Surveillance data to support tobacco prevention and education

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Tobacco Reduction Advisory Committee
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Objectives

1. Understand the **value** of data systems and how they are used to support our effectiveness.

2. Understand the **limitations and opportunities** for improving our data.

3. How the **Surveillance and Evaluation Team (SET)** helps with data-related needs.
Surveillance Basics
Public health surveillance

“The ongoing, systematic collection, analysis, interpretation, and dissemination of data about health-related event for use in public health action to reduce morbidity and mortality and to improve health.”

- Centers for Disease Control and Prevention (CDC)
How is it used?
How is it used?

Identify problems
Gauge magnitude and scale
Inform decisions
Planning and prioritizing
Evaluate programs and interventions
Monitor changes
Where does surveillance data come from?
What makes a good system?

<table>
<thead>
<tr>
<th>System</th>
<th>Data (output)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Easy to use</td>
<td>• Able to detect the health event</td>
</tr>
<tr>
<td>• Able to adapt to changing needs</td>
<td>• Complete and valid</td>
</tr>
<tr>
<td>• Have buy-in from stakeholders</td>
<td>• Representative of the population</td>
</tr>
<tr>
<td>• Reliable / stable</td>
<td>• Timely</td>
</tr>
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</table>
HPCDP Surveillance System Data Workflow

1. Collect data
   - Decide on funding
   - Maintain relationships
   - Prioritize
   - Develop timelines
   - Content expertise
   - Plan and monitor
   - Communicate
   - Store datasets

   During the collection and administration stage, planning and data management processes are used to build and maintain core and extended data sources.

2. Process data
   - Clean
   - Standardize
   - De-identify
   - Document processes
   - Check and verify
   - Geocodes
   - Conduct data linkages
   - Syntax creation

   During the processing stage, data are reviewed and processed to the highest quality possible. Technical infrastructure, including people and tools, must be maintained to ensure a high-quality process.

3. Analyze data
   - Determine methods
   - Collect input from partners
   - Abstract data
   - Document processes
   - Adhere to reliability guidelines
   - Adhere to small numbers policy
   - Maintain confidentiality
   - Syntax creation

   During the analysis stage, data are analyzed and verified based on best practices and established policies. Documentation is maintained on methods of analysis and limitations of the data.

4. Prepare to report
   - Review data
   - Internal collaboration
   - Engage partners
   - Identify audiences
   - Messaging and Framing
   - Data visualization
   - Production process
   - Reporting standards

   During the report preparation stage, information is summarized and key messages are identified for specific audiences. Agency protocols and standards are followed to produce quality products.

5. Report
   - Publications process
   - Reports approval process
   - Web technical skills
   - Literature review

   During this final stage, information is provided to various audiences using a variety of channels and products. The data and information products are tailored for specific audiences.

Continuous quality improvement at all stages

Methods and procedures for collecting, processing, analyzing, and reporting data are continually assessed to find ways to improve efficiency, quality, and utilization of data reports and products.
We can help with:

Providing current data
Data analysis
Support for local data collection and evaluation

Our goal is to help you get the best data and information available for your needs
Tobacco
Sources of tobacco data

Survey data
- Behavioral Risk Factor Surveillance System (BRFSS)
- Oregon Healthy Teens
- Oregon Panel Survey
- Pack sales data

Other data
- Vital statistics
- Retail Assessment
- Young adult focus groups
- Evaluations
- Synar
- Enforcement
Current cigarette use among Oregon adults - 2017

Smoking rates have **decreased** among adults since 1996

Source: Oregon Behavioral Risk Factor Surveillance System
Current cigarette use among Oregon youth - 2017

Smoking rates have **decreased** among youth since 1996

Source: Oregon Healthy Teens
Tobacco product use among youth and adults

Roughly half of all youth who currently use conventional tobacco products started with IDS

Sources: 2017 Oregon BRFSS; 2017 Oregon Healthy Teens
Flavored tobacco product use among youth and adults

More than half of Oregon youth and young adults who use tobacco use **flavored tobacco**.

Sources: 2017 Oregon BRFSS; 2017 Oregon Healthy Teens

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th graders</td>
<td>57.0%</td>
</tr>
<tr>
<td>11th graders</td>
<td>64.5%</td>
</tr>
<tr>
<td>Young adults (18-24)</td>
<td>64.4%</td>
</tr>
<tr>
<td>Adults (25+)</td>
<td>20.9%</td>
</tr>
<tr>
<td>Total adults</td>
<td>26.0%</td>
</tr>
</tbody>
</table>
Panel survey data
Nearly 9 out of 10 Oregon adults support the ICAA

78% Believe ALL businesses should be smoke- and vape-free

Source: Online Panel Survey, 2018
Believe secondhand exposure is harmful

90% Smoke
63% Vape
55% Marijuana smoke or vape

Source: Online Panel Survey, 2018
Believe people should be protected from secondhand smoke exposure

90% Smoke
78% Vape
78% Marijuana smoke or vape

Source: Online Panel Survey, 2018
Nearly 3 out of 5 Oregon adults support increasing the cigarette tax

**72%** Support a new e-cigarette tax

Source: Online Panel Survey, 2018
38% of current e-cigarette users currently use JUUL

9% Of JUUL users do not identify as e-cigarette users

Source: Online Panel Survey, 2018
Smoking status among e-cigarette users

63% Current smokers (Dual users)

29% Former smokers

8% Never smokers
Tobacco and alcohol retail assessment data
Tobacco products are widely available in retail settings

98% Cigarettes
90% Little cigars
68% IDS or e-cigarettes/vape
91% Other tobacco products

Source: Tobacco and Alcohol Retail Assessment, 2018
Tobacco products are **promoted** in retail settings across Oregon

- **63%** Price discounts
- **47%** Outside advertising
- **92%** Sold flavored product
- **53%** Cigarillos for less than $1

Source: Tobacco and Alcohol Retail Assessment, 2018
Where can I find the most current data?
Search for “Oregon chronic disease data” to find the HPCDP online data hub
Tobacco use and related topics among adults, Oregon 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Unadjusted (%)</th>
<th>Age-adjusted (%)</th>
<th>Number of adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>General tobacco</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current tobacco use¹</td>
<td>24.5</td>
<td>26.4</td>
<td>800,900</td>
</tr>
<tr>
<td>Cigarettes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current smoker</td>
<td>16.2</td>
<td>17.0</td>
<td>529,600</td>
</tr>
<tr>
<td>Started smoking regularly before age 18 (current and former cigarette smokers)</td>
<td>47.7</td>
<td>49.2</td>
<td>668,900</td>
</tr>
<tr>
<td>Other tobacco products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current electronic cigarette use</td>
<td>4.5</td>
<td>4.9</td>
<td>147,100</td>
</tr>
<tr>
<td>Current large cigars</td>
<td>1.6</td>
<td>1.7</td>
<td>52,300</td>
</tr>
<tr>
<td>Current small cigars</td>
<td>2.1</td>
<td>2.3</td>
<td>68,700</td>
</tr>
<tr>
<td>Current hookah smoking</td>
<td>1.3</td>
<td>1.4</td>
<td>42,500</td>
</tr>
<tr>
<td>Smokeless tobacco use</td>
<td>3.7</td>
<td>4.0</td>
<td>121,000</td>
</tr>
<tr>
<td>Quitting among current cigarette smokers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wants to quit</td>
<td>59.5</td>
<td>59.6</td>
<td>315,100</td>
</tr>
<tr>
<td>Attempted to quit during previous year</td>
<td>53.9</td>
<td>53.3</td>
<td>375,500</td>
</tr>
</tbody>
</table>
Thank you!
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