

Delva, Jorge

School of Social Work
Florida State University

2001 Program
New Investigator (3-year project)

Project Title: What is the impact of Florida's youth anti-tobacco smoking campaign on adult smoking attitudes and behaviors

Project Summary: Florida's tobacco control program is unique among states in targeting youth rather than adults, but it may nevertheless have some effect on adult smoking as well. This study asks whether adult smoking is directly affected by advertisements of the "truth" campaign and/or indirectly affected by changing attitudes among youth.

Project Successes: Over 2000 adults were initially interviewed. Half of these had children in the Truth Targeted ages and half did not. When a child in the Truth targeted ages was present in a household the child was also interviewed. A second interview of each adult (and child) was conducted approximately one year later.

Adult awareness and confirmed awareness of the media component was high at the time of each interview. Adults with children in the Truth targeted ages had higher awareness and confirmed awareness of the media component than adults without children in the targeted ages. This was not the case for the SWAT component. Adults who could confirm their awareness of the media campaign had stronger anti-tobacco attitudes and beliefs than adults who could not and this was nearly equally true if there was a targeted child present or not. This was not the case when confirmed awareness of SWAT was considered. The effects on actual tobacco use behaviors of adults were more complex, but there was no evidence to suggest that adults with children were more likely to quit smoking or not start as a result of SWAT activities. Overall, there is evidence to demonstrate that the media component of the Truth campaign was impacting adults as well as children, but no evidence to suggest that the youth organization component was impacting adults.

Publications from BRP funded research in Peer Reviewed Journals:

Two manuscripts are in preparation. One will be sent to Preventive Medicine. The editor of Tobacco Control has actually solicited the second; a peer reviewed journal of the British Medical Society.

Selected presentations from BRP funded research:

Assessing the Non-Targeted Consequences of Tobacco Control Program Reduced Funding. Invited presentation to the CDC/NCI, ALF National Workshop on Research Planning to Assess the Consequences of Reduced and Eliminated State Tobacco Control Funding. Washington, DC, 2004.

The Awareness and Confirmed Awareness of a Youth Targeted Tobacco Prevention Campaign Among Adults. National Conference on Tobacco or Health. Boston, 2003.

Assessing the Reliability and Validity of Immediate and Intermediate Measures in Tobacco Control Program Evaluation. Invited Plenary Session Presentation to the National Conference on Tobacco or Health, Boston, 2003.

New grants based in part on BRP-funded work:

National Cancer Institute

Title: Assessing the Impact of State Tobacco Control Program Defunding.

Project period: April, 2005 - March, 2007

Award amount: \$250,000