

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

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Mississippi State University**

Partnerships

In Mississippi

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

In the United States

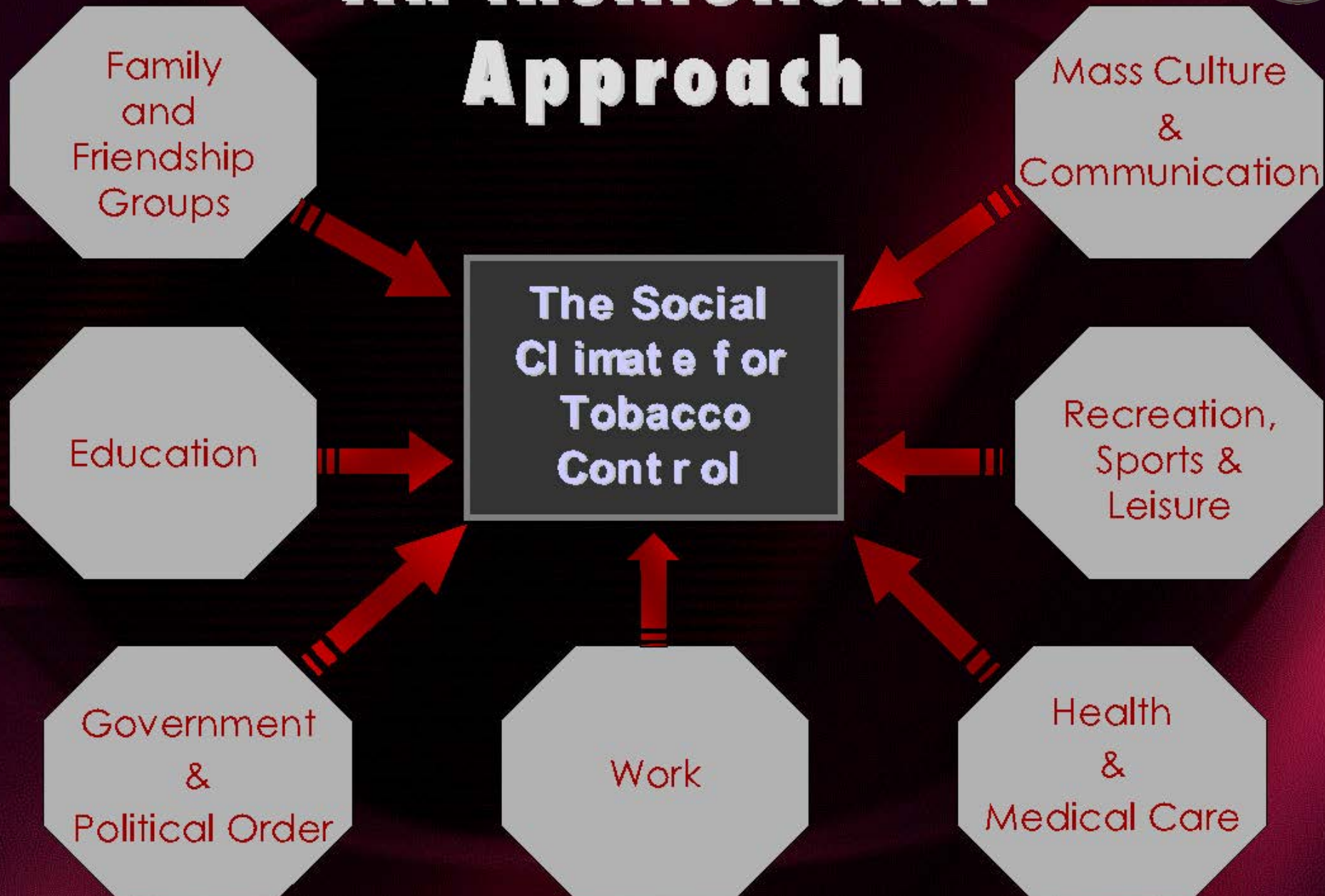
- Center for Child Health Research
American Academy of Pediatrics

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 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

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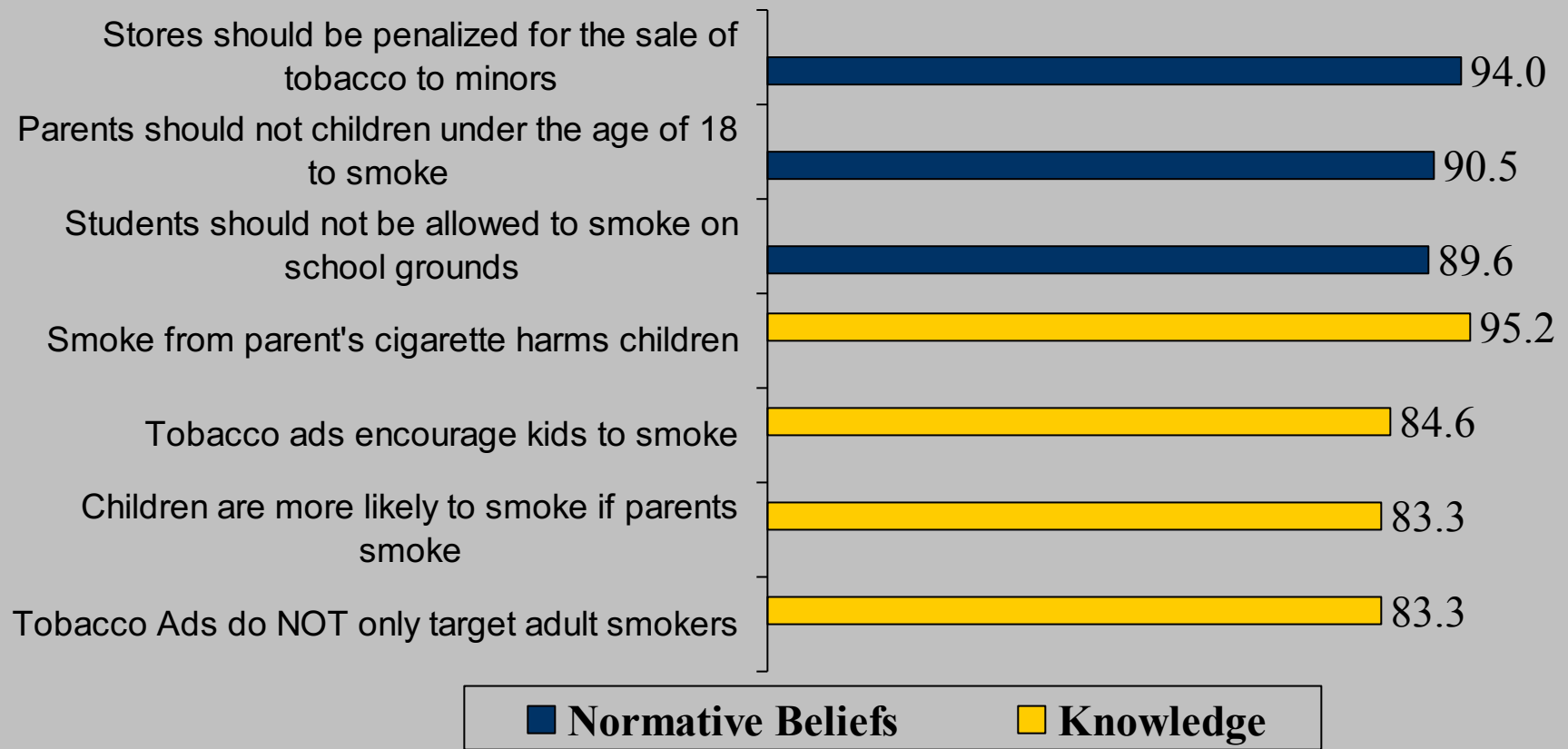
Utility of Social Climate Approach for Tobacco Control Programs

- 4) Planning Information
- 5) Investigate the Relationship Between Contextual Factors and Social Climate

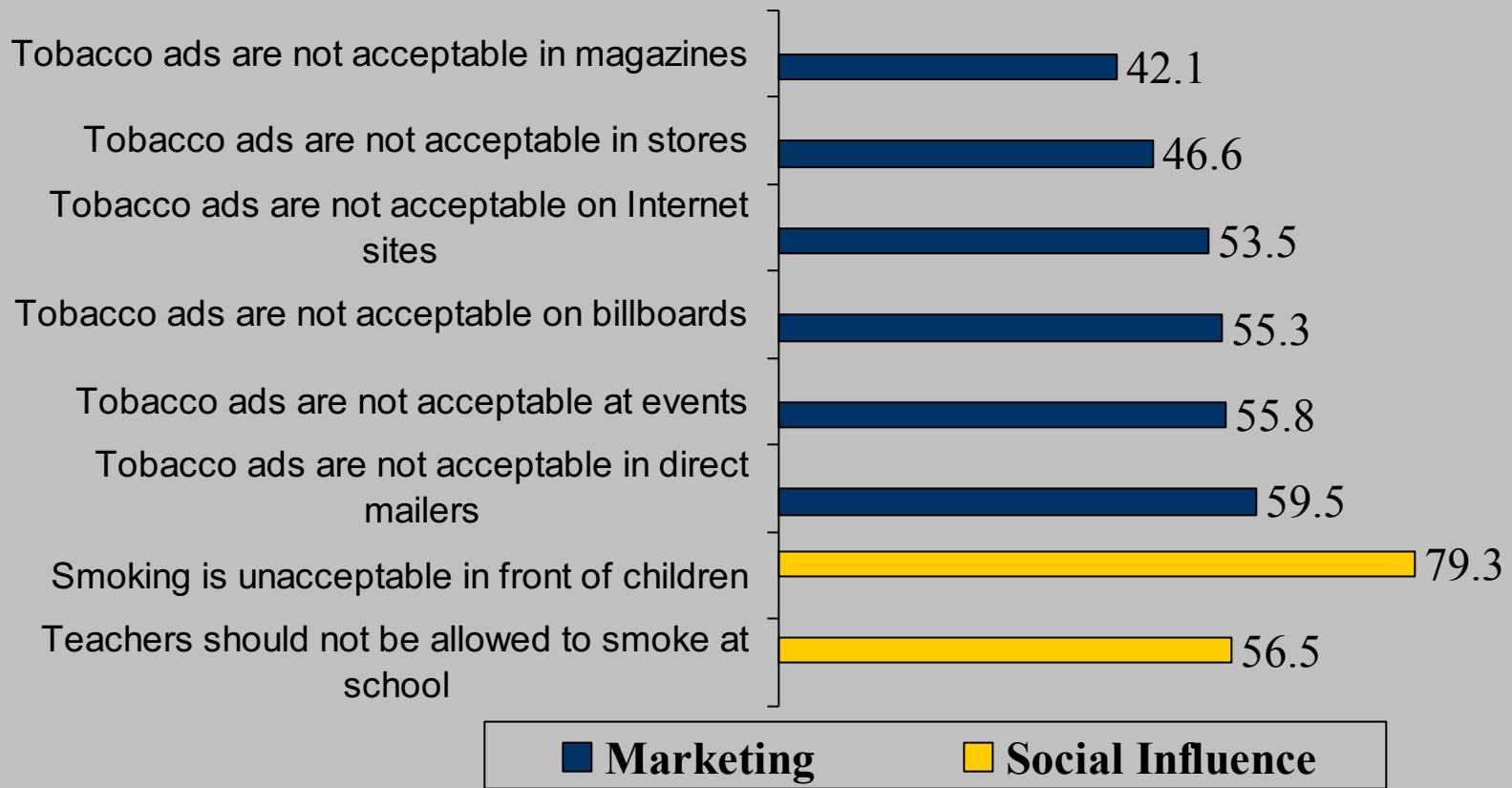
Descriptive Results

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

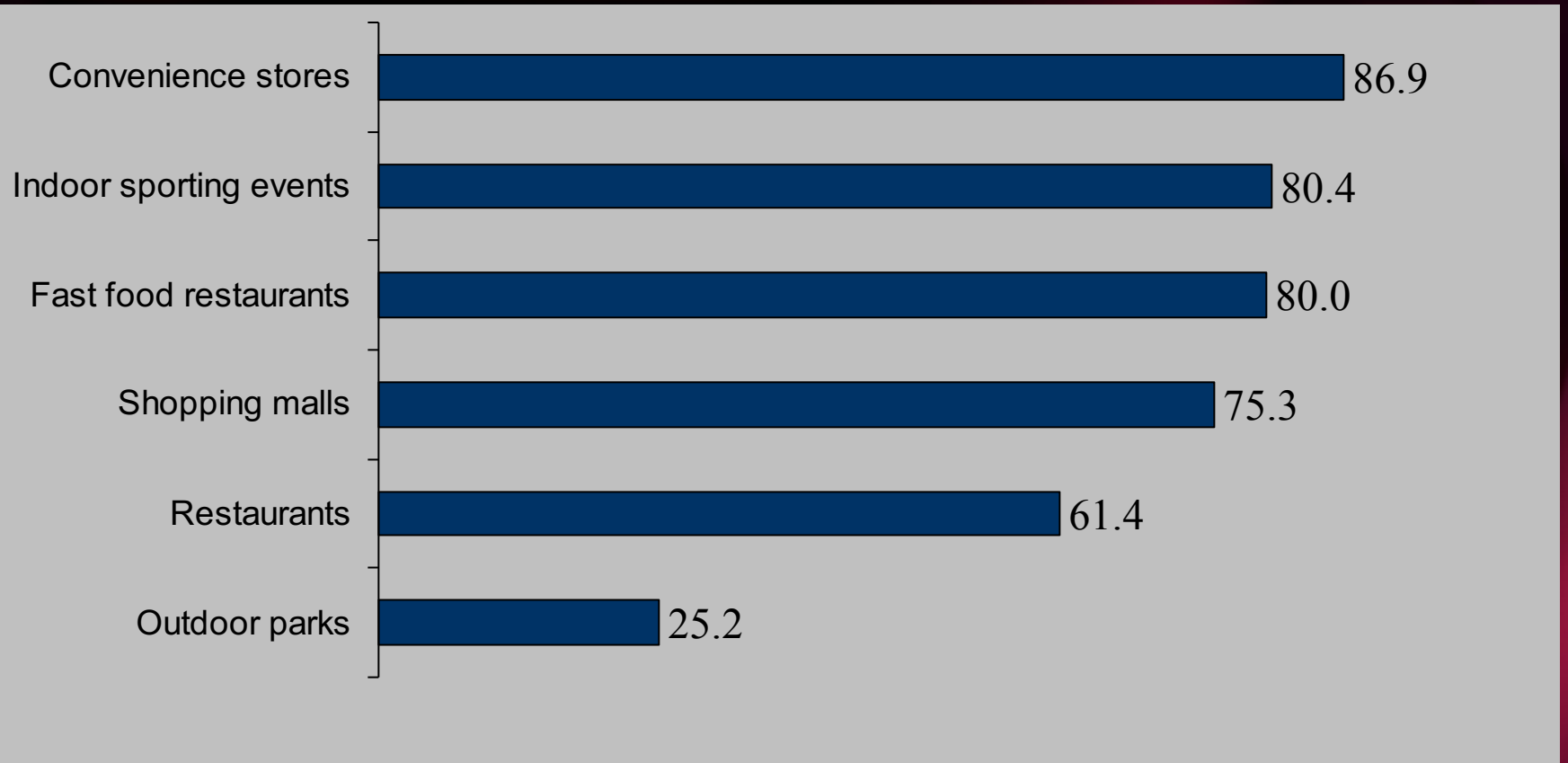
Beliefs and Knowledge



Social Influence Restrictions



ETS Exposure



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, 🏆 = .81
- Government, 🏆 = .83
- Health, 🏆 = .81
- Recreation, 🏆 = .79
- Culture, 🏆 = .90

Issue Indices

- Household Practices, 🏆 = .81
- Clean Air Support, 🏆 = .77
- Health Knowledge, 🏆 = .81
- Restrict Marketing, 🏆 = .92
- Marketing Knowledge, 🏆 = .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

