

Major Data Sources Used to Monitor and Evaluate Tobacco Control in Wisconsin

Data Sources	Target Population	When	Administering Agency	Description	Issues addressed by data source
Behavioral Risk Factor Surveillance System (BRFSS)	Civilian, non-institutionalized adults over age 18 with telephone in home. In 2001, sample size was 3,351 Wisconsin adults.	Annual survey since 1984	Funded by Division of Public Health, DHFS. Administered by University of Wisconsin Survey Center	The BRFSS is the largest continually conducted health survey in the world. CDC develops standard core questionnaires to provide data that could be comparable across states. State health departments use BRFSS data to create publications to educate the public, the professional health community, and policy makers. The core BRFSS includes a small number of tobacco questions. However, additional questions can be added to the survey.	<ul style="list-style-type: none"> ▪ Percentage of the adult population that has ever smoked 100 cigarettes (5 packs) ▪ Percentage of the adult population that currently smokes ▪ Of those individuals who report ever smoking 100 cigarettes, the quantity of cigarettes on average smoked (not in 2001) ▪ Of those individuals who report ever smoking 100 cigarettes, the percentage that smokes everyday or some days (i.e., “regular” versus “irregular” smoker)? ▪ Of those individuals who report ever smoking 100 cigarettes, the percentage of adults that has tried quitting for more than 1 day in the past year? ▪ Of those individuals who report ever smoking 100 cigarettes, the length of time since the participant smoked daily (former smoker) <p>Data available in an optional tobacco module:</p> <ul style="list-style-type: none"> ▪ Environmental Tobacco Smoke exposure (ETS) in the home and at work ▪ Attitudes toward clean indoor air policies ▪ Physician cessation advice ▪ Smokeless tobacco use (history of and current use)
Youth Risk Behavior Survey (YRBS)	Wisconsin public high school students in grades 9 – 12. Sample size in 2001 was 2,120 students.	Biennial survey since 1991	Funded by Department of Public Instruction.	The YRBS includes a national and state survey providing vital information on risk behaviors including tobacco use among young people.	<ul style="list-style-type: none"> ▪ Prevalence of cigarette smoking among youth ▪ Age when initiated cigarette use ▪ Number of cigarettes smoked ▪ How cigarettes were obtained ▪ Prevalence of smoking on school property ▪ Quit attempts in previous 12 months ▪ Exposure to secondhand smoke (in a room with someone and adult in household who is regular smoker) ▪ Intention to smoke in the next year

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Youth Tobacco Survey (YTS)	<p>Wisconsin students enrolled in public schools in grades 6-12.</p> <p>Sample size for middle school students in 2002, n=1296</p> <p>Sample size for high school students in 2002, n=1360</p>	<p>Wisconsin middle schools surveyed every year since 2000.</p> <p>Wisconsin high schools surveyed biennially on even years since 2000</p>	Funded by Division of Public Health, DHFS.	The YTS was created by consortium organized by the CDC. It provides information on tobacco-related knowledge, attitudes and behaviors among young people in both middle and high schools.	<ul style="list-style-type: none"> ▪ Prevalence of cigarette smoking among youth ▪ Age when initiated cigarette use ▪ Number of cigarettes smoked ▪ How cigarettes were obtained ▪ Minor's access to tobacco (where did you buy, did you have to show proof of age, anyone refuse to sell) ▪ Cessation of tobacco use <ul style="list-style-type: none"> - Intent to quit, quit attempts ▪ Prevalence of smokeless tobacco use, cigars, pipes and bidis ▪ Intentions to start or continue to smoke ▪ Tobacco-related knowledge and attitudes of youth (addiction, more friends, looking cool, health risks) ▪ Involvement in anti-smoking classroom, extracurricular or community activities ▪ Awareness of anti-smoking media, B-Free ▪ Exposure to actors, athletes using tobacco in TV or movies or Internet tobacco ads ▪ Bought or obtained tobacco company promotional items ▪ Environmental tobacco smoke (in a room, ride in a car, someone lives in same household, four closest friends) ▪ Ever heard and participated in FACT activities
Current Population Survey	<p>Civilian, non-institutionalized people age 15. Surveys are conducted in approximately 50,000 households around the US. Roughly 800 Wisconsin residents are sampled each month.</p>	<p>Overall the CPS is conducted monthly. The National Cancer Institute adds tobacco-related questions when funds are available.</p>	Funded by the Bureau of the Census for the Bureau of Labor Statistics. The National Cancer Institute funds additional tobacco-related questions	<p>Survey is primarily focuses on labor force issues. Supplemental tobacco-related questions pertain to cigarette use, frequency of use, age of smoking initiation and smoking cessation.</p>	<ul style="list-style-type: none"> ▪ Prevalence and frequency of tobacco use ▪ Physician advice to quit smoking ▪ Attitudes and exposure to secondhand smoke ▪ Ever stopped for a day or more because trying to quit ▪ Most data can be stratified by age, gender, income, race and ethnicity, and education on a state level <p>Data currently available for 1992-1993, 1995-1996, 1998-1999. NCI paid for tobacco supplements in 2000, 2001 and 2002. In 2003, NCI will add more questions related to smoking cessation.</p>

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SAMMEC - Smoking-Attributable Mortality, Morbidity, and Economic Costs,	This software can be used on a national, state and local level, to estimate smoking-attributable mortality and economic costs.	Periodically, most recent release in Spring, 2001.	Software was developed by CDC and is available online. http://apps.nccd.cdc.gov/SAMMEC/	SAMMEC produces estimates of the burden of smoking-related mortality utilizing the concept of attributable risk, defined as an estimate of “the absolute excess risk associated with a given exposure”	<ul style="list-style-type: none"> ▪ Smoking-attributable mortality (uses a combination of smoking prevalence and the number of deaths in the state) <ul style="list-style-type: none"> - Smoking-related cancers, cardiovascular disease, respiratory disease ▪ Economic impact of cigarette smoking <ul style="list-style-type: none"> - Health care costs and lost productivity ▪ Years of Potential Life Lost
Per Capita Tobacco Data	Tobacco consumption data from an annual compendium on tobacco revenue and industry statistics	Annually	Wisconsin Department of Revenue/Orzec Howski & Walker	Relationship between price/tax and consumption.	<ul style="list-style-type: none"> ▪ State and national trends in per capita cigarette sales ▪ State and national historical cigarette tax rates ▪ Changes in state cigarette taxes across time ▪ State/national trends for cigarette taxes as a percentage of retail price
Birth Certificate	Effective since 1989, birth certificates provide information on maternal and infant health including maternal tobacco use	Compiled annually, publicly released two years after collection	National Center for Health Statistics and Wisconsin Department of Health and Human Services, Division of Health Care Financing	Birth certificates include data on tobacco use during pregnancy.	<ul style="list-style-type: none"> ▪ Smoking during pregnancy (yes/no) at state and county level for past 10 years ▪ Average number of cigarettes smoked during pregnancy ▪ Can cross-list these by demographic characteristics (including age of mother, race, education, and prenatal care)
All-cause mortality data	Death certificate information from CDC.	Compiled annually, publicly released two years after collection	National Center for Health Statistics	This data set has counts and rates of death by age), race, gender, year, state, and county of residence, and underlying cause of death. Tobacco-related death check-box will be added in several years.	<ul style="list-style-type: none"> ▪ Mortality data by disease code ▪ ICD-9 (1979-1998) and ICD-10 (1999) International classification of tobacco-related diseases codes include: neoplasms, cardiovascular, and respiratory diseases) ▪ Data available since 1979 at state and county level ▪ Used in conjunction with SAMMEC to ascertain smoking-attributable mortality and economic costs

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Wisconsin tobacco Survey	<p>Civilian, non-institutionalized adults over age 18 with telephone in home.</p> <p>2001 sample size, n=6135</p> <p>Never smokers, n=4106</p> <p>Former smokers, n=1071</p> <p>Current smokers, n=958</p>	First survey conducted in 2001	Center for Tobacco Research and Intervention	<p>The Wisconsin Tobacco Survey provides information about: 1) current tobacco use patterns among Wisconsin adults, 2) attitudes towards efforts to regulate tobacco, 3) patterns of smoking cessation attempts, and 4) a number of other tobacco research issues. The WTS used a scientifically-selected random sample to give all households with telephones a chance of inclusion in the study. The survey oversampled the two most disproportionately African American counties in Wisconsin, Milwaukee and Racine. African American residents completed four percent or 268 surveys. A total of 6,135 valid surveys were included in the final dataset. Among those people, 4,106 never smoked, 1,071 were former smokers and 958 were current cigarette smokers.</p>	<ul style="list-style-type: none"> ▪ Percentage of survey respondents that have ever smoked 100 cigarettes (5 packs) ▪ Percentage of survey respondents that currently smokes ▪ Of those individuals who report ever smoking 100 cigarettes, the quantity of cigarettes on average smoked ▪ Of those individuals who report ever smoking 100 cigarettes, the percentage that smokes everyday or some days (i.e., “regular” versus “irregular” smoker)? ▪ Percentage of current and former smokers who have tried to quit for a day or longer in the past 12 months and the length of time respondent did not smoke during quit attempt ▪ Percentage of survey respondents that has ever smoked a pipe and currently smokes a pipe ▪ Percentage of survey respondents that has ever smoked cigars and currently smokes cigars ▪ Percentage of survey respondents that has ever chewed tobacco and currently chews tobacco ▪ Percentage of people who live in households with smokers ▪ Attitudes toward nicotine and tobacco use ▪ Questions for current and former smokers <ul style="list-style-type: none"> ▪ Use of a health care provider to help quit ▪ Discussion with a health care provider on the health effects of smoking ▪ Likelihood of using medicines or counseling to aid with quitting ▪ Test for nicotine dependence (how soon after you wake up do you smoke?) ▪ Type of cigarettes smoked and how purchased ▪ Time since last smoked ▪ How many cigarettes in a day smoked ▪ Percentage of women who smoked 30 days before pregnancy and during pregnancy ▪ Percentage of women who were advised to quit smoking during pregnancy by a health care provider ▪ Environmental Tobacco Smoke exposure (ETS) ▪ In the home, at work, attitudes toward clean indoor air

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Wisconsin Restaurant Survey	Survey sent to a sample of Wisconsin Restaurants. List of restaurants from the Environmental Sanitation System, Division of Public Health, Wisconsin Department of Health and Family Services N=922	First conducted in 2002	University of Wisconsin Monitoring and Evaluation Program	Survey designed to assess number of restaurants with smoke-free policies, why restaurants have those policies, and likeliness of being smoke-free in near future	<ul style="list-style-type: none"> ▪ Percentage of restaurants, bars and both restaurants and bars that: <ul style="list-style-type: none"> -Do not allow smoking anywhere in establishment -Allow smoking at the bar -Allows smoking in designated areas of dining room ▪ Percentage of establishments with completely closed off smoking areas and/or separate ventilation systems ▪ Factors are important in deciding to eliminate smoking (customer request, loss of sales, employees' request, health concerns, etc) ▪ Likeliness of becoming smoke-free in future ▪ Reasons for current smoking policy ▪ Percentage of establishments with employees that smoke
Wisconsin Workplace Survey	Survey of a sample of Wisconsin Workplaces. Sample taken from a database of businesses. N=1209	First conducted in 2001	University of Wisconsin Monitoring and Evaluation Program	Survey designed to assess number of workplaces with smoke-free policies	<ul style="list-style-type: none"> ▪ Percent of workplaces with 5 or more employees that do not allow smoking indoors, outside on worksite grounds, and in company vehicles ▪ Data also available on industries with smoke-free workplaces ▪ Main reasons for having a policy (customer demand, fire and safety, health concerns, employee request, etc.) ▪ Main reasons for not having a policy (few or no people smoke, customer demand, employee request, etc.)
Wisconsin Municipal Gov't Building Survey	Survey sent to clerks of all counties, cities, villages and a sample of towns to obtain smoking policy data of municipal buildings	Conducted in 1996, 1997 & 2001	University of Wisconsin Monitoring and Evaluation Program	Survey designed to assess the smoking policies in municipal government buildings, municipal vehicles as well as the enforcement of these policies	<ul style="list-style-type: none"> ▪ Percent of counties with smoke-free county buildings ▪ Percent of cities, villages and town with smoke-free municipal buildings ▪ Percent of municipal vehicles where smoking is banned ▪ Degree to which smoke-free policies are enforced

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Wisconsin Media Evaluation Survey	Civilian, non-institutionalized adults over age 18 years and youth ages 12 to 17 years. <u>Adults</u> Pretest n=1214 Posttest n=1207 <u>Youth</u> Pretest n=1029 Posttest n= 1062	First conducted in 2001	BVK/McDonald – Wisconsin Tobacco Control Board’s agency responsible for the counter-marketing campaign. University of Wisconsin Monitoring and Evaluation Program	Survey designed to assess impact of the media campaign on both adults and youth in Wisconsin.	Agreement with belief and attitudinal statements related to: <ul style="list-style-type: none"> ▪ Harmfulness of secondhand smoke ▪ Addictive nature of nicotine and deadliness of tobacco ▪ Youth assess and fines for youth and retailers ▪ Smoke-free environments like restaurants, workplaces, sporting events, shopping malls, bars and taverns Awareness of the media campaign’s primary messages (secondhand smoke kills, nicotine is addictive/tobacco is deadly, tobacco industry lies) Awareness of the particular campaign advertisements Receptivity and perceived effectiveness of campaign advertisements Percent of cigarette smokers, how many cigarettes people smoke, intentions to quit, quit attempts, use of the Wisconsin Quitline Questions specific to the youth survey in addition to those above: <ul style="list-style-type: none"> ▪ Adult and siblings who smokes in the household ▪ How many of your four closest friends smoke ▪ Awareness of FACT program and participation in FACT activities ▪ Age of first cigarette ▪ How many cigarettes smoked in a lifetime
Wisconsin FACT survey	Youth participants in WI’s youth-led movement – FACT. Survey will be sent to 1070 FACT participants.	Survey is planned for 2002	University of Wisconsin Monitoring and Evaluation Program	Survey designed to assess FACT membership characteristics (demographics, cigarette smoking behaviors, involvement in extra-curricular activities), variation in FACT events and attitudes toward the tobacco industry	<ul style="list-style-type: none"> ▪ Demographics (i.e., age, sex, race, current grade in school, grades youth get in school, plans for future, parental education) ▪ Cigarette smoking prevalence ▪ Extra-curricular involvement ▪ Involvement in tobacco control ▪ Attitudes about the tobacco industry ▪ Involvement in FACT activities ▪ Attitudes and perceptions about FACT

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School Health Education Profile	Principals and health teachers in Wisconsin public schools	Survey has been administered every four years since 1994.	Wisconsin Department of Public Instruction	Survey designed to monitor the current status of school health education at middle and high school levels.	<ul style="list-style-type: none"> ▪ Percentages of schools and grades with health education courses ▪ Information on physical education/activity programs ▪ Nutrition-related policies like whether fruits and vegetables are offered at school events, through vending machines, ▪ School violence programs ▪ Asthma management activities ▪ HIV Infection policies ▪ Tobacco Prevention Policies and curriculum <ul style="list-style-type: none"> ▪ Prohibition of tobacco products on school grounds ▪ What actions are taken if youth are caught smoking ▪ Are cessation programs available for students and staff ▪ Limits on tobacco advertising and wearing of promotional items by students
Wisconsin Family Health Survey	Wisconsin household residents. Sample size in 2000 was 2,664 households, which included 6,894 residents	Monthly survey beginning in 1989	Bureau of Health Information, Division of Health Care Financing, DHFS	Since 1989 the Wisconsin Family Health Survey has collected information about health status, health problems, health insurance coverage and use of health care services among Wisconsin residents. (Information will be used to assess tobacco-related morbidity.)	<ul style="list-style-type: none"> ▪ Perceived health status ▪ Percent of adults with chronic conditions (high blood pressure, arthritis, stroke, asthma, diabetes, etc.) ▪ Percent of people with insurance ▪ Percent of people who visited a physician and dentist in past year ▪ Characteristics of Wisconsin Households (demographic, residency, employment) ▪ No specific tobacco-related questions on survey
Wisconsin Cancer Reporting System	Newly diagnosed cancer cases from 300 Wisconsin hospitals, clinics and physician offices and 17 out-of-state cancer registries	Ongoing	Bureau of Health Information, Division of Health Care Financing, DHFS	Since 1976 the System has collected cancer incidence data on Wisconsin residents. All invasive and noninvasive malignant tumors, except basal and squamous cell carcinomas of the skin. No tobacco use data included.	Demographics of cancer incidence (Age, gender, race/ethnicity, and region)

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Synar Compliance Checks	A sample of all retail tobacco outlets in the state of Wisconsin accessible to youth under the age of 18. Outlets with an enforced minimum age restriction for entry of 18 or older and those deemed "unsafe" are excluded from the population.	Yearly beginning in 1997. Data are publicly available for 1997	Bureau of Substance Abuse Services, DHFS	Outlets are defined as "any location that sells at retail or distributes tobacco products to consumers, including (but not limited to) locations that sell these products over the counter or through vending machines."	<ul style="list-style-type: none"> ▪ Percent of over the counter and outlets with vending machine that sell tobacco to minors. ▪ Percent of illegal purchases made by "over-the-counter, clerk-assisted," "over-the-counter, self-service," or "vending machine" purchase. ▪ Percent of outlets with a sign indicating that it is against the law to sell to anyone under that age of 18. ▪ Percent of minors asked to show proof of age when trying to purchase tobacco products.