

Healthy People 2010 Operational Definition

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

27-16b. Adolescents in grades 6 through 12 exposed to magazine and newspaper 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) | 74 (2000) |
| Target | 67 |
| 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 magazine and newspaper 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 read newspapers or magazines, how often do you see ads or promotions for cigarettes and other tobacco products?</i> <ol style="list-style-type: none"><i>1. I don't read newspapers or magazines</i><i>2. most of the time</i><i>3. some of the time</i><i>4. hardly ever</i><i>5. never</i> |

Expected Periodicity

Periodic.

Comments

At baseline, students were considered to be exposed to tobacco advertisements or promotions if they answer 'most of the time' or 'some of the time' to the above question.

In 2002 the answer category 'all of the time' was added to the above question. For years 2002 forward students are considered to be exposed to tobacco advertisements or promotions if they answer 'all of the time', 'most of the time', or 'some of the time' to the above question.

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.