Tobacco Surveillance and Evaluation Data in South Carolina

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Promoting and Protecting the Health of the Public and the Environment  www.scdhec.gov
Session Goals

- Provide an overview of available tobacco data sources, their limitations and how to request them
- Share how data have been used/disseminated (select data summaries from the latest surveys)
Major Surveillance and Evaluation
Data Sources

- Statewide tools designed to:
  1. **monitor** behaviors, attitudes and environments promoting and impeding tobacco use, exposure and cessation
  2. **assess** the effectiveness of tobacco control and prevention initiatives
  3. **inform** program planning and continuous quality improvement
SC Adult Tobacco Survey

- Statewide representative sample of SC adults (18 years and older)
- Stratified, random-digit dialed telephone survey with random samples drawn from each of 2 frames: landline & cell-phone
- Data collected over the course of 5-7 months to obtain ≈ 7200 completed surveys
- Partnership with the USC’s Institute for Public Service and Policy Research
- Response rates assessed using the American Association for Public Opinion Research (AAPOR)- RR3
- Data weighted to represent SC adults aged 18+ years
SC Youth Tobacco Survey

- Statewide representative samples of SC regular public middle (grades 6-8) and high school students (grades 9-12)
- Two-stage cluster sampling design used to select 50 schools and a representative sample of students in each of the 2 groups
- Paper-based survey with data typically collected over the course of the Spring
- For each group, a minimum response rate of 60% (≈ 72% school participation rate and 86% student response rate) is required for data to be weighted to represent SC public middle and high school students
- Partnership with the SC Department of Education (YRBS)
Topics Covered (ATS and YTS)

- Demographic Items
- General health and existing chronic conditions/diseases (ATS)
- Access to tobacco and use of tobacco products (such as cigarettes, smokeless tobacco, cigars, pipes, water-pipes, ENDS & other emerging tobacco products)
- Secondhand smoke exposure and enforcement of smoke-free/tobacco-free policies
- Opinions and attitudes related to tobacco, and susceptibility towards tobacco use (YTS)
- Tobacco screening and cessation
- Exposure to media (advertising and counter-marketing ads)
- School health curriculum (YTS)
- Support for tax increases (ATS)
Data Limitations & Collection Challenges

- ATS respondent demographics and potential bias
- Paper-based (YTS) vs. telephone-based (ATS) data collection: self-report and social desirability bias
- State-based samples and local-level data needs
- YTS – School-based survey overlapping with YRBS
- YTS – Downward trend in school participation rates and actions to improve them
- Funding assumptions
- Policy and ordinance data availability
SC Quitline Data

- Administrative data collected on each Quitline caller and aggregated yearly by the vendor (Optum, formerly Alere)

- Aggregate data is available for each county and include:
  - Total callers
  - Registered callers

- Data disaggregated by:
  - Gender
  - Age
  - Education
  - Tobacco type
  - Chronic condition
Policy and Ordinance Data

- School district tobacco-free model policy data
  - Collected/updated by the SC School Board Association
  - Available data include:
    - School districts with 100% comprehensive tobacco-free model policy that include alternative nicotine products
    - School districts with 100% comprehensive tobacco-free model policy that does not include alternative nicotine products
    - School districts with no 100% comprehensive tobacco-free policy

- Smoke-free workplace ordinances data:
  - Obtained/updated by the SC Tobacco-Free Collaborative
  - Data include:
    - Counties with smoke-free workplace ordinance + population covered
    - Municipalities with smoke-free workplace ordinance + population covered
## Available Data Years

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Iteration 1</th>
<th>Iteration 2</th>
<th>Iteration 3</th>
<th>Iteration 4</th>
<th>Iteration 5</th>
<th>Iteration 6</th>
<th>Iteration 7</th>
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</thead>
<tbody>
<tr>
<td>YTS&lt;sup&gt;a&lt;/sup&gt;</td>
<td>2005</td>
<td>2006</td>
<td>2007</td>
<td>2009</td>
<td>2011</td>
<td>2013</td>
<td>2015</td>
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<tr>
<td>ATS&lt;sup&gt;a&lt;/sup&gt;</td>
<td>2007</td>
<td>2009-2010&lt;sup&gt;b&lt;/sup&gt;</td>
<td>2012&lt;sup&gt;c&lt;/sup&gt;</td>
<td>2014-2015</td>
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<td>2006 through 2015</td>
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<td>Policy/Ordinance</td>
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<td>2005 through 2016</td>
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</tbody>
</table>

<sup>a</sup> Typically both surveys are conducted every other year with ATS in even years and YTS in odd years

<sup>b</sup> SC data were collected through an addendum to the CDC/OSH’s National ATS

<sup>c</sup> Methodological changes were implemented in 2012 with the introduction of the cell-phone component

<sup>d</sup> Annual county-level aggregate data from 2006 through 2015
Select Data Use/Dissemination Products

- Detailed tables
- Data spreadsheets
- Fact Sheets
- Infographics
- Maps (static, interactive)
- Reports
Need the Latest Data Summaries?

- **Quitline**: [http://infoweb02.dhec.sc.gov/epht/](http://infoweb02.dhec.sc.gov/epht/)
- **Laws**: [http://media.wix.com/ugd/081748_548c6038b2ca406f89898c6e05a9e20e.pdf](http://media.wix.com/ugd/081748_548c6038b2ca406f89898c6e05a9e20e.pdf)
Interested in Tobacco Datasets?

- Submit a brief research proposal (format provided upon request) with at least the following:
  - Rationale for undertaking the analysis, including the public health importance of the proposed research
  - Hypotheses to be tested and variables to be used
  - Type of statistical analysis/weighted survey analysis to be conducted (descriptive vs. analytic)
  - Use and dissemination of findings
  - Projected time table for analysis and completion of report

- If you just need data summary statistics, let us know. We’re happy to help!
Thank You!

Questions???
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