

WISCONSIN



Selected Tobacco Prevention and Control Data

Updated Report

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INTRODUCTION

Since the initiation of its Tobacco Prevention and Control Program, the Division of Public Health, Wisconsin Department of Health Services has relied upon partnerships with communities and state and national organizations involved in tobacco prevention and control to accomplish the following goals:

- Elimination of exposure to environmental tobacco smoke
- Reducing initiation among Wisconsin's youth
- Promoting quitting among adults and young people
- Treating Tobacco Dependence
- Identifying and eliminating disparities among population groups.

The *Tobacco Related Disparities in Wisconsin* report serves as a reference of available tobacco-related disparities information, statistics and report findings. The *Tobacco Related Disparities* report is updated as new data become available. This report contains updated 2008 data for adults and 2008 data for youth when available. Additional tobacco-related information, such as current trends, program activities and linkages are available by contacting the program or by visiting the program's website. For general information, please contact:

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Table 1. Wisconsin Population Characteristics, 2007

2007	Wisconsin Population (All)	Percent (%)
Total	5,641,581	
Age:		
18-24	556,682	10
25-44	1,512,969	27
45-64	1,502,639	27
65+	741,547	13
Sex:		
Male	2,804,008	50
Female	2,837,573	50
Education:		
<HS	413,156	11
HS	1,310,448	35
Some College	1,079,333	29
College	954,218	25
Income:		
<\$15,000	1,690,080	37
15-24,999	696,624	15
25-49,999	1,293,204	28
50,000+	875,070	19
Race/Ethnicity:		
White	4,853,257	86
Black	344,658	6
Asian/Pacific Is.	119,514	2
Am. Ind./Nat. A.	51,613	0.9
Hispanic	272,539	5
Other	NA	NA

Source: United States Census at www.census.gov and WISH (Wisconsin Interactive Statistics on Health), and Bureau of Health Information and Policy (BHIP). American Community Survey, 2007 and Bureau of Health Information and Policy estimates.

Table 2. Trends in the prevalence of smoking during pregnancy, Wisconsin and the United States, 1990-2007

Year	Wisconsin	United States
1990	22.9%	18.4%
1991	22.5%	17.8%
1992	21.6%	16.9%
1993	20.7%	15.8%
1994	19.6%	14.6%
1995	18.9%	13.9%
1996	18.2%	13.6%
1997	17.9%	13.2%
1998	17.8%	12.9%
1999	17.1%	12.6%
2000	16.5%	12.2%
2001	15.8%	12.0%
2002	14.8%	11.4%
2003	14.0%	10.7%
2004	14.0%	10.3%
2005	13.4%	10.7%
2006	14.9%	10.0%
2007	14.9%	NA
Relative % Change	1990 to 2007 -34.9%	1990 to 2006 -45.7%

Source: Palmersheim KA, Hinterthuer CR, Glysch RL, Jones NR. *Smoking During Pregnancy in Wisconsin and the United States: An Update on Trends and Patterns, 1990 - 2007*. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program; 2009.

Table 3. Number & Percentage of Births in which the Mother Smoked During Pregnancy By Maternal Characteristics in Wisconsin, 1990 versus 2007

Characteristic	1990		2007		1990-2007
	# births	% smokers	# births	% smokers	% Relative Change
Age					
<20	7,410	31%	6,320	21%	-32%
20-24	17,477	30%	16,969	24%	-20%
25-29	24,956	21%	22,557	14%	-33%
30-34	16,626	17%	17,269	8%	-53%
35-39	5,393	15%	7,958	8%	-47%
40+	768	13%	1,575	9%	-31%
Marital Status					
Married	55,018	17%	46,726	7%	-58%
Unmarried	17,616	41%	26,020	28%	-32%
Race/Ethnicity					
White	61,292	23%	54,522	16%	-30%
African American	7,096	30%	7,230	17%	-43%
American Indian	811	46%	1,171	36%	-22%
Hispanic	1,861	15%	6,911	6%	-60%
Lao/Hmong	1,147	NA	1,304	5%	NA
Other	417	6%	1,580	3%	-50%
Prenatal Care Begun					
1 st trimester	59,275	21%	60,275	14%	-33%
2 nd trimester	10,474	31%	9,438	21%	-32%
3 rd trimester	2,227	34%	1,734	21%	-38%
None	582	45%	615	29%	-36%
Education					
Less than high school	12,290	43%	11,013	25%	-42%
High school graduate	30,517	27%	20,449	25%	-7%
Some college	16,033	16%	18,599	13%	-19%
College graduate +	13,740	4%	22,282	2%	-50%
Total smokers	16,599	23%	10,843	15%	-35%
Total births	72,636		72,757		

Note: Data on maternal smoking are self-reported and missing data were not included in percentage calculations.

Percent Relative Change was calculated by using the formula: $[(\text{Time 2}-\text{Time 1})/\text{Time 1}]*100$

NA = Data are not available for these groups due to small sample size.

Source: Department of Health Services, Division of Public Health, Bureau of Health Information and Policy.

Wisconsin Births and Infant Deaths, 1990-2007. <http://dhs.wisconsin.gov/wish/>

Table 4. Lung Cancer Mortality in Wisconsin, 2004-2008, Compared to US, 2004

	Death Count- Wisconsin* 2004-2008	Wisconsin Age Adjusted Rate per 100,000 2004-2008	National Age Adjusted Rate per 100,000*** 2004
Age			
35-44	181	4.46	5.5
45-54	1,051	24.46	29.9
55-64	2,647	87.71	106.9
65-74	4,368	241.07	265.5
75-84	4,547	352.46	373.6
85+	1,592	277.32	297.5
Gender			
Male	7,924	60.22**	62.0
Female	6,474	38.64**	45.9
Race			
Overall	14,398	51.33**	53.8
White	13,458	47.28**	67.1
Black	711	76.18**	44.2
Hispanic	66	17.13**	10.2
Asian/PI	44	18.04**	NA
Am. Indian	119	78.20**	NA

Source: *WISH Mortality Module, 2004-2008

**Mortality Rates – WISH Mortality Module for Lung Cancer, includes malignant neoplasm of trachea, bronchus, and lung 2004-2008

***Trends in Lung Cancer Morbidity & Mortality, American Lung Association, September, 2008. Data is from 2004.

Table 5. Current Smokers by Income, Wisconsin Compared to US, 2000, 2008

	Age Adjusted Rate per 100,000	Age Adjusted Rate per 100,000	Age Adjusted Rate per 100,000+	Age Adjusted Rate per 100,000+
Income	2000 WI	2008 WI	2000 US	2008 US
Less than \$15,000	39.3	32	29.7	31.0
\$15,000-24,999	33.1	29	28.6	27.7
\$25,000-34,999	28.0	22	26.2	22.7
\$35,000-49,999	23.0	22	24.4	20.8
\$50,000+	17.0	16	NA	13.0

Source: CDC, National BRFSS Data, 2000, 2008. US=Median percents, WISH BRFSS Data: 2000, 2008

Table 6. Tobacco Use in Wisconsin, 2004-2008

	Current Smokers		Tried to quit at least once in the past 12 months
	Yes (%)	Sample Size	Yes (%)
Total	20.0%	24,241	53
Age:			
18-24	28	1,087	65
25-44	26	6,777	58
45-64	22	10,098	53
65+	9	6,061	47
Sex:			
Male	21	9,864	54
Female	19	14,377	58
Education:			
<HS	32	1,961	54
HS	24	8,755	56
Some College	22	6,704	58
College	10	6,727	53
Income:			
<\$25,000	28	5,751	59
25-50,000	21	8,144	53
50-75,000	16	3,779	54
75,000+	13	3,844	55
Race/Ethnicity:			
White	19	20,790	55
Black	30	1,963	74
Asian/ Pacific Is.	13	139	NA
Am. Ind./Nat. A.	46	359	53
Other	13	164	NA
Hispanic	21	381	62

NA – Sample size is too small to report.

Source: Wisconsin Behavioral Risk Factor Surveillance System, 2004-2008. Department of Health Services, Division of Health Care Financing, Bureau of Health Information and Policy.

Table 7. Tobacco Use Among Wisconsin Middle School Youth, 2008

	Sample Size, 2006	Ever Smoked Cigarettes	Current Smoker Prevalence	Ever Used Tobacco (Any Form)	Currently Tobacco User
Overall	1,509	16.4%	4.3%	24.2%	6.8%
Grade					
6 th	492	10.4%	2.3%	15.2%	3.6%
7 th	631	18.3%	5.5%	27.4%	8.4%
8 th	442	20.0%	5.0%	29.0%	8.5%
Gender					
Male	824	17.8%	4.2%	27.5%	8.5%
Female	744	14.9%	4.3%	20.7%	5.1%
Race & Ethnicity					
White	1,305	13.4%	4.0%	20.7%	6.2%
Black	85	29.0%	4.2%	41.3%	9.6%
Hispanic	111	28.9%	5.7%	33.4%	19.1%

Source: Wisconsin Youth Tobacco Survey 2008. Department of Health Services, Division of Public Health, Bureau of Community Health Promotion. June 2008.

Table 8. Tobacco Exposure among Public Middle and High School Students Who Live with a Smoker or Where in a Room With Someone Smoking, Youth Tobacco Survey, Wisconsin, 2008.

	Middle School Students (Grades 6-8)	High School Students (Grades 9-12)
Live With A Smoker	36%	38%
Where in Room With Someone Smoking Cigarettes in past 7 days	43%	59%

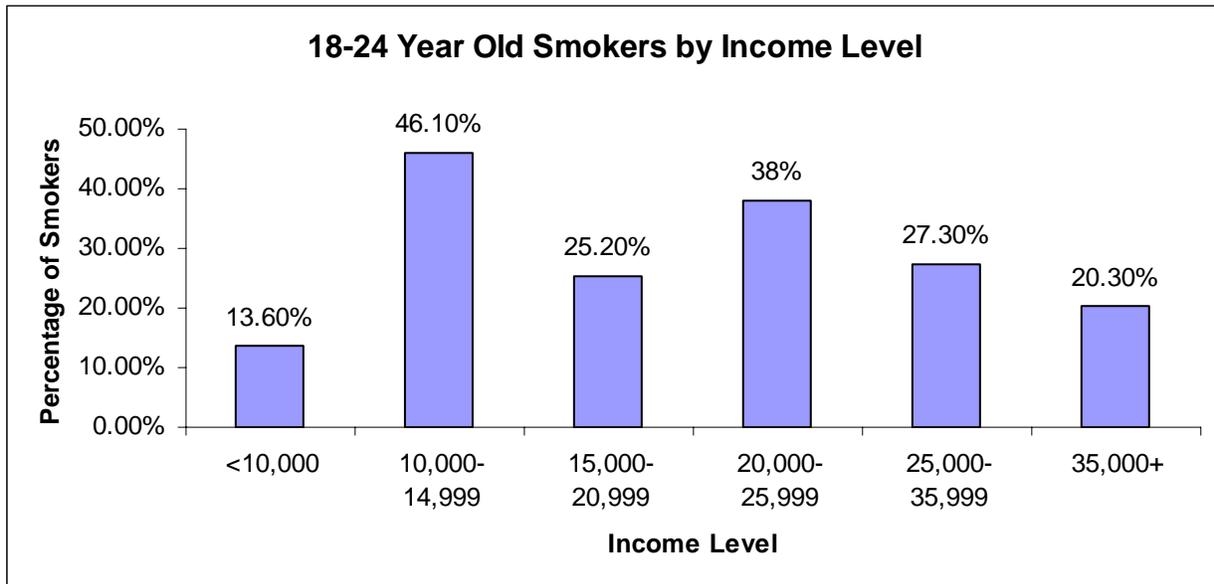
Source: Wisconsin Youth Tobacco Survey (YTS), 2008 Questions: 1) Does anyone who lives with you now smoke cigarettes? 2) During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?

Table 9. Tobacco Use Among Wisconsin High School Youth, 2008

	Sample Size	Ever Smoke Cigarettes	Current Smoker Prevalence	Used Tobacco (Any Form)	Currently Use Tobacco
Overall	1,863	47.2%	20.7%	54.5%	28.4%
Grade					
9 th	431	36.6%	14.2%	44.1%	19.7%
10 th	523	40.2%	14.3%	46.4%	20.8%
11 th	533	49.9%	25.6%	59.2%	32.5%
12 th	415	62.1%	28.1%	68.7%	40.0%
Gender					
Male	969	48.8%	22.7%	57.7%	33.2%
Female	939	45.6%	18.4%	51.2%	23.2%
Race & Ethnicity					
White	1,483	45.0%	21.1%	52.7%	28.7%
Black	200	55.6%	17.6%	63.9%	25.0%
Hispanic	129	56.4%	16.4%	66.1%	24.0%

Source: Wisconsin Youth Tobacco Survey 2008. Department of Health Services, Division of Public Health, Bureau of Community Health Promotion. July 2009.

Figure 1. 18-24 Year Old Smokers by Income Level, 2008



Source: Behavioral Risk Factor Survey, 2008

Table 10. Tobacco Use Among Native American Middle and High School Youth, 2008

	Ever Smoked Cigarettes (n=1,812)	Current Smoker Prevalence (n=1,797)	Ever abused any form of tobacco (n=1,826)	Currently abuse any form of tobacco (n=1,826)
Grade				
<u>Middle School</u> (Grades 6-8)	41.67%	16.24%	44.10%	23.15%
<u>High School</u> Grades 9-10	68.42%	36.31%	72.50%	42.50%
<u>High School</u> Grades 11-12	73.46%	42.26%	75.85%	48.52
Gender	(n=1,809)	(n=1,792)	(n=1,823)	n=(1,823)
Male	59.69%	30.60%	60.89%	34.31%
Female	53.37%	24.79%	57.79%	34.16%

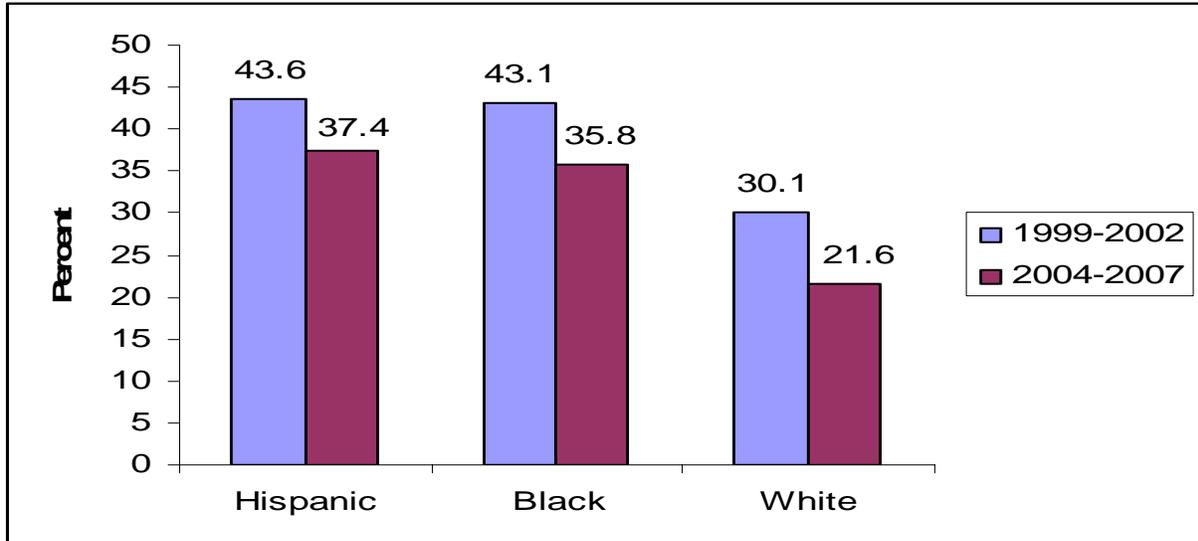
	Taught or shown how indian people use tobacco for ceremonial, prayer or traditional reasons* (n=1,826)	Use tobacco for ceremonial, prayer or traditional purposes* (n=1,765)	Use tobacco for ceremonial, prayer or traditional purposes at least every month* (n=1,765)
Grade			
<u>Middle School</u> (Grades 6-8)	72.44%	65.52%	19.24%
<u>High School</u> Grades 9-10	76.67%	64.66%	18.53%
<u>High School</u> Grades 11-12	76.08%	68.22%	18.46%

Source: Great Lakes Inter-Tribal Council Youth Tobacco Survey (WNYTS), 2008

* When investigating possible relationships between ceremonial tobacco use and commercial tobacco abuse, the Great Lakes Inter-Tribal Epidemiology Center found that the type of tobacco used for ceremonial, prayer, or traditional purposes plays a large role in whether or not youth abuse tobacco in a recreational/addictive way. Youth who used cigarettes for ceremony or prayer were three to four times more likely to have abused any form of tobacco, or currently abuse any form of tobacco. Youth who used other forms of tobacco (traditional tobacco, loose tobacco, or a plant/tobacco mixture) for ceremony or prayer were 70-75% percent less likely to have abused any form of tobacco or currently abuse any form of tobacco.

Adult : Environmental Tobacco Smoke-Related Information, Wisconsin

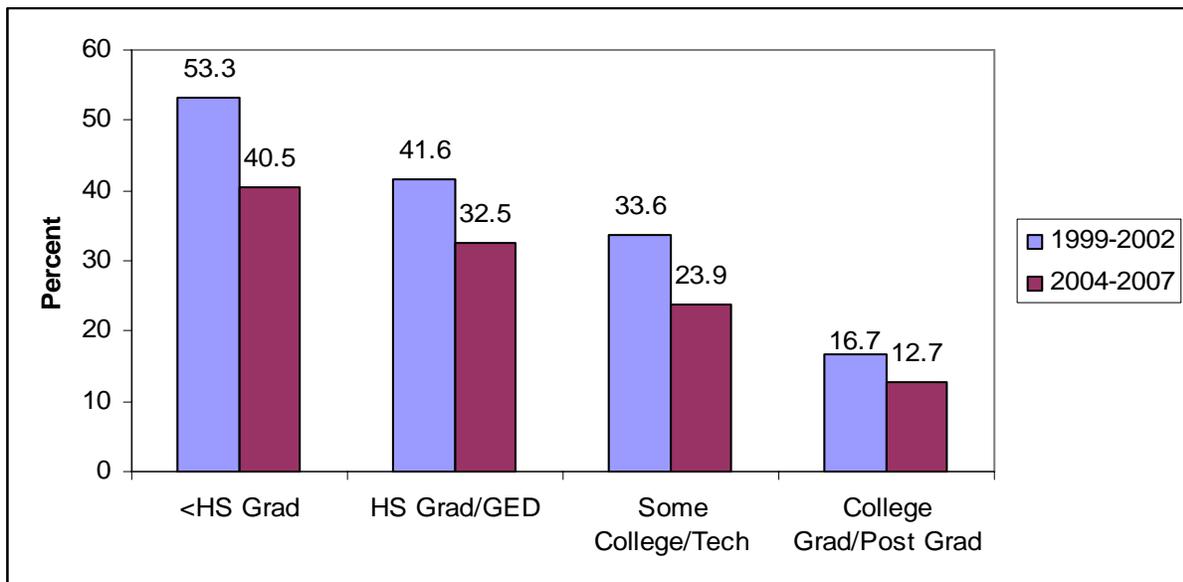
Figure 2. Percentage of Employees Reporting that Smoking is Allowed in the Workplace*, by Race, Wisconsin, 1999-2002 and 2004-2007



*Data were limited to indoor areas

Source: Hinterthuer CR, Palmersheim KA, Anderson KG, Glysch RL, Remington PL. "Smoking Allowed" – Trends in Policies that Allow Smoking in the Workplace: Wisconsin and the United States. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program; 2009.

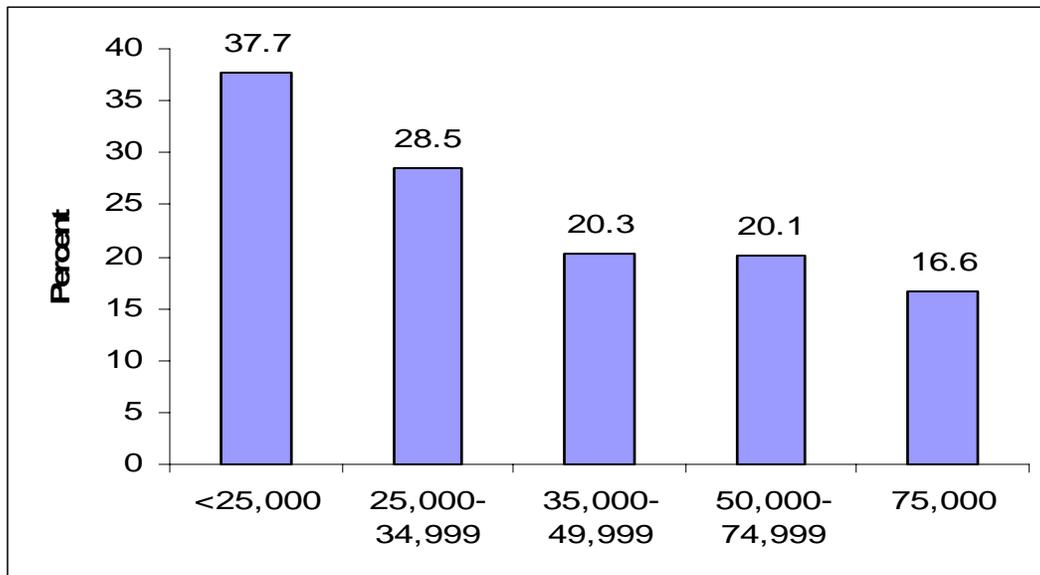
Figure 3. Percentage of Employees Reporting that Smoking is Allowed in the Workplace*, by Education, Wisconsin, 1999-2002 and 2004-2007



*Data were limited to indoor areas

Source: Hinterthuer CR, Palmersheim KA, Anderson KG, Glysch RL, Remington PL. "Smoking Allowed" – Trends in Policies that Allow Smoking in the Workplace: Wisconsin and the United States. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program; 2009.

Figure 4. Percentage of Employees Reporting that Smoking is Allowed in the Workplace*, by Income, Wisconsin, 2007



*Data were limited to indoor areas

Source: Hinterthuer CR, Palmersheim KA, Anderson KG, Glysch RL, Remington PL. "Smoking Allowed" – Trends in Policies that Allow Smoking in the Workplace: Wisconsin and the United States. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program; 2009.

Table 11. Percentage of Employees Reporting that Smoking is Allowed in the Workplace*, by Work Areas and Public Areas, and Average Annual Change, Wisconsin and the United States, 1999-2007

Wisconsin										
	1999	2000	2001	2002	2003**	2004	2005	2006	2007	Average Annual Change %
Work Areas	16.3	21.7	19.5	19.1	15.3	11.5	12.3	9.1	11.6	-1.3
Public Areas	27.0	28.2	28.5	25.1	22.5	19.8	18.6	18.1	16.8	-1.6
United States										
Work Areas	14.6	15.5	14.2	13.5	11.2	12.5	10.4	10.8	NA	-0.7
Public Areas	21.3	22.9	21.7	20.7	18.2	19.6	17.2	17.0	NA	-0.8

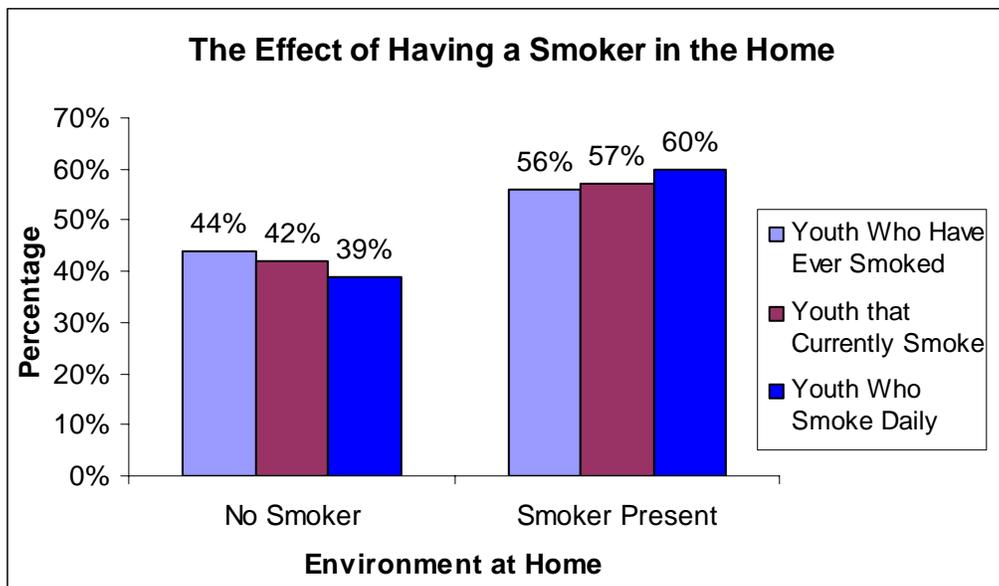
*Data were limited to indoor areas

**The 2003 Wisconsin prevalence was imputed by calculating the mean of the 2002 and 2004 percentages

Source: Hinterthuer CR, Palmersheim KA, Anderson KG, Glysch RL, Remington PL. "Smoking Allowed" – Trends in Policies that Allow Smoking in the Workplace: Wisconsin and the United States. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program; 2009.

Youth : Environmental Tobacco Smoke-Related Information, Wisconsin, 2008

Figure 5: The Effect of Having a Smoker in the Home, Combine Middle and High School Youth, 2008



Source: Wisconsin Youth Tobacco Survey, 2008, combined Middle and High School Survey

Table 12. Wisconsin Cigarette Consumption and Adult Quit Rates, 2008

	Cigarettes Smoked per Day	Wisconsin (%)
Cigarette Consumption by Everyday Smokers	1-20	83.2
	21-40	15.7
	40+	0.8
Cigarette Consumption by Those Who Smoke Some Days	1-5	73.4
	6-10	22.2
	11-15	1
	16-20	2.9
	21+	0.5
Tried to Quit for 1 Day+ in Past 30 Days	Yes	55.7
	No	44.3
Time Since Former Smokers Have Smoked Daily	0-1 Months	2.3
	1-3 Months	1.8
	3-6 Months	2.3
	6-12 Months	2.6
	1-5 Years	14.9
	5-10 Years	12.9
	10+ Years	63.7

Source: Behavioral Risk Factor Survey, 2008.

Table 13. Comparing Wisconsin and National Trends of Current Smoking, 1995-2008

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
WI	21.8	24.9	23.2	23.4	23.7	24.0	23.6	23.3	22.1	21.9	20.7	20.8	19.6	19.9
US	22.4	23.4	23.2	22.9	22.6	23.2	22.8	23.0	21.6	20.9	20.9	20.1	19.8	18.4
WI Males	24.5	27.5	25.6	24.0	22.9	24.4	25.4	25.7	24.0	25.0	21.9	23.3	19.7	21.6
US Males	24.8	25.5	25.4	25.3	24.2	24.4	25.3	20.8	24.1	23.4	23.9	22.2	21.2	20.3
WI Females	19.4	22.4	20.9	22.8	24.4	23.8	21.9	25.4	20.2	19.0	19.4	18.4	19.5	18.2
US Females	20.9	21.9	21.1	20.9	20.8	21.2	21.2	21.4	19.2	18.5	18.1	18.4	18.4	16.7

Source: Behavioral Risk Factor Survey, 1995-2008. National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.

Table 14. Comparing Wisconsin and National Trends of Current Smoking by Age, 1995-2008

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
US 18-24	24.1	27.6	29.9	27.7	29.0	31.0	30.8	31.2	29.6	28.4	26.1	26.8	24.0	22.3
WI 18-24	25.1	30.1	32.5	NA	32.2	39.7	33.7	35.4	32.3	28.4	24.6	28.7	23.3	25.5
US 25-34	26.3	27.6	26.8	25.7	26.8	26.9	26.7	26.2	25.4	26.3	24.7	24.2	23.9	23.7
WI 25-34	30.6	30.6	29.6	26.4	27.6	24.2	31.6	28.3	28.2	28.4	28.0	25.0	24.3	26.8
US 35-44	27.2	28.1	28.4	28.2	27.3	27.2	27.5	27.2	25.6	23.9	23.2	21.2	20.4	20.0
WI 35-44	29.0	30.2	28.4	26.1	26.2	29.9	27.8	27.2	25.3	24.4	24.9	27.1	20.4	21.6
US 45-54	24.6	26.1	25.0	24.2	23.6	23.9	24.6	25.2	24.3	22.3	23.1	22.2	22.3	21.0
WI 45-54	19.8	27.6	22.5	23.3	23.6	22.4	25.7	22.9	22.6	24.9	20.4	22.0	24.0	21.6
US 55-64	21.1	21.7	20.4	20.4	20.1	19.9	20.1	20.9	19.8	18.5	18.8	16.5	18.0	16.8
WI 55-64	13.7	21.0	18.3	20.4	19.4	21.4	16.9	18.8	16.1	17.2	17.0	16.5	17.5	16.8
US 65+	11.1	11.1	10.7	11.1	10.4	9.8	10.1	10.1	9.5	9.3	8.9	8.6	9.0	8.2
WI 65+	8.1	9.2	8.0	6.7	14.0	10.2	6.2	8.3	8.6	7.8	9.2	6.0	7.9	7.8

Source: Behavioral Risk Factor Survey, 1995-2008. National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.

Table 15. Current Smoking Among African American Adults, by Education, Wisconsin, 2008

	Prevalence of Smoking
Less than High School	23.8%
High School/GED	31.0%
Some college	23.1%
College Graduate	11.2%

Source: Hinterthuer CR, Kuo D, Glysch RL, Palmersheim KA. Smoking Among African Americans in Wisconsin. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program, 2008.

Table 16. Current Smoking Among African American Adults, by Age, Wisconsin, 2008

	Prevalence of Smoking
18-29	17.3%
30-44	20.5%
45-59	45.0%
60+	10.4%

Source: Hinterthuer CR, Kuo D, Glysch RL, Palmersheim KA. Smoking Among African Americans in Wisconsin. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program, 2008.

Table 17. Current Smoking Among African American Adults, by Household Income, Wisconsin, 2008

	Prevalence of Smoking
<\$20,000	35.6%
\$20,000-\$34,999	25.8%
\$35,000-\$49,999	21.4%
\$50,000+	15.6%

Source: Hinterthuer CR, Kuo D, Glysch RL, Palmersheim KA. Smoking Among African Americans in Wisconsin. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program, 2008.

Table 18. Menthol Cigarette Use Among African American Smokers, by Socio-demographic Subgroup, Wisconsin, 2007-2008

Overall Menthol Cigarette use: 91.6%			
Age		Education	
18-24	95.2%	Less than HS	87.0%
25-44	87.7%	HS Grad/GED	90.0%
45-54	96.2%	Some College	97.4%
55+	83.3%	College Grad+	92.3%
Gender		Smoking Status	
Males	87.9%	Smoke Every Day	94.9%
Females	93.3%	Smoke Some Days	85.7%

Employment Status		Marital Status	
Employed	91.7%	Married	84.0%
Unemployed	96.3%	Divorced	95.5%
Other	87.1%	Never Married	86.7%

Source: Hinterthuer CR, Kuo D, Palmersheim KA. *Menthol Cigarette Use Among African Americans in Wisconsin*. Madison, Wisconsin: University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program, 2008.

Table 19. WI Southeast Asian Tobacco Prevalence by Ethnicity, 2007

	Cambodian	Hmong	Lao	Vietnamese	Other
Current Smokers	7 70%	100 15.8%	15 40.5%	0 0%	2 33.3%
Former and Never Smokers	3 30.0%	532 84.2%	22 59.5%	2 100%	4 66.7%

Source: Wisconsin Southeast Asian Tobacco Prevalence Survey, 2007 Data. Derek Moore, MPH, Epidemiologist, La Crosse County Health Department. In cooperation with Wisconsin United Coalition of Mutual Assistance Associations, Inc.

Table 20. Asian Smoking Prevalence by Age (all ethnicities), 2007, Compared to WI Current Smokers, 2008

	18-24	25-34	35-44	45-54 yrs old	55-64 yrs old	65+ yrs old
Current Asian Smokers (2007)	46 20.8%	39 22.4%	13 10.2%	19 20.0%	6 15.4%	6 14.3%
Current Smokers WI (2008)	25%	27%	22%	22% %	17%	8%

Source: Wisconsin Southeast Asian Tobacco Prevalence Survey, 2007 Data. Derek Moore, MPH, Epidemiologist, La Crosse County Health Department. In cooperation with Wisconsin United Coalition of Mutual Assistance Associations, Inc.