

Healthy People 2010 Operational Definition

27-16. Reduce the proportion of adolescents and young adults who are exposed to tobacco advertising and promotion.

27-16a. Adolescents in grades 6 through 12 who are exposed to Internet advertising and promotion.

National Data Source	National Youth Tobacco Survey (NYTS), American Legacy Foundation.
State Data Source	Not identified.
Healthy People 2000 Objective	Adapted from 3.15 (Tobacco).
Changes since the 2000 Publication	New subobjective (see Comments).
Measure	Percent.
Baseline (Year)	28 (2000)
Target	25
Target-Setting Method	Better than the best racial/ethnic subgroup. For a discussion of target-setting methods, see Part A, section 4.
Numerator	Number of students in grades 6 through 12 exposed to internet advertising and promotion.
Denominator	Number of students in grades 6 through 12.
Population Targeted	Students in grades 6 through 12.
Questions Used to Obtain the National Baseline Data	From the 2000 National Youth Tobacco Survey: ➤ <i>When you are searching the Internet on a computer, how often do you see ads for cigarettes and other tobacco products?</i> <i>a. I don't search the Internet</i> <i>b. Most of the time</i> <i>c. Some of the time</i> <i>d. Hardly ever</i> <i>e. Never</i>

Expected Periodicity

Periodic.

Comments

Students are considered to be exposed to Internet tobacco advertising if they answered 'most of the time' or 'some of the time' to the questions above.

In the year 2000 (HP2010 baseline year) the question asked "when you are searching the internet on a computer." The question text changed in 2002 to "when you are using the internet" to account for different methods of internet access. Also, in 2002 the answer categories available for this question were different; 'all of the time' was an option in 2002 but not in other years. The 'all of the time' category was also included in the calculation in 2002.

Objective 27-16 moved from developmental to measurable during the Healthy People 2010 Midcourse Review. Two subobjectives were created to track adolescent exposure to tobacco advertising and promotion via the internet separately from exposure via print media (newspapers and magazines).

Objective 27-16 was adapted from Healthy People 2000 objective 3.15, which monitored the *types* of tobacco advertising and promotion to youth younger than age 18 years that were prohibited or severely restricted (e.g., radio and television). The objective was monitored using qualitative data from the Federal Trade Commission. Quantitative data were not available. Thus, a specific target was not set for the year 2000. Healthy People 2010 objective 27-16 tracks the percent of adolescents in grades 6 through 12 exposed to advertising and promotion via the Internet, magazines, and newspapers.

For some measures, data do not meet the criteria for statistical reliability, data quality, or confidentiality and have been suppressed. Information on suppression of data for the major Healthy People 2010 data systems has been published in a *Healthy People Statistical Note*.¹

See Appendix A for focus area contact information.

References

1. Klein, R.J.; Proctor, S.E.; Boudreault, M.A.; Turczyn, K.M. Healthy People 2010 Criteria for Data Suppression. *Statistical Notes* No. 24. Hyattsville, MD: National Center for Health Statistics. 2002.