C5-11: Smoking Cessation Stages of Change among College Smokers and Tobacco Marketing

Author List:
Presenting Author: Lee Ridner
Additional Author: John A. Myers, Ellen J. Hahn, Eve Main

Presenting Author: Lee Ridner
Address: 550 South Floyd Street, K-Building, 3019
Louisville, Kentucky 40292
United States
Ph: 502-852-8518
Fax:
Email: slridn01@louisville.edu
Institution: University of Louisville

Additional Author: John A Myers
Address: 485 E. Gray Street
Louisville, Kentucky 40202
United States
Ph: 502-852-3986
Fax:
Email: jamyer@louisville.edu
Institution: University of Louisville

Additional Author: Ellen J Hahn
Address: Rose Street
Lexington, Kentucky Ky
United States
Ph: 859-257-2358
Fax:
Email: ejhahn@uky.edu
Institution: University of Kentucky

Additional Author: Eve Main
Address: 1906 College Heights Blvd
Bowling Green, Kentucky 42101
United States
Ph: 270-745-3489
Fax:
Email: eve.main@wky.edu
Institution: Western Kentucky University
Abstract Categories:
Research Interest Groups (RIGs): Community/Public Health
Thematic Areas: Adult Health

Abstract:
Introduction: Males who smoke move more quickly through the stages of change (Transtheoretical Model) compared to females. The purpose of the current study was to explore the impact that direct and environmental tobacco marketing had on male and female smokers’ progression along the stages of change.

Method(s): A random sample of college students (N=597) enrolled in four universities in Kentucky participated in a non-experimental cross-sectional survey. Smoking cessation stage of change and differences between male and female smokers (n=143) who were exposed to direct to consumer and environmental tobacco marketing were explored using Chi-Square techniques; regression models were developed to investigate the influence gender and tobacco marketing had on stages of change.

Results: Females in the sample were more likely to be in the contemplation stage (26.5% vs. 2.7%, p=0.006) and less likely to be in the preparation stage (38.8% vs. 56.8%, p=0.036) and action stage (3.1% vs. 13.5%, p=0.041) of change. Males were more likely to be exposed to direct tobacco marketing. Also, men were more likely to be approached by marketers in a night club or bar (23.1% vs. 7.7%, p=0.011). An interaction effect existed between gender and direct marketing in predicting stage of change. Although men were more likely to experience direct marketing, direct marketing significantly reduced the likelihood that female smokers would be in the action/maintenance stage (OR=0.156, 95% CI 0.01-0.52, p=0.001). Direct marketing had no significant influence in the stages of change for males (OR=0.766, 95% CI 0.49-1.23, p=0.280). No difference was found between the groups exposure to environmental marketing.

Discussion & Conclusions: This is the first study to report that males were more likely to be exposed to direct marketing and that direct marketing may affect females differently. These findings suggest that women may experience tobacco marketing differently from men which may impact their smoking cessation stages of change. Health care researchers and college health programmers must consider the impact of direct to consumer tobacco marketing so that targeted cessation interventions can be developed specifically for female smokers to facilitate their movement along the continuum and to quit smoking.

Abstract History:

Financial Disclosure:
No, I (or a member of my immediate family) have not received something of value* from or own stock (or stock options) in a commercial company or institution related directly or indirectly to the subject of my presentation.
FDA Disclosure:
I will not be describing any pharmaceutical and/or medical device.

Non-Exclusive License:

Submitted by:
slrndn01@louisville.edu