

Adult Tobacco Report 2000, # 3

Attitudes About Anti-Tobacco Media

BRFSS

Behavioral Risk Factor Surveillance System



Summary of Key Findings

- **Awareness of Any Anti-Tobacco Media:** The majority of Florida adults (84%) have seen or heard some type of anti-tobacco media in the 30 days prior to the survey.
- **Awareness of 'Truth' Media Campaign:** About half (50.3%) of adults in Florida have ever seen or heard about the anti-tobacco 'truth' media campaign.
- **Attitudes About 'Truth' Media Campaign:** The majority of Florida adults liked the 'truth' campaign overall (89.5%) and 92.1% of adults in Florida liked the tone of the 'truth' messages.
- **Awareness of Spanish Anti-Tobacco Media:** Over half (55.4%) of Hispanic adults in Florida have seen one or more Spanish language commercials about the effects of secondhand smoke.
- **Attitudes About Spanish Anti-Tobacco Media:** Of Hispanic adults who had seen the Spanish language secondhand smoke ads, 79.3% reported that the ads raised their level of concern about the effects of secondhand smoke. Also, among this group of Florida adults, 77.8% reported that they believe the commercials will reduce adult smoking around children.

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PURPOSE AND METHODS

Purpose

The purpose of this report is to provide data about the ways in which various social factors and smoking status are associated with awareness of and attitudes about the anti-tobacco media – especially the ‘Truth’ campaign – among Florida adults. Awareness of anti-tobacco media campaign by adults has the potential to increase their awareness of the negative consequences of smoking for themselves, their children and for other members of the community and may set the stage for positive changes in social norms around tobacco use. Thus, tracking awareness and perceptions of these media among adults in Florida indicates the degree to which the media campaigns are in reaching beyond youth to the large community of Florida adults.

This report also includes a summary of responses to three survey questions about media presented in Spanish that describe the dangers of second-hand smoke. These media targeted Hispanic adults and aired on television from late August of 1999 through mid-February in 2000. Given the large and growing Spanish-speaking community in Florida, it is vital to share anti-tobacco information with this population via anti-tobacco messages in Spanish.

To view previous Adult Tobacco Reports, including last year’s report on adult perceptions of anti-tobacco media, visit the Bureau of Epidemiology web site: http://www.doh.state.fl.us/disease_ctrl/epi/index.html. Select “Diseases and Conditions” from the Menu on the left, select “smoking” and select the report title.

Sample & Methodology

Data from the Behavioral Risk Factor Surveillance Survey (BRFSS) are used for the analyses in the report. The BRFSS is a state-based telephone survey of the civilian, non-institutionalized adult population with telephones. The BRFSS was developed and is supported by the Centers for Disease Control and Prevention. The Florida Department of Health has conducted the Florida BRFSS annually since 1986. The BRFSS is designed to monitor trends in risk behaviors and chronic diseases.

Respondents are asked about *health status* (e.g., blood pressure); *health behaviors* (e.g., nutrition, physical activity, tobacco and alcohol use); *use of screening services* (e.g., mammography); and *access to health insurance and health care*. Additional modules measuring an array of tobacco-related attitudes and behaviors were first added to the BRFSS in 1998. The information provided in this report comes from the core survey and the tobacco modules for the calendar year 2000.

The total number of respondents included in the 2000 Florida BRFSS survey is 5,202. The BRFSS data are weighted to reflect the age, sex and race/ethnic distribution of Florida’s adult population, and to account for differences among the population in the likelihood of participating in the survey (e.g., households with more than one telephone line have a higher probability of selection) and for non-response.¹ The response rate for the Florida BRFSS is calculated using the CASRO (Council of American Survey Research Organizations) method. The response rate for the 2000 Florida BRFSS survey is 41.5%.

This report compares awareness of anti-tobacco media among all Florida adults and among subgroups of adults for the following demographics: sex, age, race/ethnicity, education, and region. In addition, awareness and perceptions of the ‘Truth’ campaign are analyzed.

Multiple logistic regression analyses are used to test for statistically significant differences in outcome variables (e.g., awareness of the ‘Truth’ anti-tobacco media campaign) for each demographic subgroup (e.g., gender), adjusting for the effects of other independent variables. For example, using logistic regression to compare regional differences in familiarity with the ‘Truth’ campaign takes into account the effects of gender, race/ethnicity, and other social statuses.

¹ For more detailed information about sample weighting go to: <http://www.cdc.gov/nccdphp/brfss> and select the following hotlinks: “training,” “BRFSS surveillance Guide,” “survey methodology,” and “data weighting.”

VARIABLES

Variables, Survey Questions and Response Categories

Awareness and Perceptions of Anti-Tobacco Media Campaigns

Five items ask about knowledge and perceptions of anti-tobacco campaigns, including 'Truth' .

- **Awareness of any anti-tobacco media campaign in the past month** was assessed by asking the respondent : "In the past month, have you seen anything on TV, heard anything on the radio or seen any billboards against smoking?" The three responses categories are "a lot," "a few," or "none".
- **Awareness of the Florida anti-tobacco 'Truth' campaign** was asked as: "Now I would like to know if you have heard or seen anything at all about the anti-tobacco advertising campaign called 'Truth'. Response options are "yes" and "no." This question is not time-bounded -- it asks whether one has ever seen the 'Truth' campaign.

The following two questions about adults' perceptions about the 'Truth' campaign were asked only of those who stated that they were aware of the 'Truth' campaign in the preceding question.

- **How well adults like the 'Truth' campaign, overall** was assessed by asking: "For the 'Truth' campaign, would you say you strongly like it, like it, dislike it or strongly dislike it?" Responses are combined into "like" (strongly like/like) or "dislike" (dislike/strongly dislike) the campaign.
- **How well adults like the tone of the 'Truth' campaign** was evaluated by asking: "As far as the type or tone of messages being sent by the campaign, do you strongly like it, like it, dislike it or strongly dislike it?" Responses are combined into "like" (strongly like/like) or "dislike" (dislike/strongly dislike) the tone of the campaign.

Awareness of and Attitudes About Spanish-Language Second-Hand Smoke Media

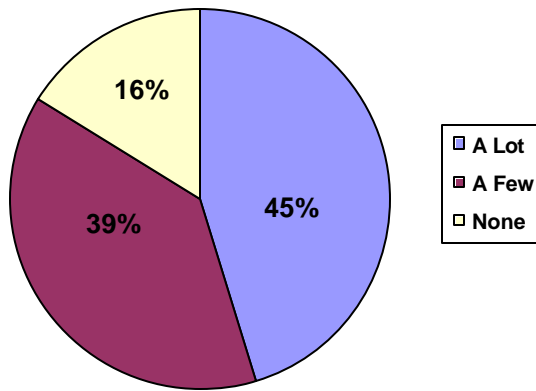
- **Awareness of the Spanish language commercials** was measured using the following question: "Now I would like to know if you have seen any Spanish language commercials discussing the effects of secondhand smoke (that is, smoke from other people's cigarettes or cigars)?" Responses are "yes" or "no".

The following two questions about adults' perceptions of the Spanish language secondhand smoke (SHS) commercials were asked only of those who stated that they had seen any of these commercials in the preceding question.

- **Whether Spanish language commercials raised concern about SHS** was assessed with the following question: "Have the Spanish language secondhand smoke commercials raised your level of concern about the effects of secondhand smoke?" Responses are "yes" or "no".
- **Perceptions about whether the Spanish language commercials will reduce smoking around children** was assessed by asking: "Do you think the Spanish language secondhand smoke commercials will reduce adult smoking around children?" Responses are "yes" or "no".

AWARENESS OF ANTI-TOBACCO MEDIA

Figure 1. The Percentage of Adults Who Have Seen A Lot, A Few or None of the Anti-Tobacco Media, Florida BRFSS, 2000.



Awareness of Any Anti-Tobacco Media

In Florida in 2000, fully 84% of Florida adults had seen some form of anti-tobacco media within the month prior to being surveyed (see Figure 1). Note that the Detailed Table at the end of this report shows percentages for “a lot” and “some” exposure to these ads by social status. The distribution by social status for those who had seen “any” or “no” ads is reported below.

Smoking Status. A larger portion of current smokers (88.4%) saw any anti-tobacco media within the prior month than did former smokers (81.0%) or never smokers (83.3%).

Sex: Men are more likely to have seen any of these media than are women (86.4% and 81.5%, respectively).

Race/Ethnicity. There are no significant differences by race/ethnicity.

Age: Generally, younger adults are more likely to have seen any anti-tobacco messages than older adults. Among 18-24 year-olds, 89.8% had seen any ads compared to 87.2% of 25-44 year-olds, 83.1% of 45-64 year-olds and 77.1% of adults 65 years of age and older.

Education. Adults with 0-11 years of education (79.4%) or a high school diploma/GED (81.7%) are less likely to have seen any anti-tobacco media than those with more education (86.1%).

Region. The only differences in awareness of any anti-tobacco media were between the Panhandle (88.2%) and the South Central region (80.5%).

Awareness of ‘Truth’ Anti-Tobacco Media

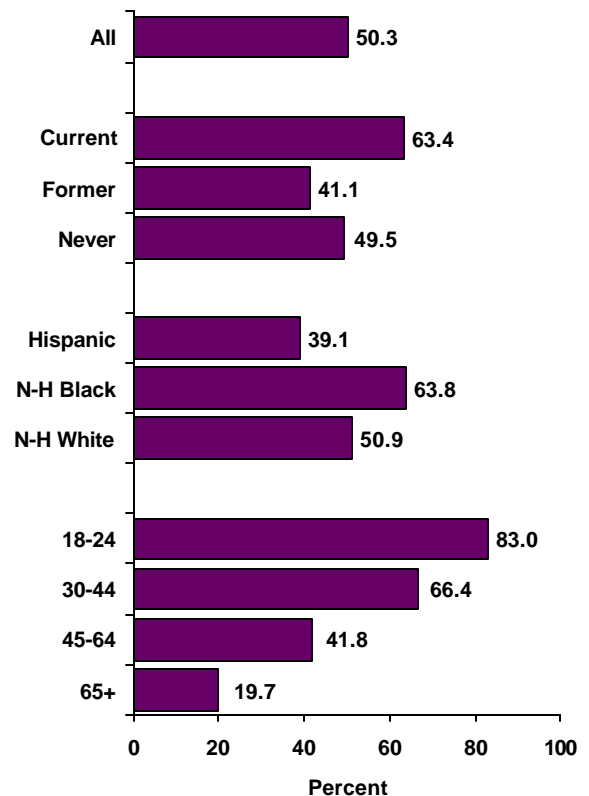
About half of Florida adults (50.3%) reported having ever heard or seen the ‘Truth’ media (see Figure 2).

Smoking Status: The proportion of current smokers who reported seeing ‘Truth’ ads is 63.4% compared to 41.4% of former smokers and 49.5% of never smokers.

Sex: Men are more likely to have seen ‘Truth’ media than are women (54.2% and 46.7%, respectively).

Race/Ethnicity. Hispanic adults (39.1%) are less likely to have seen ‘Truth’ ads than are non-Hispanic Whites (50.9%) or non-Hispanic Blacks (63.8%), who report the highest prevalence of awareness of the ‘Truth’ campaign.

Figure 2. Percentage of Adults who Have Heard or Seen the ‘truth’ Campaign, by Smoking Status, Race/Ethnicity, & Age, Florida BRFSS, 2000



AWARENESS & PERCEPTIONS OF 'TRUTH' MEDIA

Age: Compared to adults age 65 years and older (19.7%), a higher percentage of younger adults have seen 'Truth' anti-tobacco media: 83.0% of 18-24 year olds, 66.4% of 25-44 year olds, and 41.8% of 45-64 year olds have seen these ads.

Education. Adults with 0-11 years of education (36.6%) were less likely to be aware of the 'Truth' campaign than adults with more education: 47.4% of those with a high school diploma/GED, 59.6% of adults with some college, and 50.9% of adults with 4 or more years of college had seen or heard of the 'Truth' campaign.

Region. A greater proportion of adults in the Panhandle (63.5%) and in the Northeast (57.7%) were familiar with the 'Truth' campaign than adults in Dade-Monroe (39.9%).

Attitudes about the 'Truth' Media, Overall

Nearly 90% (89.5%) of adults in Florida who have seen 'Truth' like the campaign, overall.

Smoking Status. A smaller portion of current smokers (84.9%) than former or never (90.1%) like the 'Truth' campaign, overall (See Figure 3).

Other social statuses. There are no differences in the proportion of adults who like the 'Truth' campaign by sex, race/ethnicity, education, age or region.

Attitudes about the Tone of 'Truth' Media

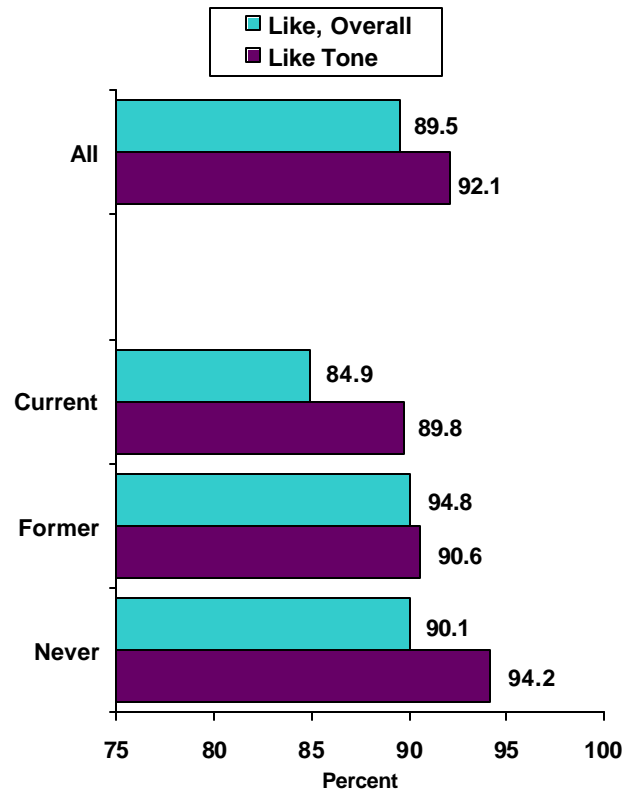
Of Florida adults who have seen the campaign, 92.1% like the tone of the 'Truth' media (see Figure 4).

Smoking Status. A smaller proportion of current smokers (89.8%) like the tone of the 'Truth' campaign than former (90.6%) or never smokers (94.2%), who are most likely to approve of the tone of the campaign. However, even the overwhelming majority of current smokers approve of the tone of the campaign (see Figure 3).

Education. Compared to those with 4 or more years of college (90.5%), adults with a high school diploma/GED (94.5%) were more likely to approve of the tone of 'Truth.'

Other social statuses. Sex, race/ethnicity, age and region were not related to liking the tone of the campaign.

Figure 3. Of Adults who Have Seen 'Truth', Percentage who Like the Campaign and the Tone of the Campaign, by Smoking Status, 2000, Florida



AWARENESS & PERCEPTIONS OF SPANISH LANGUAGE MEDIA

Data summarizing the awareness and perceptions of Spanish language commercials are analyzed by sex, age and education but not other social statuses because of the small numbers of respondents in the other sub-groups. Also, the findings presented here do not adjust for the effects of other social statuses. Figure 4 displays the distribution of responses to the questions about the Spanish language commercials for selected groups of respondents.

Awareness of Spanish Language Media about the Effects of Secondhand Smoke

Of all Hispanics interviewed, 55.4% reported that they had seen Spanish language commercials about the effects of secondhand smoke.

Sex. There are no differences in the proportion of women and men who saw any of these Spanish language commercials.

Age. The only age differences in having seen the Spanish language SHS ads were between 25-44 year-olds (49.5%), who were less likely than those 65 years of age and older (67.4%) to have seen the commercials.

Education. There are no differences in the likelihood of having viewed a Spanish language SHS commercial by educational status.

Region. The Spanish language commercials targeted Hispanic Adults and aired primarily in central and south Florida. In most regions of Florida, too few people saw the commercials so the numbers were too small to analyze the data by region. However, estimates are provided for two regions -- Palm Beach-Broward and Dade-Monroe -- in which there were enough responses to provide reliable estimates of the

proportion that saw the Spanish language commercials. In Palm Beach-Broward, 57.1% of Hispanic adults reported having seen the Spanish language secondhand smoke ads and in Dade-Monroe 63.3% of Hispanic adults saw the ads (differences not significant).

Did Spanish Language Media Raise Concerns about the Effects of Secondhand Smoke?

Of Hispanic adults in Florida who have seen the Spanish language SHS commercials, 79.3% reported that the ads raised their level of concern about the effects of secondhand smoke.

Sex. A larger proportion of women (83.8%) than men (74.3%) who have seen the Spanish language commercials believe the ads raised their level of concern about the effects of secondhand smoke.

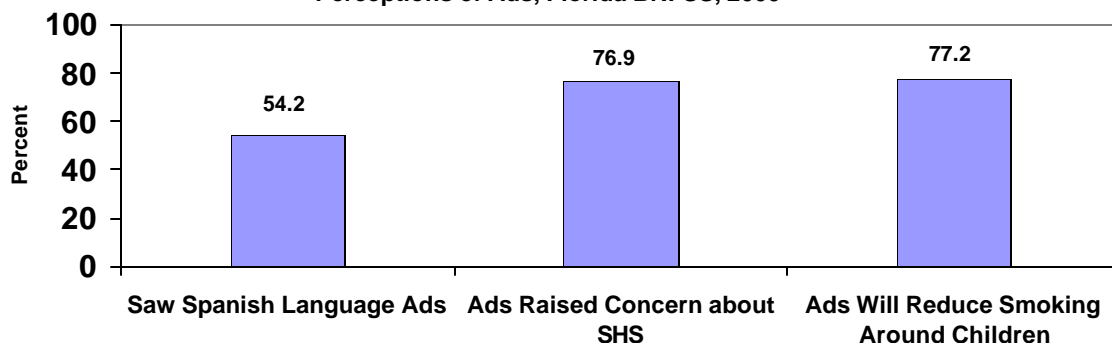
Age and Education. There are no differences by age group or education in whether respondents believe that the Spanish language SHS ads are likely to raise their concern about the consequences of secondhand smoke.

Will Spanish Language Media Reduce Adult Smoking around Children?

Of Hispanic adults in Florida who have seen the Spanish language commercials, 77.8% believe that the commercials will reduce adult smoking around children.

Distribution by social status. Sex, age and education had no effect on respondents' perceptions about whether the Spanish language media would reduce adult smoking around children.

Figure 4. Percentage of Adults who Saw Spanish Language Ads and Perceptions of Ads, Florida BRFSS, 2000



DETAILED TABLES -- 2000 FLORIDA BRFS

Smoking and Sociodemographic Statuses	Saw Any Anti-Tobacco Media N=4,940						Saw 'Truth' Anti-Tobacco Media N=4,838		Liked the 'Truth' Campaign, Overall N=2,128		Like Tone of the 'Truth' Campaign N=2,165	
	A Lot		A Few		None		Yes		Strongly Like/Like		Strongly Like/ Like	
	%	CI*	%	CI*	%	CI*	%	CI*	%	CI*	%	CI*
All	45.1	±1.6	38.7	±1.6	16.1	±1.0	50.3	±1.6	89.5	±1.5	92.1	±1.3
Smoking Status												
Current	59.6	±3.4	28.8	±3.1	11.6	±2.3	63.4	±3.3	84.9	±3.6	89.8	±3.1
Former	37.3	±3.1	43.7	±3.1	19.0	±2.5	41.1	±3.1	90.1	±3.0	90.6	±2.9
Never	42.5	±2.3	40.8	±2.2	16.7	±1.7	49.5	±2.3	90.1	±1.8	94.2	±1.5
Sex												
Women	42.5	±2.1	39.0	±2.0	18.5	±1.7	46.7	±2.1	91.4	±1.8	93.7	±1.5
Men	47.9	±2.6	38.5	±2.4	13.6	±1.7	54.2	±2.5	87.8	±2.4	90.6	±2.2
Race/ethnicity												
Non-Hispanic White	40.8	±1.9	42.1	±1.9	17.0	±1.5	50.9	±2.0	88.5	±1.9	91.9	±1.5
Non-Hispanic Black	57.6	±5.1	29.3	±4.6	13.0	±3.4	63.8	±5.2	92.7	±3.2	94.0	±2.9
Hispanic	56.4	±4.1	30.1	±3.8	13.5	±2.8	39.1	±4.1	94.5	±3.1	94.3	±2.9
Age												
18-24 Years	63.7	±5.4	26.1	±4.8	10.2	±3.5	83.0	±4.2	85.5	±5.0	90.1	±4.4
25-44 Years	48.5	±2.7	38.7	±2.6	12.8	±1.9	66.4	±2.6	91.9	±1.7	93.6	±1.5
45-64 Years	40.4	±2.9	42.7	±2.9	16.9	±2.2	41.8	±3.0	87.9	±3.1	90.4	±2.7
65 Years & older	37.6	±3.2	39.5	±3.2	22.9	±2.8	19.7	±2.7	87.9	±5.4	92.6	±4.2
Education												
0-11 Years	54.3	±4.9	25.1	±4.2	20.6	±4.0	36.6	±4.7	88.3	±5.0	93.6	±3.7
HS Grad/GED	43.7	±2.9	38.1	±2.8	18.3	±2.3	47.4	±3.0	90.8	±2.6	94.5	±1.8
1-3 Years College	47.0	±3.2	39.1	±3.0	13.9	±2.2	59.6	±3.1	89.3	±2.8	90.9	±2.6
4 or + Years College	41.0	±2.9	45.0	±2.9	14.0	±2.0	50.9	±3.0	88.7	±2.9	90.5	±2.7
Region												
Panhandle	45.5	±4.2	42.7	±4.2	11.8	±2.5	63.5	±4.1	88.0	±3.6	90.9	±3.2
Northeast	46.2	±4.1	38.9	±3.9	14.9	±2.9	57.7	±4.1	88.8	±3.8	92.7	±2.8
North Central	42.7	±4.2	37.8	±4.0	19.5	±3.3	52.1	±4.3	90.2	±4.1	93.0	±3.5
Tampa Bay	40.1	±4.2	44.7	±4.2	15.3	±2.9	51.3	±4.2	91.4	±3.6	94.2	±2.8
South Central	39.3	±4.3	40.0	±4.1	20.7	±3.7	43.7	±4.2	86.2	±5.3	88.7	±4.8
Palm Beach-Broward	47.9	±4.4	36.3	±4.0	15.8	±3.3	48.9	±4.3	88.0	±4.1	91.0	±3.6
Dade-Monroe	55.3	±4.4	31.7	±4.1	13.0	±2.8	39.9	±4.3	94.1	±3.6	93.8	±3.3

* 95% Confidence Interval

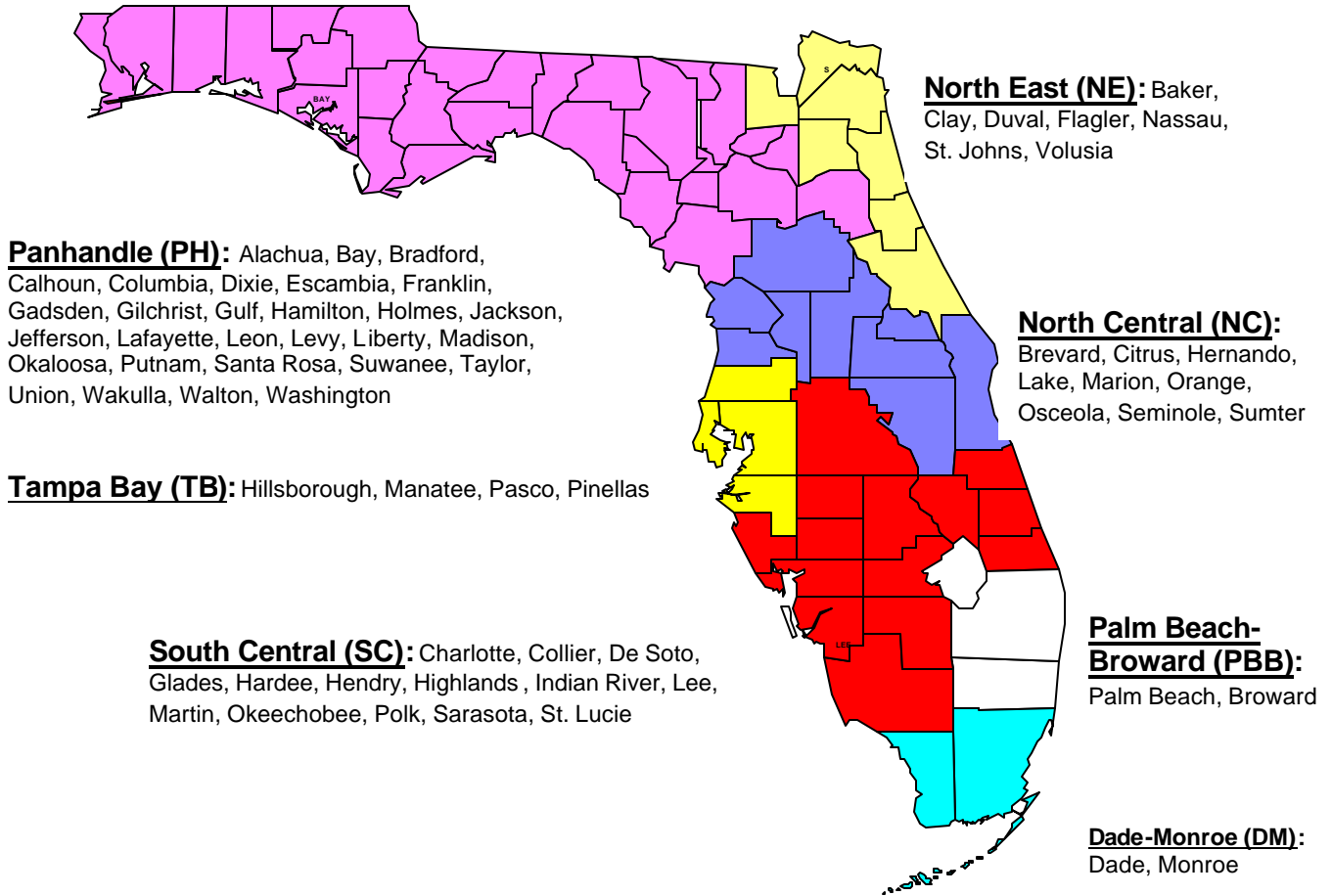
DETAILED TABLES -- 2000 FLORIDA BRFS

Sociodemographic Statuses	Saw Spanish Language SHS Media		Spanish Language Media Raised Concern about Effects of SHS		Think Spanish Language Media Reduce Adult Smoking around Children	
	N=709		N=384		N=283	
	Yes		Yes		Yes	
	%	CI*	%	CI*	%	CI*
All	55.4	±4.5	79.3	±4.1	77.8	±3.9
Sex						
Women	57.9	±4.3	83.8	±3.9	77.0	±5.8
Men	52.8	±7.3	74.3	±7.2	78.7	±5.9
Age						
18-24 Years	52.7	±12.2	68.5	±17.3	76.0	±14.0
25-44 Years	49.5	±6.8	78.2	±5.9	81.1	±6.6
45-64 Years	60.3	±8.8	81.8	±6.9	76.8	±8.3
65 Years & older	67.4	±10.7	85.2	±7.2	72.9	±9.4
Education						
0-11 Years	64.8	±8.7	80.7	±7.9	79.8	±8.2
HS Grad/GED	57.2	±8.1	85.7	±6.5	79.9	±8.2
1-3 Years College	51.9	±7.7	70.8	±12.9	72.5	±12.1
4 or + Years College	47.9	±9.8	76.5	±8.3	77.2	±11.2

* 95% Confidence Interval

FLORIDA MAP AND POPULATION DISTRIBUTIONS

Florida Regions



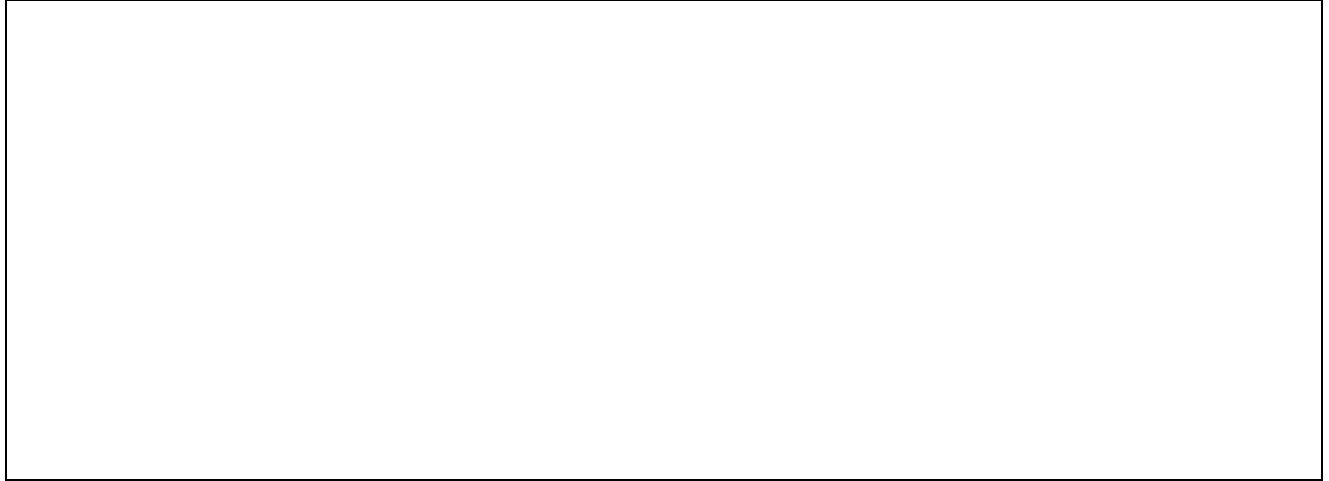
Regional Population Distribution of Floridians¹ and of Florida BRFSS Sample² by Race-Ethnicity, 2000

Region	Race-Ethnicity							
	White non-Hispanic		Black non-Hispanic		Hispanic		Other	
	FL Pop	BRFSS	FL Pop	BRFSS	FL Pop	BRFSS	FL Pop	BRFSS
Panhandle	74.0	74.9	18.5	15.4	3.6	7.1	3.9	2.6
Northeast	74.2	76.6	17.6	13.7	4.6	7.7	3.7	2.0
North Central	72.5	78.7	11.3	8.3	12.0	10.8	4.2	2.2
Tampa Bay	75.8	79.9	10.0	7.7	10.5	8.9	3.6	3.5
South Central	79.2	84.4	8.3	5.6	10.4	8.5	2.2	1.5
Palm Beach/Broward	63.2	72.8	17.3	9.9	15.0	15.3	4.5	2.0
Dade/Monroe	22.6	24.6	18.5	11.8	55.9	61.3	3.0	2.3
<i>Florida</i>	65.4	70.3	14.2	9.9	16.8	17.5	3.6	2.3

¹Source: Office of the Florida Consensus Estimating Conference, April 2000.

²Source: 2000 Florida Behavioral Risk Factor Surveillance Survey. Data are weighted by sex and race-ethnicity.

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