

The National Adult Tobacco Survey: What is it and How Can I Use it?



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Purpose

- To obtain representative data on Key Outcome Indicators at state & national levels for monitoring and evaluating progress toward the goals of the National Tobacco Control Program (NTCP)
 - Preventing Initiation of Tobacco Use Among Young People
 - Eliminating Nonsmokers' Exposure to Secondhand Smoke
 - Promoting Quitting Among Adults and Young People
 - Identifying and Eliminating Tobacco-Related Disparities

Scope and Content

- Measures Key Outcome Indicators that can be appropriately measured using a telephone survey of adults
- Questions can be obtained from CDC-OSH's Questionnaire Inventory on Tobacco (QIT)
 - www.cdc.gov/tobacco/qit
- Questionnaire will be available and shared with with states very soon

Topics

- General Health
- Tobacco Use
- Cessation
- Smoke-free and Tobacco-free Policies
- Demographic Items
- Existing Chronic Conditions and Diseases
- Opinions and Attitudes related to Tobacco

Sample Design

- Random-digit dialing (RDD) telephone survey
- Landline and cell phone frames
- State sample supplements

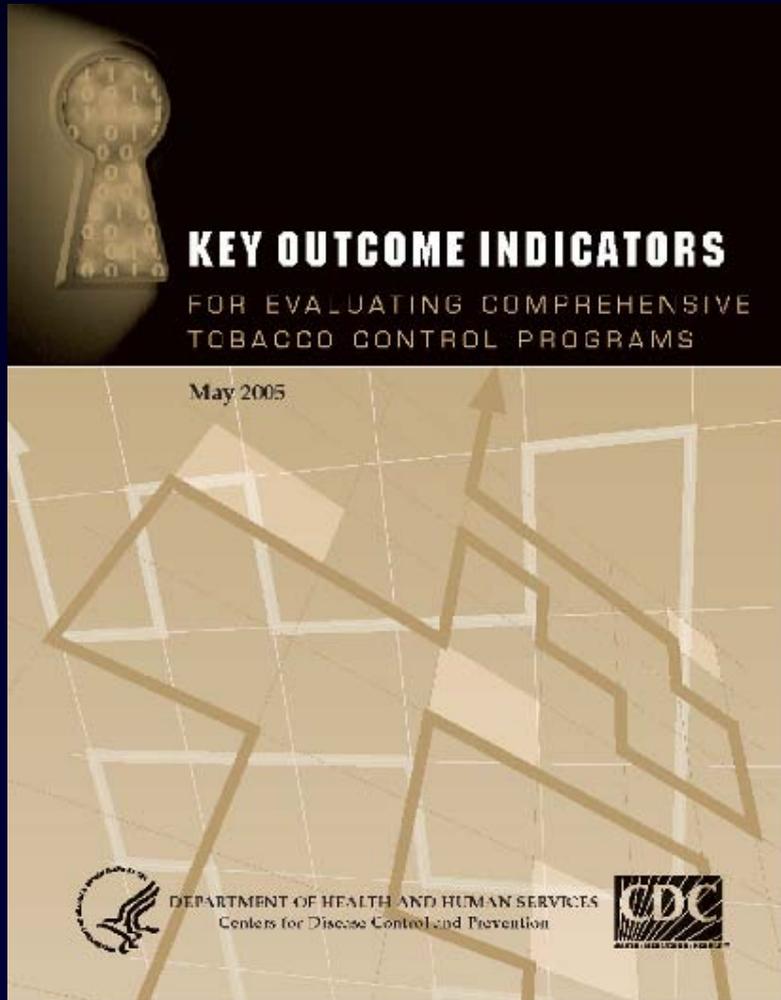
Sample Design

- Landline frame
 - Stratification by state or sub-state region
 - Federal target: About 95,000 completes ($\approx 1900/\text{state}$)
 - State supplement target: About 12,000 completes
- Cell phone frame
 - Screening for cell-phone-only users
 - Stratification by state
 - Federal target: $> 3,000$ completes
 - State supplement target: About 1,000 completes

Data Collection

- Following ATS/BRFSS protocols
- Field period for federal data collection:
 - October 2009 through February 2010
- Field period for entire data collection effort:
 - October 2009 through March 2010
- Survey organization is ICF Macro

How can you use KOl along with NATS data to monitor & evaluate TCPs?



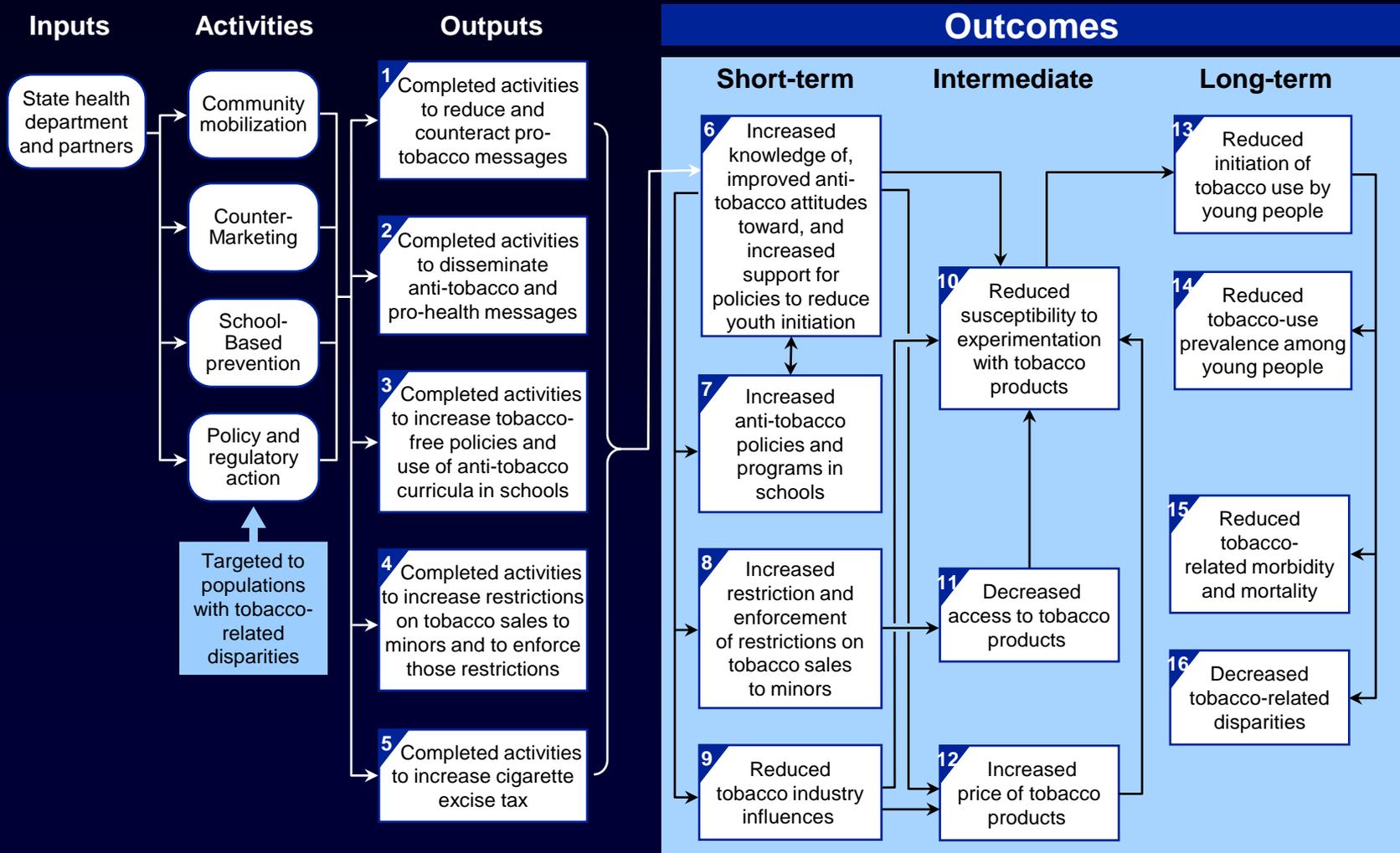
1. Select an NTCP goal area
2. Select outcomes for your program
3. Select indicators of progress toward your selected outcomes
4. Evaluate your progress toward achieving your selected outcomes

How can you use KOI along with NATS data to monitor & evaluate TCPs? (cont.)

4. Evaluate your progress toward achieving your selected outcomes
 - Focus your evaluation design by translating indicators into program objectives
 - Select a data source for each indicator
 - National Adult Tobacco Survey will provide point-in-time data for 2009-2010 for your state on key outcome indicators that can be appropriately measured using a telephone survey of adults
 - Monitor selected indicators
 - Consider conducting an OSH-supported state adult tobacco survey or other state survey to obtain data on key outcome indicators in future years



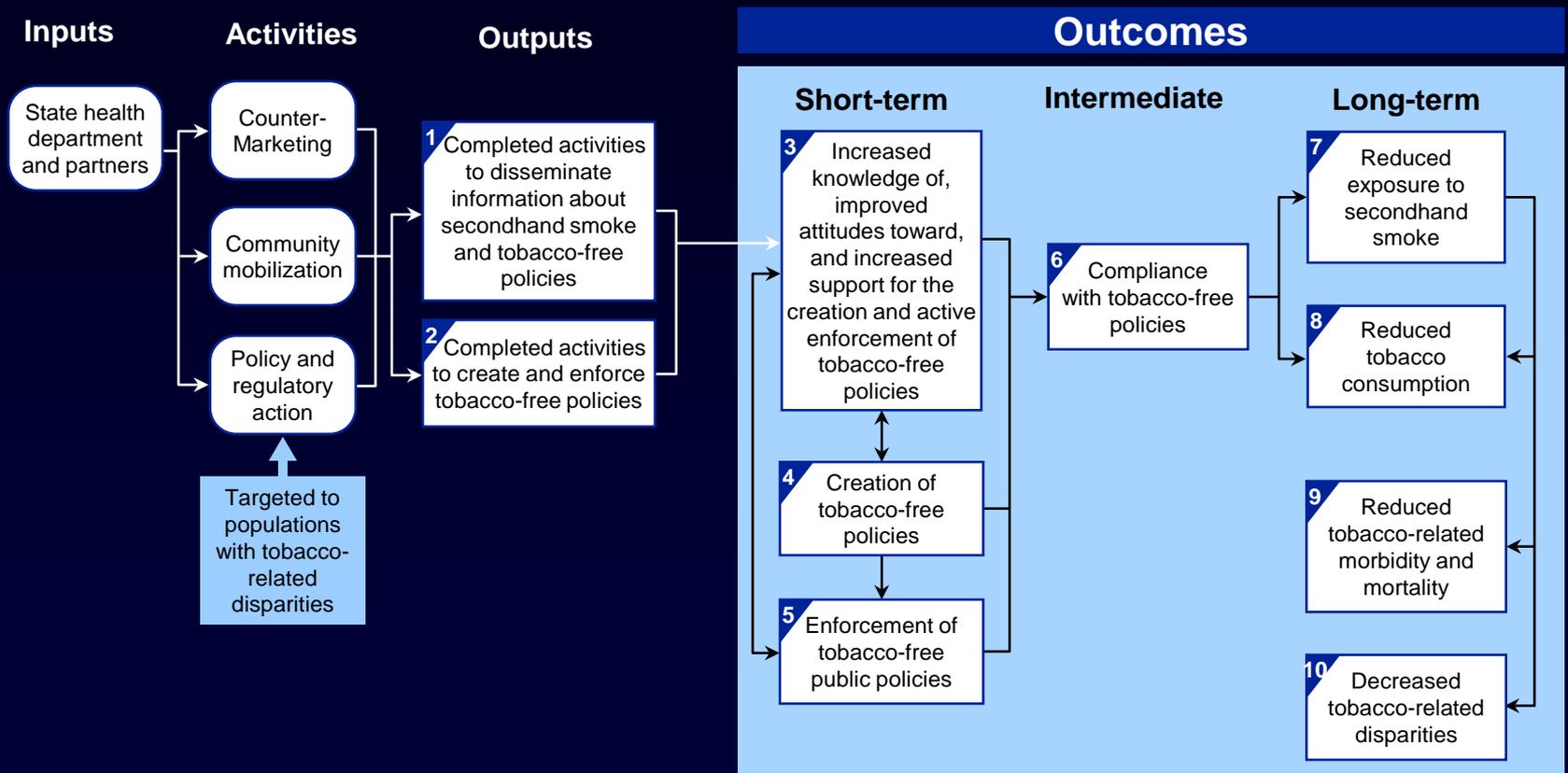
Preventing Initiation of Tobacco Use Among Young People



Preventing Initiation of Tobacco Use Among Young People

- Indicator: Level of support for increasing excise tax on tobacco products [1.6.5]
- Indicator: Prevalence of tobacco use among young people [1.14.1]

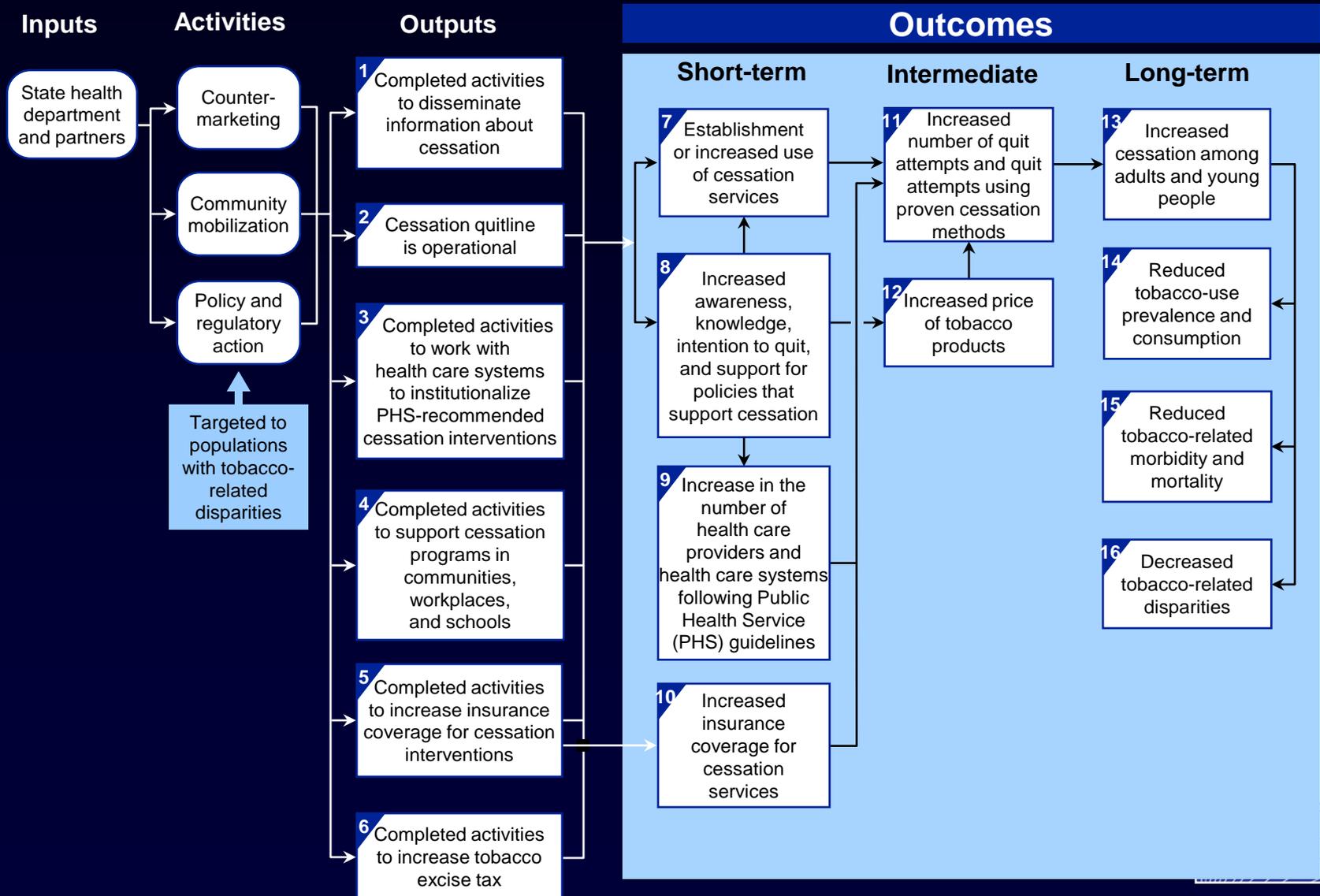
Eliminating Nonsmokers' Exposure to Secondhand Smoke



Eliminating Nonsmokers' Exposure to Secondhand Smoke

- Indicator: Level of support for creating tobacco-free policies in public places and workplaces [2.3.7]
- Indicator: Perceived compliance with tobacco-free policies in workplaces [2.6.1]
- Indicator: Proportion of nonsmokers reporting overall exposure to SHS [2.7.5]

Promoting Quitting Among Adults and Young People



Promoting Quitting Among Adults and Young People

- Indicator: Proportion of adult smokers who have made a quit attempt using proven cessation methods [3.11.3]
- Indicator: Proportion of the population reporting exposure to secondhand smoke at home or in vehicles [2.7.3]
- Indicator: Proportion of smokers who have sustained abstinence from tobacco use [3.13.1]

What States will Receive:

- Weighted SAS dataset for your state
 - State-added questions will be one long text string
- Codebook for federal questions
- Possibly additional tables
- Timeline for providing to states: Summer

Weighting

- Probability of selection
- Possible explicit non-response adjustment (landline sample only)
- Post-stratification to state (or possibly regional) populations by:
 - age, gender, and possibly race/ethnicity
- Non-response bias analysis

Future Directions

- OSH plans to publish MMWR's and/or MMWR Surveillance Summary with NATS data
- OSH plans to fully utilize NATS data in our tobacco-related evaluation, surveillance and research publications as appropriate
- OSH plans to develop and share a public-use dataset

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The findings and conclusions in this presentation are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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