State Funding of Tobacco Control and the Social Climate, 2000 - 2001

Social Science Research Center
Mississippi State University
Robert McMillen
&
Arthur G. Cosby

Social Science Research Center
Mississippi State University
Partnerships

In Mississippi

• Partnership for a Healthy Mississippi
• Mississippi State Department of Health

In the United States

• Center for Child Health Research
• American Academy of Pediatrics
The Tobacco Control Movement

• A desire to radically change the social fabric of America in terms of the acceptance of tobacco use
An Institutional Approach
An Institutional Approach

The Social Climate for Tobacco Control

- Family and Friendship Groups
- Education
- Government & Political Order
- Work
- Mass Culture & Communication
- Recreation, Sports & Leisure
- Health & Medical Care
The Major Institutional Components

- Beliefs / Knowledge
- Normative Beliefs
- Behaviors / Practices
Heuristic Classifications

- Universal 85-100%
- Predominant 65-84%
- Contested 35-64%
- Marginal 0-34%
Sample Characteristics

- N = 3002 in 2001
- Computer assisted telephone interviewers
- Approximately 15 minutes of information with approximately 80 questions
- Cooperation rates of 84% in 2001
- Sample Design
- Enhanced RDD (Survey Sampling Inc.)
- Survey Directors: Dr. Wolfgang Frese & Dr. Robert C. McMillen
Results from Surveys

- Surveys reveal significant tobacco control elements in all institutional areas.
- Even smokers are endorsing tobacco control and that smokers are living in an increasingly restrictive area.
- There are important inconsistencies across institutional areas that have important consequences.
- An unintentional outcome has been that the social climate approach monitors important ETS issues.
- The social climate approach identifies areas of “unfinished business” for tobacco control.
Utility of Social Climate Approach for Tobacco Control Programs

1) An evaluation device
2) Information for program improvements
3) Measuring sustainability
Utility of Social Climate Approach for Tobacco Control Programs

1) An evaluation device
2) Information for program improvements
3) Measuring sustainability
Utility of Social Climate Approach for Tobacco Control Programs

4) Planning Information

5) Investigate the Relationship Between Contextual Factors and Social Climate
Descriptive Results

1. Support for Tobacco Control Varies Across Social Institutions
2. Intolerance of Active Smoking by Youth
3. Weaker Support for Policies and Practices That Protect Youth
4. Sociodemographic Variation
5. Improvements from 2000 to 2001
Beliefs and Knowledge

- Stores should be penalized for the sale of tobacco to minors: 94.0%
- Parents should not allow children under the age of 18 to smoke: 90.5%
- Students should not be allowed to smoke on school grounds: 89.6%
- Smoke from parent's cigarette harms children: 95.2%
- Tobacco ads encourage kids to smoke: 84.6%
- Children are more likely to smoke if parents smoke: 83.3%
- Tobacco Ads do NOT only target adult smokers: 83.3%

**Normative Beliefs** vs **Knowledge**
Teachers should not be allowed to smoke at school
Smoking is unacceptable in front of children
Tobacco ads are not acceptable in direct mailers
Tobacco ads are not acceptable on Internet sites
Tobacco ads are not acceptable on billboards
Tobacco ads are not acceptable at events
Tobacco ads are not acceptable in magazines

Social Influence Restrictions

Marketing  Social Influence

- Tobacco ads are not acceptable in magazines: 42.1%
- Tobacco ads are not acceptable in stores: 46.6%
- Tobacco ads are not acceptable on Internet sites: 53.5%
- Tobacco ads are not acceptable on billboards: 55.3%
- Tobacco ads are not acceptable at events: 55.8%
- Tobacco ads are not acceptable in direct mailers: 59.5%
- Smoking is unacceptable in front of children: 79.3%
- Teachers should not be allowed to smoke at school: 56.5%

**Marketing** **Social Influence**
ETS Exposure

- Convenience stores: 86.9
- Indoor sporting events: 80.4
- Fast food restaurants: 80.0
- Shopping malls: 75.3
- Restaurants: 61.4
- Outdoor parks: 25.2
Research Questions

1. Does Social Climate Vary with Contextual Factors?

2. Do States That Spend More Money on Tobacco Control Experience Improvements in Social Climate Conditions?
Data Reduction

1. Institutional Indices
2. Issue Indices
Institutional Indices

- Family, ประเภ� = .81
- Government, ประเภ� = .83
- Health, ประเภ� = .81
- Recreation, ประเภ� = .79
- Culture, ประเภ� = .90
Issue Indices

- Household Practices, $\mathbf{\%} = 0.81$
- Clean Air Support, $\mathbf{\%} = 0.77$
- Health Knowledge, $\mathbf{\%} = 0.81$
- Restrict Marketing, $\mathbf{\%} = 0.92$
- Marketing Knowledge, $\mathbf{\%} = 0.86$
Results

- Indices correlate with one another

- Modest, but significant correlations with lung cancer rates, prevalence rates, and per capita consumption

- Too early to detect funding impacts