Support

• The Rural Health, Safety, and Security Institute

• Center for Child Health Research
Project Background

- Smoking is a socially motivated behavior
- Tobacco control programs target multiple social institutions across multiple societal levels
- The Social Climate Survey provides an annual assessment of attitudinal, behavioral, and societal variables
Purpose

- Provide timely, comprehensive data about tobacco control attitudes and practices
- Objectively measure, and ultimately monitor, progress towards intermediate objectives
An Institutional Approach

The Social Climate for Tobacco Control

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

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Applications

• Planning and evaluation tool
• Inform policy
• Monitor pediatrician screening and counseling of parents who smoke
Sample Characteristics

- Simple Random Sample of Adults
- Computer assisted telephone interviewers

- 2000: N = 1,503; Response Rate = 74%
- 2001: N = 3,002; Response Rate = 84%
- 2002: N = 3,009; Response Rate = 86%
Changes from 2000-2002

- 45.2% of social climate indicators improved from 2000 to 2002
- 30.8% of indicators improved from 2001 to 2002
- Support is increasing for restrictions on smoking in public places
- Smoking restrictions are becoming more prevalent in some public settings

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## Smokefree Public Settings

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<th>2000</th>
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<th>2002</th>
<th>% Point Difference</th>
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SSRC
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Other changes regarding ETS from 2000 to 2002

- More people are requesting non-smoking tables in restaurants, 70.1 to 75.5%
- More people are requesting non-smoking rooms, 72.2 to 78.2%
- More households are smokefree, 69.1 to 73.7%
- More households ban smoking in the presence of children, 83.5 to 87.8%
General Findings

• Support for tobacco control among smokers

• Variation

• ETS issues

• Identifies modifiable social climate conditions
Social Science Research Center, Mississippi State University

www.ssrc.msstate.edu/socialclimate