

June 2010

Ad Hoc Report #8: Descriptive Results from the 2009 Florida Youth Cohort Survey

Prepared for

Florida Bureau of Tobacco Prevention Program

Division of Health Access and Tobacco
Florida Department of Health
4052 Bald Cypress Way
Tallahassee, FL 32399-1735

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Contents

Section	Page
Executive Summary	ES-1
1. Introduction	1-1
1.1 Smoking Prevalence and Openness to Smoking, 1998–2008.....	1-1
1.2 Report Purpose and Organization	1-2
2. Data and Methods	2-1
2.1 Data.....	2-1
2.2 Measures and Methods.....	2-1
3. Results	3-1
3.1 Describing the Cohort	3-1
3.1.1 Demographics and Personal Characteristics	3-1
3.1.2 Peer, Parental, and Social Factors	3-3
3.1.3 Media and Policy Awareness	3-3
3.1.4 Tobacco Use Prevention Education (TUPE).....	3-7
3.2 Tobacco Use	3-8
3.2.1 Cigarette Use.....	3-8
3.2.2 Other Tobacco Use	3-9
3.3 Bivariate Associations	3-9
3.3.1 Age	3-9
3.3.2 Self-Reported School Performance.....	3-11
3.3.3 Presence of Smoker in the Household	3-11
3.3.4 Parents Discussed Reasons Not to Smoke.....	3-11
4. Summary and Conclusions	4-1
Reference	R-1

Figures

Number		Page
1-1.	Smoking Prevalence among Middle and High School Students, 1998–2008	1-1
1-2.	Openness to Smoking among Middle and High School Students, 1998–2008.....	1-2
3-1.	Ever Smoked, Openness to Smoking, and Current Smoking	3-9
3-2.	Other Tobacco Use	3-10
3-3.	Openness to Smoking and Ever Smoked by Age	3-10
3-4.	Openness to Smoking and Ever Smoked by Self-Reported School Performance ...	3-11
3-5.	Openness to Smoking and Ever Smoked by the Presence of a Smoker in the Household	3-12
3-6.	Openness to Smoking and Ever Smoked by Parents Having Discussed Not Smoking.....	3-12

Tables

Number		Page
3-1.	Cohort Demographics and Personal Characteristics	3-1
3-2.	Household Characteristics.....	3-4
3-3.	Perceptions of Smoking Prevalence.....	3-5
3-4.	Parental and Peer Smoking-Related Attitudes.....	3-5
3-5.	Media Use and Exposure	3-6
3-6.	Tobacco Countermarketing Awareness	3-7
3-7.	Tobacco Use Prevention Education Related Measures	3-8

EXECUTIVE SUMMARY

The Florida Youth Cohort Survey (FL YCS) is a longitudinal study intended to monitor youth smoking-related outcomes and factors associated with these outcomes. The survey is administered to a randomly selected cohort of 12- to 16-year-old Floridians. This cohort's attitudes, beliefs, and behaviors related to smoking as well as awareness of and exposure to tobacco control efforts have been examined in a baseline survey, and changes in these outcomes and factors will be assessed in two subsequent follow-up waves.

This report summarizes findings from the 2009 FL YCS baseline sample. The cohort's composition is described, and a set of key outcomes is assessed. Additionally, measures of awareness of and exposure to tobacco control efforts are examined. This report aims to ground future reports using FL YCS follow-up data that will explore associations between changes in key outcomes and other associated factors that may be influenced by Bureau of Tobacco Prevention Program efforts and policies.

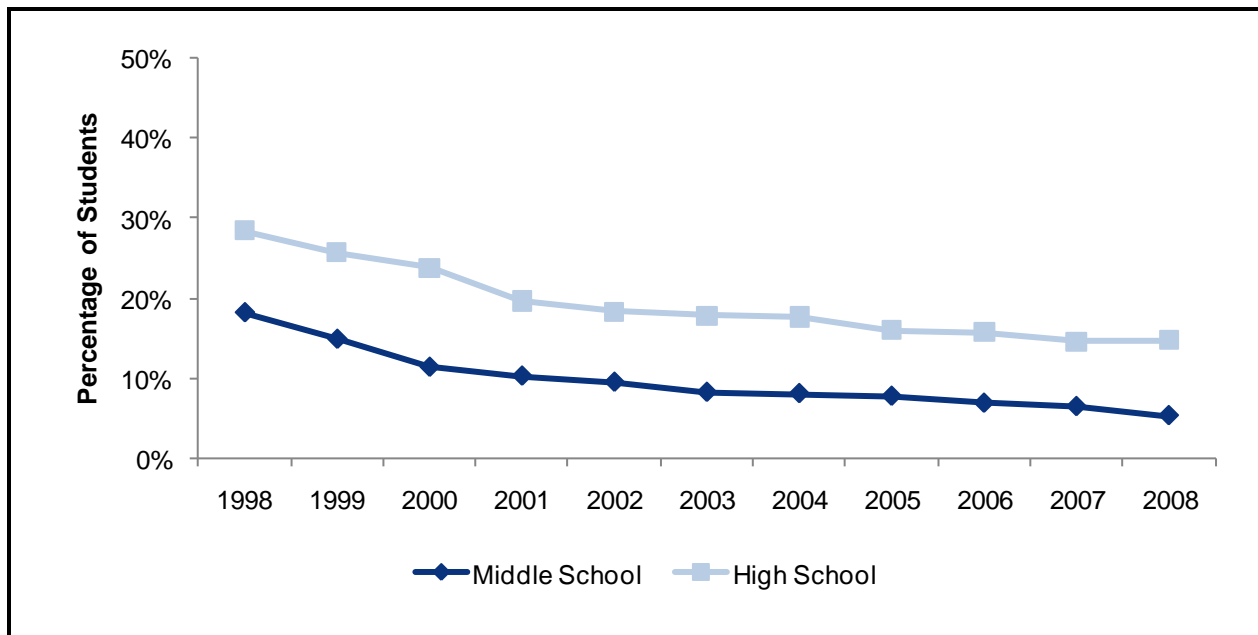
1. INTRODUCTION

The Strategic Plan for Florida Tobacco Prevention and Control developed in 2005 establishes the general goal of preventing initiation of tobacco use among youth and young adults. As lead independent evaluator for the Bureau of Tobacco Prevention Program (BTPP), RTI's tasks include assessing smoking-related attitudes and behaviors and monitoring progress toward the goal of preventing initiation of tobacco use among youth. The Florida Youth Cohort Survey (FL YCS) is intended to provide information to assess progress toward this goal. This report summarizes findings from the baseline FL YCS, which was administered in 2009.

1.1 Smoking Prevalence and Openness to Smoking, 1998–2008

Data collected from the Florida Youth Tobacco Survey provide context for the results of the 2009 FL YCS. From 1998 to 2008, the percentage of middle and high school students in Florida who smoked in the past 30 days declined by 71% and 48%, respectively (Figure 1-1). The majority of this decline occurred from 1998 to 2003, as smoking prevalence among middle school students decreased 55% from 18.1% to 8.2%, and smoking prevalence among high school students decreased 37% from 28.5% to 17.8%. This decline continued through 2008, albeit at a slower pace. In 2008, 5.3% of middle school students and 14.8% of high school students reported smoking in the past 30 days.

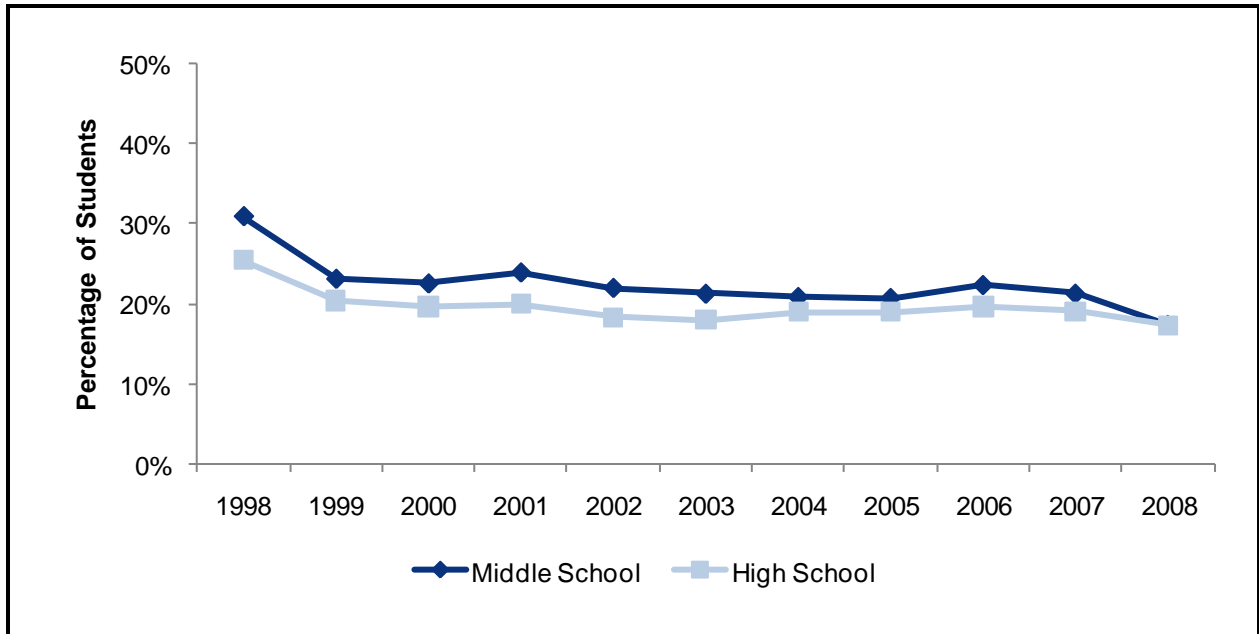
Figure 1-1. Smoking Prevalence among Middle and High School Students, 1998–2008



Source: Florida Youth Tobacco Survey

During the same period, the percentage of middle and high school students open to smoking who never tried smoking a cigarette declined 44% and 32%, respectively, to 17.3% of both middle and high school students in 2008 (Figure 1-2). Like youth smoking prevalence, the downward trend in openness to smoking occurred primarily between 1998 and 2003, declining 31% among middle school students and 29% among high school students.

Figure 1-2. Openness to Smoking among Middle and High School Students, 1998–2008



Source: Florida Youth Tobacco Survey

Despite initial declines in youth smoking prevalence and openness to smoking, it is important for BTPP to continue to assess changes in youth smoking-related outcomes as well as factors that might be associated with such changes. To understand the development of youth behavior, it is imperative to monitor transitions in outcomes (e.g., shifting from closed to open to smoking; smoking one’s first cigarette) in the context of various personal, social, and environmental factors (Flay, Petraitis, and Hu, 1999).

1.2 Report Purpose and Organization

This report presents data from the baseline FL YCS on potentially predictive factors of key outcomes, including

- demographics and personal characteristics,
- household characteristics,
- parental and peer smoking-related attitudes,

- media and policy awareness, and
- outcomes (i.e., openness to smoking, smoking experimentation, current smoking, and use of other forms of tobacco).

This report will ground future analyses using data from subsequent FL YCS waves to explore associations between changes in key outcomes and factors of interest that may be influenced by BTPP efforts and policies.

In Section 2, we describe the FL YCS data and measures in greater detail. In Section 3, we summarize results from the baseline FL YCS. In Section 4, we present a summary and conclusions.

2. DATA AND METHODS

2.1 Data

This report presents information gathered from the baseline Florida Youth Cohort Survey (FL YCS). The sample for the FL YCS was recruited through random digit dialing of households in Florida. To be eligible for participation, youth with parental consent had to be between the ages of 12 and 16 and intend to live in Florida for the next 30 days. If more than one individual between the ages of 12 and 16 lived in a household, parents were asked to have the youth who most recently celebrated a birthday participate. Surveys lasted from 20 to 25 minutes, and respondents were sent checks for \$15 upon completion. The survey data were weighted to adjust for nonresponse and then post-stratified to the latest population estimates to ensure maximum representativeness. Weights were post-stratified to account for age, gender, race/ethnicity, and region.

The FL YCS baseline interview was completed by 1,444 eligible youth. The interview gathered information on five primary areas:

- demographics;
- tobacco use;
- attitudes;
- peers, parents, and social influences; and
- media use and campaign brand exposure.

2.2 Measures and Methods

This report summarizes information from each of the baseline FL YCS's primary areas as well as several bivariate associations between key outcomes and associated factors. First, the cohort's makeup is described. Afterward, key outcomes are presented. Proportions that are presented are weighted.

Measures included in this report can be categorized as outcomes of interest and factors related to those outcomes. Outcomes examined include ever smoking and openness to smoking. Ever smoking is defined as having tried smoking a cigarette, even if only one or two puffs. Openness to smoking was determined through responses to three questions on a 5-point Likert scale (5 = **Definitely yes, ...**, 1 = You have no opinion) relating to smoking intentions: (1) Do you think you will smoke a cigarette anytime during the next year?; (2) Do you think you will try a cigarette soon?; and (3) If one of your best friends offered you a cigarette, would you smoke it? Youth were considered to be closed to smoking if they responded "definitely not" to all three questions and had not ever tried smoking; otherwise, they were considered to be open to smoking.

Factors related to these outcomes include demographics; household characteristics; peer, parent, and social influences; media use and awareness; and tobacco use prevention education (TUPE) exposure. A number of these factors are composites of responses to several questions. Sensation seeking is based on responses along a 5-point Likert scale (1 = **Strongly agree**, ..., 5 = Have no opinion) to four statements: (1) You like to explore strange places; (2) You like to do frightening things; (3) You like new and exciting experiences, even if you have to break the rules; and (4) You prefer friends who are exciting and unpredictable. Responses were re-coded such that 5 corresponded with strong agreement, 3 indicated a response of no opinion, and 1 indicated strong disagreement. The four responses were summed, and a sensation-seeking dichotomous indicator was created based on a median-split of scores.

Confirmed awareness of individual antitobacco ads is based on responses to two questions. The first asks whether a respondent had seen the particular ad, and the second asks "What happens in this ad?" Only respondents who can describe the ad in detail were considered to have confirmed awareness.

3. RESULTS

3.1 Describing the Cohort

3.1.1 Demographics and Personal Characteristics

The 1,444 youth making up the baseline cohort of the Florida Youth Cohort Survey (FL YCS) were sampled to be representative of youth in Florida generally. The cohort is relatively evenly distributed across age and gender (Table 3-1). The majority of respondents were white ($n = 1,117$); however, survey weighting adjusted the relative proportions of each race to better achieve representativeness. Whites (55.0%), Blacks or African Americans (20.4%), and Hispanics or Latinos (19.1%) comprised the three largest groups of the cohort. The vast majority of the cohort attended public school (80.0%) and did not have a full- or part-time job (93.4%). The majority (85.4%) of the cohort had a weekly income from employment, allowance, or other sources of less than \$20. More than one-third (36.2%) of respondents reported receiving no weekly income at all. Furthermore, 82.9% of the cohort attends church or religious services. Nearly 40% (37.6%) of respondents can be characterized as sensation seekers. Less than 20% (17.1%) live in single parent households.

Table 3-1. Cohort Demographics and Personal Characteristics

Measure	Frequency	Proportion
Age		
12 years	222	15.6%
13 years	300	19.3%
14 years	313	23.9%
15 years	333	21.0%
16 years	274	20.1%
Gender		
Female	678	48.7%
Male	766	51.3%
Race		
American Indian or Alaska Native	20	2.1%
Asian	17	1.3%
Black or African American	85	20.4%
Hispanic or Latino	119	19.1%
Native Hawaiian or Other Pacific Island	3	0.3%
White	1,177	55.0%
Other	18	1.8%

(continued)

Table 3-1. Cohort Demographics and Personal Characteristics (continued)

Measure	Frequency	Proportion
School Type		
Public	1,163	80.0%
Private	224	15.4%
Home schooled	42	3.3%
Other	8	1.3%
Highest Grade Completed		
4th grade	2	0.2%
5th grade	41	3.3%
6th grade	218	15.4%
7th grade	284	19.4%
8th grade	340	22.7%
9th grade	324	21.7%
10th grade	198	13.5%
11th grade	30	3.4%
Any mention of college	4	0.1%
Being home schooled	2	0.1%
Employment Status		
Unemployed	1,328	93.4%
Full- or part-time employment	116	6.6%
Income (e.g., employment, allowance)		
\$0	498	36.2%
\$1-\$20	727	49.2%
> \$20	219	14.6%
Church Attendance		
No	307	17.1%
Yes	1,137	82.9%
Sensation Seeker		
No	901	62.4%
Yes	543	37.6%
Single parent household		
No	1,234	82.9%
Yes	190	17.1%

3.1.2 Peer, Parental, and Social Factors

Nearly one-quarter (23.1%) of the cohort lives with a smoker (Table 3-2). The vast majority (82.4%) report that smoking is not permitted anywhere in their home. On average, respondents spend two-thirds of a day per week in a room where someone is smoking and two-thirds of a day per week in a car where someone is smoking. The average number of days spent in a room or car with a smoker is significantly associated with whether a respondent reports living with a smoker. Respondents living with a smoker spend 1.74 and 1.61 days a week on average in a room or car where someone is smoking, respectively.

When asked about their perception of smoking prevalence of others, youth generally overestimated the number of adult and youth smokers. When asked out of every 10 students their age and 10 adults how many smoked, respondents on average reported 2.71 and 4.54 smokers, respectively (Table 3-3). Furthermore, 23.2% of the cohort reported that they think at least 1 person among their 5 closest friends smokes.

The majority of FL YCS respondents reported that if they smoked, their peers and parents would look negatively upon the fact (Table 3-4). The vast majority (90.9%) of respondents reported that their friends would “Dislike it some” or “Dislike it a lot” if they smoked cigarettes. In addition, 96.6% reported that their parents likely would notice if they began smoking cigarettes, and 96.8% reported that their parents would be upset either “some” or “a lot” by the fact. Most respondents (80.3%) said that their parents had spoken to them about reasons not to smoke or use other forms of tobacco.

3.1.3 Media and Policy Awareness

The cohort’s daily Internet and texting use varied widely. More than one-third (38.6%) of respondents reported spending 0 to 2 hours a day texting or surfing the Internet, whereas nearly one-quarter (24.3%) reported use of 6 or more hours per day (Table 3-5). While online, more than one-third of the cohort (37.7%) reported seeing ads or promotions for cigarettes or other tobacco products “most of the time” or “some of the time.” The majority of the cohort reported viewing 3 or fewer hours of television on school days (85.3%) and weekends (50.7%). While watching television or movies, 29.7% of respondents “often” and 33.4% of respondents “sometimes” saw smoking portrayed on the screen.

As shown in Table 3-6, 71.0% of the cohort reported having seen or heard news stories or advertisements for cessation services in the past 30 days. Nearly two-thirds (63.7%) noted that they had seen antitobacco or antismoking ads in their school in the past year. When asked if they were aware of any particular advertising or campaign against smoking or cigarette companies currently taking place, 47.3% of respondents answered “yes.”

Table 3-2. Household Characteristics

Measure	Frequency	Proportion
Smoker in household		
No	1,121	76.9%
Yes	304	23.1%
Rules about smoking in home		
Not allowed anywhere	1,169	82.4%
Allowed in some places or some times	127	8.5%
Allowed anywhere	11	0.6%
No rules about smoking	116	8.5%
Days in a room where someone was smoking cigarettes		
0	1,052	73.7%
1	185	13.8%
2	62	4.1%
3	45	2.6%
4	12	0.7%
5	19	1.2%
6	8	0.6%
7	43	3.3%
Mean	0.66	
Mean (lives with smoker in household)	1.74	
Mean (does not live with smoker in household)	0.33	
Days in a car where someone was smoking cigarettes		
0	1,181	81.4%
1	99	7.8%
2	47	3.7%
3	33	1.8%
4	14	2.0%
5	17	1.1%
6	4	0.1%
7	31	2.2%
Mean	0.50	
Mean (lives with smoker in household)	1.61	
Mean (does not live with smoker in household)	0.16	

Table 3-3. Perceptions of Smoking Prevalence

Measure	Mean/Proportion
Out of every 10 students your age at school	2.71
Out of every 10 adults in your community	4.54
Of your 5 closest friends	
Percentage reporting at least 1 friend	23.2%

Table 3-4. Parental and Peer Smoking-Related Attitudes

Measure	Frequency	Proportion
How your friends would feel if you smoked		
Like it a lot	13	2.7%
Like it some	65	6.3%
Dislike it some	254	18.7%
Dislike it a lot	1,070	72.2%
Parents would notice if you smoked		
No	54	3.4%
Yes	1,367	96.6%
How upset would your parents be if they found out you smoked		
Not at all	5	1.6%
A little	22	1.7%
Some	51	3.7%
A lot	1,345	93.1%
Parents have talked to you about reasons not to smoke/use other forms of tobacco		
No	234	19.7%
Yes	1,185	80.3%

Table 3-5. Media Use and Exposure

Measure	Frequency	Proportion
Hours per day texting and surfing the Internet		
0-2 hours	604	38.6%
3 hours	227	16.8%
4-5 hours	261	20.3%
6 or more hours	299	24.3%
Frequency of seeing ads or promotions for cigarettes and other tobacco products online		
Most of the time	87	9.0%
Some of the time	416	28.7%
Hardly ever	712	46.5%
Never	176	12.8%
Don't search the Internet	28	3.0%
Hours per day watching television (school days)		
None	106	5.1%
Less than one hour	285	19.8%
One to three hours	865	60.4%
Four to seven hours	143	13.4%
Eight hours or more	17	1.4%
Hours per day watching television (weekend)		
None	38	2.1%
Less than one hour	90	5.2%
One to three hours	708	43.4%
Four to seven hours	488	39.8%
Eight hours or more	87	9.4%
Frequency of seeing someone smoking on television and movies		
Often	410	29.7%
Sometimes	493	33.4%
Rarely	414	29.0%
Never	100	7.9%

Table 3-6. Tobacco Countermarketing Awareness

Measure	Frequency	Proportion
Seen, read, or heard news stories or advertisements about cessation services in the past 30 days		
No	374	29.0%
Yes	1,042	71.0%
Seen any antitobacco or antismoking ads in school in the past 12 months		
No	474	36.3%
Yes	939	63.7%
Aware of any advertising or campaigns against smoking or cigarette companies		
No	669	52.7%
Yes	697	47.3%
Confirmed awareness of "Buckle Up"		
No	931	65.9%
Yes	487	34.1%
Confirmed awareness of "Kid Tossing Ball"		
No	1326	94.6%
Yes	92	5.4%
Confirmed awareness of "Baby Invasion"		
No	1123	74.7%
Yes	295	25.3%
Confirmed awareness of any specific ad		
No	693	46.2%
Yes	725	53.8%

The FL YCS also examined respondents' awareness of specific antitobacco advertisements. Three television advertisements were included in the baseline survey: "Buckle Up," "Kid Tossing Ball," and truth's "Baby Invasion." Confirmed awareness of these advertisements ranged from a high of 34.1% for "Buckle Up" to a low of 5.4% for "Kid Tossing Ball." Approximately one-quarter (25.3%) of youth had confirmed awareness of "Baby Invasion." A majority of respondents (53.8%) had confirmed awareness of any of the three advertisements.

3.1.4 Tobacco Use Prevention Education (TUPE)

The FL YCS asked respondents about their experiences with tobacco-related classroom instruction. Most youth reported having been taught about the health effects of smoking

(70.0%); however, fewer than half of youth reported having been taught why youth smoke cigarettes (46.1%), ways to say no to smoking cigarettes or using tobacco (43.1%), and that the majority of their peers do not smoke cigarettes (30.7%) (Table 3-7). A majority of youth reported having been taught about strategies tobacco companies employ in attracting youth to smoke cigarettes. When taken as a whole, 78.3% of respondents were exposed to at least one of the various TUPE exercises.

Table 3-7. Tobacco Use Prevention Education Related Measures

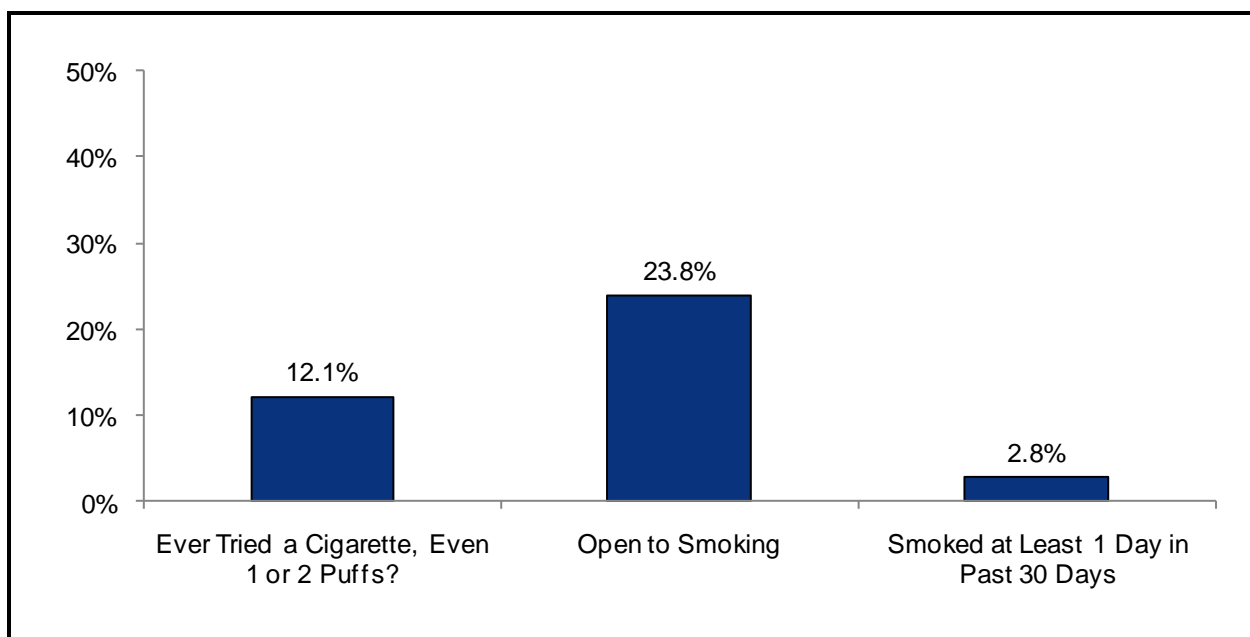
Measure	Frequency	Proportion
Taught about the effects of smoking in the past year		
No	412	30.0%
Yes	1,007	70.0%
Taught reasons why youth smoke cigarettes		
No	741	53.9%
Yes	676	46.1%
Practiced ways to say no to cigarettes and/or tobacco		
No	774	56.9%
Yes	643	43.1%
Taught about strategies tobacco companies use to attract teen smokers		
No	673	46.8%
Yes	745	53.2%
Taught that the majority of youth do not smoke cigarettes		
No	984	69.3%
Yes	431	30.7%
Any TUPE-related exposure		
No	290	21.7%
Yes	1,129	78.3%

Note: TUPE = tobacco use prevention education

3.2 Tobacco Use

3.2.1 Cigarette Use

Cigarette use among the cohort is summarized in Figure 3-1. Only 12.1% of youth reported having ever tried smoking a cigarette. Of those who have never attempted smoking a cigarette, 23.8% are open to the possibility. Only 2.8% of youth in the cohort have smoked on at least 1 of the past 30 days, and only 0.5% have smoked 20 or more days in the past 30.

Figure 3-1. Ever Smoked, Openness to Smoking, and Current Smoking

3.2.2 Other Tobacco Use

Use of other forms of tobacco is summarized in Figure 3-2. As shown, 10.8% of the cohort reported using other tobacco products. Specifically, 8.5% of the cohort reported having ever used cigars, 4.6% reported having ever used smokeless tobacco products (e.g., chewing tobacco), and 1.3% reported having ever used products like Snus and E-cigarettes.

3.3 Bivariate Associations

3.3.1 Age

As expected, age is significantly associated with both openness to smoking ($p < 0.05$) and having ever attempted smoking a cigarette ($p < 0.01$). This positive relationship is presented in Figure 3-3. Among 12-year-olds, only 12.9% are open to smoking and 1.6% have ever smoked. In contrast, among 16-year-olds, 25.2% are open to smoking and 23.3% have ever smoked. The decline in openness to smoking from ages 15 to 16 is partly attributable to the increase in those who have ever smoked, as openness is limited to those who have never attempted smoking.

Figure 3-2. Other Tobacco Use

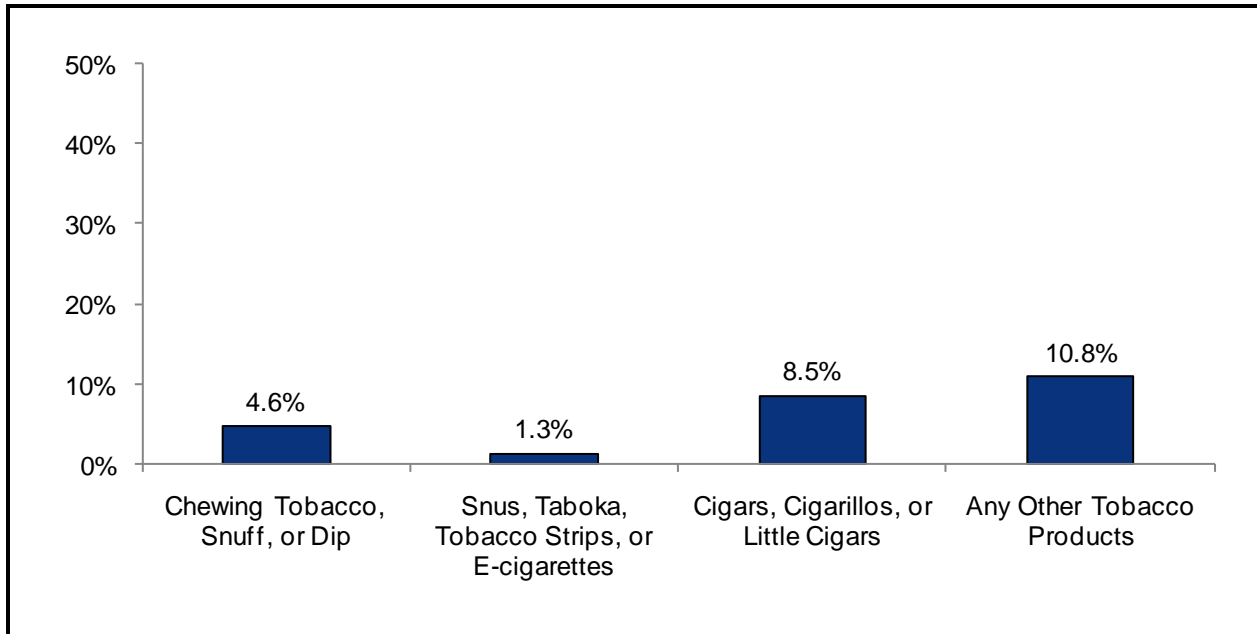
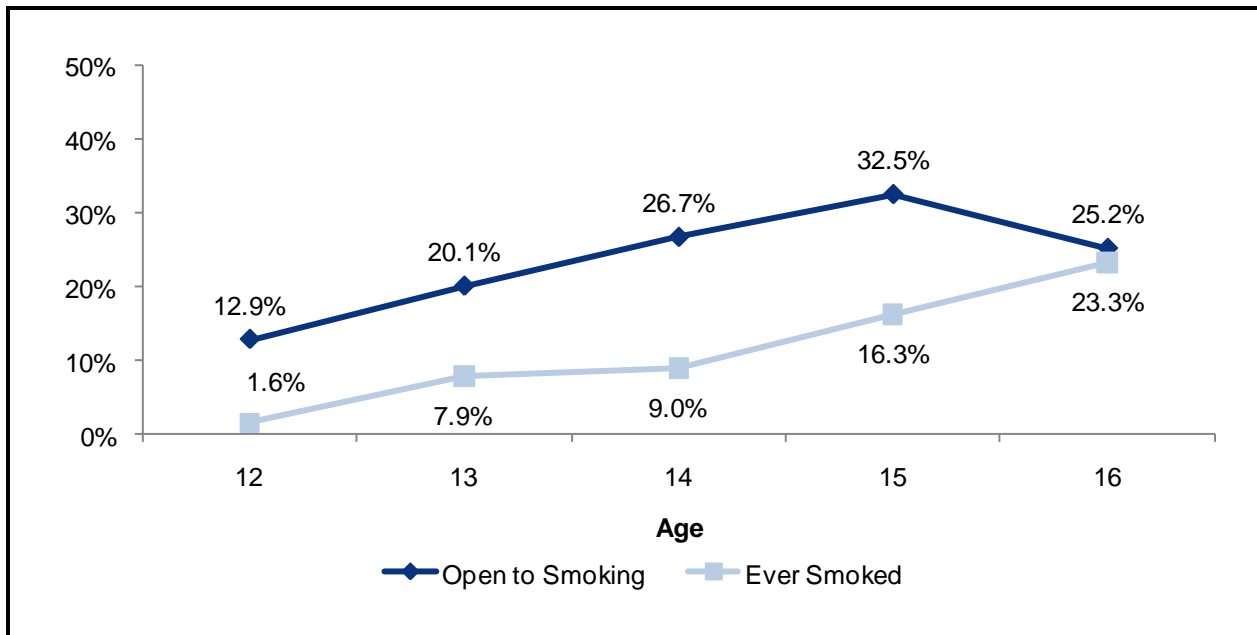


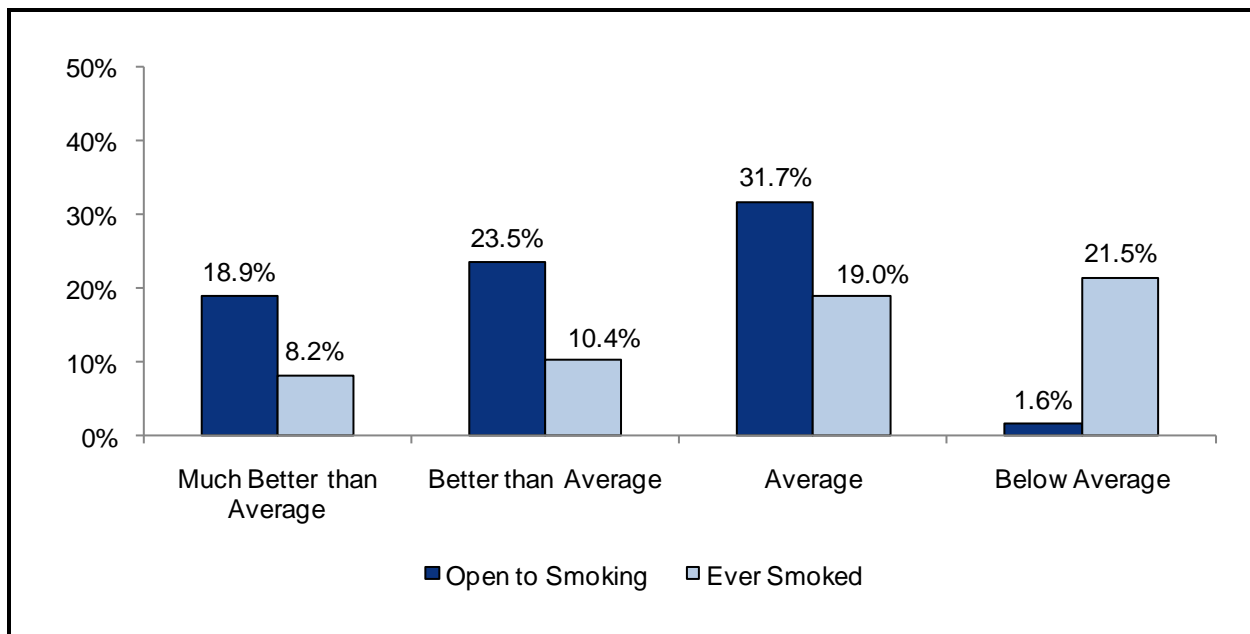
Figure 3-3. Openness to Smoking and Ever Smoked by Age



3.3.2 Self-Reported School Performance

Self-reported school performance is strongly correlated with youth openness to smoking and ever having smoked a cigarette (Figure 3-4). As youth reported less successful school performance, their rates of openness to smoking and having ever smoked cigarettes increased ($p < 0.05$).

Figure 3-4. Openness to Smoking and Ever Smoked by Self-Reported School Performance



3.3.3 Presence of Smoker in the Household

The presence of a smoker in the household was strongly related with youth having ever attempted smoking a cigarette ($p < 0.001$). Specifically, 28.0% of youth living with a smoker had tried smoking, whereas only 7.5% of their counterparts living in a household with no smoker had tried smoking (Figure 3-5). Although more youth living with a smoker were open to smoking than those who do not live with a smoker (27.0% vs. 23.0%, respectively), the difference was not significant.

3.3.4 Parents Discussed Reasons Not to Smoke

Youth whose parents discussed reasons not to smoke cigarettes were less likely to be open to smoking or have ever smoked (Figure 3-6). Whereas 35.6% of youth whose parents did not discuss reasons not to smoke were open to smoking, only 21.3% of those whose parents did have these discussions were open ($p < 0.01$). Furthermore, 21.8% of youth whose parents did not discuss reasons not to smoke had tried smoking a cigarette, whereas

only 9.9% of their peers whose parents did discuss reasons not to smoke had attempted smoking ($p < 0.01$).

Figure 3-5. Openness to Smoking and Ever Smoked by the Presence of a Smoker in the Household

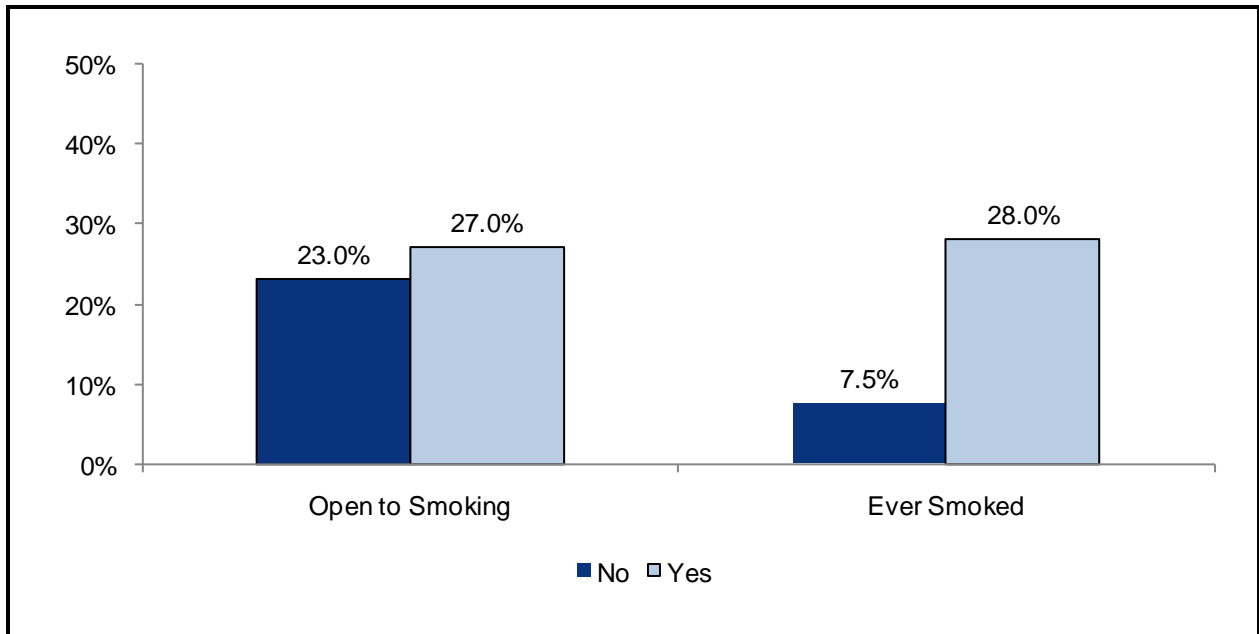
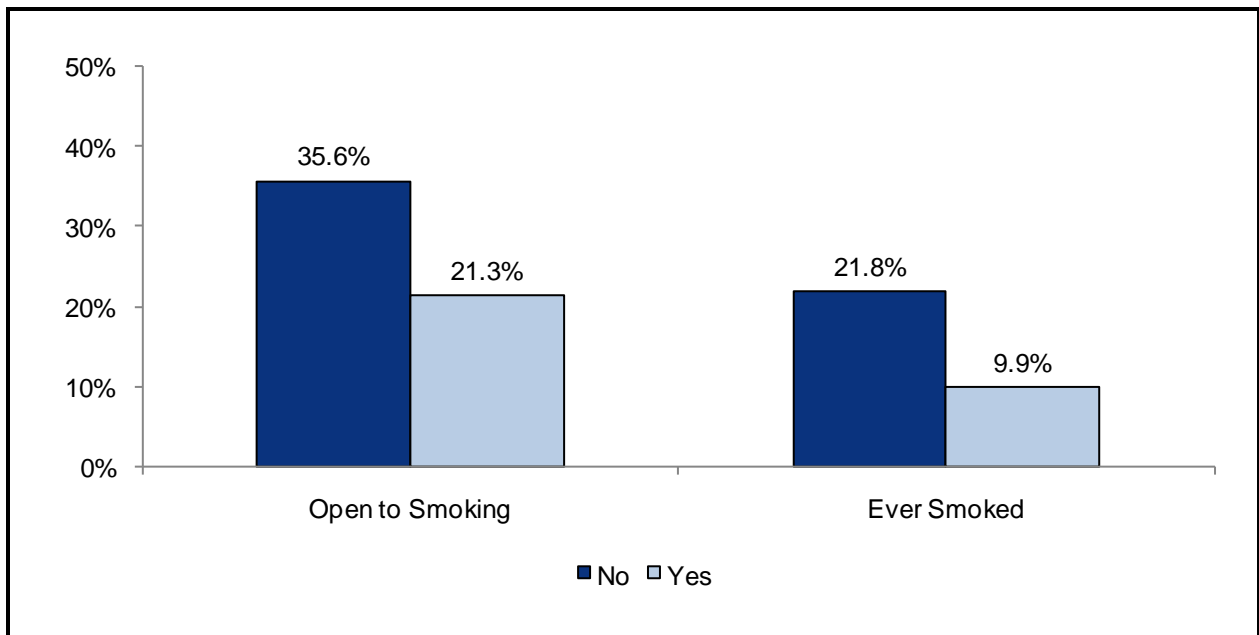


Figure 3-6. Openness to Smoking and Ever Smoked by Parents Having Discussed Not Smoking



4. SUMMARY AND CONCLUSIONS

The Florida Youth Cohort Survey (FL YCS) is a longitudinal survey intended to measure and monitor changes in youth tobacco-related behaviors and attitudes. Additionally, the FL YCS aims to measure changes in factors that may be associated with those behaviors and attitudes. This report presents initial findings from the baseline survey administered in 2009 to 1,444 Florida youth.

In this report we conducted a series of descriptive analyses that may serve as the basis for future analyses when follow-up data collection is completed. For example, we examined the relationship between parents discussing reasons not to smoke with their children and the child's openness to smoking and smoking behavior. At baseline for this sample, youth who reported that their parents discussed reasons not to smoke were significantly less likely to be open to smoking or to have ever tried smoking. Data collected in future waves of the FL YCS will provide the opportunity to assess the possible protective influence parents can have on tobacco-related attitudinal and behavioral transitions in their children over time, while controlling for a range of other factors. If such a protective influence is found in future analyses, it may help guide public health marketing aimed at encouraging parents to discuss reasons not to smoke with their children. Similar analyses focused on examining youth tobacco-related attitudes and behaviors related to youth-targeted anti-tobacco strategies pursued by the BTPP (e.g. targeted countermarketing) will be conducted in future reports.

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