

# Smokeless Tobacco Expectancies Among a Sample of Rural Adolescents

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**Objective:** To examine the role of expectancies in adolescent smokeless tobacco (ST) use. **Methods:** Self-report measures of students' ST expectancies, cigarette and ST use, and peer and family tobacco use were collected from a sample of 978 rural high school students. **Results:** Student expectancy beliefs significantly predicted ST use and intention to try ST in the next year. Student ex-

pectancies about ST were influenced by gender, cigarette use, and peer tobacco use. Family-member tobacco use did not strongly affect expectancies. **Conclusion:** Expectancies play a meaningful role in students' current and future decisions whether to use ST.

**Key words:** smokeless, spit tobacco, expectancies, rural adolescents

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