

# California Active Duty Military Tobacco Use Study

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# Outline

- Background and context
  - Methods
  - Results
- Discussions and implications

# Background

- In 2002, California Department of Health Services, Tobacco Control Section (CDHS/TCS) released an RFA addressing tobacco use data collection among priority populations
- One proposal was submitted and awarded
  - Uniformed Services University of the Health Sciences
  - California Active Duty Tobacco Survey (CADTS)

# Context

- The strong tie between military and America's smoking culture
  - Cigarette smoking was fueled by war
  - High smoking rate in the military
- Smoking prevalence has declined nationwide among active duty personnel, but is still significantly higher than that of the general population in the same demographic categories.
- Smoking prevalence could rise again due to the wars in the Middle East



*"I'll bet the cigarette is a CAMEL too!"*

"Harris... three... three... and a Camel! Brother, in the Pacific Area, that's luxury!"  
 "Right, brother! Camels are a package of smoking luxury wherever, any time. And while you and millions of others are 'wasting time' over there, waiting for those kind orders that mean *time for help*, you can be sure of at least that bit of luxury. For with Camels, it's all the service first! You have first call on Camels.  
 And with thousands of men still overseas, with thousands still waiting Camels, you have a better way not just for all the Camels you'd like, but you'll soon find them becoming more plentiful. And, whenever you get them, you'll still get the Camels... the steadiest of quality, the most reliable of tobacco. Camels are still Camels."

**YOUR "T-ZONE" AND YOUR CIGARETTE**

The "T-Zone"—the zone just below the throat—is the first proving ground of any cigarette. One more zone and more throat on off you, which cigarette suits best to you—how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will meet your "T-Zone" best.



*The Service First*

Army, Navy, Marines, and Coast Guard—wherever they are, wherever they go, they have first call on Camels.

**Camels**



*In cigarettes, as in most defense gear, it's modern design that makes the big difference!*

*"Yes, Colonel—Pall Mall's modern design filters the smoke—lessens throat irritation!"*



*Of tradition, the tobacco.*

\* Modern design has made a real difference in coast defense—has given those armored defenses just a new kind of performance. That's important—the line may depend on their range and accuracy—their coasting design.

Given to the men who defend those guns, they'll tell you that in cigarettes, it is coast defense, too, it's modern design that makes the big difference.

Pall Mall's modern design brings you a completely new kind of smoking pleasure. For the streamlined cigarette is differently designed to give you a much smoother, less irritating smoke. You see, through a new special filter, the Pall Mall the

smoke is mechanically filtered—filtered over a 20% larger route of Pall Mall's traditionally fine tobacco.

Pall Mall's modern design also creates a definitely smoother smoke. The additional length travels the smoke farther—gets it off heat and bite on the way.

Now, at last—thanks to modern design—a truly fine cigarette provides in fact what other cigarettes claim to do—a smoother, less irritating smoke—Pall Mall.

Prove it! Yourself, try Pall Mall critically, for if you, too, don't agree that—

"Pall Mall's modern design filters the smoke—lessens throat irritation."

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

© Copyright 1944 American Cigarette Mfg. Co.



JOAN BENNETT is the  
American Woman's Soldier  
Smoking in John Ford's Grand Drama  
Produced by "Fox-DeLo" *They Satisfy*

*His Cigarette  
and Mine*

**It's CHESTERFIELD**

*Yours too* for a full share of *Mildness  
Better Taste and Cooler Smoking...* that's what you  
and all other cigarette smokers are looking for...  
and you get it in Chesterfield's Right Combination  
of the world's best cigarette tobaccos.

*Make your next Chesterfields... regardless  
of price there is no better cigarette made today.*

EVERYWHERE YOU GO *They Satisfy*



"I tried to get him to stop — the cigarettes will kill him before the war," says Navy Corpsman Anthony Lopez, a company medic

# Context (cont.)

- Department of Defense (DOD) Survey of Health Related Behaviors showed the smoking prevalence was 33.8%

<http://www.tricare.osd.mil/main/news/2002wwfinalreport.pdf>

- Well above that of any main demographic categories among general population
- The measure of smoking prevalence is difference
- High current smokeless tobacco smoking prevalence
- Other study showed an initiation rate of 7%-11% after the boot camp
- DoD spends \$930 million per year for smoking-related disease and lost productivity

# Context (cont.)

- More recently DoD has aggressively pursued “anti-smoking” efforts
  - 1980s began offering smoking cessation classes
  - 1990s raised cigarette prices in commissaries, and declared workplaces to be smoke-free
  - 2000 the smokefree policy widened to include all DoD facilities

# Methods

- Study Objective: To identify the tobacco use behavior, attitudes, and beliefs of active duty military personnel stationed in California.
- Survey Development
  - California Adult Tobacco Survey (CATS) instrument modified
    - Converted into mail and Web-enabled instruments
    - Questions were added/modified/eliminated
      - Some data available from other sources
      - To achieve military focus
    - Pilot tested
- Sampling
  - Defense Enrollment Eligibility Reporting System (DEERS)
  - Margin of error  $\leq 3\%$  with 95% confidence level
- Survey administration
  - 2 waves over 9 weeks
  - Achieved an overall response rate of 22.2%

# Methods (cont.)

- Generated frequency tables for each questionnaire item
  - Compared by gender, age, education, ethnicity, rank and smoking status
- Developed sample weights to account for unequal representation of service branches
- CADTS sample was adjusted to match the 1990 California general population
  - To make meaningful comparisons by age and gender

# Results: Demographics

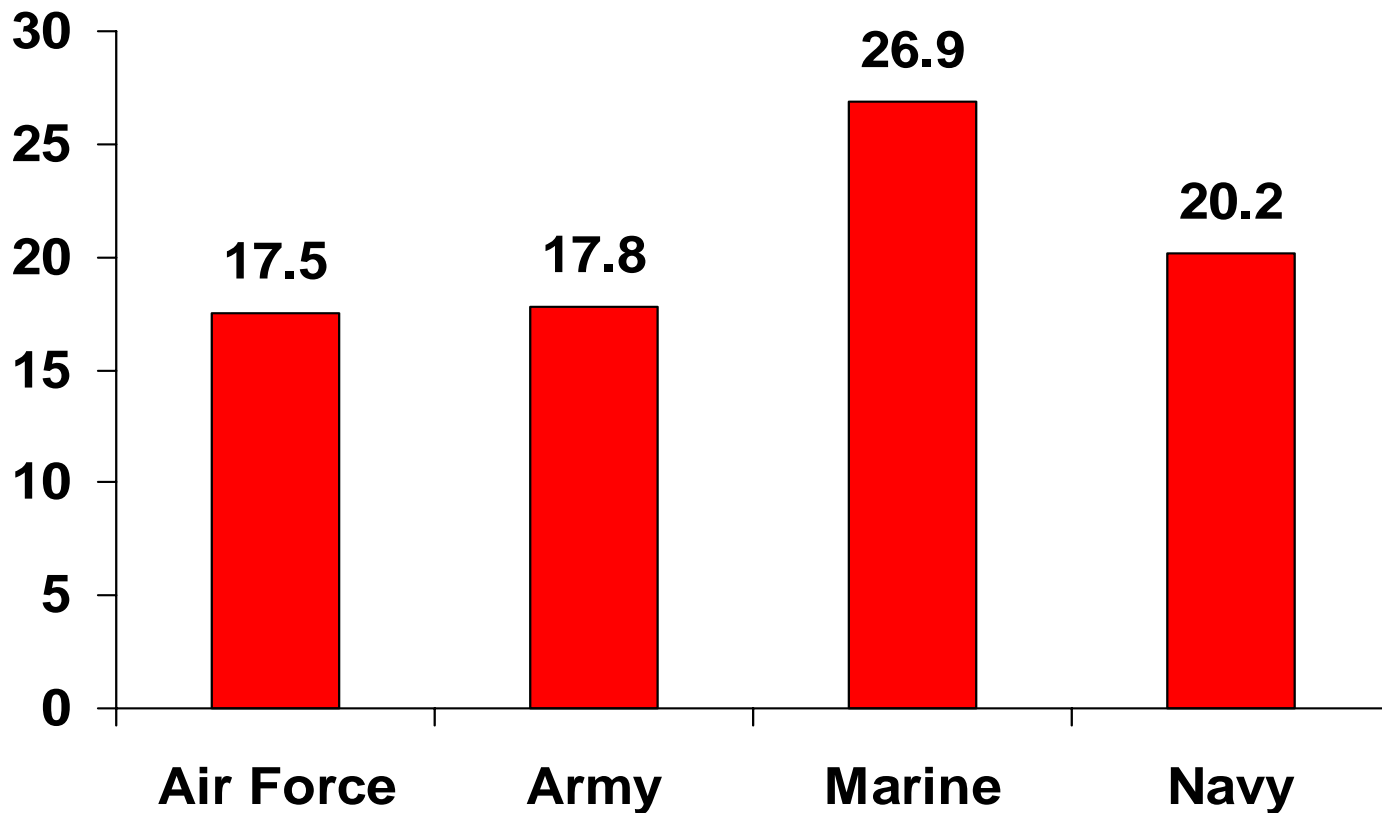
	National Active Duty Population (1,496,628)	California Active Duty Population (156,402)
<b>Age</b>		
18-34	77.2%	76.3%
35-44	19.6%	19.2%
45-64	3.5%	4.5%
65+	0%	0%
<b>Gender</b>		
Male	85.1%	86.9%
Female	14.9%	13.1%
<b>Ethnicity</b>		
White, non-Hispanic	64.9%	58.8%
Hispanic	8.9%	14.5%
African American	18.2%	13.3%
Other	6.1%	12.9%
<b>Marital Status</b>		
Married	55.4%	58.4%
Not married	44.6%	41.6%

# Results: Demographics (cont.)

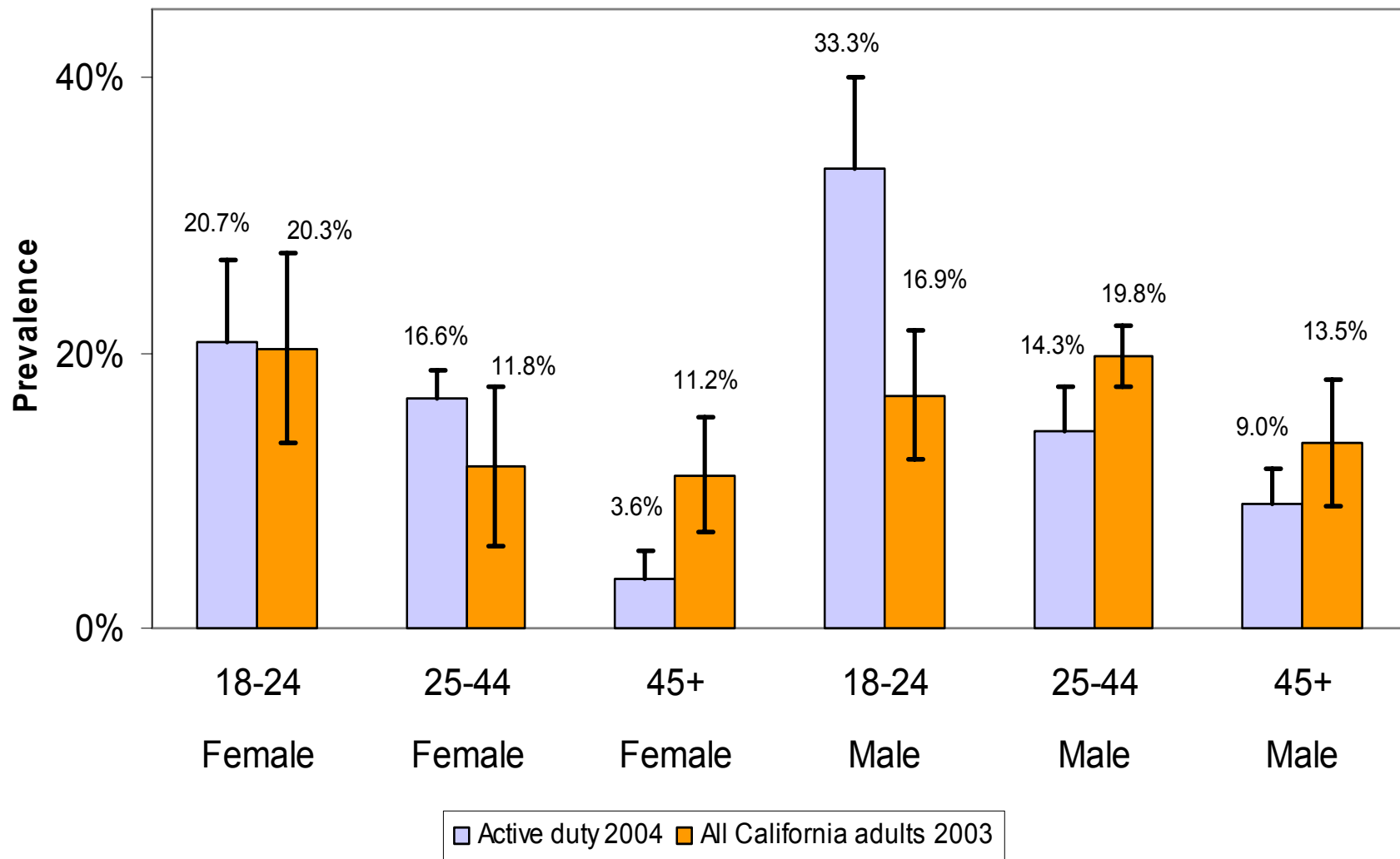
	<b>National Active Duty Population (1,496,628)</b>	<b>California Active Duty Population (156,402)</b>
<b>Service affiliation</b>		
Navy	25.4%	39.6%
Marine Corps	12.1%	30.3%
Air Force	25.8%	15.2%
Army	34.1%	11.7%
Coast Guard	2.7%	
<b>Rank</b>		
Junior enlisted	73.9%	78.9%
Senior enlisted	9.5%	7.9%
Junior officer	8.6%	7.9%
Senior officer	3.1%	4.4%

# Results: Tobacco Use

- Active duty personnel had significant higher smoking prevalence than general population

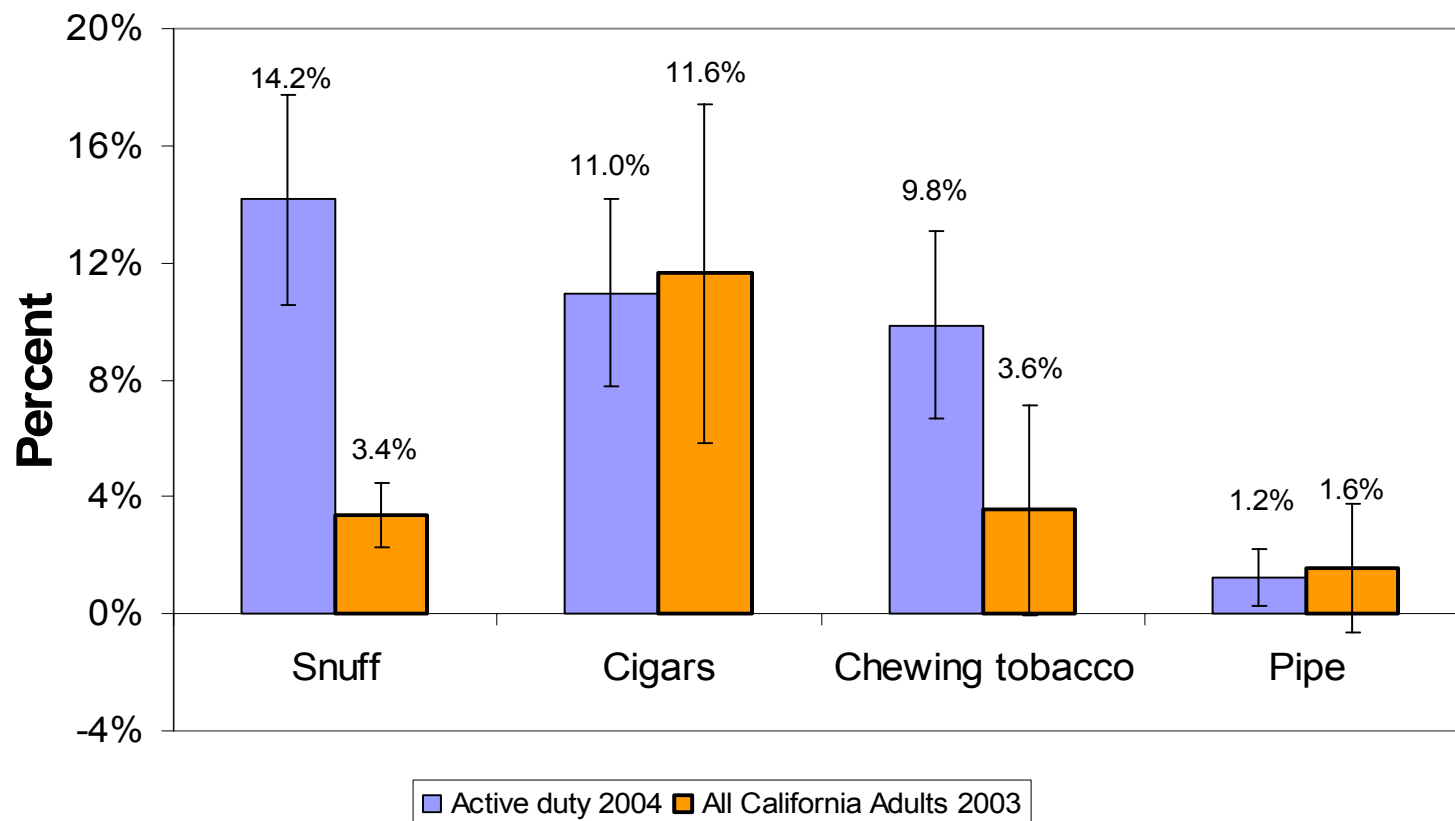


# Results: Tobacco Use (cont.)



# Results: Tobacco Use (cont.)

- Young active duty personnel (18-24 year old) reported using more snuff and chewing tobacco than general population young adults



# Results (cont.)

- 50% reported reasons for starting to smoke were “social situations” and “stress”;
  - deployment was not a big factor in promoting smoking.
- Active duty personnel (who smoke) start smoking 18 months later in life (age 18 years) than California respondents (age 15.8 years)
- While 77% of California active duty personnel reported seeing their medical provider during the past year, only 41.4% reported that they were advised to stop smoking

# Results (cont.)

- 40% of young active duty male smokers, compared with less than 3% of California young male respondents, were married
- 91.5% reported that their homes, and 96.6% reported their workplaces, were smoke free
- But 43.3% reported exposure to second hand smoke outside their homes or work
- 17.5% reported that smoking had a negative effect on their physical fitness
  - 4.7% said it affected their military readiness
  - 2.6% said it impacted their job performance

# Discussions and Implications

- A survey is helpful to understand the population. In this case, we observed differences between
  - military personnel stationed in CA and the U.S. in general; and
  - military personnel and CA general population.
- Other formative research methods such as focus group and key informant interview are also important to understand the active duty population.