Culture, Diversity, Ethnicity and Tobacco Use

Maryland Center for Quitting Use and Initiation of Tobacco
MDQUIT.ORG
What is Culture?

- The confluence of genetic, familial, social, political, and historical influences that can shape
  - how individuals view themselves and their world,
  - process experiences, and
  - communicate and interact with others.
- There are multiple subcultures in which individuals live (diversity within and across individuals)
- Individual participation/identification in a culture vary in how integrated into life and perspective
- Cultural influences are not always conscious or explicit
Culture

- Often we use ethnicity and race as a measure of culture and diversity.
- However, this is problematic since we can overlook diversity within an ethnic or cultural subgroup and overlook the dynamic nature of culture so we really develop cultural stereotypes.
- Actually each of us lives embedded in our own unique and often shared culture.
- Culture represents our lives in context and how that context affects our experiences and our views, beliefs and values.
Cultural Competence

- Understanding that there is often a gap between what we believe and how we see an issue and how someone in another cultural context sees the issue.
- The challenge is to create a shared narrative or view that both sides can understand.
- Creating shared realities is the only way to create cultural competence.
Our Goal Today

- To learn about how smoking, nicotine and various approaches to prevention and treatment of tobacco use can be better understood among subgroups of our population in Maryland.

- To explore ways:
  - To create a shared view of the problem and the solution.
  - To acknowledge and develop a respect for cultural considerations of the various groups of individuals we want to reach with tobacco prevention and cessation messages.
Comparing Maryland Smoking Prevalence with Quitline Callers by Race & Ethnicity

Prevalence 2006 data and Quitline Use
Jan 1, 2007 through Dec 31, 2007

Tobacco Use Prevalence, Quitline Use, and Satisfaction

- Examination of the # of calls to Maryland Quitline (1-800-QUITNOW) for a full year
  - January 1, 2007 through December 31, 2007
- Examination of the prevalence of tobacco use in Maryland
  - Data derived from the 2006 Maryland Adult Tobacco Survey (MATS)
- SSI, Inc. evaluated a sub-sample of callers to the MD Quitline & assessed their satisfaction with QL services

SSI, Inc = Social Solutions International, Inc.
Maryland Statewide Race & Ethnicity

### 2007 Quitline Tobacco Users by Race & Ethnicity

<table>
<thead>
<tr>
<th>Racial &amp; Ethnic Groups</th>
<th>Percent of Callers (N=5,982)</th>
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</thead>
<tbody>
<tr>
<td>Hispanic</td>
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</tr>
<tr>
<td>Black</td>
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<tr>
<td>White</td>
<td>39.1</td>
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<tr>
<td>Other</td>
<td>3.6</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>1.2</td>
</tr>
<tr>
<td>Asian</td>
<td>0.6</td>
</tr>
</tbody>
</table>

Source: 2007 Free & Clear® Quarterly Reports

### 2006 Prevalence of Tobacco Use by Race & Ethnicity

<table>
<thead>
<tr>
<th>Racial &amp; Ethnic Groups</th>
<th>Percent using tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>13.8</td>
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<tr>
<td>Black</td>
<td>17.0</td>
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<td>White</td>
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<td>Other</td>
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<td>Am. Indian</td>
<td>23.6</td>
</tr>
<tr>
<td>Asian</td>
<td>5.4</td>
</tr>
</tbody>
</table>

Source: 2006 Maryland Adult Tobacco Survey
Baltimore Region

Anne Arundel, Baltimore, Carroll, Harford, Howard, and Baltimore City

2007 Quitline Tobacco Users by Race & Ethnicity

- Hispanic: 1.9%
- Black: 55.6%
- White: 38.1%
- Other: 2.9%
- Am. Indian: 1.2%
- Asian: 0.5%

Percent of Callers (N=4,308)

Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity

- Hispanic: 18.6%
- Black: 21.3%
- White: 20.0%
- Other: 23.1%
- Am. Indian: 25.7%
- Asian: 9.5%

Percent using tobacco

Source: 2006 Maryland Adult Tobacco Survey
Baltimore City

2007 Quitline Tobacco Users by Race & Ethnicity

<table>
<thead>
<tr>
<th>Racial &amp; Ethnic Groups</th>
<th>Percent of Callers (N=2,709)</th>
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<td>Black</td>
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<td>White</td>
<td>23.3</td>
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<td>2.6</td>
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<tr>
<td>Am. Indian</td>
<td>1.1</td>
</tr>
<tr>
<td>Asian</td>
<td>0.2</td>
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Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity

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<th>Racial &amp; Ethnic Groups</th>
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<tr>
<td>Black</td>
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<tr>
<td>White</td>
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<td>Am. Indian</td>
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<tr>
<td>Asian</td>
<td>17.8</td>
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Source: 2006 Maryland Adult Tobacco Survey
Baltimore County

2007 Quitline Tobacco Users by Race & Ethnicity

Baltimore County

2006 Prevalence of Tobacco Use by Race & Ethnicity

Baltimore County

<table>
<thead>
<tr>
<th>Racial &amp; Ethnic Groups</th>
<th>2007 Quitline Users</th>
<th>2006 Prevalence</th>
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<td>2.3</td>
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<td>Am. Indian</td>
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<td>14.9</td>
</tr>
<tr>
<td>Asian</td>
<td>0.9</td>
<td>3.3</td>
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</tbody>
</table>

Source: 2007 Free & Clear® Quarterly Reports
Source: 2006 Maryland Adult Tobacco Survey
2007 Quitline Tobacco Users by Race & Ethnicity
Anne Arundel, Carroll, Harford, and Howard Counties

Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity
Bordering Counties

Source: 2006 Maryland Adult Tobacco Survey
Suburban Washington Region
Frederick, Montgomery, and Prince George’s Counties

2007 Quitline Tobacco Users by Race & Ethnicity

<table>
<thead>
<tr>
<th>Racial &amp; Ethnic Groups</th>
<th>Percent of Callers (N=989)</th>
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<td>Black</td>
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<td>Other</td>
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<tr>
<td>Am. Indian</td>
<td>0.5</td>
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<tr>
<td>Asian</td>
<td>1.1</td>
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</tbody>
</table>

Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity

<table>
<thead>
<tr>
<th>Racial &amp; Ethnic Groups</th>
<th>Percent using tobacco</th>
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<tr>
<td>Hispanic</td>
<td>9.7</td>
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<tr>
<td>Black</td>
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<td>White</td>
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<tr>
<td>Am. Indian</td>
<td>6.9</td>
</tr>
<tr>
<td>Asian</td>
<td>2.2</td>
</tr>
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</table>

Source: 2006 Maryland Adult Tobacco Survey
Southern Maryland Region
Calvert, Charles, and St Mary’s Counties

2007 Quitline Tobacco Users by Race & Ethnicity

![Chart showing percentage of tobacco users by race and ethnicity in 2007 Quitline]

2006 Prevalence of Tobacco Use by Race & Ethnicity

![Chart showing prevalence of tobacco use by race and ethnicity in 2006]

Source: 2007 Free & Clear® Quarterly Reports
Source: 2006 Maryland Adult Tobacco Survey
Lower Eastern Shore Region
Dorchester, Somerset, Wicomico, and Worcester Counties

2007 Quitline Tobacco Users by Race & Ethnicity

Racial & Ethnic Groups

<table>
<thead>
<tr>
<th>Race</th>
<th>Percent of Callers (N=177)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>3.4</td>
</tr>
<tr>
<td>Black</td>
<td>24.9</td>
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<tr>
<td>White</td>
<td>65.5</td>
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<tr>
<td>Other</td>
<td>2.3</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>2.8</td>
</tr>
<tr>
<td>Asian</td>
<td>2.3</td>
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</tbody>
</table>

Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity

Racial & Ethnic Groups

<table>
<thead>
<tr>
<th>Race</th>
<th>Percent using tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>19.9</td>
</tr>
<tr>
<td>Black</td>
<td>20.7</td>
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<tr>
<td>White</td>
<td>22.6</td>
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<td>Other</td>
<td></td>
</tr>
<tr>
<td>Am. Indian</td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
</tr>
</tbody>
</table>

Source: 2006 Maryland Adult Tobacco Survey
Upper Eastern Shore Region
Caroline, Cecil, Kent, Queen Anne’s, and Talbot Counties

2007 Quitline Tobacco Users by Race & Ethnicity

Racial & Ethnic Groups

- Hispanic: 1.9%
- Black: 11.9%
- White: 83.5%
- Other: 2.7%
- Am. Indian: 1.5%
- Asian: 0%

Percent of Callers (N=260)

Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity

Percent using tobacco

- Hispanic: 28.3%
- Black: 24.5%
- White: 21.7%
- Other: 0%
- Am. Indian: 0%
- Asian: 0%

Source: 2006 Maryland Adult Tobacco Survey
Western Maryland Region
Allegany, Garrett, and Washington Counties

2007 Quitline Tobacco Users by Race & Ethnicity

Percent of Callers (N=97)
- Hispanic: 4.2%
- Black: 14.4%
- White: 81.4%
- Other: 3.1%
- Am. Indian: 0%
- Asian: 0%

Source: 2007 Free & Clear® Quarterly Reports

2006 Prevalence of Tobacco Use by Race & Ethnicity

Percent using tobacco
- Hispanic: 21.9%
- Black: 23.4%
- White: 20.1%
- Other: 0%
- Am. Indian: 0%
- Asian: 0%

Source: 2006 Maryland Adult Tobacco Survey
Quitline Reach in MD by Race & Ethnicity

- **Hispanic**: Reach Effect 0.13
  - % of MD Population: 5.7%
  - % of Smokers: 29.3%
  - % of QL Callers: 17.3%
- **Black**: Reach Effect 1.73
  - % of MD Population: 2.2%
  - % of Smokers: 31.6%
  - % of QL Callers: 54.8%
- **White**: Reach Effect 1.39
  - % of MD Population: 6.7%
  - % of Smokers: 28.6%
  - % of QL Callers: 39.7%
- **Other**: Reach Effect 0.25
  - % of MD Population: 5.6%
  - % of Smokers: 22.5%
  - % of QL Callers: 5.6%

Source: Free & Clear® Maryland Quitline Year 2 Evaluation Report, Prepared by SSI, Inc.
QL Evaluation

- Respondents were 285 tobacco users
- 18-85 \( (M = 46.1 \pm 11.9) \) years of age
- 60.1% were female
- 51.2% were Black or African American
- 8.1% were Hispanic
- 40.3% graduated from high school and 45.2% reported some post-high school education
- Almost all (98.6%) were cigarette smokers
- Over 2/3 (75.7%) reported smoking for 20 or more years
- 3/4 (74.9%) reported smoking a pack a day or less
- Approximately 3/4 enrolled in the multi-call program and 1/4 enrolled in the one-call program
Quitline Satisfaction

Evaluation Sample:
285 tobacco users who received Quitline services between Jan 1 and Sep 28, 2007.

Question:
"Overall, how satisfied were you with the quitline?"

Results:
Satisfaction was consistent across race, age, gender, education level.
Overall satisfied with services ("very", "mostly", or "somewhat"): 
89.8% of Whites or Caucasians
91.6% of Blacks or African Americans surveyed
100% of Hispanics surveyed

Source: Free & Clear® Maryland Quitline Year 2 Evaluation Report, Prepared by SSI, Inc.
Underage Tobacco Use

Source: 2006 Maryland Youth Tobacco Survey (MYTS)
Statewide Rates of Current (past month) Tobacco Use among Underage Youth (2006 MYTS)

- Black / African-American: 12.8%
- Hispanic / Latino: 18.2%
- Asian: 13.3%
- Alaskan Native / American Indian: 22.7%
- Native Hawaiian / Pacific Islander: 34.5%
- White: 16.7%

Percent Using Tobacco
Statewide Current (past month) Tobacco Use by School Status

Transition rate
Underage Tobacco Use by Individual Grades

<table>
<thead>
<tr>
<th>Grade</th>
<th>White</th>
<th>Black / African-American</th>
<th>Hispanic / Latino</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>6th</td>
<td>2.4</td>
<td>5.8</td>
<td>6.0</td>
<td>3.0</td>
</tr>
<tr>
<td>7th</td>
<td>5.0</td>
<td>7.8</td>
<td>9.3</td>
<td>5.8</td>
</tr>
<tr>
<td>8th</td>
<td>9.4</td>
<td>11.7</td>
<td>13.2</td>
<td>13.2</td>
</tr>
<tr>
<td>9th</td>
<td>16.0</td>
<td>15.0</td>
<td>22.3</td>
<td>25.5</td>
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<tr>
<td>10th</td>
<td>15.7</td>
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<tr>
<td>11th</td>
<td>14.6</td>
<td>22.7</td>
<td>21.6</td>
<td>28.1</td>
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<td>12th</td>
<td>17.3</td>
<td>31.9</td>
<td>32.4</td>
<td>34.2</td>
</tr>
</tbody>
</table>

Percent Using Tobacco
Conclusions

- We need to evaluate our reach into communities that have different cultural experiences.
- We are reaching some groups with targeted approaches.
- Hopefully in dialogue with our speakers and our local health professionals we can become more effective in engaging all our subgroups by listening to their needs and addressing their concerns.
MDQUIT Resource Center for Tobacco Use Prevention and Cessation

- Dr. Carlo DiClemente, Director
- Dr. Janine Delahanty, Associate Director
- Francoise Jean-Louis, Administrative Assistant
- Center Specialists
  - Miranda Garay
  - Preston Greene
  - Meredith Holmgren
  - Debra Malfi (On Internship)
  - Onna VanOrden
    - Undergraduate Research Assistants
    - Habits Lab Graduate Research Assistants