

Cigarette Use in 6th Through 10th Grade: The Sarasota County Demonstration Project

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Objectives: To identify factors associated with cigarette smoking in the 6th-grade through 10th-grade youth population of Sarasota County, Florida. **Methods:** A closed-ended, quantitative survey was completed by 2004 youth and used to extract population-specific data on the correlates of cigarette use. **Results:** A range of factors influence cigarette use including self-efficacy to refuse offers of cigarettes, perceived emotional benefits, and perceived maternal dis-

approval of smoking. **Conclusions:** Results underscore the need for multiple-component interventions. This study is unique in that it represents population-specific research in which community partners are using the findings to develop community-specific prevention marketing interventions.

Key words: adolescent health, risk behaviors, cigarette use, social marketing, community-based research

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