

2021 South Carolina Youth Tobacco Survey

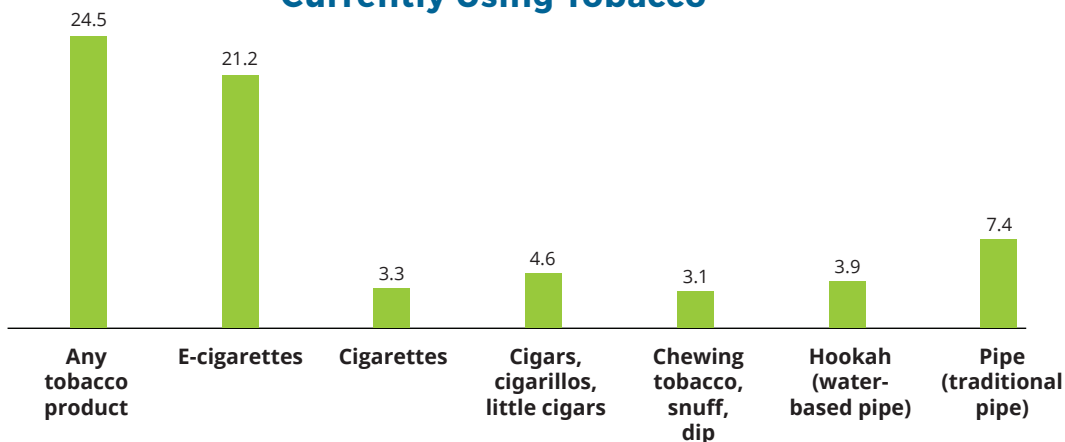


The South Carolina Youth Tobacco Survey (SCYTS) is a comprehensive survey designed to evaluate prevalence of tobacco use, age of initiation and access to tobacco products. SCYTS monitors key behaviors and attitudes toward tobacco among SC teens and helps SC Department of Health and Environmental Control (DHEC) Division of Tobacco Prevention and Control (DTPC) recognize groups at risk and strengthen youth prevention activities and strategies.

Current Tobacco Use

24.5% of SC high school students reported current (past 30 days) use of any kind of commercial tobacco product, which is higher than the national rate of 13.4%. E-cigarettes/vapes were the most commonly used tobacco product, followed by pipes, cigars, hookah, and smokeless tobacco products like chew, dip, and snuff.

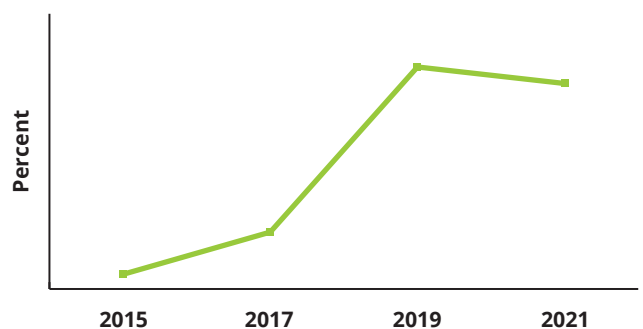
Percentage of High School Youth Currently Using Tobacco



E-cigarettes

In 2021, 21.2% of SC high school students reported e-cigarette/vape use, which is higher than the national rate of 14.1%. SC high school students use all three types of electronic vaping devices—disposable, rechargeable closed-systems using pre-filled cartridges or pods, and tank/mod based devices. The most popular brands include JUUL (pre-filled cartridge/closed-system cartridge), Vuse (all three types of devices), and Puff Bar (disposable). Nicotine in any form is harmful to adolescent brains and can worsen symptoms of depression while disrupting focus^{1,2,3}. Vaping more than triples the odds of combustible tobacco product use among teens⁴.

E-Cigarette Use among SC High School Youth, 2015-2021



Flavored Tobacco

E-cigarettes/vapes: Currently, rechargeable closed-systems using pre-filled cartridges like JUUL are only available in tobacco and menthol flavor. Disposable vapes, refillable cartridge/pod devices, and tank/mod style devices offer fruit, candy, and “concept flavors” like Blue Dream. 19% of SC high school students who vape reported using e-cigarettes because of the flavors.

Cigars, little cigars, and cigarillos: These products come in a variety of flavors, including menthol, as well as candy and fruit flavors like sour apple cherry, grape, and chocolate. Current flavored cigar use was 3.7% among SC high school students.

Cigarettes: Menthol cigarettes are easier to smoke and harder to quit. Among SC high school cigarette smokers, two thirds (60%) used menthol flavored cigarettes.

Smokeless tobacco: Smokeless tobacco products include chew, snuff, snus, and dissolvable tobacco. Oral nicotine pouches and lozenges are a new category of tobacco product that come in many flavors and are increasing in popularity. Most oral nicotine products are derived from tobacco and contain nicotine, though some claim to use synthetic nicotine, which has not yet been regulated by the FDA. 11.8% of SC teens reported ever using products like snus, nicotine pouches, and dissolvable tobacco.

Exposure to Tobacco Marketing

Exposure to tobacco marketing increases the likelihood that youth will use tobacco products. In 2020, the tobacco industry spent \$9.13 billion in nationwide marketing - of which, \$199 million was spent in SC⁵.



- Approximately 32.6% of SC high school youth were exposed to tobacco ads in convenience stores, gas stations, or supermarkets - up from 26.1% in 2019.



- More than 47% of SC high school youth were exposed to tobacco ads on the internet.



- About 40% of SC high school youth were exposed to tobacco ads in newspapers or magazines - up from 23% in 2019.



- Almost 40% of SC high school youth reported seeing actors using tobacco on TV and/or in movies - up from 36% in 2019.

1. National Center for Chronic Disease Prevention and Health Promotion (US) Office on Smoking and Health. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta (GA): Centers for Disease Control and Prevention (US); 2014
2. Lechner WV, Janssen T, Kahler CW, Audrain-McGovern J, Leventhal AM. Bi-directional associations of electronic and combustible cigarette use onset patterns with depressive symptoms in adolescents. *Prev Med.* 2017 Mar;96:73-78. doi: 10.1016/j.ypmed.2016.12.034. Epub 2016 Dec 23. PMID: 28024859; PMCID: PMC5510594.
3. Bierhoff J, Haardörfer R, Windle M, Berg CJ. Psychological Risk Factors for Alcohol, Cannabis, and Various Tobacco Use among Young Adults: A Longitudinal Analysis. *Subst Use Misuse.* 2019;54(8):1365-1375. doi: 10.1080/10826084.2019.1581220. Epub 2019 Apr 26. PMID: 31023112; PMCID: PMC6510654.
4. Donna M Vallone, Siobhan N Perks, Lindsay Pitzer, Michael Liu, Jennifer M Kreslake, Jessica M Rath, Elizabeth C Hair, Evidence of the impact of a national anti-tobacco prevention campaign across demographic subgroups, *Health Education Research*, Volume 36, Issue 4, August 2021, Pages 412–421, <https://doi.org/10.1093/her/cyab025>
5. Minosa, Marela. State Specific Estimates of Tobacco Company Marketing Expenditures 1998-2020. Campaign for Tobacco Free Kids. September 12, 2022. www.tobaccofreekids.org/assets/factsheets/0271.pdf