

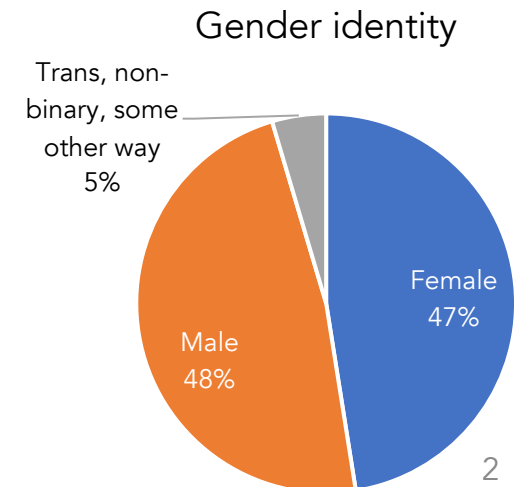
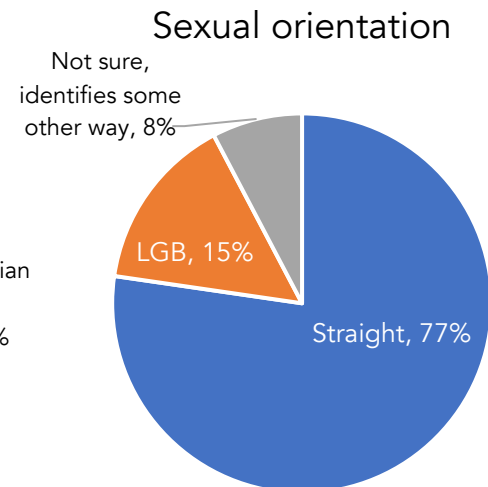
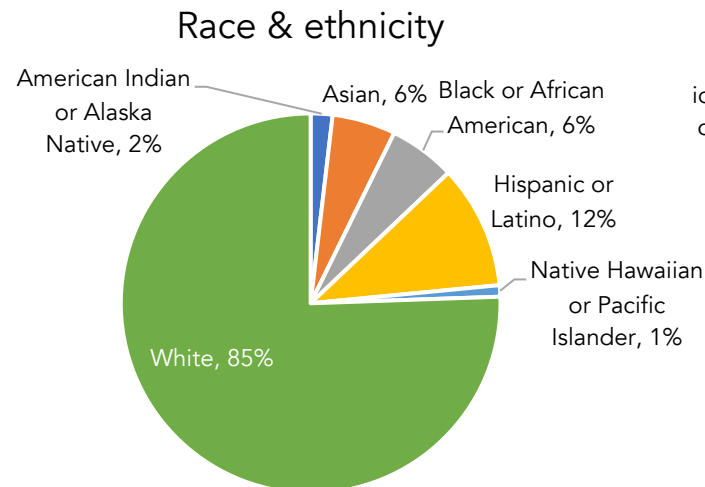
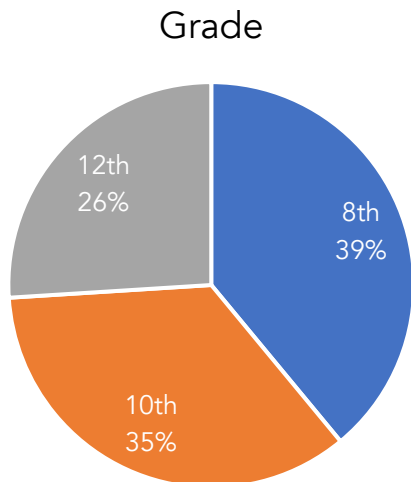


Youth Smoking in Hampshire County, MA

Results from the 2025 Prevention Needs
Assessment Survey (PNAS)

Countywide sample

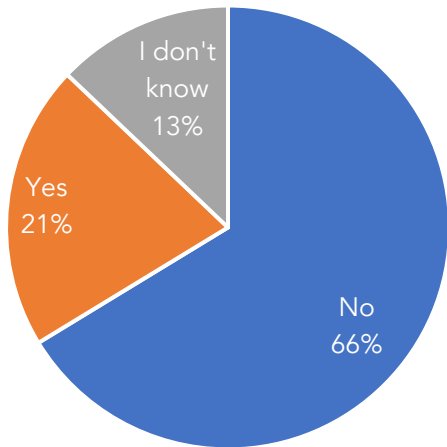
- In April, 2025, SPIFFY administered the Prevention Needs Assessment Survey (PNAS) to 8th, 10th, and 12th grade students across Hampshire County. The PNAS assesses current rates of substance use, and risk and protective factors in community, family, school, and peer and individual environments.
- 2,303 students in 17 schools throughout the county completed the PNAS.
- The response rate was 65%. In other words, 65% of all 8th, 10th, and 12th graders enrolled in schools that participated in the PNAS completed the survey and were included in analyses.
 - 8th grade response rate = 77%
 - 10th grade response rate = 67%
 - 12th grade response rate = 51% (it is typical for response rates to decline as students get older)



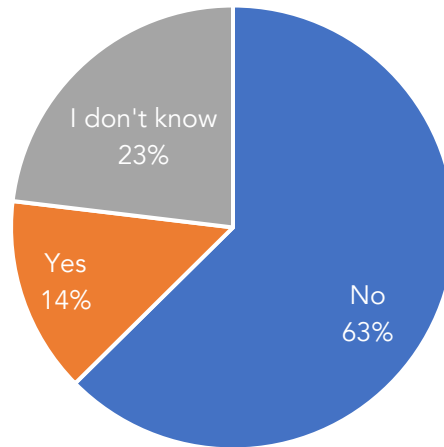
Countywide sample

- Just over one in five students reported having an IEP, while slightly fewer (about one in seven) said they have a 504 plan.
- Another one in five students reported identifying as neurodivergent, as defined on the survey as a non-medical term describing people who have brains that work differently from what is considered typical.

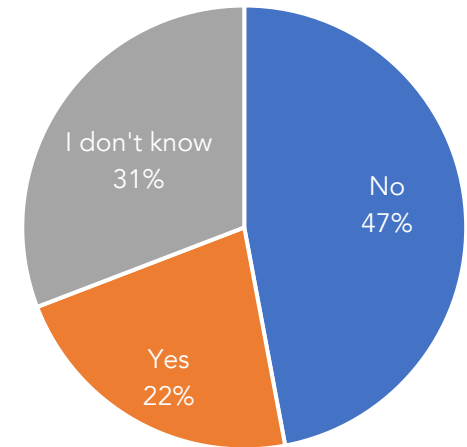
IEP



504



Identifies as neurodivergent



The survey and the data

- For a PDF of the 2025 PNAS, please [click here](#).
- To access 2025 PNAS data crosstabs, please [click here](#).



SUMMARY

There's a lot to be hopeful about.

Prevention efforts continue to be working: youth smoking rates are generally low. Consistent with these lower use rates, most students report that their parents disapprove of them smoking, and ease of access has gradually declined over time.

The downside is...

Hampshire County 12th graders report higher smoking rates than national averages, and LGBT+ youth tend to report higher use rates than their cis and straight peers. Furthermore, risk perceptions of smoking have steadily declined over time since 2021.

Many youth who smoke report doing so out of curiosity and for fun, and because of peer influence.

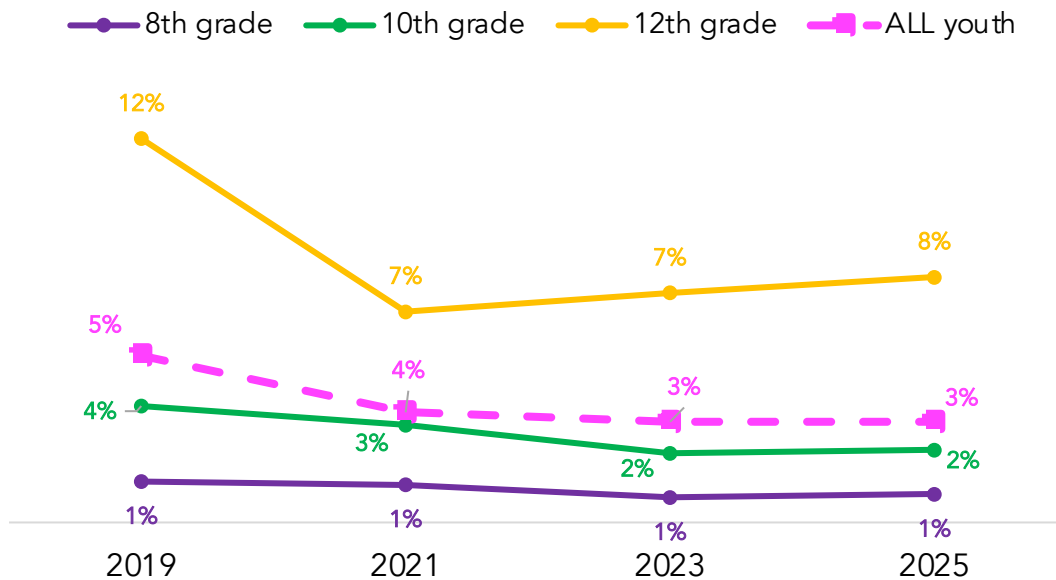
Finally, although the vast majority of students say their parents disapprove of them smoking, some youth who smoke say they do so *with* parent permission.

SMOKING RATES

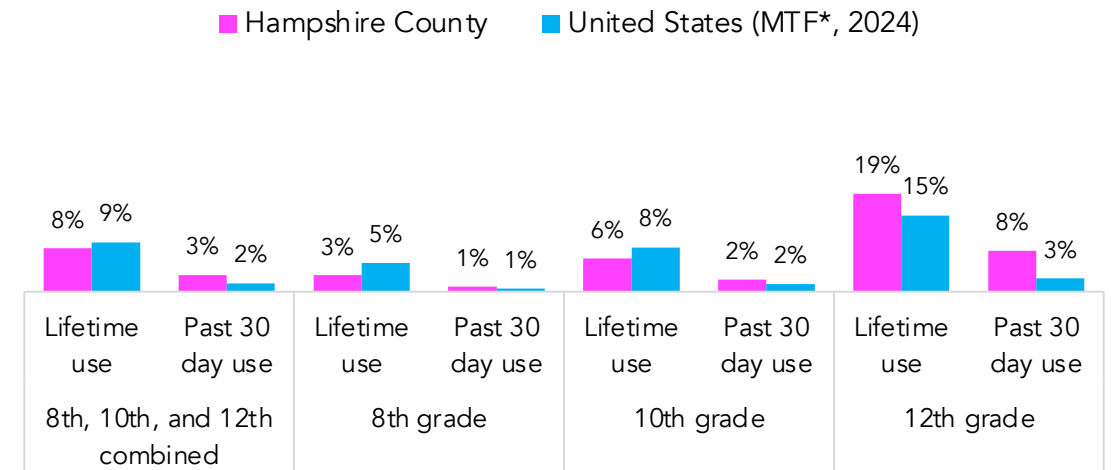
Past 30 day and lifetime smoking

- 12th grade smoking rates fell dramatically between 2019 and 2021 (likely due, in part, to the pandemic), and have remained generally stable since.
- Although lifetime and past 30 day youth smoking rates in Hampshire County tend to be similar to national averages, 12th grade smoking rates in Hampshire County are higher than rates nationally.

Past 30 day cigarette smoking over time



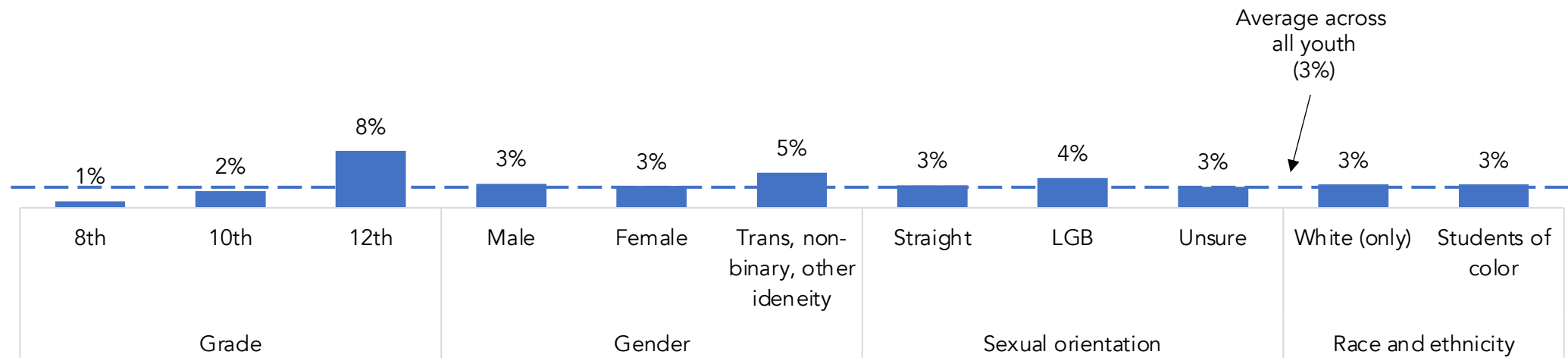
Self-reported smoking:
Hampshire County (PNAS, 2025) vs. National
Averages (MTF, 2024)



Demographic differences

- 12th graders report the highest smoking rates, and trans and non-binary students report slightly higher past 30 day use rates than cis youth.

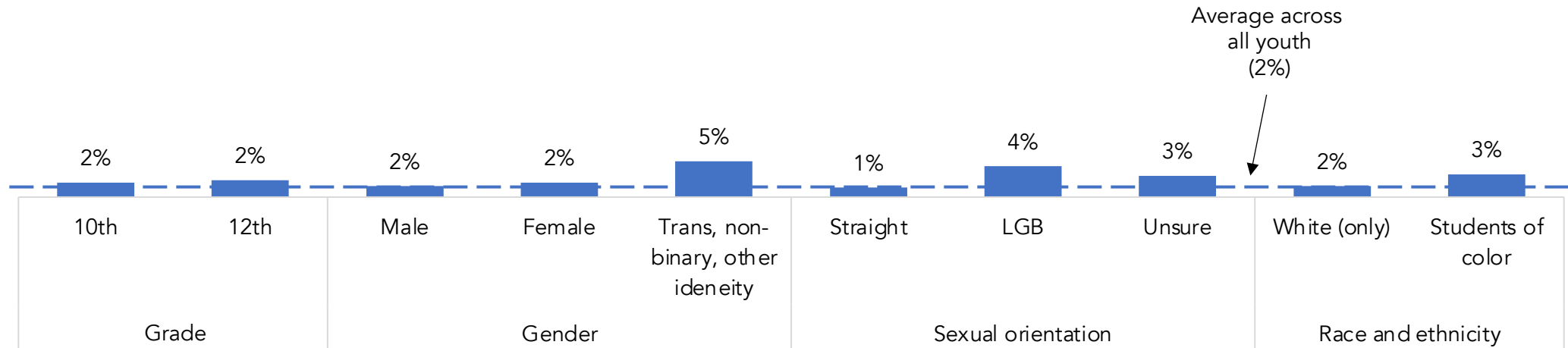
% of youth who report smoking cigarettes in the past 30 days, Hampshire County, 2025



Early initiation of smoking

- Early initiation of substance use before 13 years old is an established risk factor for more problematic substance use over time.
- Few students report early initiation of smoking. However, LGBT+ youth report higher early initiation rates than cis and straight youth.

% of youth who report first smoking cigarettes before 13 years old, Hampshire County, 2025

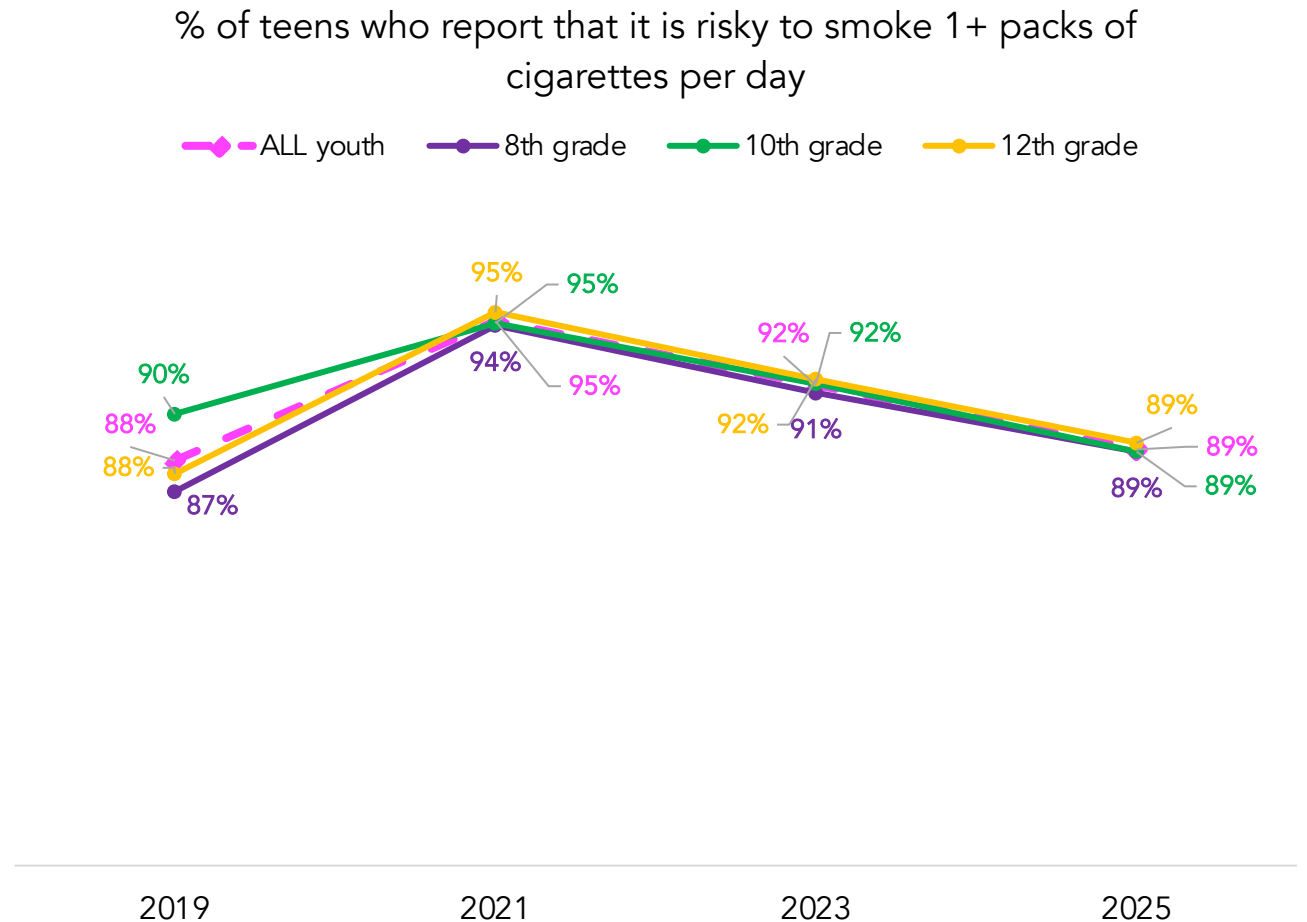


Note: Because 8th graders tend to be around 13 years old, any use likely qualifies as early use. As a result, early initiation rates are typically reported for older students only.

RISK & PROTECTIVE FACTORS

Risk perceptions

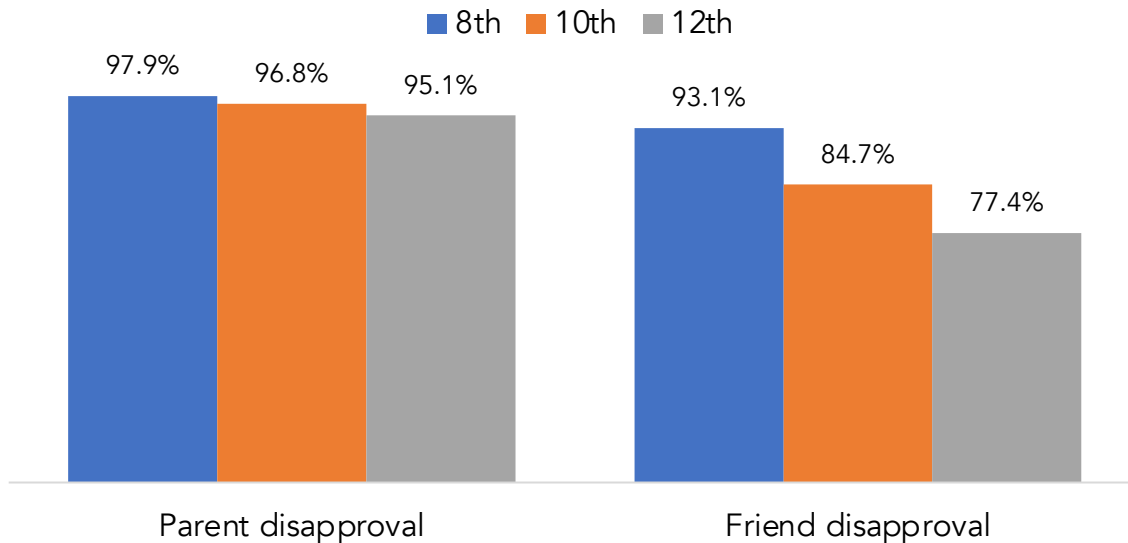
- Risk perceptions of smoking peaked during the pandemic (in 2021) and have fallen since.
- Risk perceptions are close to pre-pandemic levels (in 2019).



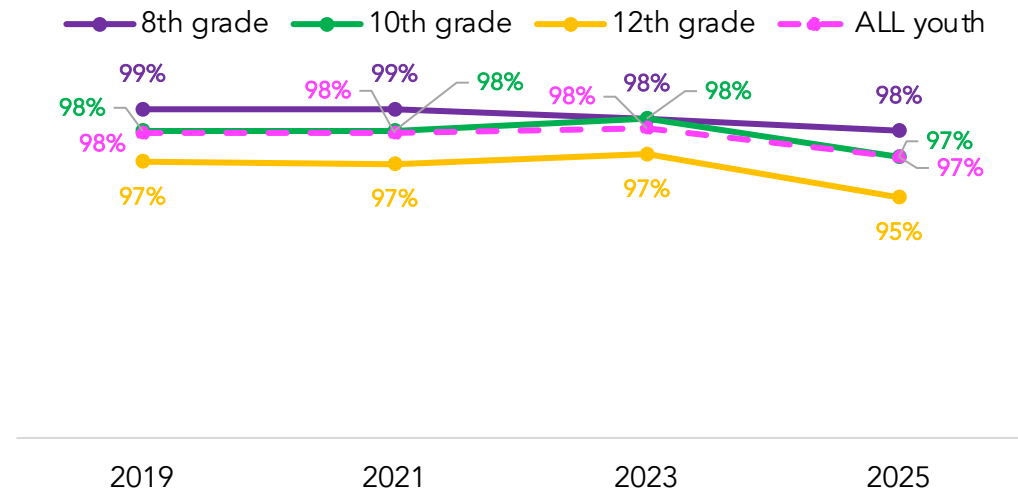
Perceptions of parent and friend disapproval

- Not surprisingly, students are more likely to report that their parents think it is wrong for them to smoke cigarettes compared to their friends.
- 8th graders report the highest rate of friend disapproval; 12th graders report the lowest.
- Parent disapproval rates are generally steady over time, with a slight decline between 2023 and 2025 for 12th graders.

% of students who report that their parents and friends think it is wrong for them to smoke cigarettes

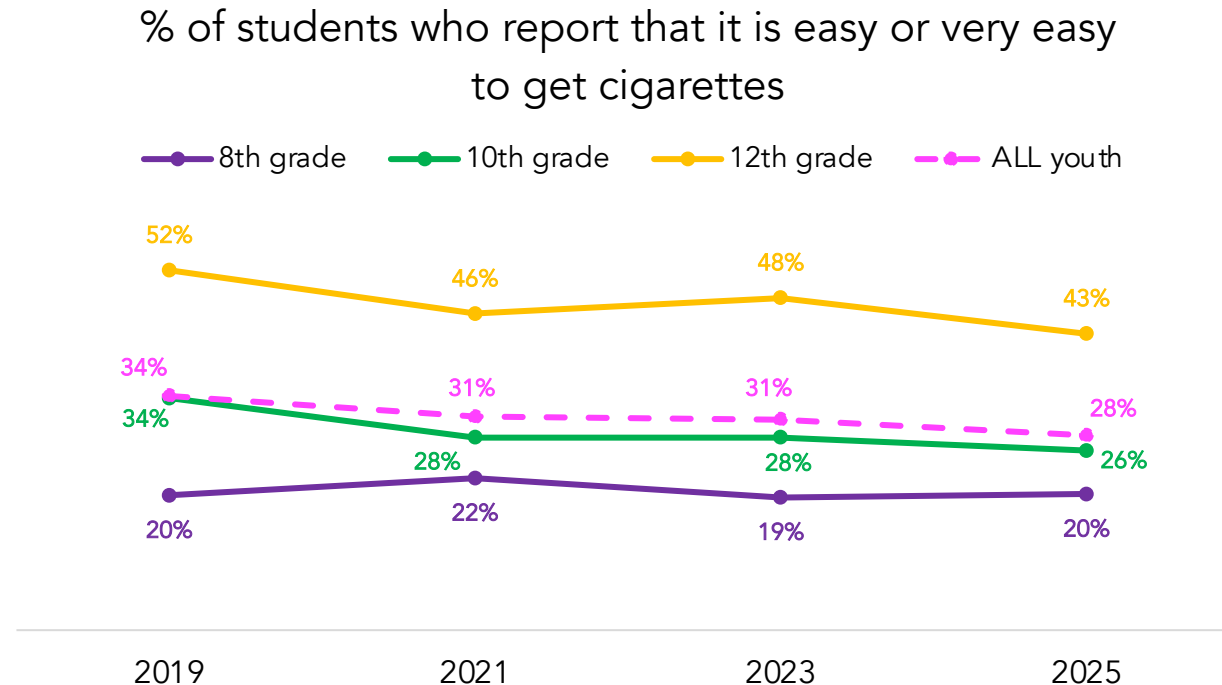


% of students who report that their parents disapprove of them smoking cigarettes



Ease of access

- Access to cigarettes has gradually declined over time, and continues to decline into 2025, specifically among high school students. For 8th graders, access has remained relatively more stable (and low).



WHERE & WHY YOUTH SMOKE, AND CONSEQUENCES OF GETTING CAUGHT

Where youth smoke

- Across grades, students who have smoked report doing so at home or someone else's home *without* parent permission. Students also report smoking in open areas like parks, beaches, and back roads.
- Notably, some 8th and 10th graders report smoking *with* parent permission.
- Some 12th graders say they smoke in a car.

Top 3 places where youth in each grade smoke cigarettes
(among youth who report smoking in the past year)

8th graders	At an open area like a park, beach, or back road	4%
	At home or someone else's home without any parent permission	2%
	At home with parent permission	2%
10th graders	At an open area like a park, beach, or back road	19%
	At home or someone else's home without any parent permission	14%
	At someone else's home with their parent's permission	6%
12th graders	At home or someone else's home without any parent permission	37%
	At an open area like a park, beach, or back road	33%
	In a car	15%

4% of 8th graders, 7% of 10th graders, and 19% of 12th graders report smoking "at another place." Future research should explore other places where high school students smoke cigarettes.

Why youth smoke

- Across grade levels, youth report smoking out of curiosity and for fun.
- 8th graders also report smoking out of boredom.
- Some 10th graders say they smoke to feel good.
- Peer influence is another factor: some high school students say they smoke because their friends did so.

Top 3 reasons youth in each grade report smoking cigarettes
(among youth who report smoking in the past year)

8th graders	Curious	6%
	For fun	5%
	Bored	2%
10th graders	For fun	13%
	Curious	12%
	Because friends smoked	6%
	To feel good	6%
12th graders	For fun	36%
	Curious	18%
	Because friends smoked	17%

Consequences of getting caught

- The majority (75%) of students who smoked cigarettes in the past year report that they didn't get caught by their parents or caregivers.
- Among youth who *did* get caught smoking, about one third had no consequences. The majority report at least minor consequences.

% of youth who report consequences from
their parents/caregivers upon getting caught
smoking

