



# MEDIA TRACKING SURVEY YOUTH HIGHLIGHT REPORT

## BACKGROUND

**T**obacco use costs Hoosiers 9,700 lives and \$1.9 billion each year. With the seventh highest adult smoking rate in the United States, Hoosiers must continue to take action to reduce the tobacco burden and reverse its devastating effects through the Indiana Tobacco Prevention and Cessation (ITPC) programs.

The Indiana Tobacco Use Prevention and Cessation Trust Fund Executive Board exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Following the Centers for Disease Control and Prevention's (CDC's) recommended best practices for tobacco control, Indiana established a tobacco control program that is coordinated, comprehensive, and accountable. The Hoosier Model for tobacco control incorporates elements from all nine categories recommended by the CDC and has five major categories for funding. The Hoosier Model consists of evaluation and surveillance; community-based programs; a statewide public education campaign; enforcement of tobacco-related laws; and administration and management.

Educating Hoosiers on the risks associated with secondhand smoke continues to be a primary goal of the public education campaign. Extending the "Right to Breathe" campaign, ITPC maintained the message that everyone has the right to breathe smoke-free air. The attitude persists among Indiana residents that while

secondhand smoke is harmful, a "little bit" of secondhand smoke is not. Targeting this misperception, the "Expert Does" television commercial addressed the damage that secondhand smoke begins to cause in as little as 7 minutes. Identifying the need to help Hoosiers recognize the harms of working in a smoky environment, in June 2005 ITPC reached out to nationally known comedian René Hicks, whose comedy sketches now include bits related to the harms of smoking.

In its ongoing efforts to assess tobacco control initiatives, ITPC is conducting annual telephone surveys to gauge the effectiveness of the public education campaign. Survey questions measure awareness of anti-tobacco efforts and changes in important tobacco-related knowledge attitudes and beliefs among Hoosier youth, which have been demonstrated to be key predecessors to changes in behavior. This survey is part of the overall evaluation plan to assess ITPC's comprehensive tobacco control program components.

The first of these surveys was conducted in September 2001 prior to the launch of the statewide campaign. Subsequently, surveys were administered annually in 2002–2005. ITPC uses the results to measure the effectiveness of the counter-marketing campaign in changing attitudes and beliefs in relationship to exposure to the ITPC media messages. The following highlights key findings from the 2005 media survey.

## KEY 2005 SURVEY FINDINGS

Advertisement awareness is the first major step in an effective campaign, because people must be aware of advertisements to be influenced by them. Findings from other state and national campaigns suggest that advertisement awareness increases anti-smoking knowledge, attitudes, and beliefs, leading to reduction in smoking.

### Confirmed Awareness of Media Campaign

In 2005, the levels of confirmed awareness of all media remained similar to those reported in 2004, and, in fact, awareness of television ads and radio ads increased from 2004. However, confirmed awareness of billboards and print decreased significantly.

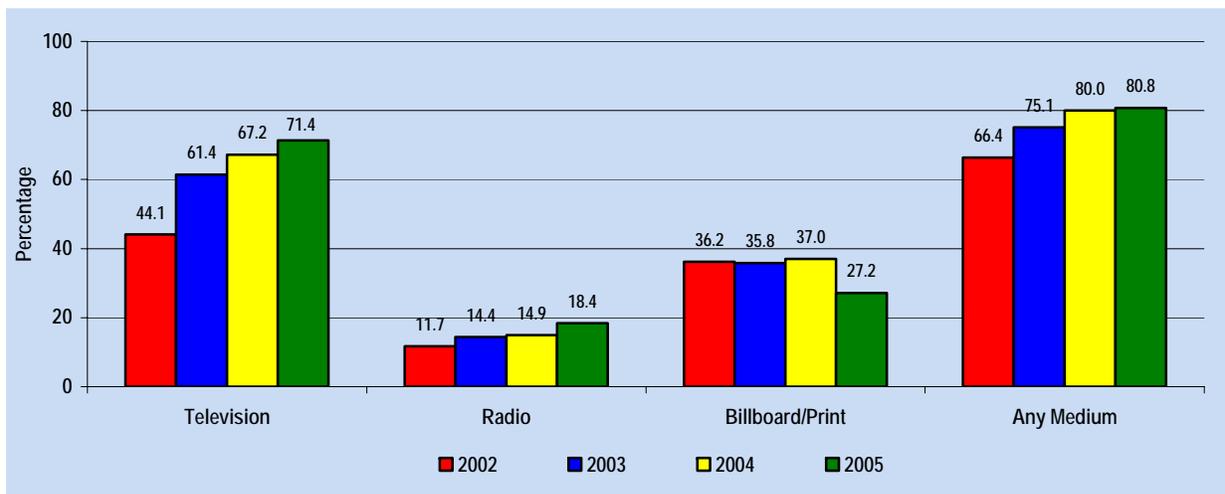


Figure 1. Confirmed Awareness of at Least One Ad, by Medium and Year

### Awareness Influence on Knowledge, Attitudes, and Beliefs

Several findings from the 2005 youth survey indicated that awareness of the VOICE movement significantly influenced respondents' knowledge, attitudes, and beliefs. However, awareness of the mass media ads did not have consistent effects. Key findings from the 2005 youth survey include:

- Youth with confirmed awareness of VOICE were twice as likely to know the dangers of tobacco use.
- Youth with confirmed awareness of VOICE were 13 times more likely to think that smoking is not cool or that smokers do not have more friends.

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## DETAILED FINDINGS

### Attitudes and Knowledge About Tobacco Use

Overall, Hoosier youth demonstrated knowledge that tobacco use is dangerous to one's health, and the majority of young people in Indiana do not think that smoking is "cool" or that smokers have more friends. Many of the beliefs measures have reached the ceiling. For example, 98% of Hoosier youth reported that their family does not want them to smoke, and a similar percentage disagreed that smoking makes kids look "cool." In addition, more than 90% of Indiana youth agreed with each of the described dangers of tobacco use (e.g., smoking causes cancer, smoking is bad for your skin).

Although the campaign was successful in reaching all demographic groups of Hoosier youth, there were some demographic variations on attitude and belief measures.

- In comparison to females, males were less likely to agree with statements regarding knowledge and understanding of dangers of tobacco use (38% less likely) and social empowerment and social acceptability (37% less likely).
- In comparison to White students, African American youth were 64% less likely to agree with statements regarding knowledge and understanding of dangers of tobacco use and 53% less likely to disagree with statements regarding social imagery of tobacco use.

### Awareness of Public Education Campaign Influence on Knowledge, Attitudes, and Beliefs

Survey findings suggest that the media campaign had limited effect on youth, possibly due to strong anti-tobacco knowledge and attitudes among Hoosier youth. Interestingly, the exposure to the campaign was negatively related to attitudes for secondhand smoke restrictions: Young people who confirmed awareness of an ad in any medium were 53% less likely to agree with statements about secondhand smoke policy.

On the other hand, awareness of VOICE had a significant relationship with knowledge of dangers of tobacco use and social imagery. In comparison to Hoosier youth who did not hear about VOICE,

- Students with confirmed awareness of VOICE were 1,233% more likely to think that smokers are not cool or more popular
- Young people who heard of VOICE were 110% more likely to know and understand the dangers of tobacco use

## **CONCLUSION**

For the most part, Hoosier youth hold strong anti-tobacco attitudes and know very well the dangers of tobacco use. The 2005 data did show some demographic differences, namely that males tended to differ from females on some attitude measures, exhibiting more of a pro-tobacco stance. African American youth were less likely than their Caucasian counterparts to agree with all statements about knowledge of dangers of tobacco use and social imagery constructs.

As was the case in the previous years, the public education campaign was successful in reaching Hoosier youth, with 80% of young people in Indiana confirming that they saw at least one ad, either on TV, on the radio, or in print. However, confirmed awareness of the VOICE component of the public education campaign showed the strongest relationship to attitude change. Because the mass media component of the public education campaign did not target youth directly, this finding suggests that youth-specific approaches are needed to affect Hoosier youth attitudes and beliefs. In view of the relationship between attitudes and demographics, special emphasis should be put on targeting males.