Youth Tobacco Use in North Carolina
- 58.7% of high school students and 32.8% of middle school students have ever used a tobacco product.\(^1\)
- Approximately 20% of high school students and 8% of middle school students currently smoke.\(^1\)

TRU Campaign
- Statewide television campaign launched in 2004
- Part of comprehensive NC Health & Wellness Trust Fund teen tobacco prevention initiative
- Ads use real stories and focus on health consequences of smoking
- Funding increased to $4.5 million in 2006

Evaluation
- Based on a logic model developed for the TRU Campaign
- >90% of youth do not believe that people who smoke have more friends, that smoking makes youth look cool or fit in, or that smoking make youth attractive.
- Majority of youth (70%) believe cigarette ads portray smoking as cool.
- 90% of youth support tobacco-free policies in indoor places they frequent.

RESULTS: NC YOUTH ATTITUDES
- >90% of youth do not believe that people who smoke have more friends, that smoking makes youth look cool or fit in, or that smoking make youth attractive.
- Majority of youth (70%) believe cigarette ads portray smoking as cool.
- 90% of youth support tobacco-free policies in indoor places they frequent.

CONCLUSIONS AND RECOMMENDATIONS
- Campaign is effectively reaching NC youth
- The TRU campaign must continue to target at-risk youth
- Develop and air new TRU ads to capture youth attention
- Continue to integrate TRU campaign with community and school programs

LIMITATIONS
- Use of telephone surveys may yield lower estimates than school based, self-administered surveys\(^2\)
- Unequal time between survey waves makes modeling changes in attitudes and behavior over time difficult
- Cannot isolate campaign impact from effect of teen tobacco prevention programs in schools and communities statewide

REFERENCES