University Survey of Tobacco Control

Hinds Community College | 2013

Acknowledgment

This survey was made possible through support provided by the Mississippi State Department of Health. The opinions expressed herein are those of the authors and do not necessarily reflect the views of the Mississippi State Department of Health.

The survey instrument design was based on an extensive review of extant instruments such as the Social Climate Survey of Tobacco Control, the Current Population Survey – Tobacco Use Supplement, the National College Health Risk Behavior Survey, the Youth Tobacco Survey, the Harvard School of Public Health College Alcohol Survey, and was supplemented by additional relevant items.

Methods

Researchers at the Social Science Research Center at Mississippi State University (MSU) administered a web-based survey to university students at the Hinds Community College. This web-based approach has extraordinary potential as the university provides internet access to students in multiple settings and issues each student an e-mail account. Moreover, students rely on e-mail and the internet to communicate with peers, professors, and university administrators.

Information Technology Services at Hinds provided 10,574 university student e-mail addresses. Of these 10,574 students, 7,000 were sampled and 346 completed the survey. All respondents were 18 years of age or older and university students at Hinds Community College during the spring 2013 term. Respondents were screened before beginning the survey and students who were not yet 18 years of age or not currently taking at least one course during the spring 2013 term were not allowed to continue the survey.

Each student in the sample received an e-mail asking for their participation in the survey. Students who chose to participate clicked on an embedded URL address that linked the student to the survey website. Respondents who did not complete the survey in one session were able to restart the survey at the last question answered. Up to two reminder e-mails were sent requesting the student’s continued participation. Two reminder emails were also sent to each student who did not respond to the initial request for participation. No more than three emails were sent to any student in the sample.

Several precautions were taken to protect the privacy of respondents. First, personal identifiers (e-mail addresses) were kept separate from the information collected from each respondent. This was accomplished by placing each in a separate database. The only common identifier to both databases was a respondent ID number. This identifier was destroyed as soon as data collection was complete. Second, security protocols were in place to protect the anonymity of the respondents. Linking the data collected from a student to their email address would require access to the three separate systems: 1) The Survey Research Unit server which requires an account on the server, a login ID, and a password, 2) The sample database which requires a different login ID and password, and 3) The questionnaire database which requires another and different login ID and password. This approach has been successfully applied by the Survey Research Unit at the Social Science Research Center to collect data via web-based surveys while protecting the confidentiality of the respondents.
The current tobacco policy should not be revised.

The current tobacco policy should be revised, and tobacco use should not be allowed anywhere on campus. That is, Hinds Community College should become a tobacco-free campus.

- No Smoking in Home: 2012 - 76.3%, 2013 - 79.2%
- No Live-in Smoker: 2012 - 59.3%, 2013 - 64.6%
- No Room Exposure in the Past Seven Days: 2012 - 41.9%, 2013 - 51.1%
- No Vehicle Exposure in the Past Seven Days: 2012 - 52.7%, 2013 - 62.3%
- None of Four Closest Friends Smoke: 2012 - 36.7%, 2013 - 38.8%

Support for Tobacco Control Policies:
- 2012: 35.7% for current policy not revised, 58.1% for policy to be revised
- 2013: 40.4% for current policy not revised, 41.9% for policy to be revised
Smoke-Free Policies in the Community

Have Witnessed a Violation of Local Smoke-Free Ordinances in Past Three Months

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>14.6%</td>
<td>17.9%</td>
</tr>
</tbody>
</table>

Have Not Been Exposed Inside of a Public Place in the Past Seven Days

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>23.8%</td>
<td>24.7%</td>
</tr>
</tbody>
</table>

Support Prohibiting Smoking in Outdoor Seating Areas of Restaurants

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>42.9%</td>
<td>43.4%</td>
</tr>
</tbody>
</table>

Support Smoke-Free Outdoor Parks

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>33.5%</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

Health Beliefs & Counseling

Informed by Doctor About Smoking Dangers

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>25.9%</td>
<td>25.1%</td>
</tr>
</tbody>
</table>

Informed by Dentist About Smoking Dangers

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>19.3%</td>
<td>17.0%</td>
</tr>
</tbody>
</table>
Saw at Least One Smoke-Free Air TV Commercial in the Past 30 Days

- 2012: 88.1%
- 2013: 86.6%

Saw or Heard at Least One Commercial about the Dangers of Smoking in the Past 30 Days

- 2012: 77.8%
- 2013: 69.7%

CIGARETTE SMOKING 2012-2013

Ever Smoker

- 2012: 62.1%
- 2013: 64.2%

Current Smoker

* SMOKED ON AT LEAST ONE OF THE PAST 30 DAYS
- 2012: 25.6%
- 2013: 23.8%

Frequent Smoker

* SMOKED ON AT LEAST 20 OF THE PAST 30 DAYS
- 2012: 13.9%
- 2013: 11.0%
Other Tobacco Use

<table>
<thead>
<tr>
<th>Item</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current SLT</td>
<td>2.7%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Frequent SLT</td>
<td>1.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Current Cigar</td>
<td>6.3%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Frequent Cigar</td>
<td>0.8%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Tried SNUS</td>
<td>5.5%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Tried Water Pipe</td>
<td>6.7%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Tried E-Cigarette</td>
<td>10.3%</td>
<td>12.8%</td>
</tr>
</tbody>
</table>
Current Smokers Who Have Ever Participated in a Quit Program
2012: 14.5%  
2013: 22.4%  
Current Smokers Who Never Expect to Quit
2012: 14.1%  
2013: 3.6%  
Current Smokers Who Stopped for One Day or More in an Attempt to Quit
2012: 57.3%  
2013: 64.9%
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