



Youth Tobacco Use in Monterey County

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COUNTY OF MONTEREY
HEALTH DEPARTMENT

Today's Presentation



Youth and Young
Adult Tobacco Use



Public Health Efforts
to Reduce Uptake



Gaps



Opportunities

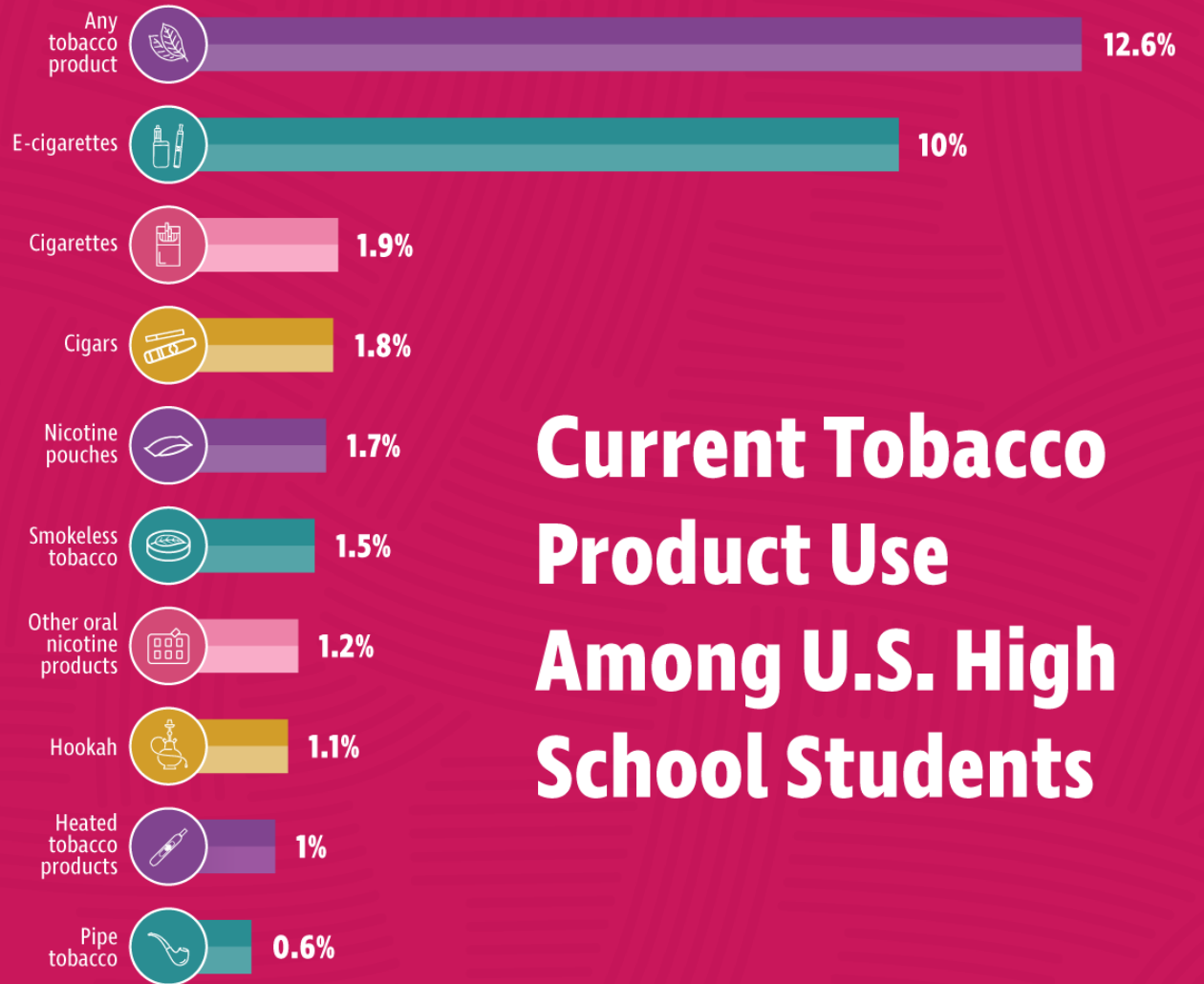
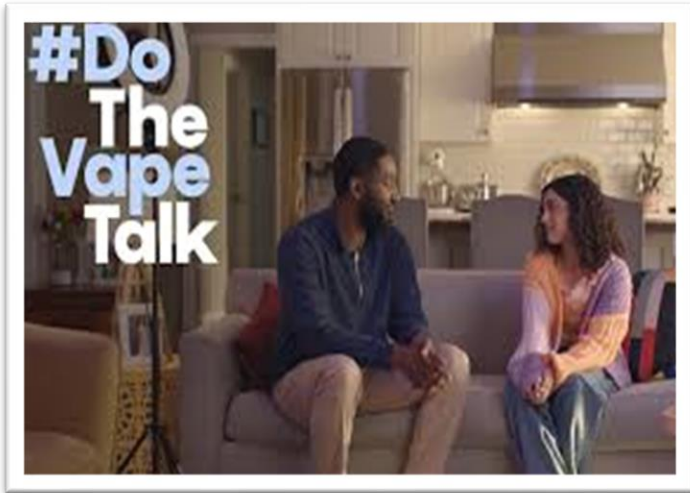


NATIONAL, STATE AND LOCAL TOBACCO USE

National, 2022

- Adults in U.S who use any tobacco product 14%. Percentage who smoke 11.6%.
- Adults aged 18–24 and 25–44 were more likely to be dual users of e-cigarettes and cigarettes compared with adults aged 45+.
- Increase in adult (18+) e-cigarette use from 4.5% (2021) to 4.9% (2022). The increases in e-cigarette use over the past two years have been driven by the 18- to 24-year-old age group.
- 65.5% of e-cigarette users in the 18-24 -year-old age group did not smoke e-cigarettes previously in 2022.

National, 2023



Current Tobacco Product Use Among U.S. High School Students

Learn more: bit.ly/47cfN4M

Source: National Youth Tobacco Survey, 2023



CDC.gov/quit

California, 2022 & 2023



- Adult smoking rate 8.8%, 2nd lowest in the nation (2022), 9.7% (2023) 3rd lowest in the nation.
- 2nd highest number of new youth smokers per year. 2,850 (2022) and 2,650 (2023) new youth smokers per year.
- Current tobacco use rate among High School students 6.6% (2022). 7.3% (2023).

Monterey County, 2021

Health Factors

Health Behaviors

Monterey County

California

United States

Adult Smoking

12%

9%

15%

In Monterey County, California, 12% of adults are current cigarette smokers.

Definition: Percentage of adults who are current smokers (age-adjusted).

Error margin: 10-15%

Years of data used: 2021



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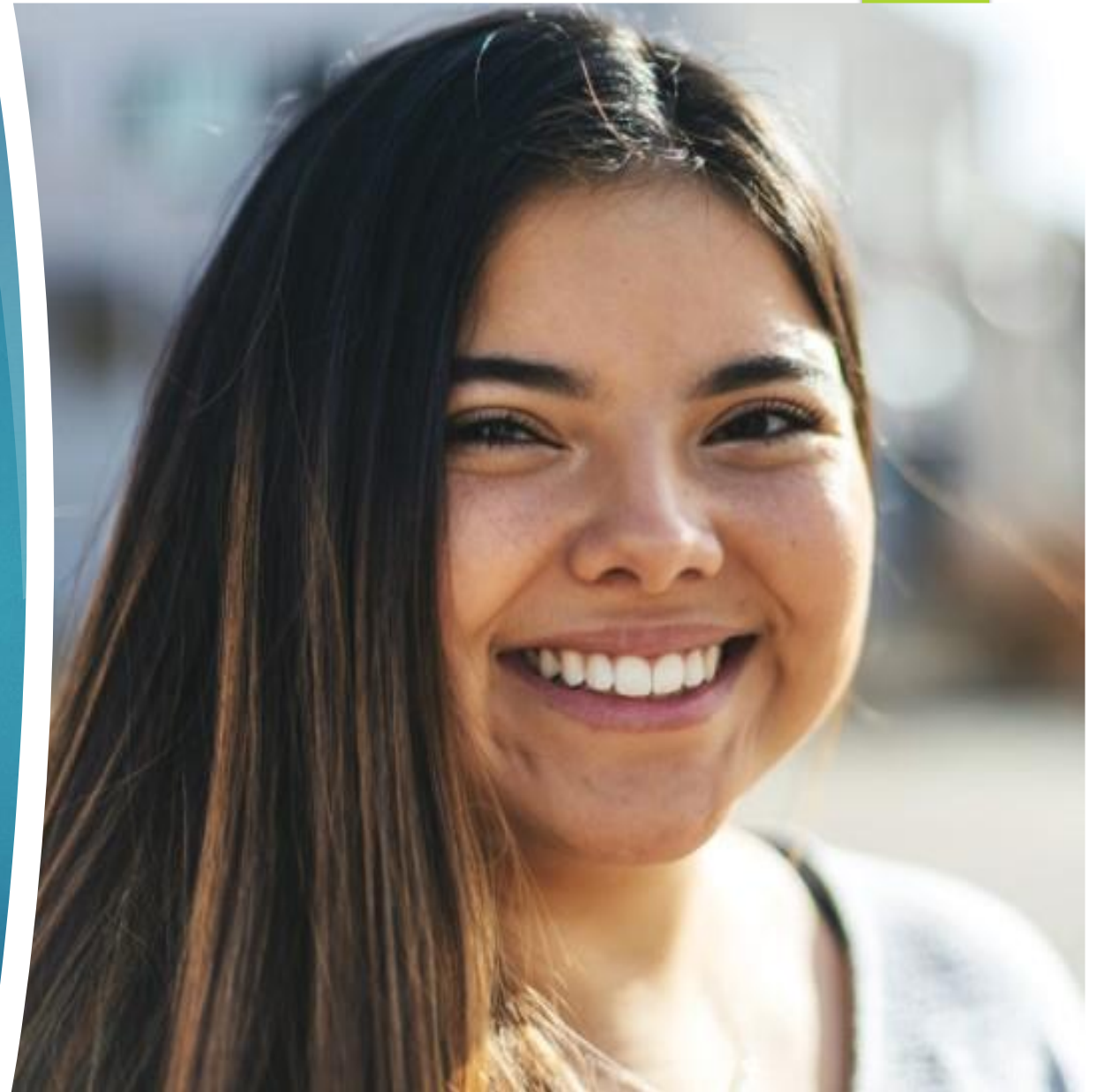
Monterey County, 2017-2019

Current e-cigarette
smoking/vaping:

- 7th Grade: 5%
- 9th Grade: 7%
- 11th Grade: 6%



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Current Public Health Efforts to Reduce Tobacco Use Uptake



Tobacco Retail
License, Flavors,
E-cigarettes,
Smoke Free
Housing



Education &
Coalition
Building



CHALLENGES AND GAPS

Challenges & Gaps

- Inconsistent Funding Streams
- Categorical Funding
- Program Gaps



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Multidistrict Litigation
(MDL)
JUUL Settlement

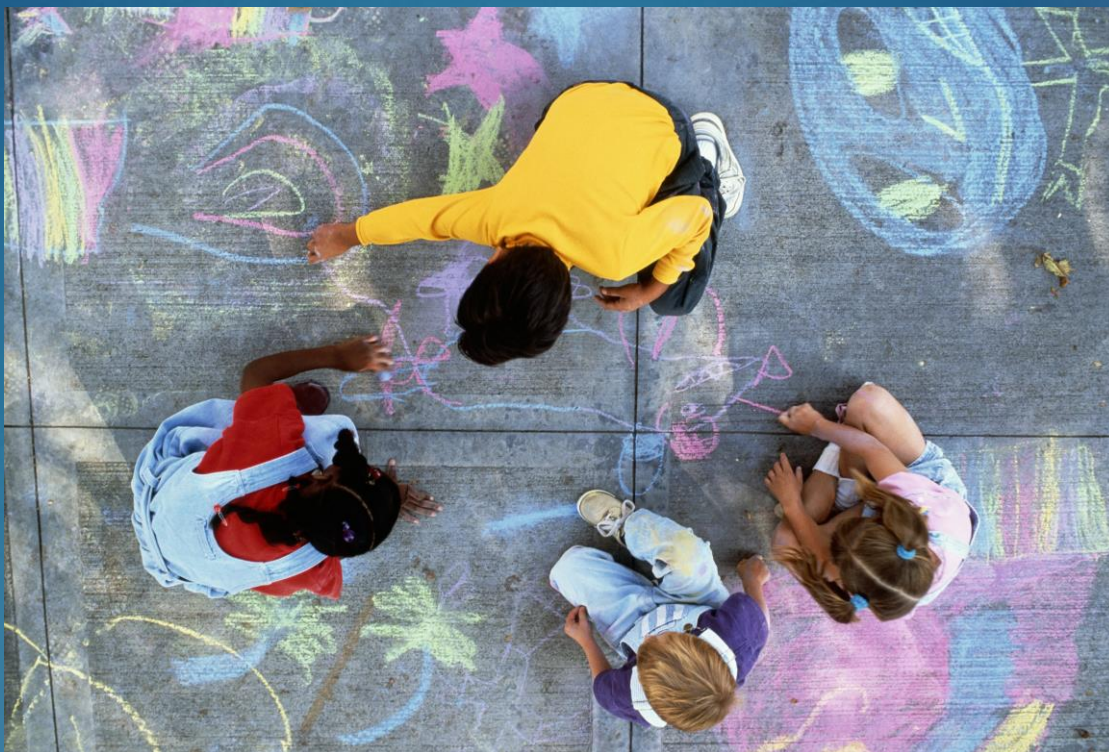
\$1,891,599.55

Prevention & Solutions to
Address Vaping

Annual Reports



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OPPORTUNITIES

Opportunities



Evaluation

Education

Media & Arts

Subcontracts w/ CBO

Cessation Promotion
Partnership

Examples of Youth & Young Adult Prevention Options

- Some curriculum options: CATCH, Truth Initiative, Stanford REACH Lab
- Education campaigns for youth and parents
- Presentations, workshops and peer-led activities
- Social media
- Engaging local community-based organizations



Youth Involvement

- Youth-led Campaigns
- Peer Education
- Creative Arts and Media
- Community Engagement
- Training & Leadership Development



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Example of Youth & Young Adult Vaping Cessation





SUPPORT FOR NEW OPPORTUNITIES

Allocation Request

- Total Allocation of:
 - \$1,487,999 beginning FY 2024-25
- Annual allocation of:
 - FY 2024-25 for \$496,000,
 - FY 2025-26 for \$496,000, and
 - FY 2026-27 for \$495,999.



Augmentation Request

Allocation Request	FY 24/25	FY 25/26	FY 26/27	Total
Evaluation	\$60,000	\$60,000	\$60,000	\$180,000
Educational components	\$160,000	\$160,000	\$159,999	\$479,999
Media & Arts	\$106,000	\$106,000	\$106,000	\$318,000
Engagement & subcontracts w/ CBO	\$120,000	\$120,000	\$120,000	\$360,000
Cessation promotion partnership	\$50,000	\$50,000	\$50,000	\$150,000
Total Request	\$496,000	\$496,000	\$495,999	\$1,487,999

Questions?

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