

QUIT TOBACCO.
make everyone proud

**TRICARE/Department of
Defense Tobacco Cessation
and Education Campaign**

**Report on the Evaluation of Data
Gathered From the December 2006
*Status of Forces Survey (SOFS) of
Active-Duty Members***

March 2008

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Tobacco Cessation "Make Everyone Proud" Report on Data From the 2006 SOFS

INTRODUCTION

When the pilot campaign was conceived, one of the criteria was to have a method for evaluating the pilot and the campaign in general. One way that Macro evaluated the pilot was to conduct pre- and post-campaign interviews. These were done in person on the four target bases. This approach, however, is not feasible for the full campaign. To assess the reach of the campaign beyond the pilots, Macro worked with TRICARE and staff of the Defense Manpower Data Center (DMDC) to have a short series of questions added to the *December 2006 Status of Forces Survey (SOFS) of Active-Duty Members*. This report presents a summary of those data as reported by DMDC.

It should be noted that since the SOFS was fielded, the campaign has expanded its focus. The original focus was to develop a campaign that would drive individuals ready to quit using tobacco to www.ucanquit2.org. An individual was deemed ready to quit if he or she was at least in the contemplation stage of the stages of change as defined by Prochaska and DiClemente (1992):

- **Precontemplation:** stage in which people are not intending to take action in the foreseeable future (defined as next 6 months).
- **Contemplation:** stage in which people are intending to change in the next 6 months.
- **Preparation:** stage in which people are intending to take action in the immediate future (next month). These individuals have a plan of action, such as joining a health education class, consulting a counselor, talking to their physician, buying a self help book.
- **Action:** stage in which people have made specific overt modifications to their lifestyle within the past 6 months.
- **Maintenance:** state in which people are working to prevent relapse, but they do not apply change processes as frequently as do people in action. Maintenance can last from 6 months to 5 years. It is not until 5 years of continuous abstinence that the risk for a smoking relapse drops to 7 percent.

The campaign continues to focus on these individuals, but is now also targeting intermediaries. The latter could be health professionals but also includes family, spouse, and friends of the person using tobacco products. Resources have been developed to help intermediaries to encourage the tobacco user to quit. Thus, the longitudinal data from the SOFS will only provide information on one segment of the target audience.

THE SOFS

The SOFS is an ongoing survey administered quarterly to active-duty personnel who had at least 6 months of service at the time the questionnaire was fielded and who were below flag rank when the sample was drawn 6 months prior to the survey. In addition to the questions

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appearing on the December 2006 survey (Appendix A), Macro also requested that the questions appear again in June 2007 and December 2007.

The December 2006 SOFS covered the following topic areas: background, overall satisfaction, retention intention, perceived readiness, stress, tempo, and permanent change of station. In addition, items included on deployment status since September 11, 2001, were: Military OneSource, the Federal Voting Assistance Program, benefits, the military retirement system, compensation, leadership, organizational effectiveness, and tobacco use. A nonproportional stratified random sample of roughly 41,000 individuals was drawn and the Web-based survey was administered from early November 2006 to early January 2007. The response rate was 31 percent and results are weighted to the population totals.

RESULTS

The results presented here are those reported by the DMDC. Figures 1–8 display the results for the key metrics gathered. Data are presented by the demographic subgroups of branch of service (Army, Navy, Marine Corps, and Air Force), paygrade (E1-E4), and for personnel stationed in the United States (U.S. only). The data by paygrade are for all services regardless of where the person is stationed, and United States only is all paygrades across the services. These are the standard categories used by the DMDC to present the data.

Slightly more than half of the respondents think that their supervisors allow more breaks for tobacco users than nonusers (Figure 1). This does vary by branch of service with a lower percentage of those in the Air Force thinking their supervisors allow more breaks for tobacco users. Also a higher percentage of the service personnel in paygrades E1-E4 believe this to be true than in the total population (64 percent versus 54 percent). The latter (54 percent) was also reported by service personnel stationed in the United States.

Approximately half the respondents are current users of tobacco products (Figure 2). There is slight variation by branch of service, with the Navy and Air Force having a slightly lower percentage of their personnel using tobacco products than the other services, but this difference is not statistically significant. There is only a slight observed difference in the prevalence of tobacco use between E1-E4s (52 percent) and the total population (49 percent) or that for the U.S. only group (50 percent).

Figure 3 displays data on the current status of tobacco users. Overall, 50 percent of those who have ever used are current users. This does vary somewhat by branch of service, with Navy having the lowest percentage (41 percent) and the Army the highest (57 percent). Overall, 15 percent of those who ever used have quit, with most of those having quit within the past 6 months (10 percent) versus those who quit more than 6 months ago (5 percent). Though not shown, there is an interesting difference by race. Fifty-five percent of the service personnel

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who are non-Hispanic Whites who ever used are current users, but only 40 percent of service personnel who are minorities are current users. This difference is statistically significant.

Figure 1: To what extent does your supervisor allow more breaks for tobacco users than nontobacco users...
(Percent responding = 91%)

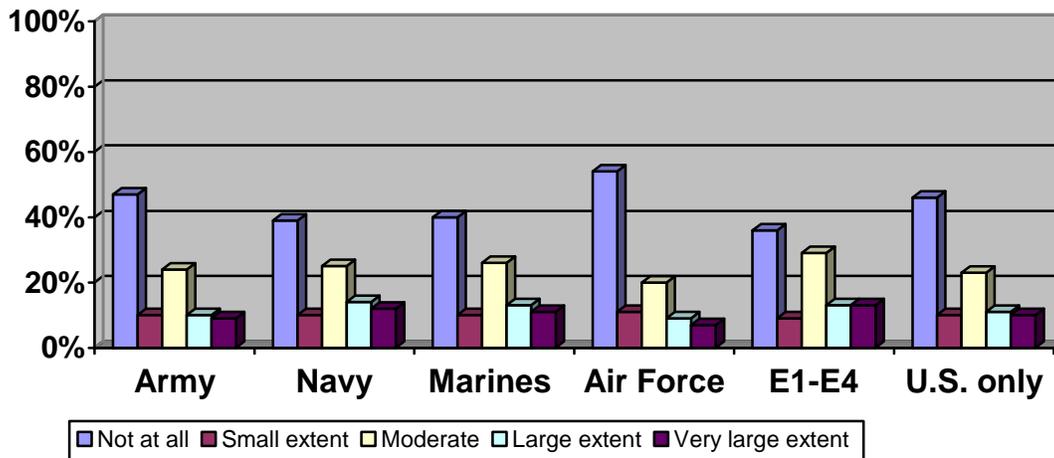
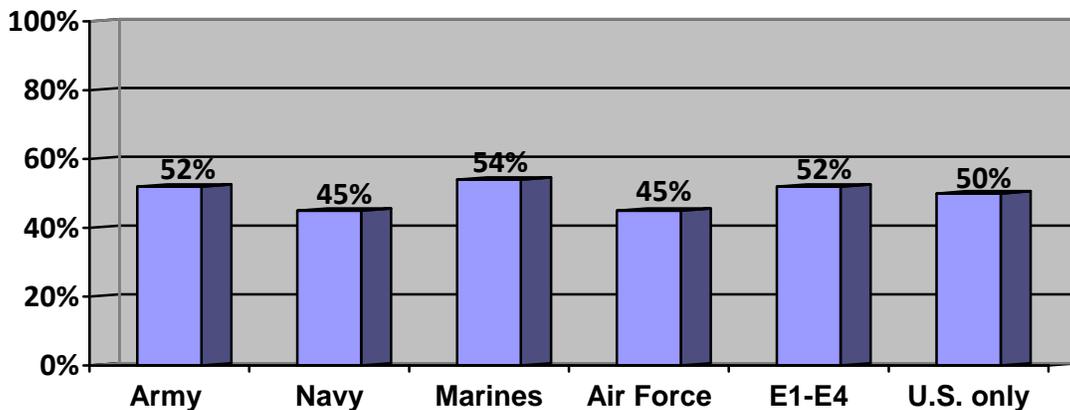
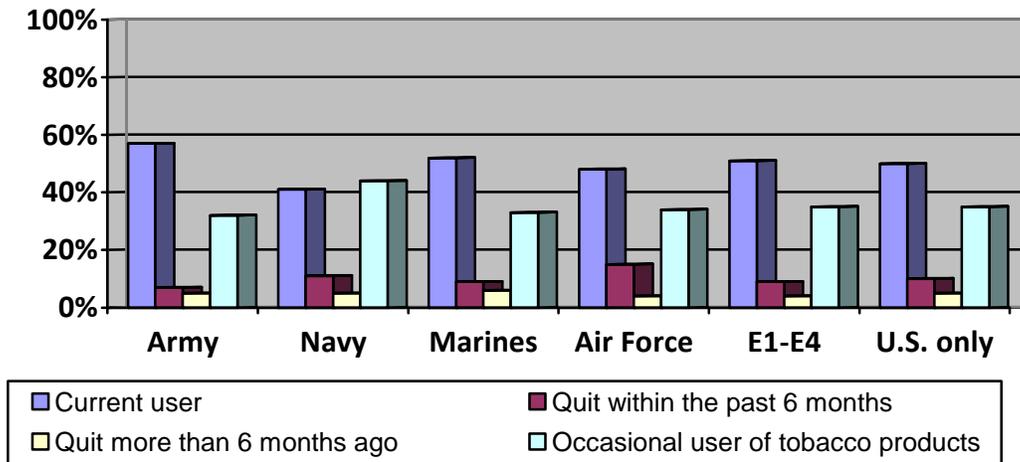


Figure 2: Have you used any tobacco products (cigarettes, pipe, cigars, or smokeless tobacco) within the last 12 months?
(Percent responding = 33%)



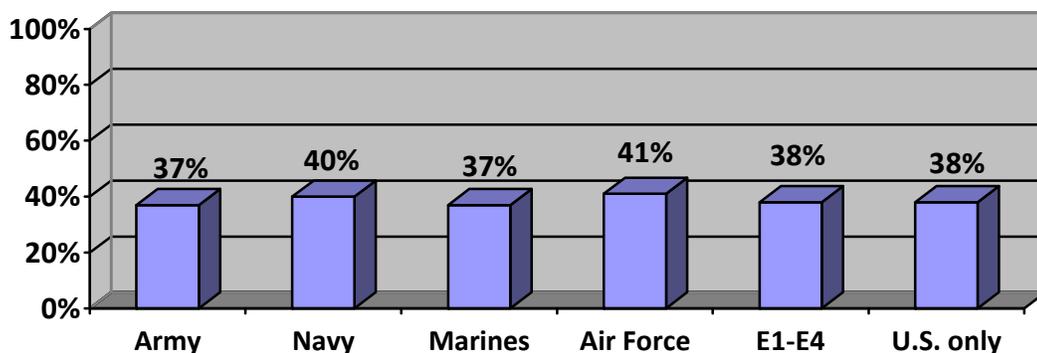
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Figure 3: How would you classify yourself as a tobacco user?
(Percent responding = 16%)



Data on the percentage of current users who took steps in the past 6 months to quit using tobacco are presented in Figure 4. Overall 38 percent took some step. There are only minor differences by branch of service.

Figure 4: Did you take any steps in the past 6 months to quit using tobacco products? (Percent responding = 16%)



One third of those using tobacco products are not seriously considering quitting (Figure 5). Of those thinking about quitting, the largest percentage is among those thinking of doing so within the next 6 months. There is some variation in the latter by service. The vast majority have identified an action plan (Figure 6). Personnel in the Air Force are more likely to have an action plan than those in the Army. This difference is statistically significant. There is also a significant difference by race (not shown) with 70 percent of the service personnel who are non-Hispanic Whites having an action plan as compared to 82 percent of the service personnel who are minorities.

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**Figure 5: Are you seriously considering quitting use of tobacco products?
(Percent responding = 16%)**

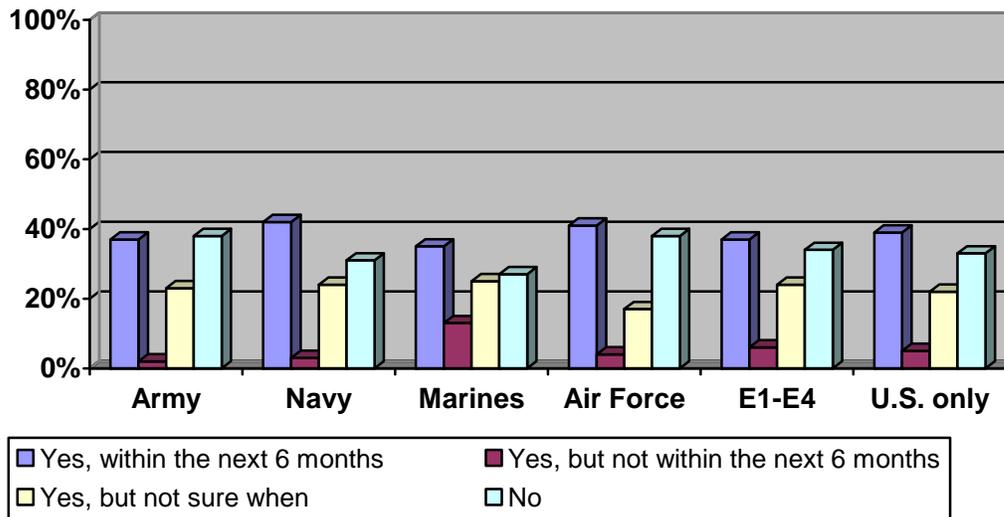
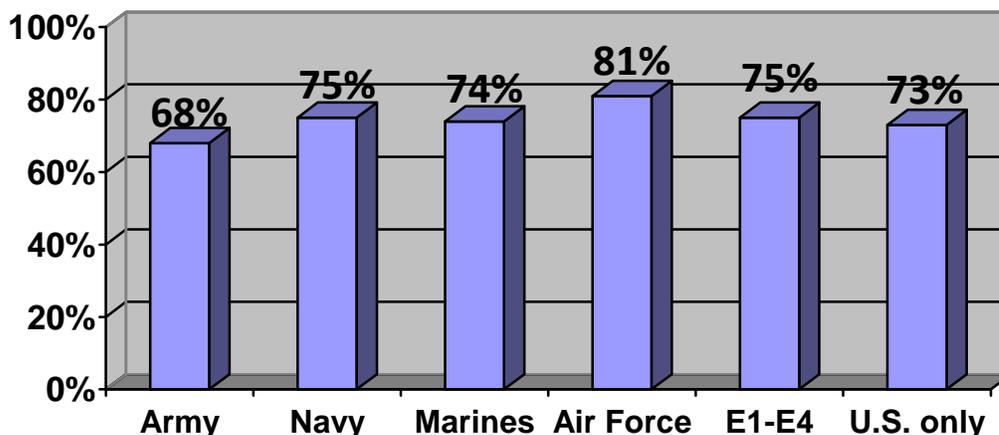


Figure 6: Have you identified an action plan to quit using tobacco within the next month? (Percent responding = 6%)



The last two figures display data related to messages on quitting tobacco use. This was only asked of service personnel who were between the ages of 18 and 25 and who used tobacco products within the past 12 months. Overall, 59 percent of the respondents have heard or seen messages or advertising on base within the past month encouraging them to quit using tobacco (Figure 7). Personnel in the Army are less likely to have seen or heard these messages or

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advertising than personnel in the other services (statistically significant difference). Again, there is a statistically significant difference by the race/ethnicity of the service personnel. Fifty-six percent of the non-Hispanic White personnel have seen or heard such a message or advertisement but 63 percent of the minority service personnel have seen or heard such a message or advertisement.

Overall, 12 percent of those hearing or seeing a message or advertisement remembered the tagline "Make Everyone Proud" (Figure 8). Of those remembering the tagline: 39 percent heard it on the radio, 50 percent saw the advertisement in a base newspaper, 62 percent saw it on a poster, and 46 percent saw it elsewhere. Of this group, 31 percent made a decision to quit using tobacco, 62 percent began/resumed thinking about quitting use of tobacco products, 18 percent visited the Web site noted in the advertisement, 31 percent initiated other action toward quitting use of tobacco, 30 percent actually quit using tobacco, and 25 percent took another action.

Figure 7: Have you heard, read, or seen messages or advertising on base in the past month that would encourage you to quit using tobacco?

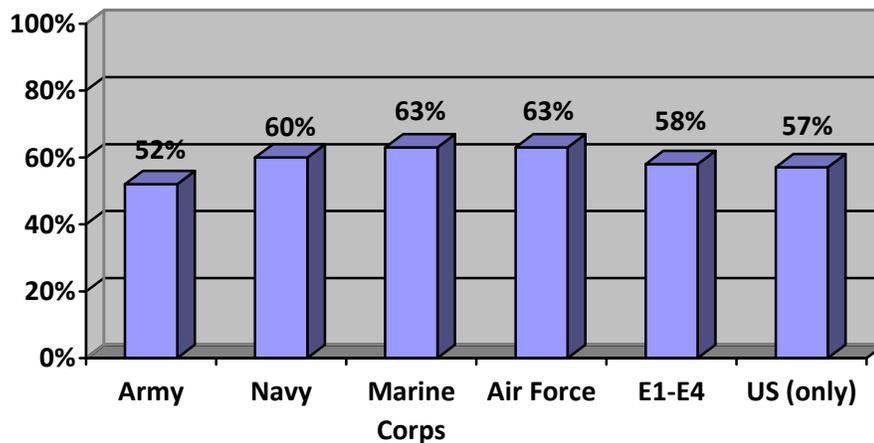
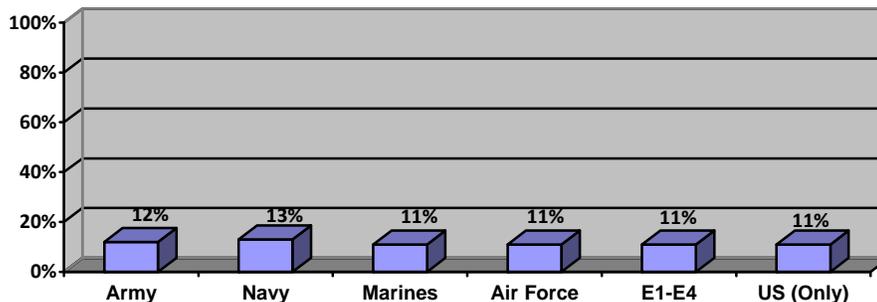


Figure 8: Did any of the messages have the tagline "Make Everyone Proud?" (Percent responding=9%)



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FINDINGS

These data show that there is still a sizable population, approximately 25 percent, of current service personnel who are users of tobacco (50 percent of the service personnel have ever used tobacco and 50 percent of those are current users). About 40 percent of these have tried within the past 6 months to quit using tobacco. Of those using tobacco products within the past 12 months and who are between the ages of 18 and 25, almost 60 percent have seen or heard messages encouraging them to quit using tobacco. Twelve percent of these remember the tagline "Make Everyone Proud." Posters and base newspapers seem to be the best sources for delivering the message. Also, those hearing or seeing the message are taking action.

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APPENDIX A QUESTIONS POSED ON THE SURVEY

TOBACCO

108. To what extent does your supervisor allow more breaks for tobacco users than non-tobacco users?

- Very large extent
- Large extent
- Moderate extent
- Small extent
- Not at all

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TOBACCO

109. Have you used any tobacco products (cigarettes, pipe, cigars, smokeless tobacco) within the last 12 months?

- Yes
- No

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TOBACCO

110. How would you classify yourself as a tobacco user?

- Current user of tobacco products
- Quit within the past 6 months
- Quit more than 6 months ago
- Occasional user of tobacco products

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TOBACCO

111. Did you take any steps in the past 6 months to quit using tobacco products?

- Yes
- No

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TOBACCO

112. Are you seriously considering quitting use of tobacco products?

- Yes, within the next 6 months
- Yes, but not within the next 6 months
- Yes, but not sure when
- No

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TOBACCO

113. Have you identified an action plan to quit using tobacco in the next month?

- Yes
- No

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TOBACCO

114. Have you heard, read, or seen messages or advertising on base in the past month that would encourage you to quit using tobacco?

- Yes
- No
- Don't know

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TOBACCO

115. Did any of the messages have the tagline "Make Everyone Proud?"

- Yes
- No

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TOBACCO

116. Where did you hear or see the "Make Everyone Proud" advertisement? *Mark "Yes" or "No" for each item.*

| | Yes | No |
|-------------------|-----------------------|-----------------------|
| a. Radio | <input type="radio"/> | <input type="radio"/> |
| b. Base newspaper | <input type="radio"/> | <input type="radio"/> |
| c. Poster | <input type="radio"/> | <input type="radio"/> |
| d. Other _____ | <input type="radio"/> | <input type="radio"/> |

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Please specify where you saw or heard the "Make Everyone Proud" advertisement.

TOBACCO

117. Please specify what you recall about the "Make Everyone Proud" advertisement.

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TOBACCO

118. Did you take any of the following actions as a result of hearing the "Make Everyone Proud" advertisement? *Mark "Yes" or "No" for each item.*

| | Yes | No |
|---|-----------------------|-----------------------|
| a. Made the decision to quit using tobacco | <input type="radio"/> | <input type="radio"/> |
| b. Began/resumed thinking about quitting use of tobacco products | <input type="radio"/> | <input type="radio"/> |
| c. Visited the Web site noted in the advertisement | <input type="radio"/> | <input type="radio"/> |
| d. Initiated other action toward quitting use of tobacco (e.g., spoke to health professional, bought patches, threw out tobacco products) | <input type="radio"/> | <input type="radio"/> |
| e. Actually quit using tobacco | <input type="radio"/> | <input type="radio"/> |
| f. Other action | <input type="radio"/> | <input type="radio"/> |

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