



# Tobacco Awareness Campaign Evaluation for Administration, Faculty, and Staff: 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, and 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 administration, faculty, and staff 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 administration, faculty, and staff. Findings from the student body are reported in a separate document entitled *Student Tobacco Awareness Campaign Evaluation: 2003*.

### Acknowledgments

We wish to thank Barb Lonbaken, Director of the Student Health Service & Wellness Education, North Dakota State University and Holly Bergo, Health Educator, North Dakota State University for their effort in coordinating this project. Their assistance and helpful guidance have been greatly appreciated. In addition, we want to express our gratitude to Fargo Cass Public Health for providing the funding for this particular research and to Rich Fenno, Tobacco Coordinator, and Carol Grimm, Health Promotion Manager, Fargo Cass Public Health for their assistance in overseeing the project.

### North Dakota State Data Center Authors

Dr. Richard Rathge, Director  
Ramona Danielson

North Dakota State Data Center  
Department of Agribusiness and Applied Economics  
North Dakota State University  
IACC Building, Room 424  
Fargo, North Dakota 58105-5636  
Phone: (701) 231-7980  
URL: <http://www.ndsu.edu/sdc>

## EXECUTIVE SUMMARY

---

### Introduction

The purpose of this study was to gather information from faculty, staff, and administration at 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 105 faculty members, 207 staff, and 23 administrators from North Dakota State University were collected during the Spring 2003 term. Surveys were sent to all faculty and administrators on the campus and a random selection of staff. The total number of surveys returned by staff ensures a sampling error rate of at most 5 percent. The surveys were distributed and collected through campus mail. The data collection started in early April 2003 and finished at the end of May 2003. The surveys were designed for electronic scanning to reduce coding and input error.

### Survey Results

#### *Media*

- ▶ A small minority of respondents 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 was the type of media for the majority of respondents. Radio was the second most common type of media. Many more respondents had seen information about tobacco use or secondhand smoke on billboards than information about cessation/stopping tobacco use programs. Between one-fourth and one-third of respondents had seen information in the newspaper. With respect to media to which respondents were exposed on campus, a slightly higher proportion of respondents indicated they were exposed to information through posters, followed by *The Spectrum* student newspaper and displays on campus.
- ▶ The much greater exposure by respondents 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 10 faculty/staff/administration on campus were exposed to the information from the media campaign.

#### *Usage of Tobacco Products*

- ▶ One-tenth of respondents reported using tobacco products. More than half of all respondents had never smoked or used tobacco products, while 30 percent indicated they used to use tobacco products but had quit.
- ▶ Half of tobacco users indicated they were regular smokers; half of those smokers smoked more than 10 cigarettes in an average day. Approximately one in seven used chewing tobacco. Approximately one in seven used tobacco occasionally.

#### *Demographics*

- ▶ The majority of respondents were 45 years of age or older. Staff were 62 percent of the total survey respondents. Females represented more than half of the respondents.

**TABLE OF CONTENTS**

---

List of Figures . . . . . v

List of Tables . . . . . vi

List of Appendix Tables . . . . . vii

Introduction . . . . . viii

    Study Objectives . . . . . viii

    Methodology . . . . . viii

Survey Results . . . . . 1

    Media . . . . . 2

    Usage of Tobacco Products . . . . . 4

    Demographics . . . . . 6

Appendix Tables . . . . . 8

Survey Instrument . . . . . 13

**LIST OF FIGURES**

---

Figure 1. Types of Media Where Respondent Has Seen or Heard Information About Tobacco Use or Secondhand Smoke ..... 2

Figure 2. Types of Media Where Respondent Has Seen or Heard Information About Cessation/Stopping Tobacco Use Programs ..... 3

Figure 3. Whether Respondent Uses Tobacco Products ..... 4

Figure 4. Number of Cigarettes Smoked in an Average Day by Regular Cigarette Smokers ..... 5

Figure 5. Respondent's Age ..... 6

Figure 6. Respondent's Appointment at NDSU ..... 6

Figure 7. Respondent's Gender ..... 7

**LIST OF TABLES**

---

Table 1. Of All Respondents, Those Who Are Not Users of Tobacco Products ..... 4

Table 2. Usage of Tobacco Products ..... 5

## LIST OF APPENDIX TABLES

---

Appendix Table 1. Types of Media Where Respondent Has Seen or Heard Information About Tobacco Use or Secondhand Smoke .....	9
Appendix Table 2. Other Types of Media Where Respondent Has Seen or Heard Information About Tobacco Use or Secondhand Smoke .....	9
Appendix Table 3. Types of Media Where Respondent Has Seen or Heard Information About Cessation/Stopping Tobacco Use Programs .....	10
Appendix Table 4. Other Types of Media Where Respondent Has Seen or Heard Information About Cessation/Stopping Tobacco Use Programs .....	10
Appendix Table 5. Whether Respondent Uses Tobacco Products .....	11
Appendix Table 6. Number of Cigarettes Smoked in an Average Day by Regular Cigarette Smokers ..	11
Appendix Table 7. Respondent's Age .....	11
Appendix Table 8. Respondent's Appointment at NDSU .....	12
Appendix Table 9. Respondent's Gender .....	12
Appendix Table 10. Additional Comments .....	12

## **INTRODUCTION**

---

### **Study Objectives**

The objective of this study was to evaluate the success of a media campaign aimed at exposing faculty, staff, and administration 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 faculty, staff, and administration regarding their attitudes, perceptions, and behavior toward tobacco use and secondhand smoke.

### **Methodology**

This study was designed to provide generalizable results regarding the views of faculty, staff, and administration on the campus of North Dakota State University (NDSU). This was accomplished in two ways. First, questionnaires were sent to all 710 full-time faculty and all 72 full-time administrators who were on the main campus of NDSU during the Spring 2003 term. Second, a sampling frame of full-time staff on the main campus of NDSU was drawn. These employees were stratified by their major employment category. Surveys were sent to a stratified random sample of staff. Overall, roughly half of the 1,105 full-time staff on the main campus were selected in the sample. This resulted in the distribution of 1,000 surveys to faculty, staff, and administration. The surveys were sent via campus mail with a return mailing label that was to be used also by campus mail.

Faculty, staff, and administration were informed of their rights regarding human subjects through a letter attached to the survey. A total of 105 useable faculty surveys were returned for a response rate of 11 percent. In addition, 23 administrator surveys and 207 staff surveys were returned for response rates of 32 percent and 38 percent, respectively. The total number of surveys returned by the staff ensures the error rate for sampling was at most 5 percent. The questionnaire was designed for electronic scanning to reduce coding and input error.

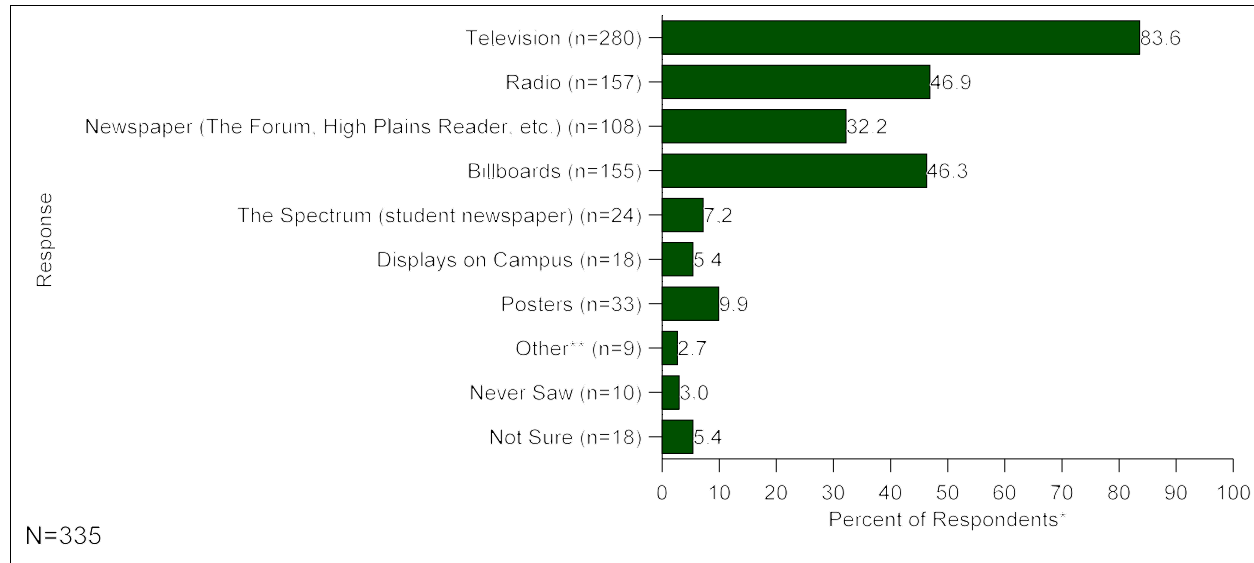


## **SURVEY RESULTS**

## MEDIA

- ▶ A large majority of respondents had seen information about tobacco use or secondhand smoke on television (83.6 percent). Radio (46.9 percent) and billboards (46.3 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 (9.9 percent) followed by *The Spectrum* student newspaper (7.2 percent) and displays (5.4 percent).

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

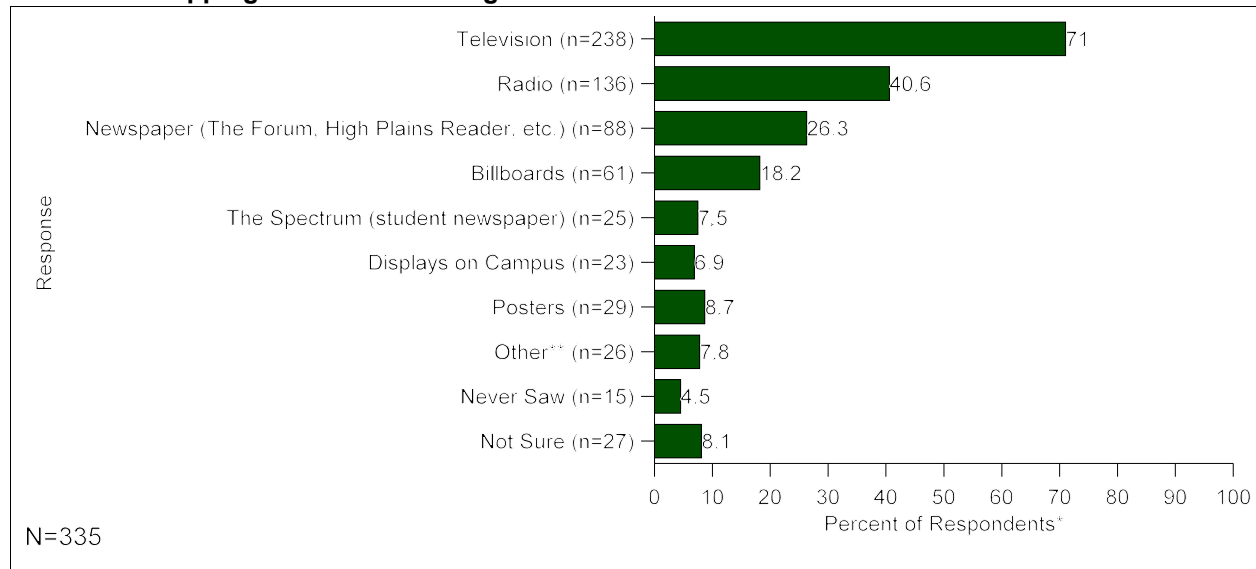


\*Percentages do not equal 100.0 due to multiple responses; N=335.

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

- ▶ Nearly three-fourths of respondents had seen information about cessation/stopping tobacco use programs on television (71.0 percent). Radio (40.6 percent) and newspapers (such as *The Forum* or the *High Plains Reader*) (26.3 percent) were the next most 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 more common (8.7 percent), seen by a slightly higher percentage than those who were exposed to the information from *The Spectrum* student newspaper (7.5 percent) and displays on campus (6.9 percent).

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



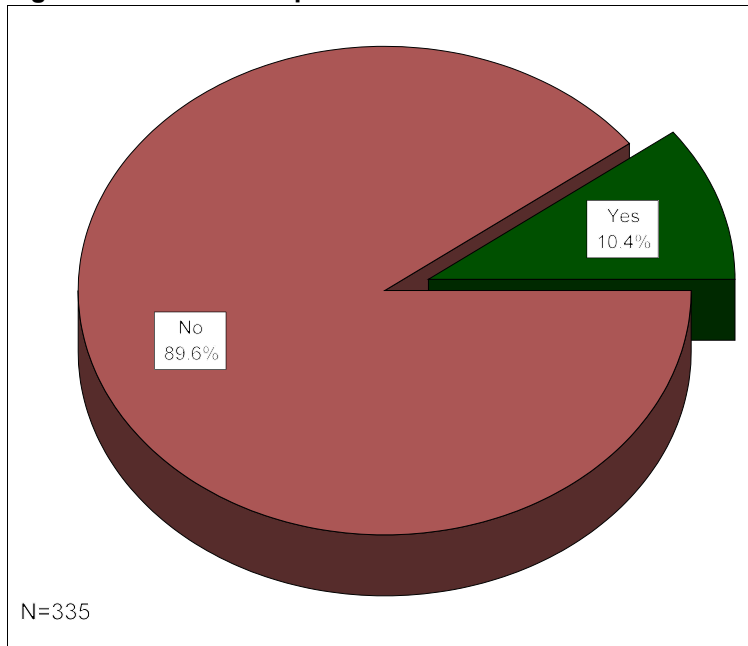
\*Percentages do not equal 100.0 due to multiple responses; N=335.

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

## USAGE OF TOBACCO PRODUCTS

- ▶ Approximately one in 10 respondents reported using tobacco products (10.4 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 (58.8 percent), and nearly one-third used to use tobacco products, but quit (30.1 percent) (Table 1).

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

Statement	Respondents (N=335)	
	Number	Percent*
I used to smoke or use other tobacco products, but quit.	101	30.1
I have never smoked or used other tobacco products.	197	58.8

\*Percentages do not equal 100.0 due to multiple responses; N=335.

- ▶ Of tobacco users, more than half indicated they are regular cigarette smokers (54.3 percent). The proportion of tobacco users who indicated they smoke tobacco products other than cigarettes was 8.6 percent, while 14.3 percent use chewing tobacco (Table 2).
- ▶ One in ten tobacco users indicated they use tobacco only when around others who use tobacco products (11.4 percent), while 8.6 use tobacco only when drinking alcohol. The proportion of tobacco users who use tobacco occasionally was 17.1 percent.

**Table 2. Usage of Tobacco Products**

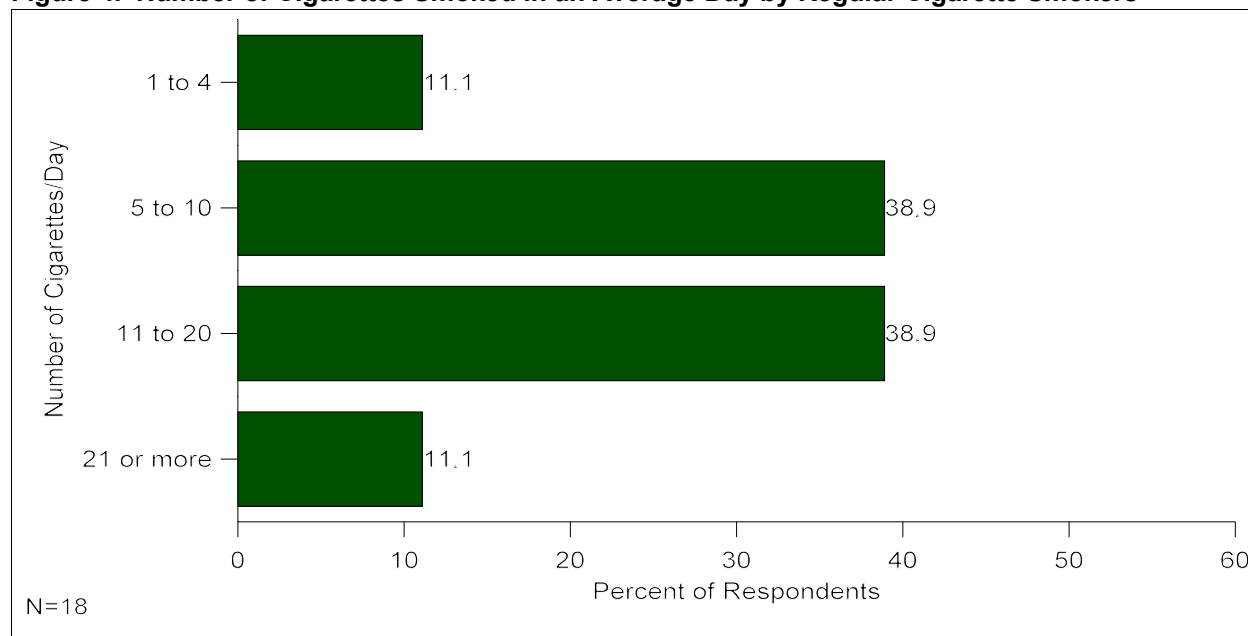
Statement	Respondents (N=35)	
	Number	Percent*
I am a regular cigarette smoker.**	19	54.3
I smoke tobacco products other than cigarettes (cigarillos, cigars, pipes).	3	8.6
I use chewing tobacco.	5	14.3
I smoke/use tobacco only when I drink alcohol.	3	8.6
I smoke/use tobacco only when I am around others who smoke/use tobacco.	4	11.4
I smoke/use tobacco occasionally (not every day).	6	17.1

\*Percentages do not equal 100.0 due to multiple responses; N=35.

\*\*See Figure 4 for the number of cigarettes smoked in an average day (18 of 19 respondents provided a number).

- ▶ Half of regular cigarette smokers smoked more than 10 cigarettes in an average day (Figure 4, Appendix Table 6).
- ▶ The number of cigarettes smoked by regular smokers in an average day was 13 cigarettes (Mean=13.05). One pack of cigarettes has 20 cigarettes.

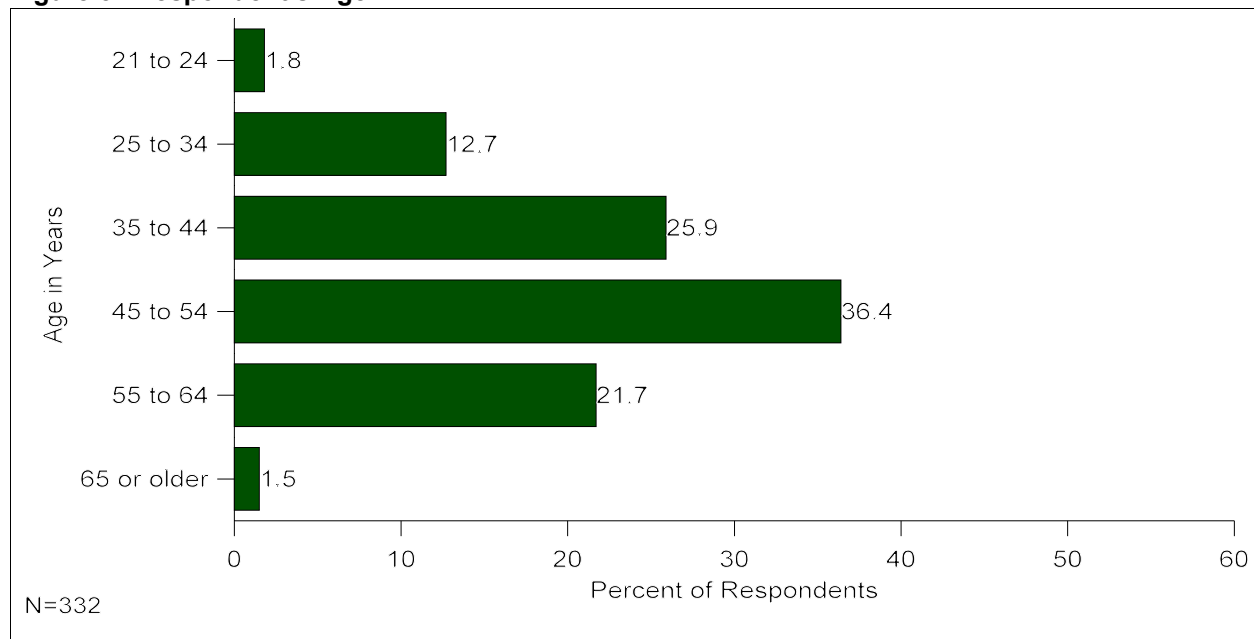
**Figure 4. Number of Cigarettes Smoked in an Average Day by Regular Cigarette Smokers**



## DEMOGRAPHICS

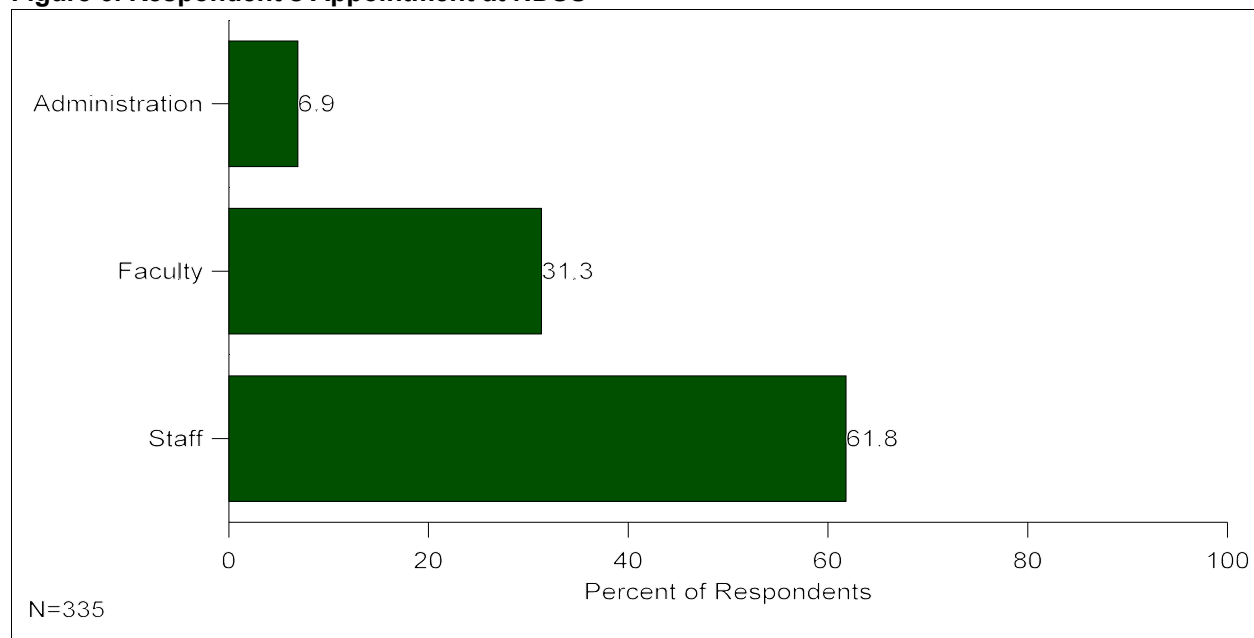
- ▶ The majority of respondents were age 45 or older (59.6 percent) (Figure 5, Appendix Table 7).

**Figure 5. Respondent's Age**



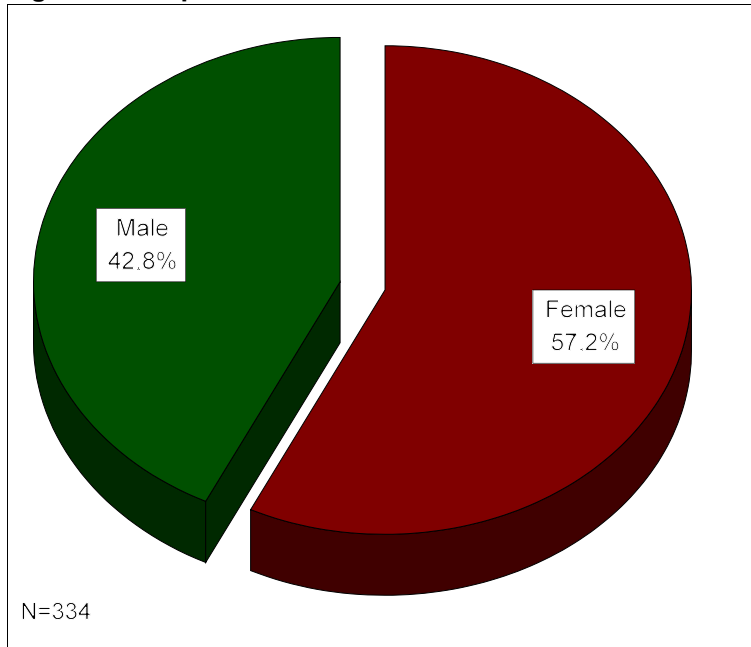
- Staff made up 61.8 percent of the survey respondents. Nearly one-third of respondents were faculty (31.3 percent) while 6.9 percent were administration (Figure 6, Appendix Table 8).

**Figure 6. Respondent's Appointment at NDSU**



- Females represented more than half of the respondents (57.2 percent) (Figure 7, Appendix Table 9).

**Figure 7. 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=335)	
	Number	Percent*
Television	280	83.6
Radio	157	46.9
Newspaper (The Forum, High Plains Reader, etc.)	108	32.2
Billboards	155	46.3
The Spectrum (student newspaper)	24	7.2
Displays on campus	18	5.4
Posters	33	9.9
Other**	9	2.7
Never Saw	10	3.0
Not Sure	18	5.4

\*Percentages do not equal 100.0 due to multiple responses; N=335.

\*\*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
E-mail	3
Magazine ads	1
Son's school information sheets	1
Public forum at city hall	1
Co-worker attended meeting	1
Daughter attended (TATOO)	1
Internet	1
Total	9

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

Type of Media	Respondents (N=335)	
	Number	Percent*
Television	238	71.0
Radio	136	40.6
Newspaper (The Forum, High Plains Reader, etc.)	88	26.3
Billboards	61	18.2
The Spectrum (student newspaper)	25	7.5
Displays on campus	23	6.9
Posters	29	8.7
Other**	26	7.8
Never Saw	15	4.5
Not Sure	27	8.1

\*Percentages do not equal 100.0 due to multiple responses; N=335.

\*\*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*
E-mail	9
Wellness Center e-mail	3
"It's happening at State"	3
Wellness Center	2
Meetings	2
Magazine ads	2
Wellness Center newsletter	2
From a participant in a program	1
Internet	1
Don't know	1
Work	1
Student discussion	1
Daughter attended (TATOO)	1
Word-of-mouth	1
Total	30

\*Number does not equal 26 due to multiple responses.

**Appendix Table 5. Whether Respondent Uses Tobacco Products**

Response	Respondents	
	Number	Percent
Yes*	35	10.4
No	300	89.6
Total	335	100.0

\*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."

**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	2	11.1
5 to 10 cigarettes/day	7	38.9
11 to 20 cigarettes/day	7	38.9
21 or more cigarettes/day	2	11.1
Total	18	100.0

**Appendix Table 7. Respondent's Age**

Age Categories	Respondents	
	Number	Percent
21 to 24 years old	6	1.8
25 to 34 years old	42	12.7
35 to 44 years old	86	25.9
45 to 54 years old	121	36.4
55 to 64 years old	72	21.7
65 years or older	5	1.5
Total	332	100.0

**Appendix Table 8. Respondent's Appointment at NDSU**

Appointment	Respondents	
	Number	Percent
Administration	23	6.9
Faculty	105	31.3
Staff	207	61.8
Total	335	100.0

**Appendix Table 9. Respondent's Gender**

Gender	Respondents	
	Number	Percent
Male	143	42.8
Female	191	57.2
Total	334	100.0

**Appendix Table 10. Additional Comments**

Comment
I think that the survey is too general in regards to question #1 [Q1]. Because I have tried cigarettes, but only a few times. I was not an avid smoker and quit. And I can't check the box that says I've never smoked either, so I just figured it could be a suggestion for next year.
I am doing the ban program on campus – and have been smoke-free for 29 days.

## **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:

2	0	1	2	3	4	5	6	7	8	9
4	0	1	2	3	4	5	6	7	8	9

**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

0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9

**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

- a. Television
- b. Radio
- c. Newspaper (Forum/High Plains Reader, etc.)
- d. Billboards
- e. Spectrum (student newspaper)
- f. Displays on Campus
- g. Posters
- h. Other \_\_\_\_\_
- i. Never Saw
- j. Not sure

Cessation or stopping tobacco use programs

- a. Television
- b. Radio
- c. Newspaper (Forum, High Plains Reader, etc.)
- d. Billboards
- e. Spectrum (student newspaper)
- f. Displays on Campus
- g. Posters
- h. Other \_\_\_\_\_
- i. Never Saw
- j. Not sure

**Q3. What is your major appointment at NDSU?**

- a. Administration
- b. Faculty
- c. Staff

**Q5. What is your gender?**

- a. Male
- b. Female

**Q6. What is your age?**

0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9

## Thank you!