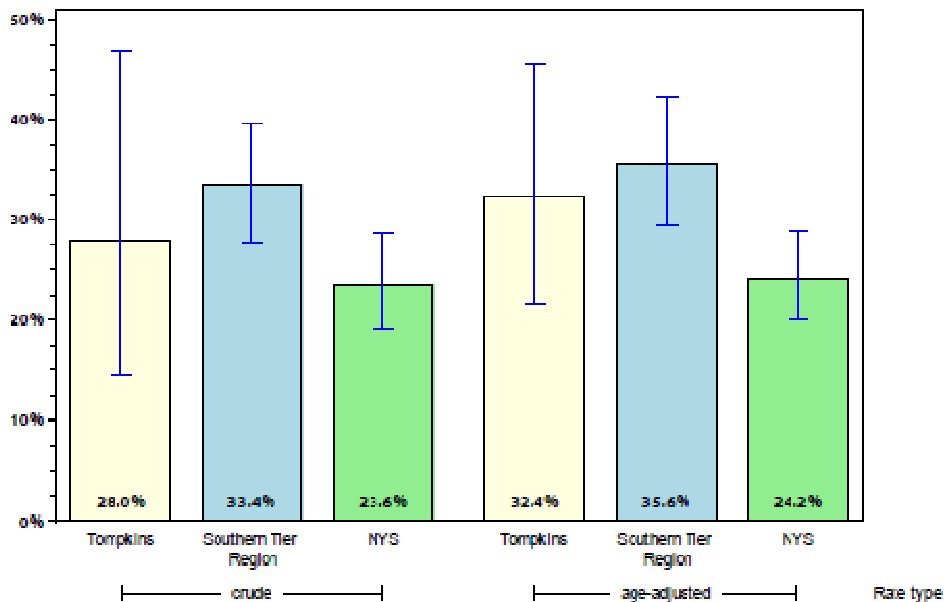
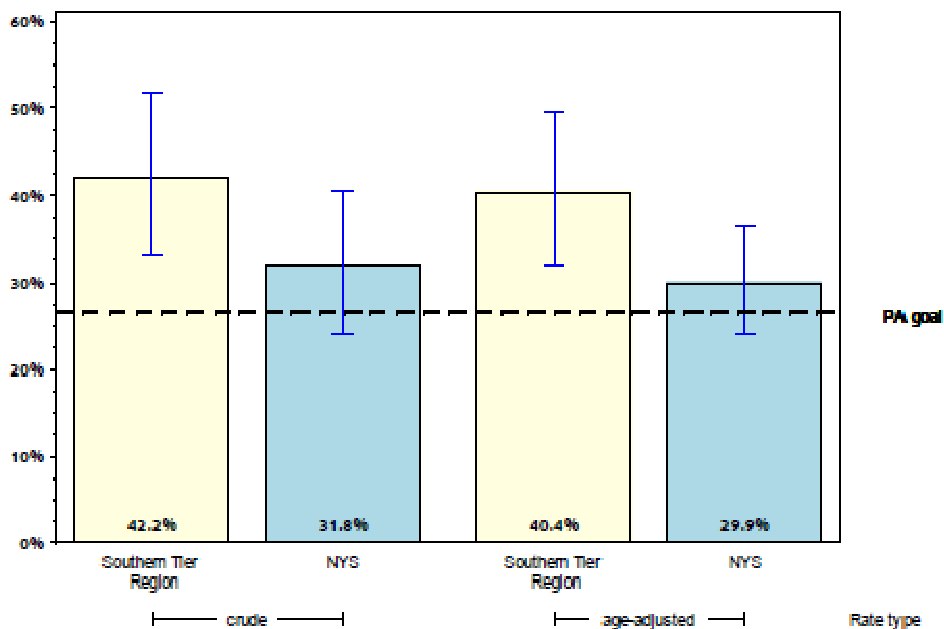


3. Disparate populations:

- Adults, Tompkins County: Low SES and Poor mental health
 - Percent of adults with household income less than \$25,000 who are current smokers

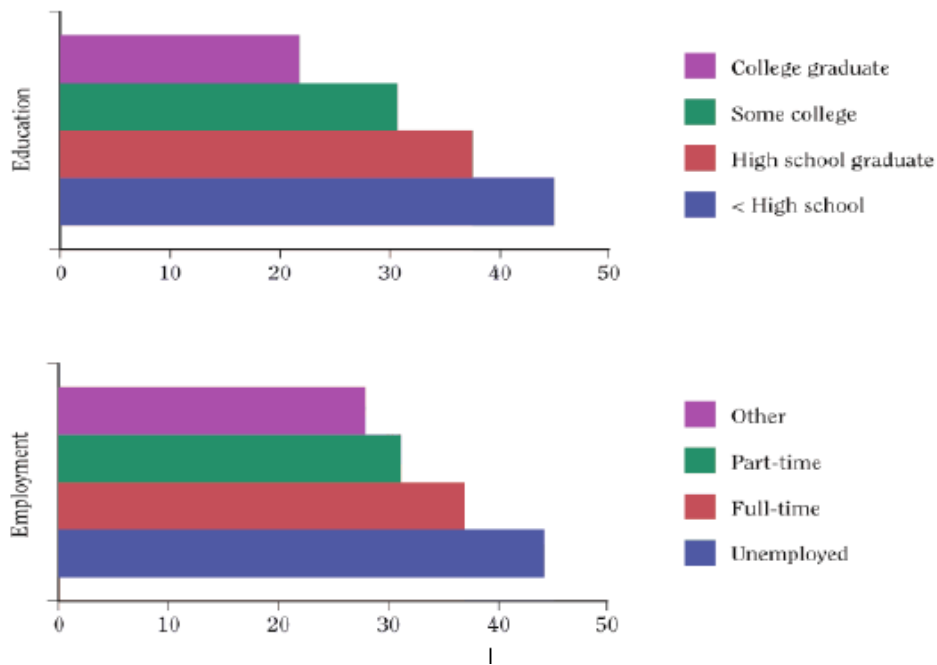


- Percentage of cigarette smoking among adults who report poor mental health

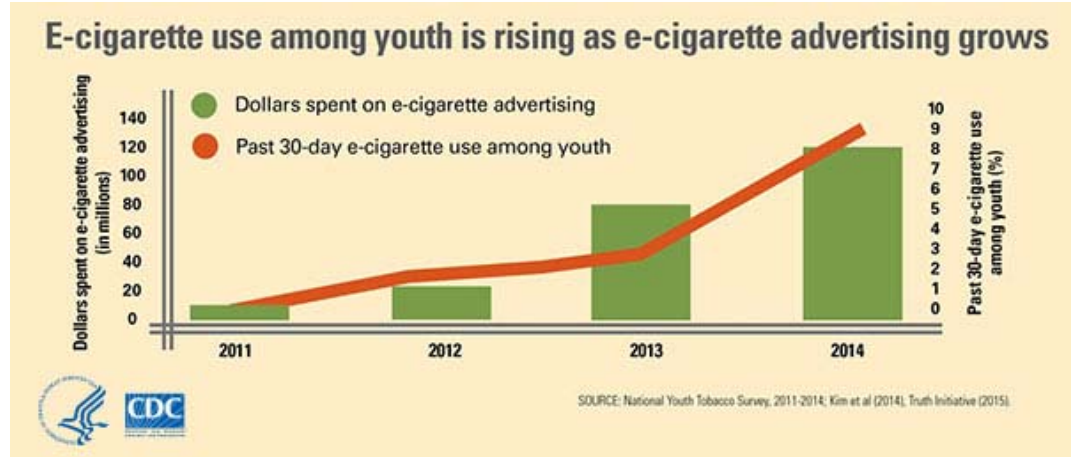


- Youth, national: Education and Employment (Report of the USSG, 2012)

Percentage of current cigarette smoking among young adults (18- to 25-year-olds), by education and employment (as proxies for socioeconomic status) (154) (Figure 3.12; NSDUH 2010):



- E-Cigarette use nationally has increased in lockstep with increased e-cig advertising



- NYS, e-cig use, grade 9-12, 10.5% (2014)
- NYS, e-cig use, ages 18-25, 12.7%

- Exposure to retail cigarette advertising is a risk factor for smoking initiation. Policies and parenting practices that limit adolescents' exposure to retail cigarette advertising could improve smoking prevention efforts [Henriksen et al. *Pediatrics*. 2010 August ; 126(2): 232-238. doi:10.1542/peds.2009-3021]