoked beyond puffing and changes in the prevalence of smoking, as never smokers tend to believe that smoking is not cool.

Among students in the 2002 YSS the attitude that it is nicer to date non-smokers decreased as the proportion of friends who smoke increased, from 77% in students with no close friends who smoke to 41% in students who reported that all their close friends smoke (Table 7-B, 7-8). Support of the statement that smoking is cool increased directly with the percentage of close friends who smoke from 1% of students with no friends who smoke up to 14% of those with all friends who smoke. Similar trends in these attitudes were seen as the proportion of people who smoked in the student's household increased. Anglophone students were more likely than Francophone students to prefer dating non-smokers (76% and 62%, respectively) (Table 7-5).

Table 7-B

Attitudes Toward Smoking by Proportion of Friends Who Smoke and Proportion of Smokers in the Household, Canada, Youth Smoking Survey 2002

	It's Nicer to Date Non-smokers (% Yes)	Smoking is Cool (% Yes)
Proportion of Friends who Smoke	74	3
None	77	1
Less than Average	75	4
Average or Greater	60	8
All	41	14
Proportion of Smokers in the Household	74	3
None	77	2
Less than Average	69	4
Average or Greater	65	4
All	55	6

Perceived Reasons Youth Start Smoking

Most students (64%) thought that students start smoking because their friends smoke (Table 7-9a). Many students also endorsed "curiosity" (49%), "popular kids smoke" (46%) and "it's cool" (45%), as reasons for starting. Very few students believed youth start smoking because "it's relaxing" (12%).

The perception that youth start smoking because their friends smoke increased with grade: 58% of grade 5-6 students thought that youth start smoking because their friends smoke compared to 69% of grade 7-9 students. Similarly, the perception that smokers start out of curiosity was more prevalent among students in grades 7-9 than among those in grades 5-6 (56% and 39%, respectively). Fewer grade 5-6 students compared to older students in grades 7-9 thought that youth start smoking because siblings smoke (23% and 27%, respectively), it's something to do (12 and 16%, respectively), it's not allowed (9% and 17%, respectively), for weight control (11% and 14%, respectively), and it's relaxing (8% and 14%, respectively). There were no statistically significant differences by grade in perceptions that youth start because popular kids smoke, because it is cool, and because parents smoke.

Never smokers were more likely than students who smoked beyond puffing to agree that people their age start smoking because it is cool (46% and 35%, respectively) and because popular kids smoke (49% and 31%, respectively). However, 20% of those who have smoked beyond puffing thought people their age start smoking because it is relaxing compared to 10% of those who never smoked.

There were gender differences in perceptions about reasons why youth start to smoke. More than half (54%) of the female students thought people their age start smoking because popular kids smoke compared to about two-fifths (39%) of the male students. Females were more likely than males to think people their age started smoking out of curiosity (54% and 44%, respectively) and that youth start smoking because it is cool (49% and 41%, respectively). Seventeen percent of females thought that people their age start smoking to lose weight or stay slim while only 9% of males thought this was a reason for smoking.

Generally, the patterns of reasons why students start smoking were similar in the 2002 and 1994 YSS. Two patterns did exhibit significant differences. Students responding to the 1994 YSS, as compared to students in the 2002 YSS, were more likely to endorse "friend smoking" (74% vs. 64%) and "curiosity" (56% vs. 49%) as reasons for smoking (Table 7-9a and 7-9b).

Significantly more Anglophone than Francophone students thought that youth started smoking because popular kids do (49% and 38%, respectively (Table 7-10). However, fewer Anglophones (63%) than Francophones (71%) perceived that youth start smoking because friends smoke.

Fifty-one percent of students with self-perceived better than average school standing thought that people their age start smoking because popular kids smoke, compared to 45% of average standing and 35% of below average standing (Table 7-10). Students who perceived themselves to have above average standing were also more likely than students who perceived themselves below average standing to think that people their age start out of curiosity (55% vs. 44%) and because it is cool (49% vs. 38%).

The reasons why students thought youth their age start smoking also differed by the percentage of friends they have who smoke and smoking in the household. Only 30% of respondents who report all their close friends smoke thought “popular kids smoke” is a reason for smoking, compared to nearly half (49%) of those with no close friends who smoke. The reverse is true for perceiving relaxation is a reason for smoking. In this case, one in five (21%) students who report all their close friends smoke thought this is a reason for smoking compared to 9% of those with no close friends who smoke. Similar patterns for these two perceived reasons for smoking were found with regard to smoking by people in the household.

Beliefs about Cigarette Package Health Warning Messages

Nearly all students believed the health warning messages on cigarette packages and there was little variation by grade and sex. There was a significant difference by smoking status: 94% of never smokers believed the health warning messages compared to 84% of those who have smoked beyond puffing (Table 7-C). Having more close friends who smoke was also related to a lower percentage of those who believed the health warning messages. While 94% of those who have no close friends who smoke believed the health warning messages, just 84% of those who reported all their close friends smoke believed them. Similarly, as the percentage of people in the household who smoke increased, the percentage believing the health warning message decreased. There also appeared to be a difference by perceived academic performance relative to peers; 86% of those reporting a below average standing believed the health warning messages compared to 94% of students reporting above average standing.

Table 7-C

Beliefs About Cigarette Package Health Warning Messages by Type of Smoker, Canada, Youth Smoking Survey 2002, 1994

	Believe the Health Warning Message (%yes)	Agree A Lot with Having Health Warning Message on Cigarette Packages (%yes)
2002		
Never Smokers	94	87
Puffers	92	77
Smoked Beyond Puffing	84	61
1994		
Never Smokers	91	85
Puffers	94	80
Smoked Beyond Puffing	87	55

Since 1994 there have been no significant changes in the belief or agreement with the health warning messages (Table 7-C, Table 7-11).

It is encouraging to note that the percentage of students who believed the health warning messages on cigarette packages increased with the reported frequency of looking at the health warning messages (Table 7-12). This effect was most noticeable in those who have smoked beyond puffing where 79% of those who “never” look at the

health warning message believed the message, but 93% of those who look at the health warning message at least once a day believed the message, a percentage which is comparable to that found among never smokers.

A majority of the students “agreed a lot” that cigarette packages should have health warning messages (Table 7-C). There were no major differences by grade or sex. However, strong agreement with having the health warning messages varied substantially with the category of smoker: 87% of never smokers agreed a lot with the health warning messages compared to 77% of puffers and 61% of those who have smoked beyond puffing (Table 7-C). Knowing other people who smoked was related to reduced support for having warning messages. While 84% of those who have no close friends who smoke agreed with having health warning messages, only 56% of those reporting that all close friends smoke strongly agreed with having them. Similarly, only 66% of students who live in households where all the members smoked agreed a lot with having health warning messages. Class standing was also associated with agreement with 83% of students describing themselves as above average standing supporting health warning messages compared to 67% of those with below average standing. A smaller number of students in Quebec (71%) agreed with having the health warning messages compared with students overall. This was in line with the percentages of Anglophone and Francophone students who agreed with having the health warning messages (83% and 70%, respectively).

DISCUSSION

Beliefs about Smoking and Health

The continued health campaigns against tobacco use appear to be effective in changing the beliefs of Canadian youth. A majority of Canadian students in grade 5-9 believed that tobacco is addictive, and, that while quitting smoking can be difficult, it will reduce damage to health. Students generally understood that occasional smoking can be dangerous, and that the harms from tobacco can come without smoking for many years. Beliefs about the harms of occasional smoking have increased significantly since the 1994 YSS¹.

Although the dangers of smoking are generally understood, students underestimated the number of deaths caused by smoking compared to other causes. Nevertheless, unfortunately, many students do not have an accurate perception of the relative harm of smoking compared to alcohol, drugs, accidents, AIDS, suicides, and murder and fail to recognize that smoking is responsible for many more deaths than these causes. Many students may be exposing themselves to this hazard because of failure to recognize the magnitude of the risk.

The findings of the YSS 2002 indicated that students in the higher grades have more accurate perceptions of risk, as perhaps these students have been more exposed to information about the relative risks present in society. Also, they may have received

more education in school on the topic of smoking. Findings from the 2002 Ontario Student Drug Use Survey also indicate that perception of the risk of tobacco use is more accurate among students in the higher grades. Among students in that survey, 25% of grade seven students believed that people, if they smoke one or more cigarettes a day, put themselves at great risk of harm, compared to 37% of grade 12 students².

Although past research has shown that there is a tendency for student smokers to dismiss the negative effects of smoking³, this was not consistently found in the 2002 YSS. Students who had smoked beyond puffing were, in fact, more likely than never smokers to believe in the harms from cigarettes, such as the addictiveness of tobacco and the harmfulness of secondhand smoke. With respect to risk, these findings should be interpreted with caution. Studies on how individuals construct numerical estimates have found that such estimates are subject to considerable bias and error⁴.

On the other hand, students who smoked beyond puffing were less likely to believe in the dangers of occasional smoking. They were also more likely than never smokers to believe that smoking has positive effects (i.e., it's relaxing, helps when bored, and controls weight). Personal experience with or observation of people at home or school who smoke may have an effect on these beliefs. Beliefs in the positive effects of smoking appeared to increase with items associated with experience of smoking such as grade, number of friends who smoke, and number of smokers in the household.

It has been hypothesized that the perception of smoking as relaxing is a function of nicotine dependence and a symptom of withdrawal⁵. That is, smoking is perceived as relaxing because it alleviates the effects of withdrawal (irritability, restlessness, and weight gain) from nicotine itself. Findings from the 1994 YSS suggests that awareness of the ability of nicotine to affect these symptoms is reflective of physical dependence¹. The strong endorsement of these beliefs in smokers who have had only a single puff on a cigarette or who are not yet daily smokers may suggest that physical dependence on cigarettes may require much less smoking experience than has been previously thought, consistent with recent research on teens in Quebec⁶. Because the YSS was a cross-sectional survey, however, it cannot show whether beliefs about the perceived benefits of smoking come prior to smoking or whether the perceived benefits are used to justify smoking behaviour.

Attitudes towards Smoking

A majority of students believed that it is nicer to date non-smokers. This position identified a common perception that smoking is not desirable; however, it is not known whether the youth are reacting to physical symptoms of smoking such as “smell” or the social aspects of smoking, that is, having a partner who is a smoker is less desirable from the point of view of social acceptability. From an intervention perspective, either attitude could potentially be an effective deterrent, but the meaning of these reports needs to be better understood before messages can be constructed.

Certainly, smoking was not regarded as “cool” by most students. Nearly all students deny the coolness of smoking, even 91% of those who have smoked beyond puffing. The exception was among grades 5-6 students who have smoked beyond puffing, where over a quarter reported believing that smoking is cool. The 1994 YSS findings suggested that the dissolution of the belief that smoking is cool is an effect of adaptation to smoking by older smokers who have passed the initiation and experimentation stage and smoke out of addiction¹. However, in the 2002 YSS findings, the shift in attitudes toward smoking was noticeable by seventh grade, where few have smoked for substantial periods of time. This suggests that either adaptation is far quicker than previously hypothesized or that this finding is a function of another process.

Social environment clearly played a part in attitudes, particularly, in the percentage of friends who smoke. A greater percentage of youth whose close friends all smoked reported that smoking was cool, and more people felt it was nicer to date smokers than non-smokers compared to youth with no close friends who smoked. It was unclear from the 2002 YSS the direction of effect as to whether the influence of peers determined the attitude of smoking, or whether the groups were self-defining where like-minded youth associated with each other. The effect of smokers in the household also had an effect on the attitudes toward smoking, but this appeared to be less influential than that of friends.

Reasons Youth Start Smoking

Consistent with the 1994 YSS, students still reported that having friends who smoke, curiosity, and the coolness of smoking are the major reasons for starting smoking. Peer pressure of friends is the most commonly endorsed reason for starting. Students were more likely to report curiosity as a reason for starting smoking as grade and smoking increased.

Students who have smoked beyond puffing were less likely than never smokers to endorse “it’s cool” and “popular kids smoke” as reasons that youth start smoking. They may be reluctant to attribute their smoking to the desire to be “cool.” The 1994 YSS technical report suggests that this reluctance was also evident in the fact that fewer younger students who smoked beyond puffing endorsed “friends smoke” as a reason youth start; however, this effect was not clear in the 2002 data. The basis for why endorsement of both “friends smoking” and “curiosity” as reasons to start was higher in older students is unclear, but perhaps it has to do with increased experience in seeing other students start smoking in the peer group environment.

Students who smoked beyond puffing reported divergent reasons for starting smoking and beliefs about the experience of smoking. For instance, while a majority of students who have smoked beyond puffing believe that smoking helps people relax, only 20% gave this as a reason for starting. This divergence may arise as reasons for continuing smoking, particularly the onset of addiction, are different from the reason for their first experimentations, which may be largely driven by social reasons. It must be noted that while self-reports of reasons for starting smoking are valuable, these data have

limitations. In particular, smokers may not be able to fully document or be conscious of their own reasons for starting.

Beliefs about Cigarette Package Health Warning Messages

New and innovative health warning messages for cigarette packages appeared in Canada in 2000, and evaluation of the impact of the health warning messages suggests it was still being felt in 2002. Support for and belief in the health warning messages was high among almost all Canadian students; although, fewer people who smoked beyond puffing believed the health warning messages compared to never smokers. Interestingly, the more the health warning messages were seen the more likely they were to be believed. This suggests that the health warning messages are having an effect on the attitudes of smokers, and may contribute to the higher beliefs in the harms of tobacco in some areas for puffers and those who have smoked beyond puffing compared to never smokers. This is consistent with previous research. For instance, in Wave 5 of the Health Canada evaluation of the health warning messages conducted in July 2002, 36% of young smokers (12 to 18 years old) were able to identify the smoking attributable mortality in Canada as 45,000 deaths a year, a figure which appears as one of the health warning messages, compared to the 27% of potential smokers⁷. The high level of belief or agreement with the health warning messages has been maintained since the dramatic changes in the health warning messages in December 2000, when graphic images and stronger text, both outside and inside the cigarette package, were added.

Implications for Regulation and Legislation

Since the 1994 YSS, tobacco company sponsorship has been eliminated and improved health warning messages have appeared on cigarette packages. Current tobacco control activities have integrated five major themes: prevention, cessation, protection, harm reduction, and tobacco industry denormalization (Chapter 1). In preventing youth from taking up smoking, Canada has integrated legislation, regulation, public education, program supports, and mass media activities. These include restricted access of youth to tobacco products; health warning messages on cigarette packages targeted specifically to youth; school-based initiatives; a Youth Action Committee and mass media campaigns. The cessation and protection (from second-hand smoke) themes are also made explicit through the integration of regulation, health warning messages and smoking bans; school-based initiatives; enforcement and mass media campaigns. Population-level interventions have been shown to be successful in changing beliefs concerning tobacco and smoking⁸⁻¹¹.

Youth continued to trust messages from the government, as seen in their strong agreement with and belief in the cigarette package health warning messages, which are credited to Health Canada. It appears that the cigarette package is an effective site for transmitting messages to youth at risk of smoking or who are already smoking, as these youth have more exposure to the cigarette packages. Introducing new messages could help maintain the impact of these health warning messages. It is particularly important

to address the increases in the beliefs about the positive effects of smoking such as the belief that cigarettes help people relax.

Curiosity and the influence of their peer group continued to be the most endorsed reasons why students believe youth start smoking. Efforts at reducing the availability and omnipresence of cigarettes might do much to reduce the interest in attempting to use cigarettes. Placing cigarettes out of sight in convenience stores, or restricting sale of tobacco industry products to a limited number of venues could decrease the pervasiveness of tobacco industry products.

Implications for Education and Message Promotion

When the first YSS was conducted in 1994, it encompassed the first generation of Canadian youth to be targeted with school-based health education and message promotion about the harmful effects of tobacco smoke. Since 1994, these health education messages have been evolving and have become more comprehensive in order to address another generation of Canadian youth. The 2002 YSS findings identify areas where education and message promotion appears to be working. Particularly, success appears to have been achieved in communicating the harms of tobacco use and reducing the number of students who think smoking is cool. Although potentially due to shifts in the cultural milieu, it appears that the message that smoking is not a socially normative or acceptable behaviour is permeating into youth culture. The 2002 YSS findings also identify areas where education and message promotion about smoking is not as effective. Substantial numbers hold positive beliefs about smoking (e.g., that smoking helps people to relax and stay slim) and that smokers can quit anytime they want. New education messages and promotional campaigns may help to address the beliefs and attitudes of youth that are still vulnerable to starting to smoking.

The 1994 YSS Technical Report recommended that education programs and messages needed to be tailored to specific audiences¹. The results of the 2002 YSS provide additional support for this recommendation. Considering that smoking and non-smoking youth have different beliefs and attitudes about smoking, it does not seem efficient or practical to assume that a ‘one size fits all’ approach to education and message promotion will be suitable. Education and message promotion campaigns might benefit from targeting initiatives to the youth populations who are most likely to respond. The benefits of using a targeted approach to intervention delivery has been previously demonstrated with school-based smoking prevention programming¹⁴.

More effort in prevention programs is required to emphasize the dangers of occasional smoking and the role that social influences have on smoking onset. This could include teaching youth about the immediate health consequences associated with occasional smoking (e.g., addiction or decreased aerobic sports performance¹⁵), the immediate social consequences associated with smoking (e.g., most young Canadians would prefer to date a non-smoker), the influence that people in the social environment have on smoking onset (e.g., the benefit of being taught the skills required to refuse cigarette offers from friends), and the benefits of remaining smoke-free (e.g., financial benefits,

health and lifestyle benefits). Prevention programs might also benefit from teaching never smoking youth about the role of tobacco industry advertising and promotion on youths' smoking onset.

Future education and message promotion initiatives need to continue to educate youth who smoke about the health benefits of cessation, methods for quitting, and what to expect when quitting. Because of the strong influence of friends in perceived reasons for starting smoking, youth need to be informed about the role that people in the social environment have on smoking maintenance and cessation. For example, being surrounded by smokers can make quitting harder as smoking friends generally do not support quit attempts and often provide cigarettes at time of relapse¹⁵. Youth cessation programs need to talk to youth in terms they understand, and highlight the immediate positive consequences associated with quitting smoking (e.g., most youth would rather date a non-smoker, improvements in aerobic athletic ability, or financial savings of not smoking) rather than focusing on the long-term benefits. Health warning messages act as an effective means for providing youth with smoking related education and information since the youth could be exposed to such information every time they reach for a cigarette.

Effective education and message promotion is one part of this comprehensive approach. This promotion could target youth of different ages using a variety of different promotional and educational mediums. School-based smoking prevention campaigns could use a best-practices approach, beginning early in elementary school. Based on the 2002 YSS findings, it appears important to target youth as early as grade 5 and 6, as major changes in the beliefs and attitudes about smoking occurred before grade 7. This might be a critical period where interventions could have dramatic results. The messages and information provided in school-based programs could also evolve with the changing needs of students as they age and as cultural changes occur.

It was stated in the 1994 YSS report that there might be some value in educating youth about the aggressive marketing campaigns of tobacco companies with regard to youth¹. Since 1994, this concept of tobacco industry denormalization has proven beneficial, as demonstrated in the youth-focused Florida Pilot Program on Tobacco Control (FPPTC)¹⁰. The FPPTC used youth-led innovative media approaches (i.e., TRUTH campaign), community activities, and school-based education programs to reduce cigarette use and intentions to smoke among Florida youth. Youth-led programs can address the unique needs of youth, by providing information in a manner that is both appealing and effective for youth. Similar types of youth-led initiatives could run parallel with existing school-based prevention programs.

Implications for Future Monitoring and Further Research

There are several additional aspects of youth beliefs and attitudes that could be monitored in the future, with the goal of gaining a more comprehensive picture of where youth stand in this regard. In addition to views about health beliefs and general attitudes toward smoking, it would be useful to know the levels of youth support for various policy

measures (e.g., increased cigarette prices, bans on the display of cigarettes, restrictions on smoking). Preliminary data from the 2003 OSDUS on the attitudes of youth in Ontario indicate that youth were more likely to be supportive of restricting cigarette sales, raising prices and agree that government should make smoking against the law¹⁶. In the same survey, however, youth were less likely than adults to distrust the tobacco companies; beliefs about and attitudes toward the tobacco industry itself is a key area to monitor as an important mediator of smoking behaviour.

Provincial differences in beliefs and attitudes should continue to be monitored. Although students in Quebec had more positive beliefs about benefits of smoking than students in other provinces, it is hypothesized that this province will move closer to the national average over time, particularly given the decline in adult smoking prevalence in Quebec³. However, if, at the time of the next Youth Smoking Survey, youth beliefs and attitudes in Quebec are found not to be approaching the national pattern, strategies targeted specifically toward this group could be considered.

The findings reported in this chapter raise a number of issues that require further research. It has been found that beliefs and attitudes are associated with smoking status, but this cross-sectional survey does not provide insight into questions about causality. Do beliefs and attitudes precede changes in smoking status, or do changes in smoking status result in changes in beliefs and attitudes? Or, are both pathways at work? The evidence is generally in favour of a dual pathway model, but the mechanisms are not fully understood¹². A longitudinal study design is required to separate these different effects. In addition to determining whether changes in beliefs lead to changes in smoking status, it is essential to establish the relative importance of these determinants in relation to other predictors. Further research could also examine the role of one's environment (including the home, peer, school and community policy environments) in shaping youth beliefs and attitudes.

Future studies could investigate how best to influence youth beliefs and attitudes. Do youth respond well to television media campaigns? What about school programs? Are changes to the policy environment (e.g., restrictions on smoking, increased cigarette prices, reduced availability and accessibility of tobacco products) effective in promoting youth beliefs and attitudes that oppose smoking and support tobacco control? Answers to these questions could lead to more effective program planning.

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Table 7-1a

Beliefs About Harms of Tobacco and Quitting (% Yes) by Sex, Category of Smoker and Grade, Canada, Youth Smoking Survey 2002

	Pop. Est. (000's)	Tobacco is Addictive (% Yes)	ETS is Harmful to Non- smokers (% Yes)	Occasional Smoking Endangers Health (% Yes)	Quitting Smoking Reduces Damage Even After Years (% Yes)	Smokers Can Quit Anytime (% Yes)	Must Smoke for Many Years Before Hurt Health (% Yes)
Total	2014	88	86	67	37	29	17
Grades 5-6	793	83	78	66	31	36	20
Grades 7-9	1222	91	91	68	40	24	16
Never Smoker	1562	87	85	70	35	30	16
Puffer	206	88	89	63	39	25	21
Smoked Beyond Puffing	246	93	91	56	43	26	24
Males	1032	87	86	67	40	26	20
Grades 5-6	395	82	78	67	35	32	21
Grades 7-9	618	90	90	68	43	22	19
Never Smoker	800	86	84	70	38	27	18
Grades 5-6	365	82	78	67	42	32	20
Grades 7-9	435	89	90	72	34	22	16
Puffer	112	88	89	63	38	25	23
Grades 5-6	27	81	78	63	35	30	26
Grades 7-9	87	90	92	63	39	23	23
Smoked Beyond Puffing	120	92	90	56	48	23	28
Grades 5-6	13	85	75	59	44	32*	24*
Grades 7-9	106	92	92	56	49	22	29
Females	982	90	86	67	33	32	15
Grades 5-6	380	85	78	65	27	39	18
Grades 7-9	586	93	91	69	37	27	13
Never Smoker	762	89	85	70	32	33	14
Grades 5-6	359	85	78	66	27	40	18
Grades 7-9	403	93	91	72	36	27	11
Puffer (b)	94	87	89	63	39	25	19
Grades 5-6	19	89	79	58	25*	31	30*
Grades 7-9	75	81	92	64	43	24	16
Smoked Beyond Puffing	126	93	92	56*	38	28	19
Grades 5-6	11	79	78	48	35*	28*	#
Grades 7-9	115	95	93	57	39	28	19

* Moderate sampling variability interpret with caution

Data suppressed due to high sampling variability

Table 7-1b

Beliefs About Harms of Tobacco and Quitting (% Yes) by Sex, Category of Smoker and Grade, Canada, Youth Smoking Survey 1994

	Pop. Est. (000's)	Tobacco is Addictive (% Yes)	ETS Is Harmful to Non- smokers (% Yes)	Occasional Smoking Endangers Health (% Yes)	Quitting Smoking Reduces Damage Even After Years (% Yes)	Smokers Can Quit Anytime (% Yes)	Must Smoke for Many Years Before Hurt Health (% Yes)
Total	1949	85	84	62	47	17	21
Grades 5-6	747	79	79	67	41	21	21
Grades 7-9	1202	88	87	59	51	14	21
Never Smoker	1163	83	83	70	44	18	18
Puffer	271	86	87	55	49	16	22
Smoked Beyond Puffing	516	87	85	46	53	14	27
Males	997	82	84	63	49	17	23
Females	953	88	84	61	44	17	19

Table 7-2a

Beliefs About Perceived Benefits of Smoking by Sex, Category of Smoker and Grade, Canada, Youth Smoking Survey 2002

	Pop. Est. (000's)	Smoking Helps People Relax (% Yes)	Smoking Helps People Stay Slim (% Yes)	Smoking Helps People when they are Bored (% Yes)
Total	2014	36	18	13
Grades 5-6	793	24	12	10
Grades 7-9	1222	49	21	16
Never Smoker	1562	30	15	10
Puffer	206	45	23	16
Smoked Beyond Puffing	246	62	29	27
Males	1032	35	17	14
Grades 5-6	395	24	12	10
Grades 7-9	618	42	20	17
Never Smoker	800	30	14	11
Grades 5-6	365	23	12	9
Grades 7-9	435	36	16	13
Puffer	112	43	20	16
Grades 5-6	27	30	14*	14*
Grades 7-9	87	47	22*	17
Smoked Beyond Puffing	120	61	30	29
Grades 5-6	13	47	17	26*
Grades 7-9	106	62	31	30
Females	982	36	18	12
Grades 5-6	380	24	13	10
Grades 7-9	586	44	22	14
Never Smoker	762	30	16	10
Grades 5-6	359	23	12	9
Grades 7-9	403	37	19	11
Puffer	94	47	27	16
Grades 5-6	19	32*	19*	23*
Grades 7-9	75	41	29	14
Smoked Beyond Puffing	126	63	29	24
Grades 5-6	11	43*	25*	#
Grades 7-9	115	64	30	25

* Moderate sampling variability interpret with caution

Data suppressed due to high sampling variability

Table 7-2b

Beliefs About Perceived Benefits of Smoking by Sex, Category of Smoker and Grade, Canada, Youth Smoking Survey 1994

	Pop. Est. (000's)	Smoking Helps People Relax (% Yes)	Smoking Helps People Stay Slim (% Yes)	Smoking Helps People when they are Bored (% Yes)
Total	1,949	32	18	12
Grades 5-6	747	21	15	8
Grades 7-9	1,202	38	20	15
Never Smoker	1,163	21	15	7
Puffer	271	35	18	12
Smoked Beyond Puffing	516	53	25	24
Males	997	32	17	13
Females	953	31	19	11

Table 7-3

Perceptions that Smoking Causes More Death than Other Causes by Sex, Category of Smoker and Grade, Canada, Youth Smoking Survey 2002

	Pop. Est. (000's)	More Deaths Than Alcohol (% Yes)	More Deaths Than Suicides (% Yes)	More Deaths Than Accidents (% Yes)	More Deaths Than Murders (% Yes)	More Deaths Than Drugs (% Yes)	More Deaths Than AIDS (% Yes)
Total	2014	60	53	47	43	40	37
Grades 5-6	793	59	44	46	37	33	30
Grades 7-9	1222	60	59	48	47	45	42
Never Smoker	1562	60	52	48	42	38	36
Puffer	206	59	56	43	44	41	41
Smoked Beyond Puffing	246	59	56	48	48	50	44
Males	1032	65	58	52	47	44	42
Grades 5-6	395	63	49	49	39	35	35
Grades 7-9	618	66	64	53	52	49	48
Never Smoker	800	65	57	52	45	42	40
Grades 5-6	365	64	49	50	39	35	33
Grades 7-9	435	70	63	54	51	66	46
Puffer	112	65	61	46	48	46	48
Grades 5-6	27	64	49	43	38	36	42
Grades 7-9	87	65	64	47	51	49	50
Smoked Beyond Puffing	120	64	65	55	53	57	51
Grades 5-6	13	54	49	52	44	38*	44*
Grades 7-9	106	65	67	55	54	60	52
Females	982	54	47	43	40	36	32
Grades 5-6	380	54	39	42	35	30	25
Grades 7-9	586	55	53	43	43	40	37
Never Smoker	762	54	47	43	39	35	31
Grades 5-6	359	54	39	42	35	30	25
Grades 7-9	403	54	54	45	43	39	37
Puffer	94	51	50	39	39	36	33
Grades 5-6	19	47	39	34	28	23*	22*
Grades 7-9	75	53	53	40	43	39	36
Smoked Beyond Puffing	126	54	48	40	43	42	38
Grades 5-6	11	43*	45	30*	38*	26*	38*
Grades 7-9	115	55	48	41	43	44	38

* Moderate sampling variability interpret with caution

Table 7-4
Health Beliefs by Province, Canada, Youth Smoking Survey 2002

	Pop Est (000's)	Beliefs about Harms of Tobacco and Quitting										Perceived Benefits			
		Tobacco is Addictive (% Yes)	ETS is Harmful to Non- smokers (% Yes)	Occasional Smoking Endangers Health (% Yes)	Quitting Smoking Reduces Damage Even After Years (% Yes)	Smokers Can Quit Anytime (% Yes)	Must Smoke for Many Years Before Hurt Health (% Yes)	Nicer to Date Non- smokers (% Yes)	Smoking Helps People Relax (% Yes)	Smoking Helps People Stay Slim (% Yes)	Smoking Helps People when They Are Bored (% Yes)	Smoking is Cool (% Yes)			
Canada	2014	88	86	69	36	29	18	74	36	18	3				
NL	34	93	91	69	34	26	14	72	32	16	11				
PE	10	91	88	75	38	34	13	76	32	19	10				
NS	61	91	88	68	37	27	15	71	37	17	14				
NB	48	83	85	67	35	28	16	67	28	17	13				
QC	484	79	86	57	36	23	20	64	26	21	14				
ON	767	91	87	70	36	31	18	77	38	17	12				
MB	76	86	82	67	37	31	18	75	36	17	15				
SK	67	92	84	70	36	34	16	74	37	16	12				
AB	217	94	86	72	37	34	14	78	36	15	13				
BC	249	90	84	73	39	28	17	80	45	17	14				

Table 7-5
Health Beliefs by Language Spoken at Home, Perceived Class Standing Relative to Peers, and Percentage of Friends who Smoke, Percentage in the Household who Smoke, Canada, Youth Smoking Survey 2002

	Pop Est (000's)	Beliefs about Harms of Tobacco and Quitting					Perceived Benefits					
		Tobacco is Addictive (% Yes)	ETS is Harmful to Non-smokers (% Yes)	Occasional Smoking Endangers Health (% Yes)	Quitting Smoking Reduces Damage After Years (% Yes)	Smokers Can Quit Anytime (% Yes)	Must Smoke for Many Years Before Hurt Health (% Yes)	Nicer to Date Non-smokers (% Yes)	Smoking Helps People Relax (% Yes)	Smoking Helps People Stay Slim (% Yes)	Smoking Helps People Are Bored (% Yes)	Smoking Helps People Smoking is Cool (% Yes)
Canada	2014	88	86	69	36	29	18	74	36	18	13	3
English	1569	91	86	70	36	31	17	77	39	17	13	2
French	458	78	87	57	36	22	21	62	25	22	15	6
Better than Average Class Standing	750	90	88	69	40	27	16	79	35	18	13	2
Average Class Standing	1082	88	85	66	34	30	18	72	35	17	13	3
Below Average Class Standing	168	86	82	62	38	26	24	63	32	21	16	6
No Friends Smoke	1468	88	85	69	35	30	16	77	31	15	11	1
All Friends Smoke	45	86	82	60	43	26	26	41	57	32	28	14
None in household Smoke	1403	88	86	68	36	29	16	77	33	17	12	2
All in household Smoke	27	90	89	67	42	25	23	55	50	22	25	#

Data suppressed due to high sampling variability

Table 7-6a

Attitudes Toward Smoking by Category of Smoker, Sex and Grade, Canada, Youth Smoking Survey 2002

	Pop Est. (000's)	It's Nicer to Date Non-smokers (% Yes)	Smoking is Cool (% Yes)
Total	2014	74	3
Grades 5-6	793	72	3
Grades 7-9	1222	74	3
Never Smoker	1562	76	1
Puffer	206	71	5
Smoked Beyond Puffing	246	59	11
Males	1032	72	3
Grades 5-6	395	70	3
Grades 7-9	618	73	4
Never Smoker	800	74	2
Grades 5-6	365	71	2
Grades 7-9	435	76	2
Puffer	112	73	4
Grades 5-6	27	69	#
Grades 7-9	87	74	4*
Smoked Beyond Puffing	120	60	13
Grades 5-6	13	64	24*
Grades 7-9	106	59	11
Females	982	75	2
Grades 5-6	380	74	2
Grades 7 to9	586	76	2
Never Smoker	762	79	1
Grades 5-6	359	76	1*
Grades 7-9	403	81	1*
Puffer	94	69	5
Grades 5-6	19	54	#
Grades 7-9	75	73	4*
Smoked Beyond Puffing	126	58	9
Grades 5-6	11	54*	32*
Grades 7-9	115	59	6

* Moderate sampling variability interpret with caution

Data suppressed due to high sampling variability

Table 7-6b

Attitudes Toward Smoking by Sex, Category of Smoker, and Grade, Canada, Youth Smoking Survey 1994

	Pop Est. (000's)	It's Nicer to Date Non-smokers (% Yes)	Smoking is Cool (% Yes)
Total	1949	69	6
Grades 5-6	747	73	5
Grades 7-9	1202	66	7
Never Smoker	1163	77	2
Puffer	271	70	5
Smoked Beyond Puffing	516	48	16
Males	997	70	7
Females	953	68	6

Table 7-7

Attitudes Toward Smoking by Category of Smoker, Canada, Youth Smoking Survey 2002, 1994

	Pop Est. (000's)	It's Nicer to Date Non-smokers (% Yes)	Smoking is Cool (% Yes)
2002			
Total	2014	74	3
Never Smoker	1562	76	1
Puffer	206	71	5
Smoked Beyond Puffing	246	59	11
1994			
Total	1949	69	6
Never Smoker	1163	77	2
Puffer	271	70	5
Smoked Beyond Puffing	516	48	16

Table 7-8

Attitudes Toward Smoking by Proportion of Friends Who Smoke and Proportion of Smokers in the Household, Canada, Youth Smoking Survey 2002

	Pop. Est. (000's)	It's Nicer to Date Non-smokers (% Yes)	Smoking is Cool (% Yes)
Proportion of Friends who Smoke			
Total	2014	74	3
None	1465	77	1
Less than Half	236	75	4
More than Half	197	60	8
All	45	41	14
Proportion of Smokers in the Household			
Total	2014	74	3
None	1400	77	2
Less than Half	309	69	4
More than Half	230	65	4
All	27	56	6

Table 7-9a
Perceived Reasons Youth Start Smoking by Sex, Category of Smoker, and Grade, Canada, Youth Smoking Survey, 2002

	Friends Smoke/											
	Pop. Est. (000's)	Peer Pressure (% Yes)	Curiosity/ To Try It (% Yes)	Popular Kids Smoke (% Yes)	It's Cool (% Yes)	Parents Smoke (% Yes)	Siblings Smoke (% Yes)	Some-thing to Do (% Yes)	It's Not Allowed (% Yes)	Weight Control (% Yes)	It's Relaxing (% Yes)	
Total	2014	64	49	46	45	32	26	15	14	13	12	
Grades 5-6	793	58	39	45	43	33	23	12	9	11	8	
Grades 7-9	1222	69	56	46	46	30	27	16	17	14	14	
Never Smoker	1562	64	48	49	46	32	26	14	13	13	10	
Puffer	206	67	53	42	43	29	24	15	15	11	12	
Smoked Beyond Puffing	246	64	54	31	35	29	25	15	17	11	20	
Males	1032	61	44	39	41	29	23	13	12	9	12	
Grades 5-6	395	55	36	38	40	31	21	11	9	8	8	
Grades 7-9	618	65	49	39	42	27	24	13	14	9	13	
Never Smoker	800	61	43	41	42	30	23	13	12	9	10	
Grades 5-6	365	56	36	39	40	32	22	12	9	8	7	
Grades 7-9	435	66	49	43	44	29	25	13	14	10	11	
Puffer	112	62	46	34	40	25	20	18	12	7	11	
Grades 5-6	27	52	37	31	30	30	18*	10*	8*	#	#	
Grades 7-9	87	65	48	35	43	23	21	11	13	8	12	
Smoked Beyond Puffing	120	61	48	27	34	25	23	11	14	7	19	
Grades 5-6	13	46	37*	25*	35*	25*	19*	#	#	#	#	
Grades 7-9	106	63	49	27	34	25	24	15	15	7	19	
Females	982	68	54	54	49	34	29	16	15	17	12	
Grades 5-6	380	60	42	53	47	35	25	13	9	14	7	
Grades 7-9	586	72	62	54	49	34	31	19	19	19	16	
Never Smoker	762	67	53	57	51	35	29	16	14	18	11	
Grades 5-6	359	60	41	53	47	34	25	13	8	14	6	
Grades 7-9	403	74	63	60	54	35	33	20	19	21	15	
Puffer	94	72	61	50	48	25	29	19	18	15	15	
Grades 5-6	19	72	62*	57	54	48*	38	20*	20*	#	#	
Grades 7-9	75	72	61	49	46	32	28	18	18	17	13	
Smoked Beyond Puffing	126	67	59	36	36	32	26	16	20	15	21	
Grades 5-6	11	64	37	41*	46*	33	#	#	#	#	#	
Grades 7-9	115	67	61	35	35	34	27	16	20	15	21	

* Moderate sampling variability interpret with caution
Data suppressed due to high sampling variability

Table 7-9b
Perceived Reasons Youth Start Smoking (% yes) by Sex, Category of Smoker, and Grade, Canada, Youth Smoking Survey 1994

	Pop. Est. (000's)	Friends									
		Smoke/Peer Pressure (% Yes)	Curiosity/To Try It (% Yes)	Popular Kids Smoke (% Yes)	It's Cool (% Yes)	Parents Smoke (% Yes)	Siblings Smoke (% Yes)	Something to Do (% Yes)	It's Not Allowed (% Yes)	Weight Control (% Yes)	It's Relaxing (% Yes)
Total	1949	74	56	45	46	31	27	17	17	14	12
Grades 5-6	747	68	49	45	46	32	27	15	11	14	9
Grades 7-9	1202	78	61	46	46	31	28	18	20	14	14
Never Smoker	1163	77	55	53	51	33	29	15	15	15	10
Puffer	271	73	55	43	43	30	27	18	17	12	11
Smoked Beyond Puffing	516	67	60	29	35	28	24	19	21	12	17
Males	997	70	50	39	43	30	24	15	13	9	11
Females	953	78	63	51	49	33	31	18	20	19	13

Table 7-10
 Perceived Reasons Youth Start Smoking by Language Spoken at Home, Perceived Class Standing Relative to Peers,
 and Percentage of Friends who Smoke, Percentage in the Household who Smoke, Canada, Youth Smoking Survey 2002

	Pop. Est. (000's)	Friends Smoke/ Peer Pressure (% Yes)	Curiosity/ To Try It (% Yes)	Popular Kids Smoke (% Yes)	it's Cool (% Yes)	Parents Smoke (% Yes)	Siblings Smoke (% Yes)	Something to Do (% Yes)	It's Not Allowed (% Yes)	Weight Control (% Yes)	It's Relaxing (% Yes)
Total	2014	64	49	46	45	32	26	15	14	13	12
English	1569	63	48	49	44	32	26	15	13	13	12
French	458	71	55	38	45	32	28	11	16	12	10
Better than Average Class Standing	750	69	55	51	49	35	30	16	17	16	12
Average Class Standing	1082	63	46	45	43	30	24	13	12	11	10
Below Average Class Standing	168	59	44	35	38	31	22	15	14	10	15
No Friends Smoke	1468	64	48	49	46	32	26	13	12	13	9
All Friends Smoke	45	66	45	30	38	28	23	14	14	12	21
None in household Smoke	1403	66	51	49	46	32	27	15	14	14	11
All in household Smoke	27	61	50	36	37	37	26	16	12*	11*	22

* Moderate sampling variability interpret with caution

Table 7-11

Beliefs About Cigarette Package Health Warning Messages by Category of Smoker, Canada, Youth Smoking Survey 2002, 1994

	Pop. Est. (000's)	Believe the Health Warning Message (% Yes)	Agree a Lot with Having Health Warning Message on Cigarette Packages (% Yes)
2002			
Never Smoker	1562	94	87
Puffer	206	92	77
Smoked Beyond Puffing	246	84	61
1994			
Never Smoker	753	91	85
Puffer	223	94	80
Smoked Beyond Puffing	471	87	55

Table 7-12

Percent Who Believe Cigarette Package Health Warning Messages by Frequency of Looking at Health Warning Messages and Category of Smoker, Canada, Youth Smoking Survey 2002

	Pop. Est. (000's)	Never Smoker (% Yes)	Pop. Est. (000's)	Puffer (% Yes)	Pop. Est. (000's)	Smoked Beyond Puffing (% Yes)
Total	1562	94	206	92	246	84
Never	346	91	442	87	52	79
Less than Once a Week	393	94	56	93	62	83
About Once a Week	133	97	28	92	34	86
Once Every 2-3 Days	76	96	14	95	24	88
About Once a Day	56	96	13	94	16	89
A Few Times a Day	43	95	9	93	12	87
> A Few Times a Day	68	96	14	97	18	93

