



# **Tobacco Surveillance and Evaluation Data in South Carolina**

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**South Carolina Department of Health and Environmental Control**  
*Promoting and Protecting the Health of the Public and the Environment* [www.scdhec.gov](http://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  $\approx$  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% ( $\approx$  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

Data Source	Iteration 1	Iteration 2	Iteration 3	Iteration 4	Iteration 5	Iteration 6	Iteration 7
YTS <sup>a</sup>	2005	2006	2007	2009	2011	2013	2015
ATS <sup>a</sup>	2007	2009-2010 <sup>b</sup>	2012 <sup>c</sup>	2014-2015			
Quitline <sup>d</sup>	2006 through 2015						
Policy/ Ordinance	2005 through 2016						

<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

Table 1: Percentage of SC adults who reported ever<sup>1</sup> smoking cigarettes and currently<sup>2</sup> smoking cigarettes by demographics – Results from the 2014-2015 SC Adult Tobacco Survey.

Socio-Demographic Characteristic	Total Respondents	Ever Use of Cigarettes		Current Use of Cigarettes	
		%	95% CI <sup>1</sup>	%	95% CI <sup>1</sup>
<b>TOTAL</b>	7593	43.1	(41.7, 44.5)	18.0	(17.1, 18.9)
<b>Gender</b>					
Male	3072	43.8	(42.6, 45.0)	21.3	(20.4, 22.2)
Female	4431	36.8	(35.2, 38.4)	16.9	(16.0, 17.8)
<b>Age Group</b>					
18-24	429	22.8	(21.5, 24.1)	15.6	(14.3, 16.9)
25-34	659	44.9	(43.5, 46.3)	23.5	(22.0, 25.0)
35-44	752	39.4	(37.9, 40.9)	21.0	(19.5, 22.5)
45-54	1146	45.6	(44.1, 47.1)	24.3	(22.8, 25.8)
55-64	1645	50.5	(48.9, 52.1)	28.1	(26.5, 29.7)
65+	2697	50.2	(48.6, 51.8)	28.4	(26.8, 30.0)
<b>Race/Ethnicity</b>					
non-Hispanic White	4627	47.1	(45.7, 48.5)	21.5	(20.1, 22.9)
non-Hispanic Black	1823	34.2	(32.8, 35.6)	18.8	(17.4, 20.2)
non-Hispanic Asian	35	13.7	(11.3, 16.1)	4.8	(2.5, 7.1)
Indian & Alaska Native	38	13.7	(11.3, 16.1)	4.8	(2.5, 7.1)
Non-Hispanic Other	436	63.5	(61.5, 65.5)	37.8	(35.8, 39.8)
Hispanic	131	60.7	(57.1, 64.3)	37.8	(33.2, 42.4)
<b>Education</b>					
< High School	796	37.4	(35.8, 39.0)	17.4	(15.8, 19.0)
High School or GED	2014	46.0	(44.4, 47.6)	22.1	(20.5, 23.7)
Some College	2255	41.6	(40.0, 43.2)	17.8	(16.2, 19.4)
College Degree or Higher	2475	31.2	(29.6, 32.8)	6.0	(4.4, 7.6)
<b>Marital Status</b>					
Married	3854	45.3	(43.7, 46.9)	21.7	(20.1, 23.3)
Not Married	3569	40.4	(38.8, 42.0)	14.7	(13.1, 16.3)
<b>Household Poverty Status</b>					
Below 100% FPL	1209	44.5	(42.9, 46.1)	23.0	(21.4, 24.6)
At or Above 100% FPL	3304	43.6	(42.0, 45.2)	14.5	(12.9, 16.1)
Unspecified	2990	41.9	(40.3, 43.5)	22.3	(20.7, 23.9)

# 2014-2015 South Carolina Adult Tobacco Survey

Division of Tobacco Prevention and Control  
South Carolina Department of Health and Environmental Control



# S.C. Youth Tobacco Use

Among High School Students

From 2011-2013 there were **15,548 fewer** high school smokers **23.7%**

**15.4%**

**90%** of high school students are aware that smoking is bad for their health

**14.2%** of students who smoke still smoke

**WHO is smoking?**

More students are smoking than females and more than males. More students than either.

**WHAT students are using**

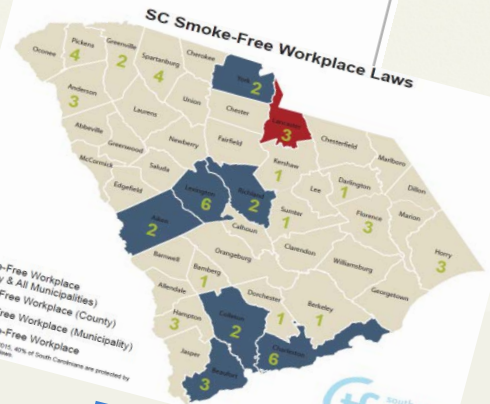
**18** of students in SC started smoking before the age of 18

**82.55%** of students in SC started smoking before the age of 18

**DHEC** South Carolina Department of Health and Environmental Control  
1600 Parkland Drive, Columbia, SC 29204  
www.southcarolina.gov

An innovative small area estimation approach to estimating county-level tobacco use and exposure in SC

Adult Tobacco Survey  
Final Report  
September 29, 2016



# 2015 South Carolina Youth Tobacco Survey Results

Division of Tobacco Prevention and Control  
South Carolina Department of Health and Environmental Control



**2015 South Carolina Youth Tobacco Survey - High School Fact Sheet**

The South Carolina Youth Tobacco Survey (SCYTS) is a comprehensive survey designed to evaluate prevalence of tobacco use, age of initiation and access to tobacco products. It also includes data on related constructs: knowledge, attitudes, intentions toward cessation and secondhand tobacco. All data are available to the public on the Division of Tobacco Prevention and Control's website: [www.dhec.sc.gov/tobacco](http://www.dhec.sc.gov/tobacco). This fact sheet provides a summary of the survey results and highlights key findings.

**Prevalence**  
59.0% of students had ever used any tobacco product (34.9% Male, 63.1% Female, 57.1% Total).  
21.2% of students currently use any tobacco product (12.1% Male, 21.0% Female, 16.6% Total).  
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**Secondhand Smoke (SHS)**  
31.3% were exposed to SHS in their home in the past month.  
38.1% were exposed to SHS in a vehicle in the past month.  
90.0% had never been exposed to SHS in the past month.

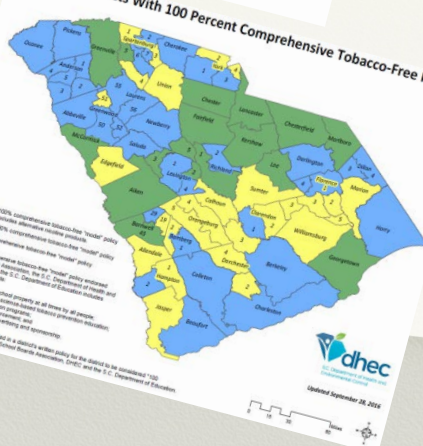
**Cessation - Current Smokers**  
41.0% were in quit smoking in the past year.  
32.1% attempted to quit smoking in the past year.  
34.1% reported quit smoking in the past year.

**Pro-Health Media vs. Tobacco Advertising**  
28.1% were exposed to pro-health media in the past month.  
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**School**  
28.1% were exposed to pro-health media in the past month.  
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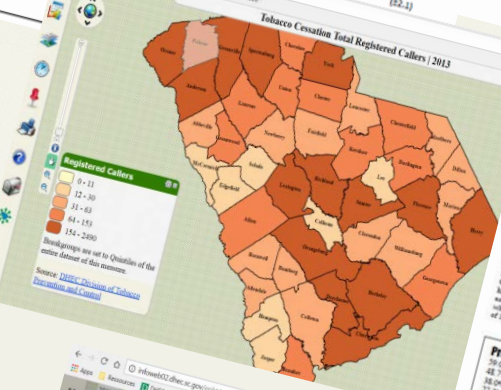
**Access and Availability - Current Smokers < 18 years old**  
22.0% get cigarettes at school.  
22.0% get cigarettes at school.  
22.0% get cigarettes at school.

# S.C. School Districts With 100 Percent Comprehensive Tobacco-Free Policies



**71%** of S.C. adults think restaurants should be smoke-free

**dhec** South Carolina Department of Health and Environmental Control  
Updated September 28, 2016



**Tobacco Cessation Total Registered Callers**

County	2013	2014	2015	2016
Abbeville	2	12	4	4
Albany	4	14	12	4
Anderson	4	2	4	10
Beaufort	4	26	8	17
Barnwell	1	10	7	12
Bladen	1	1	4	2
Calhoun	1	7	3	7
Charleston	2	85	75	51
Cherokee	1	1	1	1
Cherokee	15	140	4	10
Charleston	6	74	100	6
Charleston	1	14	20	33
Charleston	1	14	20	33
Charleston	1	14	20	33

# Need the Latest Data Summaries?

- ATS: <http://www.scdhec.gov/Health/TobaccoCessation/>
- YTS: <http://www.scdhec.gov/Health/TobaccoCessation/Under18TobaccoUse/>
- Quitline: <http://infoweb02.dhec.sc.gov/epht/>
- Policies: [http://www.scdhec.gov/Health/docs/SchoolMap\\_9.28.16\\_NoRegions.pdf](http://www.scdhec.gov/Health/docs/SchoolMap_9.28.16_NoRegions.pdf)
- 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???**

# Contact Information

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South Carolina Department of Health and Environmental Control

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