



## On Track for a Smoke-Free Santa Ana

CG 10-100, Contract #10-10192

### MUH Presentation

#### Key Findings

June 2014

During the 2013-2014 data collection period (between June 2013 and July 2014), 183 respondents at six different presentations completed a pre and posttest to gauge their knowledge about tobacco and the effects of smoking. **For the most part, respondents were already highly knowledgeable about tobacco and the harmful effects of smoking, yet did demonstrate some knowledge gain after the presentation (as shown by the percentage of correct answers on the post test).** In particular, the number of respondents who correctly identified tobacco as more addictive than cocaine climbed 44% after the presentation.

	Pre Test % correct	Post Test % correct	% Change
Tobacco use relieves stress	77%	94%	22%
Tobacco is safe because it's natural	96%	100%	4%
Tobacco use only affects the person smoking	88%	98%	11%
You can easily quit smoking whenever you want	89%	98%	10%

	Pre Test % Correct	Post Test % Correct	% Change
Cigarettes are more addictive than cocaine	59%	85%	44%
It's safe to be around someone smoking, as long as you're outside	85%	95%	12%
It's safe to be in a room where someone has been smoking, as long as they aren't smoking in front of you.	85%	96%	13%

Respondents improved their knowledge of the benefits of smoke-free apartment living as a consequence of participating in these presentations. **Nearly all (98%) of residents who heard the presentation correctly identified all of the advantages associated with the reduction or elimination of smoking in multiple unit housing complexes.** This represents an 89% increase in knowledge over their answers prior to the presentation.

	Pre Test	Post Test	% Change
Protection of residents' health	41%	0%	
Reduced risk of fire	29%	1%	
Lower upkeep and cleaning costs	7%	1%	
Reduced insurance rates	4%	0%	
All of the above	52%	98%	<b>89%</b>

On the pretest, participants expressed medium support for a policy that would designate at least 50% of units in an apartment smoke-free, with 37% responding that they “strongly agreed” with a statement of support for smoke-free apartments. More than half of pretest respondents claimed that they were more likely to move into a building with a smoke-free policy. Awareness of the dangers of secondhand smoke was already high; 78% of respondents agreed or strongly agreed that secondhand smoke was dangerous to their health and their family’s health. Awareness of third-hand smoke, however, was not as high; less than a third were familiar with the dangers of third-hand smoke before the presentation. **Both knowledge and support increased sharply after the presentation.** Almost 80% of participants were in support of a 50% smoke-free policy following the presentation; and almost 85% reported that they would now be more likely to move into a building that had smoke-free policies. Nearly 90% now reported that they believed that second-hand smoke was a health hazard, and 75% percent reported being strongly familiar with the dangers of third-hand smoke, representing a remarkable 150% increase in knowledge.

<b>Pre Test</b> (1= Strongly Disagree; 5 = Strongly Agree)	1	2	3	4	5
I support a policy that would designate all outdoor common areas and at least 50% of units in an apartment building as smoke-free.	9%	6%	25%	22%	37%
I would be more likely to move into a building that had an indoors and outdoors smoke-free than one that didn’t.	10%	9%	21%	25%	35%
I believe that secondhand smoke is dangerous to my health and my family’s health.	5%	5%	12%	18%	60%
I am familiar with the dangers of third-hand smoke.	30%	15%	20%	13%	22%

<b>Post Test</b> (1= Strongly Disagree; 5 = Strongly Agree)	1	2	3	4	5
I support a policy that would designate all outdoor common areas and at least 50% of units in an apartment building as smoke-free.	4%	2%	15%	21%	58%
I would be more likely to move into a building that had an indoors and outdoors smoke-free policy than one that didn’t.	3%	3%	8%	22%	63%
I believe that secondhand smoke is dangerous to my health and my family’s health.	1%	2%	4%	17%	75%
I am familiar with the dangers of third-hand smoke.	6%	2%	13%	25%	45%

<b>Percent increase on answer 5 “Strongly Agree” between pre-test and post-test</b>	%
I support a policy that would designate all outdoor common areas and at least 50% of units in an apartment building as smoke-free.	57%
I would be more likely to move into a building that had an indoors and outdoors smoke-free policy than one that didn’t.	80%
I believe that secondhand smoke is dangerous to my health and my family’s health.	25%
I am familiar with the dangers of third-hand smoke.	150%