



Student Tobacco Awareness Campaign Evaluation: 2003

North Dakota State University

North Dakota State Data Center at
North Dakota State University
Fargo, North Dakota

FORWARD

The research presented in this report is part of a larger research effort designed to assess public opinion of tobacco use on the campus of North Dakota State University. There were two separate studies that were undertaken in this particular research project. The first was a generalizable survey of students on the campus of North Dakota State University. The findings from that study are reported in a separate document entitled *Student Tobacco and Secondhand Smoke Survey: 2002*. The second was a generalizable survey of administration, faculty, staff on the campus of North Dakota State University. The findings from that study are reported in a separate document entitled *Tobacco and Secondhand Smoke Survey of Administration, Faculty, and Staff: 2002*.

This report is a companion document to these research efforts. It reports the findings of a follow-up survey of students on the campus of North Dakota State University aimed at evaluating the effectiveness of a media campaign that targeted the campus community. The purpose of the campaign was to heighten the awareness of the campus community regarding tobacco use and secondhand smoke. In addition, it promoted cessation efforts for those who were interested in quitting their tobacco use. This particular report focuses on the findings from the student body. Findings from administration, faculty, and staff are reported in a separate document entitled *Tobacco Awareness Campaign Evaluation for Administration, Faculty, and Staff: 2003*.

Acknowledgments

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EXECUTIVE SUMMARY

Introduction

The purpose of this study was to gather information from students attending North Dakota State University during the Spring 2003 term regarding their exposure to media relating to tobacco use and secondhand smoke. This study serves as one tool to evaluate a media campaign undertaken on campus to enhance the campus community's awareness of issues relating to tobacco use and cessation opportunities for those interested in quitting their tobacco use.

Data from 573 students attending North Dakota State University during the Spring 2003 term were gathered through a random sampling process with a rate of return ensuring the sampling error rate does not exceed 5 percent. Students were selected through a two-stage cluster sampling design of classrooms. The surveys were distributed to students either at the beginning or at the end of the class period, based on the instructors' wishes. The students were asked to complete the brief surveys before the start of class or outside the classroom after the class and return it for a modest monetary incentive at a drop-off location in the student union. The data collection started in early April 2003 and finished at the end of April 2003. The surveys were designed for electronic scanning to reduce coding and input error.

Survey Results

Media

- ▶ A small minority of students indicated they had never or were unsure if they had seen or heard information about tobacco use or secondhand smoke and cessation/stopping tobacco use programs. Television and radio were the media for the majority of respondents. Billboards were another common medium. Approximately one-fifth of students had seen information in the newspaper. With respect to media to which respondents were exposed on campus, posters were the most common followed by displays and *The Spectrum* student newspaper.
- ▶ The much greater exposure by students to media off-campus indicates that the media campaign had limited success. This is most likely due to the fact that the campaign was limited in duration. A more extensive campaign over a longer period would likely result in greater saturation. Nonetheless, it can be estimated that at least one in six students on campus were exposed to the information from the media campaign.

Usage of Tobacco Products

- ▶ More than one-fourth of students reported using tobacco products. More than half of all respondents had never smoked or used tobacco products, while 15 percent indicated they used to use tobacco products but had quit.
- ▶ One-fourth of tobacco users indicated they were regular smokers. The number of cigarettes smoked by regular smokers in an average day was seven cigarettes. One-third of tobacco users used tobacco occasionally and nearly one-third used tobacco only when drinking alcohol.

Demographics

- ▶ Nearly two-thirds of students worked part-time, 9 percent indicated they worked full-time, and 8 percent worked multiple jobs. One in four students said they received student loans. Nearly one-third of students participated in extra-curricular activities. Only 4 percent of respondents indicated they had children under the age of 18.
- ▶ Nearly equal proportions of students lived on-campus as off-campus. More than two-thirds of students were between the ages of 17 and 20 years old. The single largest proportion of students was freshman, at nearly half. Males represented more than half of the respondents. A higher proportion of males indicated they are tobacco users compared to females.

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INTRODUCTION

Study Objectives

The objective of this study was to evaluate the success of a media campaign aimed at exposing students at North Dakota State University to information regarding the consequences of tobacco use and options for cessation for those interested in quitting their tobacco use. The study was a follow-up to a larger survey of students' attitudes, perceptions, and behavior regarding tobacco use and secondhand smoke.

Methodology

This study was designed to provide generalizable results from the student community at North Dakota State University. This was accomplished by developing a probability sample of students attending North Dakota State University during the Spring 2003 term. A two-stage random cluster sampling design was used to select students. In the first stage of the design, Spring 2003 classes were categorized by the day and time they were taught. All classes were grouped into two categories based on the first day of the week they were taught. The two categories were a) those classes beginning on a Monday, Wednesday, or Friday, and b) those that began on a Tuesday or Thursday. Two starting times were randomly selected for each category. In the second stage of the sampling design, classes were organized by size of class. Again, two categories were selected, a) large enrollment classes (i.e., those with at least 100 students), and b) small enrollment classes (i.e., all classes smaller than 100 students). A large enrollment class from each college was randomly selected from each time period. Similarly, a small enrollment class from each college was randomly selected for each time period. This procedure resulted in the random selection of 25 classes. Instructors from these classes were then contacted and asked if they were willing to have the survey distributed to students in their class, either at the beginning or at the end of the class period. Since the survey was very short, most students were able to fill out the survey before the start of class. Surveys were distributed to approximately 1,000 students, or 10 percent of the student body. The surveys were distributed during the second week in April 2003 and data collection was completed by the end of April 2003.

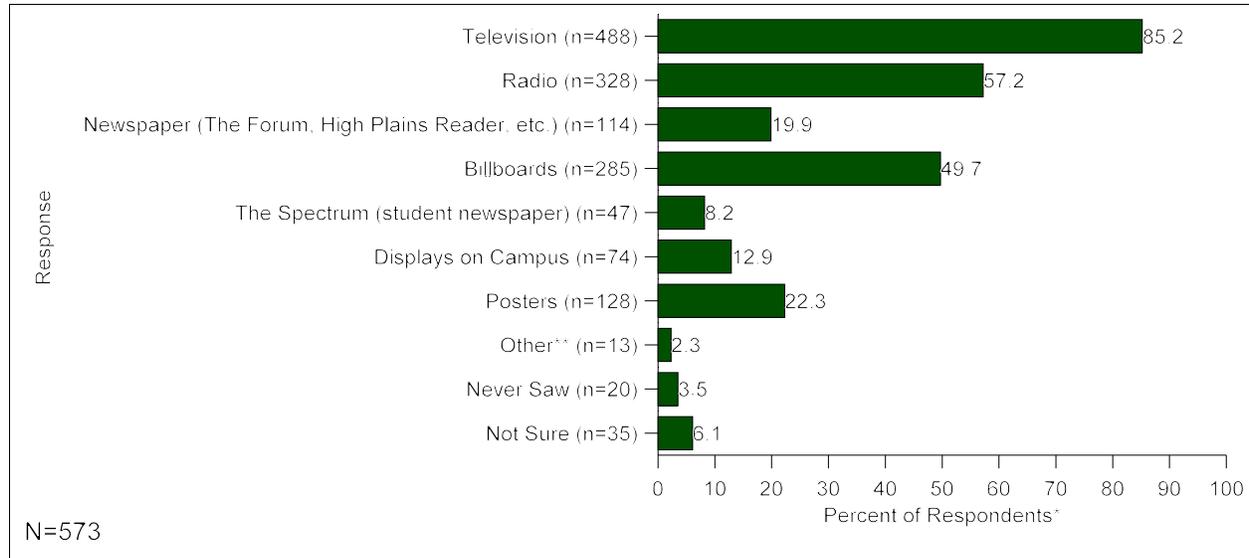
Students were informed of their rights regarding human subjects when the surveys were distributed. The students were asked to fill out the survey prior to the start of class and return it to a staff member or complete the survey after class and return it to a drop-off location inside the student union. A small monetary incentive was given to the students for returning the survey. A total of 573 useable surveys were returned for a response rate of 57 percent. This rate of return ensures the error rate for sampling was at most 5 percent. The questionnaire was designed for electronic scanning to reduce coding and input error.

SURVEY RESULTS

MEDIA

- ▶ A large majority of respondents had seen information about tobacco use or secondhand smoke on television (85.2 percent). Radio (57.2 percent) and billboards (49.7 percent) were other common types of media for this information (Figure 1, Appendix Tables 1 and 2).
- ▶ With respect to media to which respondents were exposed on campus, posters were the most common (22.3 percent), followed by displays (12.9 percent) and *The Spectrum* student newspaper (8.2 percent).

Figure 1. Types of Media Where Respondent Has Seen or Heard Information About Tobacco Use or Secondhand Smoke

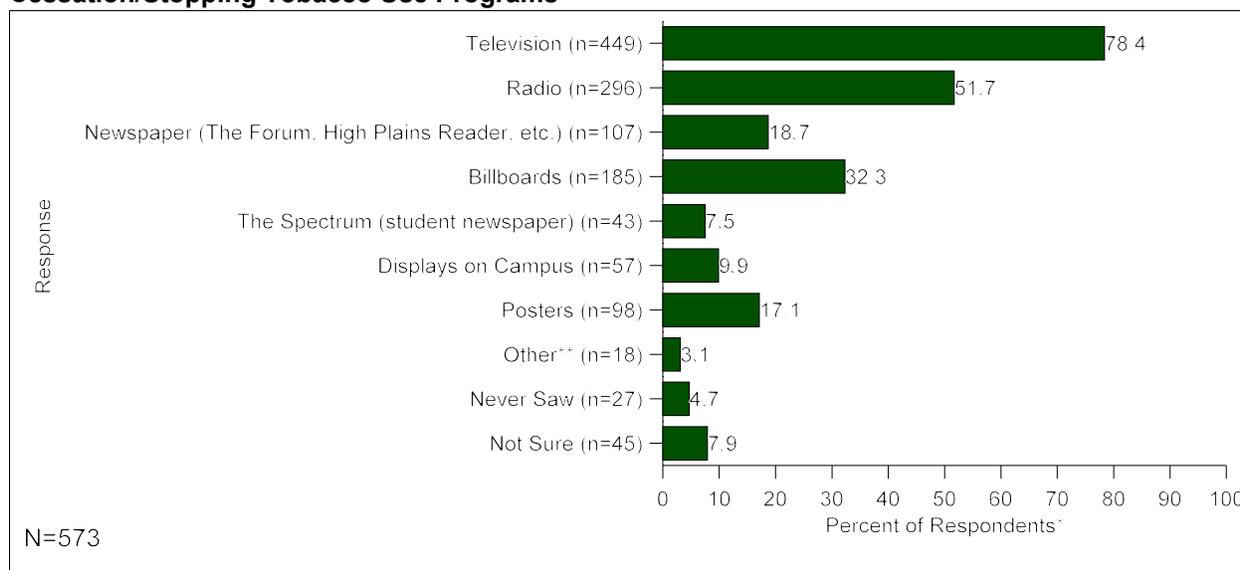


*Percentages do not equal 100.0 due to multiple responses; N=573.

**See Appendix Table 2 for other types of media.

- ▶ More than three-fourths of respondents had seen information about cessation/stopping tobacco use programs on television (78.4 percent). Radio (51.7 percent) and billboards (32.3 percent) were other common types of media for this information (Figure 2, Appendix Tables 3 and 4).
- ▶ With respect to media to which respondents were exposed on campus, posters were the most common (17.1 percent), followed by displays (9.9 percent) and *The Spectrum* student newspaper (7.5 percent).

Figure 2. Types of Media Where Respondent Has Seen or Heard Information About Cessation/Stopping Tobacco Use Programs



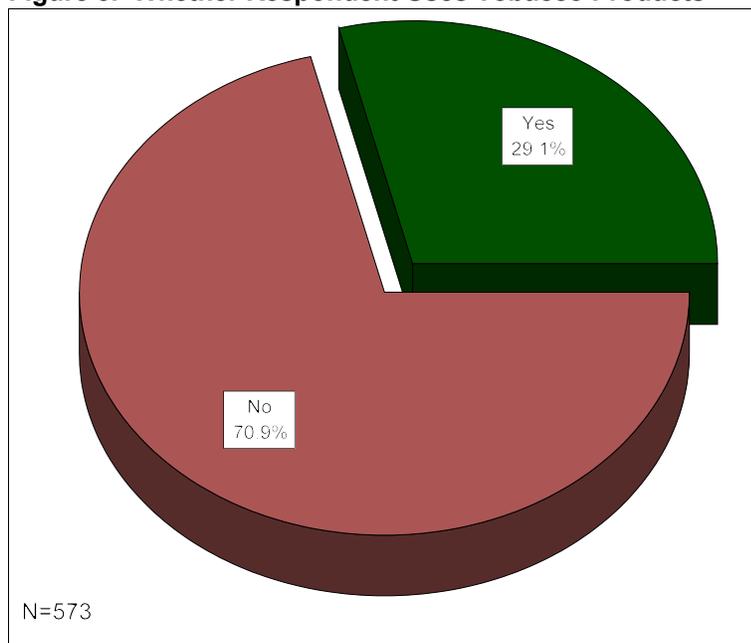
*Percentages do not equal 100.0 due to multiple responses; N=573.

**See Appendix Table 4 for other types of media.

USAGE OF TOBACCO PRODUCTS

- ▶ More than one-fourth of students reported using tobacco products (29.1 percent). “Tobacco users” includes respondents who indicated one or more of the following: “I am a regular cigarette smoker,” “I smoke tobacco products other than cigarettes,” “I use chewing tobacco,” “I smoke/use tobacco only when I drink alcohol,” “I smoke/use tobacco only when I am around others who smoke/use tobacco,” “I smoke/use tobacco occasionally” (Figure 3, Appendix Table 5).

Figure 3. Whether Respondent Uses Tobacco Products



- ▶ More than half of all respondents indicated they have never used tobacco products (55.3 percent), and 14.8 percent used to use tobacco products, but quit (Table 1).

Table 1. Of All Respondents, Those Who Are Not Users of Tobacco Products

Statement	Respondents (N=573)	
	Number	Percent*
I used to smoke or use other tobacco products, but quit.	85	14.8
I have never smoked or used other tobacco products.	317	55.3

*Percentages do not equal 100.0 due to multiple responses; N=573.

- ▶ Of tobacco users, one-fourth indicated they are regular cigarette smokers (24.6 percent). The proportion of tobacco users who indicated they smoke tobacco products other than cigarettes was 10.2 percent, while 16.2 percent use chewing tobacco (Table 2).
- ▶ One-third of tobacco users indicated they use tobacco occasionally (33.5 percent) and nearly one-third use tobacco only when drinking alcohol (29.3 percent). The proportion of tobacco users who use tobacco only when around others who use tobacco products was 15.0 percent.

Table 2. Usage of Tobacco Products

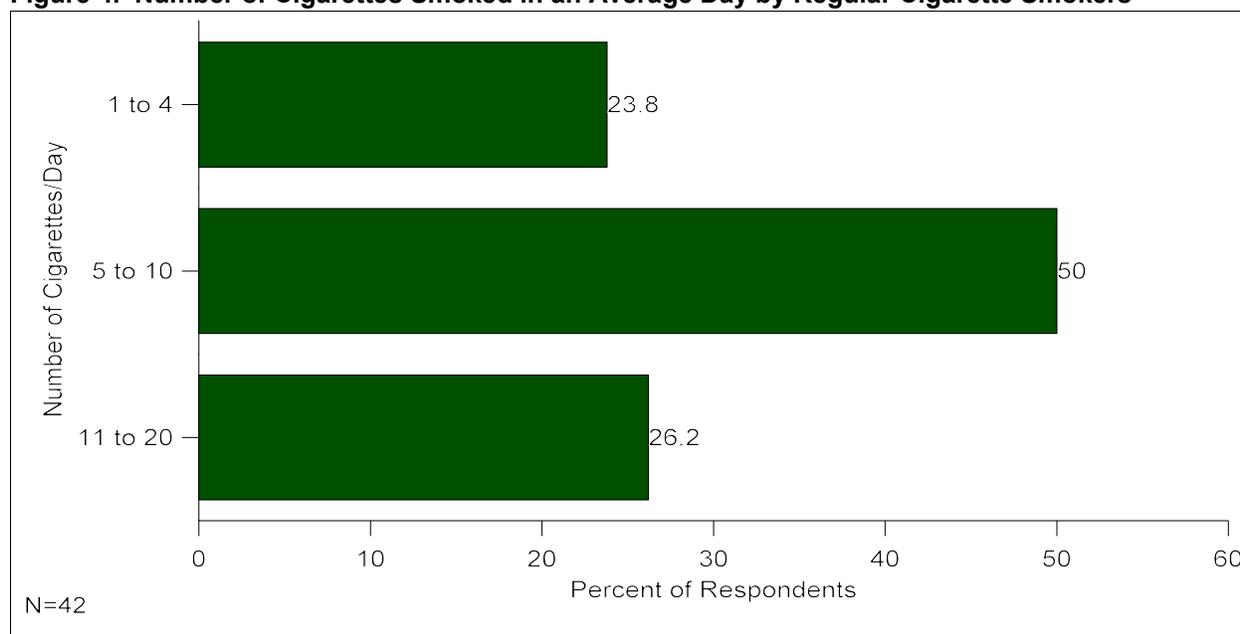
Statement	Respondents (N=167)	
	Number	Percent*
I am a regular cigarette smoker.**	41	24.6
I smoke tobacco products other than cigarettes (cigarillos, cigars, pipes).	17	10.2
I use chewing tobacco.	27	16.2
I smoke/use tobacco only when I drink alcohol.	49	29.3
I smoke/use tobacco only when I am around others who smoke/use tobacco.	25	15.0
I smoke/use tobacco occasionally (not every day).	56	33.5

*Percentages do not equal 100.0 due to multiple responses; N=167.

**See Figure 4 for the number of cigarettes smoked in an average day.

- ▶ Half of regular cigarette smokers smoked five to 10 cigarettes in an average day (Figure 4, Appendix Table 6).
- ▶ The number of cigarettes smoked by regular smokers in an average day was seven cigarettes (Mean=7.22). One pack of cigarettes has 20 cigarettes.

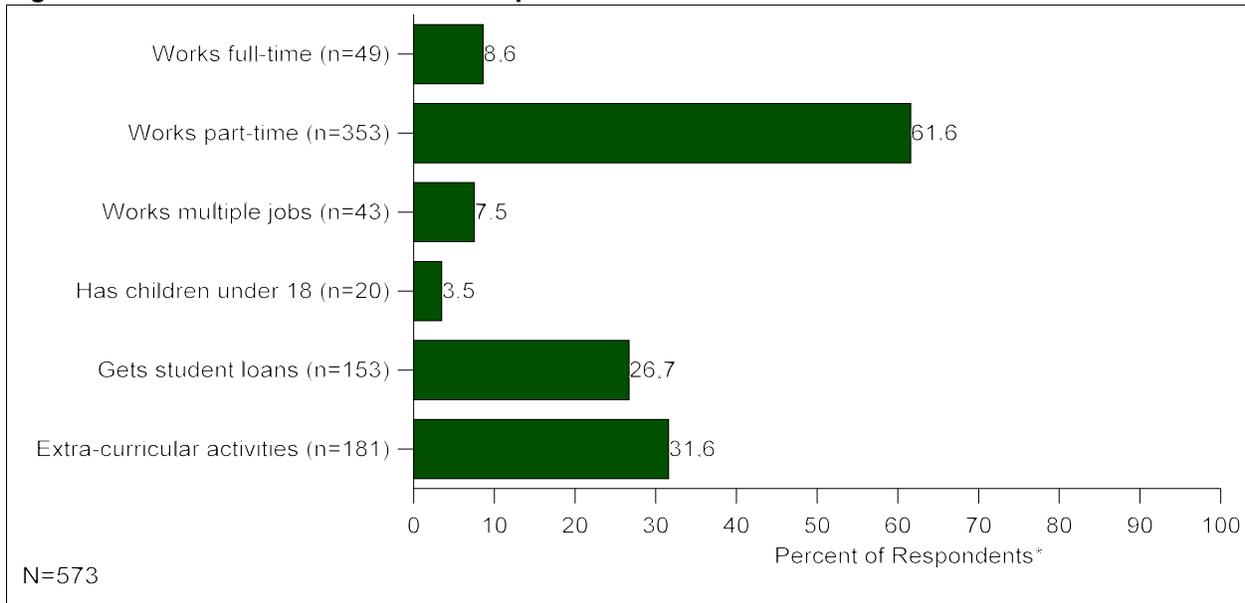
Figure 4. Number of Cigarettes Smoked in an Average Day by Regular Cigarette Smokers



DEMOGRAPHICS

- ▶ Nearly two-thirds of students worked part-time (61.6 percent), while 8.6 percent worked full-time and 7.5 percent worked multiple jobs. More than one-fourth of students received student loans (26.7 percent). Nearly one-third of students participated in extra-curricular activities (31.6 percent). Only 3.5 percent of respondents had children under the age of 18 (Figure 5, Appendix Table 7).

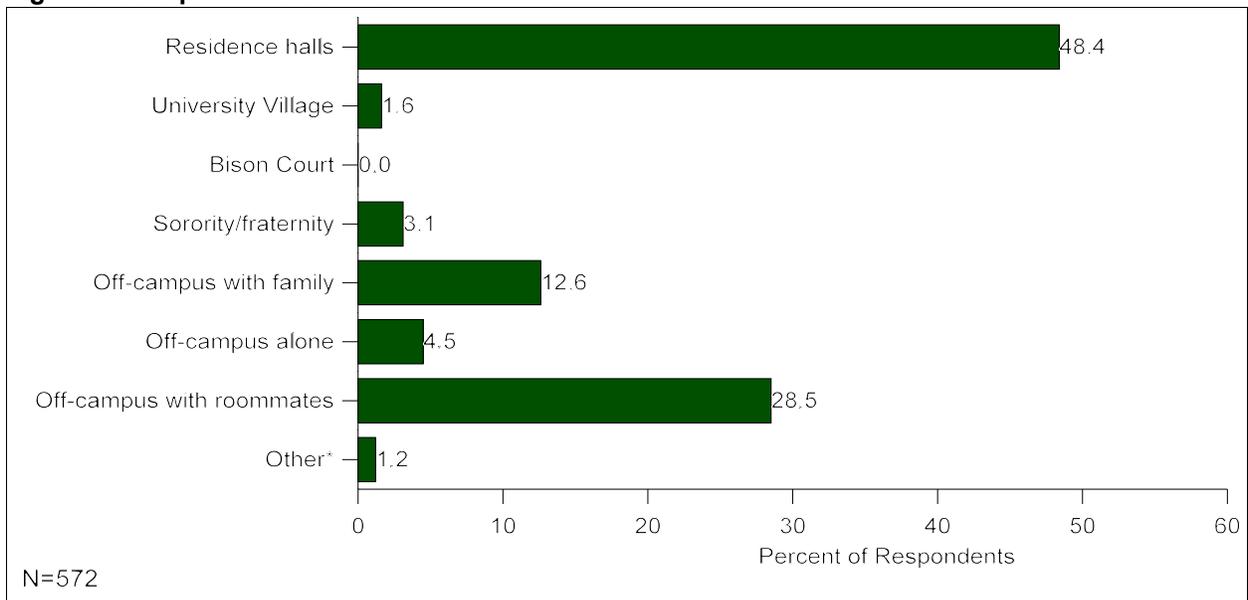
Figure 5. General Characteristics of Respondents



*Percentages do not equal 100.0 due to multiple responses; N=573.

- ▶ Half of respondents lived in residence halls or University Village (48.4 percent and 1.6 percent, respectively). More than one-fourth of respondents lived off-campus with roommates (28.5 percent) (Figure 6, Appendix Tables 8 and 9).

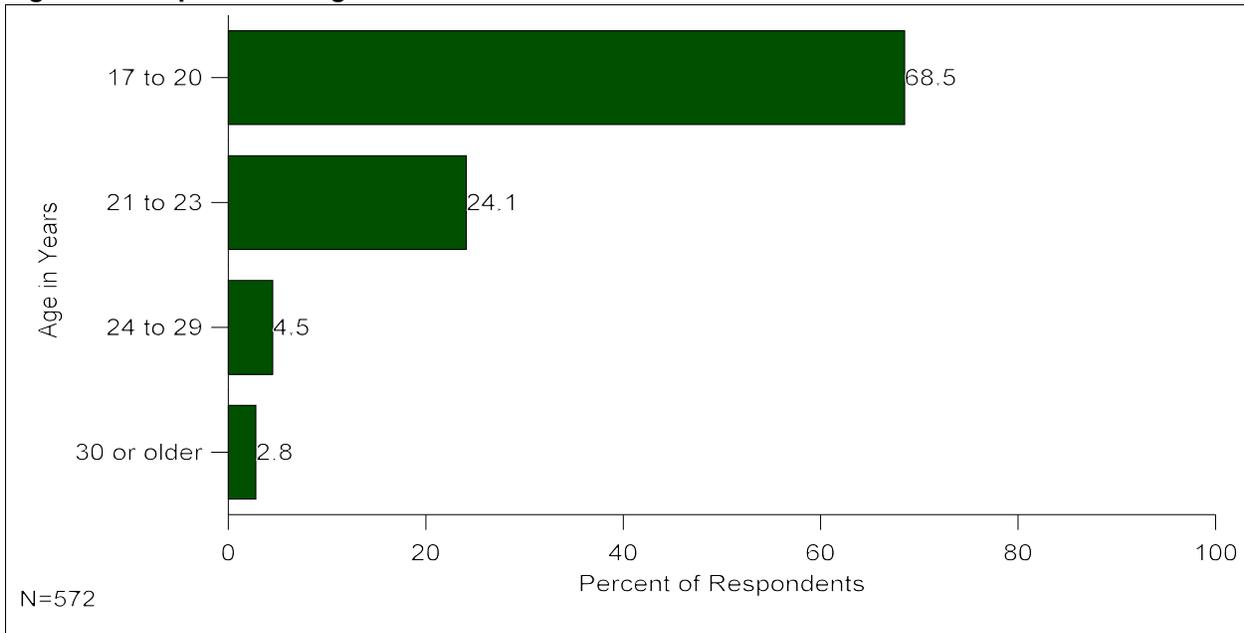
Figure 6. Respondent's Place of Residence



*See Appendix Table 9 to see other descriptions of respondent's place of residence.

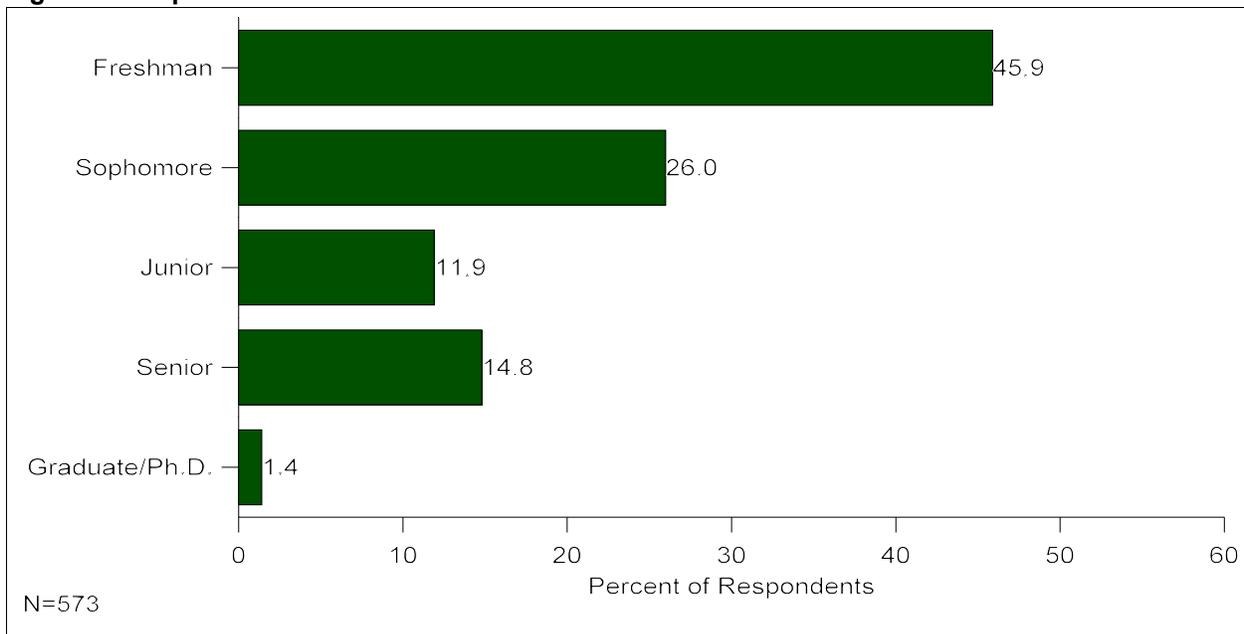
- ▶ More than two-thirds of respondents were between the ages of 17 and 20 (68.5 percent) (Figure 7, Appendix Table 10).

Figure 7. Respondent's Age



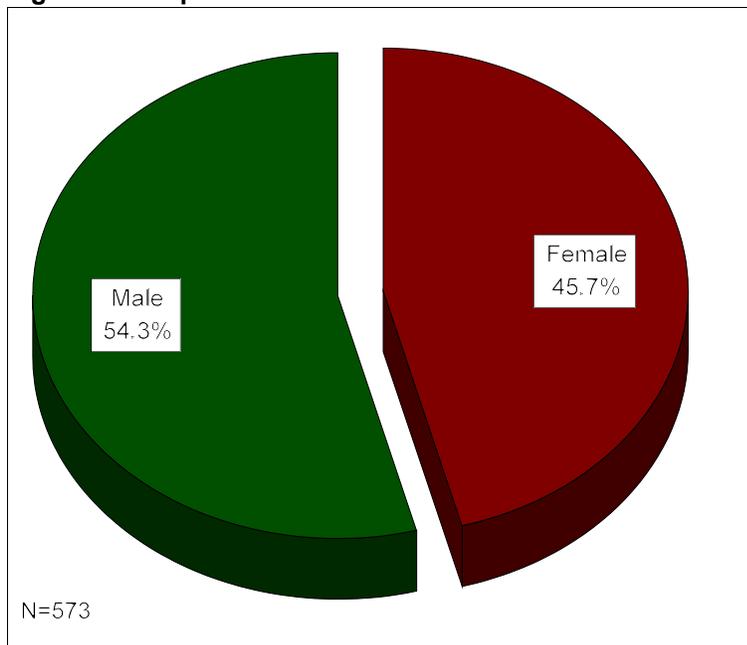
- The single largest proportion of students was freshman (45.9 percent) (Figure 8, Appendix Table 11).

Figure 8. Respondent's Year in School



- Males represented more than half of the respondents (54.3 percent) (Figure 9, Appendix Table 12).
- A larger proportion of males indicated they are tobacco users compared to females (35.0 percent and 22.1 percent, respectively) (Appendix Table 13).

Figure 9. Respondent's Gender



APPENDIX TABLES

Appendix Table 1. Types of Media Where Respondent Has Seen or Heard Information About Tobacco Use or Secondhand Smoke

Type of Media	Respondents (N=573)	
	Number	Percent*
Television	488	85.2
Radio	328	57.2
Newspaper (The Forum, High Plains Reader, etc.)	114	19.9
Billboards	285	49.7
The Spectrum (student newspaper)	47	8.2
Displays on campus	74	12.9
Posters	128	22.3
Other**	13	2.3
Never Saw	20	3.5
Not Sure	35	6.1

*Percentages do not equal 100.0 due to multiple responses; N=573.

**See Appendix Table 2 for other types of media.

Appendix Table 2. Other Types of Media Where Respondent Has Seen or Heard Information About Tobacco Use or Secondhand Smoke

Other Type of Media	Number of Respondents
Magazines	9
Internet	1
Class	1
Pamphlets	1
Missing response	1
Total	13

Appendix Table 3. Types of Media Where Respondent Has Seen or Heard Information About Cessation/Stopping Tobacco Use Programs

Type of Media	Respondents (N=573)	
	Number	Percent*
Television	449	78.4
Radio	296	51.7
Newspaper (The Forum, High Plains Reader, etc.)	107	18.7
Billboards	185	32.3
The Spectrum (student newspaper)	43	7.5
Displays on campus	57	9.9
Posters	98	17.1
Other**	18	3.1
Never Saw	27	4.7
Not Sure	45	7.9

*Percentages do not equal 100.0 due to multiple responses; N=573.

**See Appendix Table 4 for other types of media.

Appendix Table 4. Other Types of Media Where Respondent Has Seen or Heard Information About Cessation/Stopping Tobacco Use Programs

Other Type of Media	Number of Respondents
Magazines	7
E-mail	6
Internet	1
Insurance company	1
Class	1
Bags at Brevs	1
Pencils	1
Total	18

Appendix Table 5. Whether Respondent Uses Tobacco Products

Response	Respondents	
	Number	Percent
Yes*	167	29.1
No	406	70.9
Total	573	100.0

*Includes respondents who indicated one or more of the following: "I am a regular smoker," "I smoke tobacco products other than cigarettes," "I use chewing tobacco," "I smoke/use tobacco only when I drink alcohol," "I smoke/use tobacco only when I am around others who smoke/use tobacco," "I smoke/use tobacco occasionally."

Appendix Table 6. Number of Cigarettes Smoked in an Average Day by Regular Cigarette Smokers

Number of Cigarettes	Respondents	
	Number	Percent
1 to 4 cigarettes/day	10	23.8
5 to 10 cigarettes/day	21	50.0
11 to 20 cigarettes/day	11	26.2
Total	42	100.0

Appendix Table 7. General Characteristics of Respondents

Characteristics	Respondents (N=573)	
	Number	Percent*
I work full-time (32 or more hours/week)	49	8.6
I work part-time	353	61.6
I work multiple jobs	43	7.5
I'm a parent with children younger than 18	20	3.5
I supplement my income with student loans	153	26.7
I'm involved in extra-curricular activities (volunteer, athletics, Greek life, student government, etc.)	181	31.6

*Percentages do not equal 100.0 due to multiple responses; N=573.

Appendix Table 8. Respondent's Place of Residence

Place of Residence	Respondents	
	Number	Percent*
Residence halls	277	48.4
University Village	9	1.6
Bison Court	0	0.0
Sorority/fraternity	18	3.1
Off-campus with family	72	12.6
Off-campus alone	26	4.5
Off-campus with roommates	163	28.5
Other**	7	1.2
Total	572	99.9

*Percentages do not add to 100.0 due to rounding.

**See Appendix Table 9 for other places of residence.

Appendix Table 9. Other Places of Residence

Place of Residence	Number of Respondents
Off-campus with significant other	4
Married with family	1
Off-campus, own home	1
Missing response	1
Total	7

Appendix Table 10. Respondent's Age

Age Categories	Respondents	
	Number	Percent*
17 to 20 years old	392	68.5
21 to 23 years old	138	24.1
24 to 29 years old	26	4.5
30 years old or older	16	2.8
Total	572	99.9

*Percentages do not add to 100.0 due to rounding.

Appendix Table 11. Respondent's Year in School

Year in School	Respondents	
	Number	Percent
Freshman	263	45.9
Sophomore	149	26.0
Junior	68	11.9
Senior	85	14.8
Graduate/Ph.D.	8	1.4
Total	573	100.0

Appendix Table 12. Respondent's Gender

Gender	Respondents	
	Number	Percent
Male	311	54.3
Female	262	45.7
Total	573	100.0

Appendix Table 13. Usage of Tobacco Products by Gender

Respondents	Respondents by Gender			
	Male		Female	
	Number	Percent	Number	Percent
All Respondents	311	100.0	262	100.0
Users of tobacco	109	35.0	58	22.1
Non-users of tobacco	202	65.0	204	77.9

SURVEY INSTRUMENT

Tobacco Use/Cessation Survey

This survey is sponsored by the Wellness Education Program at NDSU and should take less than 5 minutes to complete. Your participation is voluntary. The survey is confidential. Please do not leave any identifying marks. If you have questions about the survey, you may call Barb Lonbaken at 231-6315. If you have questions about the rights of human research subjects, please call the Institutional Review Board at 231-8908. Thank you for your participation in this important study.

- Select only **one** answer unless the instructions specify otherwise.
- Fill out the survey using either a **#2 pencil** or a pen (**black or blue ink**). **Fill in ovals completely.**
- When filling out the following grids, please write the number in the appropriate boxes, stacked from top to bottom, then fill in the appropriate ovals. An example for the number 24:

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2 0 1 2 3 4 5 6 7 8 9
4 0 1 2 3 4 5 6 7 8 9
    
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- Return the completed survey to the **Varsity Mart** or **Korner Mart** to receive your coupon. **Offer not valid on textbooks, electronics, or sale priced items.**

Q1. Which of the following statements describe you? (Fill in ovals of all that apply)

- I am a regular cigarette smoker--> On an *average* day, I smoke ___ cigarettes---->
- I smoke tobacco products other than cigarettes (cigarillos, cigars, pipes)
- I use chewing tobacco
- I smoke/use tobacco only when I drink alcohol
- I smoke/use tobacco only when I am around others who smoke/use tobacco
- I smoke/use tobacco occasionally (not every day)
- I used to smoke or use other tobacco products, but quit
- I have never smoked or used other tobacco products

Q2. During spring semester, do you recall seeing or hearing any information regarding TOBACCO USE or SECONDHAND SMOKE, and CESSATION/STOPPING TOBACCO USE PROGRAMS through any of the following types of media? (Fill in ovals of all that apply)

Information regarding tobacco use or secondhand smoke

Cessation or stopping tobacco use programs

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> a. Television <input type="checkbox"/> b. Radio <input type="checkbox"/> c. Newspaper (Forum/High Plains Reader, etc.) <input type="checkbox"/> d. Billboards <input type="checkbox"/> e. Spectrum (student newspaper) <input type="checkbox"/> f. Displays on Campus <input type="checkbox"/> g. Posters <input type="checkbox"/> h. Other _____ <input type="checkbox"/> i. Never Saw <input type="checkbox"/> j. Not sure | <ul style="list-style-type: none"> <input type="checkbox"/> a. Television <input type="checkbox"/> b. Radio <input type="checkbox"/> c. Newspaper (Forum, High Plains Reader, etc.) <input type="checkbox"/> d. Billboards <input type="checkbox"/> e. Spectrum (student newspaper) <input type="checkbox"/> f. Displays on Campus <input type="checkbox"/> g. Posters <input type="checkbox"/> h. Other _____ <input type="checkbox"/> i. Never Saw <input type="checkbox"/> j. Not sure |
|--|---|

Q3. Which of the following general characteristics apply to you? (Select all that apply)

- a. I work full-time (32 or more hours/week)
- b. I work part-time
- c. I work multiple jobs
- d. I'm a parent with children younger than 18
- e. I supplement my income with student loans
- f. I'm involved in extra-curricular activities (volunteer, athletics, Greek life, student government, etc.)

Q4. Which of the following best describes your current place of residence?

- a. Residence Halls
- b. University Village
- c. Bison Court
- d. Sorority/Fraternity
- e. Off-campus with family
- f. Off-campus alone
- g. Off-campus with roommates
- h. Other (please specify: _____)

Q5. What is your gender?

- a. Male
- b. Female

Q6. What is your age?

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0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9
    
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Q7. What year in school are you?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior
- e. Graduate/Ph.D.