


# Arkansas Tobacco Prevention and Education Community Survey Results

## A Report on Community Views about MISRGO Grantee Services

| 11. Tobacco prevention & education programs are a good use of public money? |  | Number of Responses | Response Ratio |
|---|--|---------------------|----------------|
| Yes   |  | 852                 | 99%            |
| No  |  | 12                  | 1%             |
| <b>Total</b>  |  | 864                 | 100%           |

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## INTRODUCTION

MISRGO grantees have launched an aggressive effort to combat tobacco consumption in the State of Arkansas. One of the many measures of program effectiveness is the users' viewpoint about the programs.

Fetterman & Associates designed and launched an online survey to elicit community views about program performance and recommendations for improvement. There were 1159 visits to the survey and 932 surveys completed as of March 31, 2006. (This report focuses on results across grantees. However, grantee's will received individual reports focused on their own individual program efforts.)

|               |                     |
|---------------|---------------------|
| Launch Date   | Feb 20 2006 12:22AM |
| Modified Date |                     |
| Close Date    |                     |
| Email Invites | 0                   |
| Visits        | 1159                |
| Partials      | 0                   |
| Completes     | 932                 |

This body of this draft report presents community views about MISRGO grantees' performance in the area of tobacco prevention and education.

## CROSS SITE FINDINGS

The findings reported in this study are cross-site findings, compiling data across the State of Arkansas. A list of grantees is available below in response to question number 1.

1. Please select the tobacco prevention and education agency that you are familiar with in your community (from the pull-down menu below).

|  |
|--|
| Arkansas Broadcasting Foundation                         |
| Asian Pacific Coalition for Smoke Free AR                |
| Coalition for a Tobacco Free Arkansas                    |
| Delta Research Education and Development Foundation      |
| DeQueen Regional Medical Center                          |
| East Arkansas Enterprise Community                       |
| Jefferson Comprehensive Care Systems                     |
| LaCasa/UAMS  |
| Literacy Council of Jefferson County                     |
| Madison County Health Coalition                          |
| Mississippi County Coalition for a Tobacco-Free Arkansas |
| Northwest Arkansas Tobacco Coalition                     |
| Philander Smith College                                  |
| Southeast Arkansas Education Service Cooperative         |
| Southwest Arkansas Community Development Corporation     |
| Southwest Economic Development Association               |
| St. Edward Mercy Foundation                              |
| The Family Center  |
| Tree of Life Prevention Health                           |
| University of Arkansas Medical Service                   |
| Women's Council on African American Affairs              |



In many cases, community members recognized agencies that worked under the umbrella of a grantee coalition. They were listed under question 2. We also learned how they hear about the tobacco prevention program and plan to share that with grantees to assist them in their recruitment and information dissemination efforts in the future. We also asked if they had received any tobacco prevention and education information from them and received 96% affirmative response (question 3).

**2.** If you did not see the name of the tobacco prevention & education agency in your community (in the list above), please type it in the box below.

[VIEW](#) 134 Responses

**3.** How did you hear about them (the tobacco prevention & education agency in your community)?













[VIEW](#) 843 Responses

| <b>4.</b> Have you ever received any tobacco prevention & education information from them? |  | Number of Responses | Response Ratio |
|--|--|---------------------|----------------|
| Yes  |  | 842                 | 96%            |
| No   |   | 39                  | 4%             |
| <b>Total</b>   |  | 881                 | 100%           |

[VIEW](#) 121 Responses

### Types of Materials Received

Community members thought brochures, attending health fairs, and reading newspaper articles were the most useful types of materials and activities they received from grantees.

| <b>5.</b> If you have received material from the tobacco prevention & education agency in your community, please select the most useful materials and activities below (select all that apply): |   | Number of Responses | Response Ratio |
|---|---|---------------------|----------------|
| information tobacco brochures   |  | 710                 | 83%            |
| tobacco workshops   |  | 303                 | 35%            |
| rallies   |  | 235                 | 27%            |
| health fairs  |  | 397                 | 46%            |
| cessation support groups  |  | 92                  | 11%            |
| radio announcements   |  | 186                 | 22%            |
| television commercials (anti-tobacco commercials)   |  | 112                 | 13%            |
| Nic-O-Teen Prevention materials   |  | 46                  | 5%             |
| SOS program brochures   |  | 393                 | 46%            |
| Web pages   |  | 49                  | 6%             |
| Newspaper article   |  | 397                 | 46%            |
| <a href="#">VIEW</a> Other, Please Specify  |  | 65                  | 8%             |

## Effectiveness

Community members indicated that grantees were most effective in the following areas:

### Very effective rating

- 53% letting people know about the dangers of second hand smoke
- 49% sending out educational literature
- 46% telling people about the Quit Line
- 45% building coalitions with other anti-tobacco agencies
- 38% educating retailers to not sell tobacco products to minors
- 37% help minorities stop smoking (or not begin to smoke)
- 31% getting restaurants to be smoke free
- 31% getting businesses to be smoke free

| Rate how effective they are (the tobacco prevention & education agency in your community) concerning the following:                        |                   |                    |                         |                |                     |
|--|-------------------|--------------------|-------------------------|----------------|---------------------|
| <i>The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option</i> | 1<br>I don't know | 2<br>Not effective | 3<br>Slightly effective | 4<br>Effective | 5<br>Very effective |
| 1. sending out educational literature  | 8%<br>67          | 2%<br>14           | 8%<br>66                | 33%<br>287     | 49%<br>423          |
| 2. letting people know about the dangers of second hand smoke  | 3%<br>23          | 2%<br>14           | 7%<br>59                | 36%<br>304     | 53%<br>453          |
| 3. telling people about the Quit Line (1-866-NOW-QUIT)   | 7%<br>63          | 2%<br>20           | 11%<br>89               | 33%<br>281     | 46%<br>391          |
| 4. educating retailers to not sell tobacco products to minors  | 9%<br>77          | 3%<br>29           | 14%<br>118              | 36%<br>303     | 38%<br>320          |
| 5. getting restaurants to be smoke free  | 9%<br>75          | 5%<br>43           | 20%<br>164              | 35%<br>295     | 31%<br>261          |
| 6. getting businesses to be smoke free   | 10%<br>81         | 6%<br>52           | 18%<br>152              | 35%<br>293     | 31%<br>257          |
| 7. getting bars to be smoke free   | 29%<br>239        | 10%<br>79          | 15%<br>121              | 25%<br>203     | 21%<br>175          |
| 8. getting advertisers to reduce their advertising of tobacco products   | 16%<br>133        | 8%<br>62           | 20%<br>163              | 30%<br>250     | 26%<br>216          |
| 9. building coalitions with other anti-tobacco agencies  | 8%<br>66          | 3%<br>21           | 8%<br>64                | 37%<br>303     | 45%<br>374          |
| 10. help minorities stop smoking (or not begin to smoke)   | 8%<br>63          | 4%<br>30           | 15%<br>127              | 36%<br>304     | 37%<br>309          |

Community members also shared their view of how effective the agencies have been working with youth and adults.

### Youth Focus

The highest rating went to “preventing youth from starting smoking”, receiving a 43% very effective rating. “Preventing youth from beginning to use spit and snuff” tied with

“reducing the use of tobacco for youth”, receiving a 41% very effective rating (see response to question 7).

| 7. Rate how effective the tobacco prevention & education agency is concerning these YOUTH concerns:  |                   |                    |                         |                |                     |
|--|-------------------|--------------------|-------------------------|----------------|---------------------|
| <i>The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option</i> | 1<br>I don't know | 2<br>Not effective | 3<br>Slightly effective | 4<br>Effective | 5<br>Very effective |
| 1. preventing youth from starting to smoke   | 4%<br>33          | 2%<br>16           | 9%<br>79                | 41%<br>347     | 43%<br>363          |
| 2. preventing youth from beginning to use spit and snuff   | 6%<br>52          | 2%<br>20           | 11%<br>94               | 39%<br>321     | 41%<br>344          |
| 3. reducing the use of tobacco for youth   | 5%<br>41          | 1%<br>11           | 11%<br>94               | 41%<br>335     | 41%<br>341          |
| 4. getting youth to stop smoking (if they have already started)  | 8%<br>66          | 4%<br>33           | 18%<br>148              | 40%<br>329     | 31%<br>254          |
| 5. getting youth to stop spit or snuff (if they have already started)  | 10%<br>85         | 5%<br>40           | 19%<br>157              | 35%<br>287     | 31%<br>250          |

### Adult Focus

Community members rated “preventing adults from starting to smoke” the highest, with a 33% very effective rating. Similarly, they rated “preventing adults from beginning to use spit or snuff” and “reducing the use of tobacco for adults” second highest, with a 30% very effective rating.

| 8. Rate how effective the tobacco prevention & education agency is in your community concerning these ADULT issues:                        |                   |                    |                         |                |                     |
|--|-------------------|--------------------|-------------------------|----------------|---------------------|
| <i>The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option</i> | 1<br>I don't know | 2<br>Not effective | 3<br>Slightly Effective | 4<br>Effective | 5<br>Very Effective |
| 1. preventing adults from starting to smoke  | 6%<br>54          | 2%<br>19           | 16%<br>131              | 43%<br>357     | 33%<br>275          |
| 2. preventing adults from beginning to use spit or snuff   | 9%<br>73          | 4%<br>30           | 19%<br>160              | 38%<br>317     | 30%<br>254          |
| 3. reducing the use of tobacco for adults  | 7%<br>60          | 2%<br>19           | 20%<br>166              | 41%<br>337     | 30%<br>246          |
| 4. getting adults to stop smoking (if they have already started)   | 10%<br>79         | 5%<br>43           | 22%<br>184              | 37%<br>305     | 26%<br>220          |
| 5. getting adults to stop using spit or snuff (if they have already started)   | 13%<br>108        | 6%<br>49           | 23%<br>193              | 33%<br>270     | 25%<br>205          |

### Community Links

Tobacco prevention and education grantees work with various non-profits, businesses, and government entities. This collaboration generally broadens their scope of activity and enhances their effectiveness. According to community members, grantees primarily worked with schools, churches, businesses, and restaurants. They were less involved in sports events. (See response to question 9.)

| 9. | The tobacco prevention & education agency in your community is involved in: (select all that apply) | Number of Responses | Response Ratio |
|----|---|---------------------|----------------|
|    | schools   | 768                 | 88%            |
|    | churches  | 667                 | 77%            |
|    | sports events   | 333                 | 38%            |
|    | businesses  | 570                 | 66%            |
|    | restaurants   | 482                 | 55%            |

### Target Group (adolescents)

Community members across the state identified adolescents as the primary target population. (See response to question 10.)

| 10. | Who should the tobacco prevention & education agency work with the most? (select the most important group to work with) | Number of Responses | Response Ratio |
|-----|---|---------------------|----------------|
|     | infants/newborns  | 57                  | 7%             |
|     | adolescents   | 486                 | 56%            |
|     | young adults  | 206                 | 24%            |
|     | adults  | 119                 | 14%            |
|     | elderly   | 5                   | 1%             |
|     | <b>Total</b>  | <b>873</b>          | <b>100%</b>    |


### Good Use of Public Money

One of the most significant questions in the survey was: “Tobacco prevention and education programs are a good use of public money?” The overwhelming response across the State was positive, with a 99% positive response. (See response to question 11.)

| 11. | Tobacco prevention & education programs are a good use of public money? | Number of Responses | Response Ratio |
|-----|---|---------------------|----------------|
|     | Yes   | 852                 | 99%            |
|     | No  | 12                  | 1%             |
|     | <b>Total</b>  | <b>864</b>          | <b>100%</b>    |





### Would You Recommend to a Friend

A classic question that gets to the heart of a person’s trust and confidence in the merit or performance of a program is whether you would recommend it to a friend. The response to this critical question was also in the affirmative, providing a 98% positive rating. (according to question 12).

| 12. Would you recommend the tobacco prevention & education agency to your friends or family members if they smoked or were thinking about smoking? |  | Number of Responses | Response Ratio |
|--|--|---------------------|----------------|
| Yes  |  | 852                 | 98%            |
| No   |  | 15                  | 2%             |
| <b>Total</b>   |  | 867                 | 100%           |


### Diversity of Community



One of the charges to grantees is to work with diverse groups in the community. The community survey response documents program effectiveness in this category. Grantees work with African Americans, Whites, and Hispanics or Latinos. Grantees also work with Asians (but in much smaller numbers, given the size of the population in the State).

| 13. Select all the groups the tobacco prevention & education agency works with in your community (select all that apply): |  | Number of Responses | Response Ratio |
|---|--|---------------------|----------------|
| African American  |  | 822                 | 94%            |
| Hispanic or Latino  |   | 597                 | 68%            |
| White   |   | 660                 | 75%            |
| Asian   |   | 320                 | 37%            |
| <a href="#">VIEW</a> Other, Please Specify  |  | 36                  | 4%             |

### Prevention and Getting People to Stop Smoking

This report and the survey conclude with community views about the grantees ability to prevent people from using tobacco and their effectiveness in getting people to stop smoking. There perception is critical since it is a measure of their confidence in the agencies to be effective in this mission. The results were 96% and 94% affirmative to both of these questions.

| 14. The tobacco prevention & education agency in your community has been effective in PREVENTING people from using tobacco. |  | Number of Responses | Response Ratio |
|---|--|---------------------|----------------|
| Yes   |  | 826                 | 96%            |
| No  |  | 36                  | 4%             |
| <b>Total</b>  |  | 862                 | 100%           |

| 15. The tobacco prevention & education agency in your community has been effective in getting people to STOP using tobacco. |  | Number of Responses | Response Ratio |
|---|--|---------------------|----------------|
| Yes   |  | 817                 | 94%            |
| No  |   | 49                  | 6%             |
| <b>Total</b>  |  | 866                 | 100%           |

## **Conclusion**

The overwhelming evidence suggests that communities throughout the State of Arkansas support the use of public funds for tobacco prevention and education programs. In addition, it is clear that communities across the State believe that MISRGO grantees are doing an effective job in preventing people from smoking and stopping them from using tobacco.