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"Smoke-out" Campaign,
Hong Kong, 1985 :
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“Smoke-out” Campaign, Hong Kong, 1985

Evaluation of its Success

ABSTRACT

“Smoke-Out Day” 1985 in Hong Kong was held on December 3, 1985. A study was conducted to attempt an evaluation of the success of a campaign that accumulated into “Smoke-Out Day” by telephone interviews of a random sample of more than 1000 households proportionally distributed according to administrative areas. The investigation consisted of three surveys: the first among all households sampled, the second among households with smokers and the third among households with smokers who stopped or reduced smoking on “Smoke-Out Day”. Among male smokers 10.5% stopped smoking on “Smoke-Out Day” while 6.0% claimed reduced smoking. The comparable figures for females were 11.3% and 7.5%. Some smokers showed delayed action and at the third survey (4-6 weeks after “Smoke-Out Day”) 1.9% of all male smokers stopped smoking and 9.1% said they reduced smoking. For women smokers the percentages were 1.9% and 7.5%.

If these findings can be inferred to all estimated number of smokers in Hong Kong we may conclude that more than 76,000 smokers either stopped or reduced smoking as from “Smoke-Out Day” 1985 for at least 4-6 weeks.

Keywords: “Smoke-Out Day” — evaluation anti-smoking campaign — Hong Kong.

INTRODUCTION

The 1985 SMOKE-OUT Steering Committee*, Hong Kong held a second “Smoke-Out Day” in Hong Kong on December 3, 1985. The first “Smoke-Out Day” was organised in 1984. This time however, it was felt, it would be desirable to attempt to assess the impact of the Smoke-Out Day Campaign on the public. The Department of Community Medicine of the University of Hong Kong took up the task to conduct surveys aimed at finding out:

1. Whether the campaign in its various activities has been noticed by members of the public and if so;
2. Whether action was taken by the public that could be attributed to the objectives of the campaigns and if so;
3. Whether this action could be quantified and eventually inferred to the Hong Kong population at large.

MATERIALS & METHODS

The assessment of success of the campaign was planned into three telephone interview surveys. The first survey was scheduled 6-10 days before “Smoke-Out Day”, the second 6-10 days and the third approximately four weeks after “Smoke-Out Day”.

In order not to introduce undue emphasis on smoking the interview in the first survey contained questions on alcohol consumption, use of Chinese herbs and western medicine in

addition to smoking. A smoker was defined as a person who reported to smoke cigarettes regularly. Also two questions were added for information on illness during a period of six months prior to the interview. All this information was invited for adult persons in the household only, an adult being defined as person over 18 years of age. See a copy of the English version of the interview format in Annex 1. The second survey was carried out among members of households with smokers. Information was recorded for members of the household who observed “Smoke-Out Day” either by not smoking at all or by reduced smoking for one day. Those who took action were asked what aspect of the campaign were known to them, if at all. Because the interview took place 6-10 days after “Smoke-Out Day 1985”, those who took action were asked whether this change of smoking behaviour had continued up to the day of the interview. See Annex 2.

The third survey was limited to smokers who claimed to have either stopped or reduced smoking on “Smoke-Out Day”.

The main information sought then was whether action taken was continued up to the day of the second interview.

Most interviews in the first and second surveys were proxy-interviews: information was given by one person, usually the head of the household for other adult members. Only in the third survey an effort was made to speak directly to the person involved.

SAMPLING

Sampling units were telephone numbers from the most recent issues of the Hong Kong Telephone Directories which were used as sampling frames. We aimed at a sample of 1000 telephone numbers in which the distribution according to main geographical areas of the Territory was represented. For the actual sampling procedure See Annex 3. The total number of telephone numbers actually dialled was 1461. At first contact it was found out that 155 numbers were cancelled and 30 were

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actually numbers for business only. Of the remaining 1276 contacted households we received 24 outright refusals while in 1035 (81.1%) households the contact persons were cooperative. Nine questionnaires were considered incomplete and were destroyed, making the number of usable questionnaires 1026.

Table I Shows the number of households eventually participating in the first survey according to main administrative areas together with the total number of adult males and females in these households.

These data compare well with the latest similar information from the Census & Statistics Department although Kowloon etc. seemed to be under-represented while the New Territories were over-represented. See Table II. This will be discussed later.

	Hong Kong	Kowloon	New Territories	Total
	%	%	%	%
Nr. of households	243 (23.7)	486 (47.4)	297 (28.9)	1026 (100)
Males	465 (53.3)	960 (52.2)	539 (52.4)	1964 (52.5)
Females	408 (46.7)	878 (47.8)	489 (47.6)	1775 (47.5)
Total persons	873 (100)	1838 (100)	1028 (100)	3739 (100)
Nr. of adult persons p. household	3.6	3.8	3.5	3.6

Table I : Households participating in the first survey and members of persons according to sex

a) Number of Domestic Households by Census District

Area	Sample		Hong Kong Annual Digest of Statistics 1984 (1981 Census)	
	Sample	%	Census	%
Hong Kong Island and Outlying Island	243	(23.7)	313,043	(25.3)
Kowloon, New Kowloon and Sai Kung South & Hang Hau	486	(47.4)	644,166	(52.0)
New Territories (excl. Sai Kung South, Hang Hau & Outlying Islands)	297	(28.9)	280,434	(22.7)
ALL LAND AREAS:	1026	(100)	1,237,643	(100.0)

Test for Goodness of Fit: $X^2 = 22.2$ $P = 0.00$ (Statistically significant difference)

b) Population (19 years of age and over) by Census District:-

Area	Sample			1981 Census Table TPU* Popn by Age**		
	Male	Female	Both	Male	Female	Both
Hong Kong Island and Outlying Island	465	408	873	421,035	405,948	826,983
%	53.3	46.7	100.0	50.9	49.1	100.0
Kowloon, New Kowloon and Sai Kung South and Hang Hau	960	878	1838	861,374	764,668	1,626,042
%	52.2	47.8	100.0	53.0	47.0	100.0
New Territories (excl. Sai Kung South, Hang Tau and Outlying Islands)	539	489	1028	373,015	334,538	707,553
%	52.4	47.6	100.0	52.7	47.3	100.0
ALL LAND AREAS:	1964	1775	3739	1,655,424	1,505,154	3,160,578
%	52.5	47.5	100.0	52.4	47.6	100.0

Test for Goodness of Fit for sex proportions on each areas: all: $P > 0.05$ (Statistically not significant)

* Tertiary Planning Unit

**The 1986 By-Census figures were not yet available when this report was written.

Table II : Comparison Between Sample and Census Data

FINDINGS

Smokers

Table III gives an account of the number of smokers among the members of households contacted.

	Hong Kong	Kowloon	New Territories	Total
	%	%	%	%
Males smoking	122 (26.2)	316 (32.9)	162 (30.1)	600 (30.5)
Total males	465	960	539	1964
Females smoking	11 (2.7)	48 (5.5)	16 (3.3)	75 (4.2)
Total females	408	878	489	1775

Table III : Smokers among the members of households contacted in the pre-campaign survey

Among 1964 males recorded there were 600 smokers (30.5%) and only 75 out of 1775 females (4.2%), which made an overall prevalence of 18.1% for both sexes together.

Of the total of 1026 households 447 (43.6%) reported to have at least one regular smoker.

Actions taken by smokers

In the first post-campaign survey an attempt was made to contact all 447 households which had reported at least one smoker. Forty eight of these did not comply with their earlier agreement for a second interview. The remaining 399 households (89.3%) consisted of 1625 adult members, 54.9% males and 45.1% females. These proportions compare well with the percentages given in Table I.

As expected, the proportion of smokers in these households was much higher compared to the pre-campaign sample: Of the 1625 persons recorded in the second survey 57.7% (515 out of 892) males and 7.2% (53 out of 733) females were smokers.

Table IV shows in detail the various actions taken by smokers in connection with "Smoke-Out Day 1985".

'No Action' in Table IV means that smokers continued smoking as before. Categories marked with * are interesting because these persons decided to take some action on their smoking habit after "Smoke-Out Day 1985".

Publicity effect of the Campaign

The contact person of each household was asked whether the "Smoke-Out Day" campaign in its various manifestations was known to the members of the household. Of the 399 households, all with at least one member smoking, 185 (46.4%) were unaware of the activities of the campaign. The remaining 214 households consisted of 286 males, (55.5% of all male smokers in the second survey) and 25 females (47.2% of all female smokers in the second survey) who were somehow informed about "Smoke-Out Day". A break down of sources of publicity indicated by the informants is shown in Table V.

Total number of households contacted	399
Households unaware of "Smoke-Out Day"	185 (46%)
Households aware of "Smoke-Out Day"	214 (54%)
— Television	156 (73%)
— Radio	30 (14%)
— Posters/Stickers	4 (2%)
— Newspapers	75 (35%)
— Leaflet	6 (3%)
— Publicity Van	1 (0.5%)
— Inaugural Ceremony	0 —
— From other people/sources	14 (7%)

Table V : Manifestations of "Smoke Out Day 1985" known to households interviewed (second survey). More than one choice was possible.

There was no significant difference in any of the categories between households with smokers who observed "Smoke Out Day, 1985" and those without.

	A. MALES		B. FEMALES	
	Action on Smoke-Out Day	Action on Day of 2nd Interview	Action on Smoke-Out Day	Action on Day of 2nd Interview
Total number 515/892	— no action 430 (83.5%)	— Smoking 418 (97.2%) — reduced smoking* 12 (2.8%)	— no action 43 (81.1%)	— smoking 40 (93.0%) — reduced smoking* 3 (7.0%)
	— stopped smoking 54 (10.5%)	— smoking again 23 (42.6%) — reduced smoking 20 (37.0%) — stopped smoking 11 (20.4%)	— stopped smoking 6 (11.3%)	— smoking again 5 (83.3%) — stopped smoking 1 (16.7%)
	— reduced smoking 31 (6.0%)	— smoking again 10 (32.3%) — reduced smoking 21 (67.7%)	— reduced smoking 4 (7.5%)	— smoking again 0 — reduced smoking 4 (100%)
			Total Number 53/733	

Table IV : Smokers' action in connection with "Smoke-Out Day 1985"

The third survey

The third survey was carried out 4-6 weeks after "Smoke-Out Day 1985" among those smokers who took action on that day either by stopping smoking or by reducing smoking.

Included also were smokers who reduced smoking between "Smoke Out Day" and the date of the second interview. The results of this survey are shown in Table VI.

	Second survey		Third survey		Percentage of the total of Smokers
Males	Stopped smoking	11	Not smoking	10	1.9%
	Reduced smoking	53	Smoking again	1	
Females			Reduced	47	9.1%
			Smoking again	6	
	Stopped smoking	1	Not smoking	1	
	Reduced smoking	7	Reduced	4	7.5%
			Smoking again	3	

Table VI Resolutions of smokers who were interviewed 4-6 weeks after "Smoke Out Day 1985"

DISCUSSION

First and foremost we need to discuss the design of the study and its possible consequences on the data it was intended to bring out.

We defined a smoker as "a person who reported to smoke cigarettes regularly" with emphasis on "regularly". We thought that this definition would cover daily (habitual) smokers and the majority of occasional (social) smokers. "Occasional" might have invited slightly biased recording of daily light smokers who, in our opinion, should be considered habitual smokers. Thus we did not ask for "occasional" smokers.

Defining an adult as a "person over 18 years of age" was a definite flaw of the survey. Part of the explanation comes from the Chinese (超過十八歲) wording. We have thus excluded in our survey all 18 years' olds. What does this mean in terms of numbers of potential smokers not included in this survey?

Parallel to our study the Community Information Division of the City and New Territories Administration (CNTA) carried out a telephone interview study on "The Smoke-Out Day 1985 Publicity" (unpublished). Their sample population was 1529 respondents of the age of 15-64 years. From their data we may assume that we may have missed 75 individuals among whom there may have been 5 smokers. For next years' evaluation of Smoke-Out Day we plan to follow the CNTA's lower age limit.

Under-representation of residents in Kowloon and over-representation of residents in the New Territories can be explained by the on-going movement of people from the crowded areas of Kowloon to the new towns in the New Territories. Our sampling frame consisted of telephone directories of 1983 and 1984. There is already a considerable time lag between the year of issue and the contents of a telephone directory and there is a further time difference between the issue of directories and the survey. Within these periods movement of households to the more peripheral areas of the Territory has been considerable.

We found an overall smokers rate of 18.1%. This compares well with the data from the CNTA Survey: 320 (21%) smokers among respondents of whom 266 (17%) were daily smokers and 54 (4%) occasional smokers.

The sex differential found in our study compared equally well, 30.5% for male (CNTA 32%) and 4.2% for females (CNTA 3%). Of all smokers 88.9% were males in our survey and 90% in the other survey.

Table IV shows the action taken by smokers on Smoke-Out Day and on the day of the second interview of all smokers, male and female, 54 out of 568 (10.5%) stopped and a further 31 (6.0%) reduced smoking on Smoke-Out Day. The latter proportion is far less compared to that reported by the CNTA survey (25%).

There are two options in explaining this difference:

1. The differences are real and the samples are in fact not comparable. Each survey may have sampled from a different universe. We have no evidence to assume that the sampling methods for selecting households in both surveys were essentially different.
2. The differences can be explained by the different kind of interviews practised. We obtained our information from the adult contact person who was to speak for all adult members of the household (proxy-interview), while the other study selected at random an adult person out of the members reported not necessarily the person who answered the telephone. In our experience with medical interviews proxy-interviews in Hong Kong tend to lead to under-reporting while person-to-person interviews may either result in under - or over-reporting, depending on the relationship between interviewee and interviewer and the expected ideal answer assumed by the interviewee.

Among the smokers who took no action on Smoke-Out Day there were a few who reduced smoking between Smoke-Out Day and the day of the 2nd interview. See Table IV.

Perhaps peer's example may have played a role in their action. However, we did not attempt to clarify this phenomenon.

The Hong Kong public is known to be keen television (TV) watchers and newspaper readers. TV is for entertainment while newspaper articles satisfy the people's interest in local affairs. This is reflected in replies to the questions on the source of their knowledge about Smoke-Out Day. As can be seen from Table 5, 73% of households which claimed awareness of activities related to Smoke-Out Day named TV as their source while newspapers were second highest with 35%. One household claimed they saw the special Publicity Van on Smoke-Out Day. The van however was out of order on the day and most likely another van with stickers was identified as such.

The high percentage of households which were aware of Smoke-Out Day activities (54%) did not surprise us. Although

the total campaign was rather limited in duration, coverage by TV was rather intensive.

The high percentage of households which were aware of Smoke-Out Day activities (54%) did not surprise us. Although the total campaign was rather limited in duration, coverage by TV was rather intensive.

The task remains to infer our findings to the Hong Kong population at large. At best this exercise should be speculative. Although we are quite confident we did not make grave mistakes in our sampling and in conducting our surveys we can not really claim that we have interviewed a truly representative part of the population of Hong Kong households and smokers.

The following table summarizes the projections that may be calculated from our results for all smokers in Hong Kong.

In view of the limited campaign of the Smoke-Out Day Committee these results are encouraging indeed with 76,259 smokers who give heed of the Committee's aims of using the

day as an impetus to stop smoking permanently or to reduce smoking. However we need to be cautious. Perhaps some smokers took action on Smoke-Out day and beyond irrespective of our efforts, but for reasons of their own.

ACKNOWLEDGEMENTS

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	Total population Age-group 19 and older, 1985*	Smokers mid-July '85*	Stopped smoking up to day of 3rd Survey	Reduced smoking up to day of 3rd Survey
Males	1,969,800	630,336 (32%)	11,976	57,361
Females	1,841,000	73,640 (4%)	1,399	5,523

*Adapted from General Household Survey July 1985, Census & Statistics Department, Hong Kong.

Series No.

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 Telephone No. _____
 Interviewer: _____
 Date: _____

**"SMOKE-OUT" CAMPAIGN EVALUATION
Telephone Interview**

Name of Householder: _____

Interviewer: * Introduce yourself as a member of the Health Team of the Department of Community Medicine, University of Hong Kong. Introduce yourself also by name.
 * Request permission to interview contact person(s) on matters of health and assure contact person that our information is for research purpose only.

1. PRE-CAMPAIGN INTERVIEW

1.1 How many adult persons (over 18 years of age) are there in the household? M F

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1.2 How many of the adults M F

--	--

 a. drink alcohol regularly?
 b. take Chinese herbs regularly?
 c. smoke cigarettes regularly?
 d. buy western medicine regularly?

1.3 Has anyone of the adults been having some health problem during the last six months?
 1. Yes 2. No

1.4 What was wrong with him/her? What Where
 _____ _____ _____

1.5 Where was he/she treated?
 _____ _____ _____
 _____ _____ _____
 _____ _____ _____
 _____ _____ _____

Thank you very much! May I call you again within the next four weeks?
 1. Yes 2. No 3. Not definite

END OF INTERVIEW

Series No.

“SMOKE-OUT” CAMPAIGN EVALUATION Telephone No. _____
Telephone Interview

Interviewer: _____

Date: _____

POST-CAMPAIGN INTERVIEW (within 6-10 days) (For HH's with smokers)

Interviewer: * Introduce yourself again and remind the contact-person of the first interview.
* Try to get the previous contact-person again but DON'T INSIST to speak only to him/her.

2.1 We have recorded last time that in your household there were ____ males ____ female adult persons. Is this number correct?
1. Yes 2. No

2.1.1 What is the correct number?
Male: ____ Female ____
Reasons given for different number:

2.2 We have also recorded last time that among the adults in your household there were ____ males ____ females, who smoked cigarettes regularly. Is this number correct?
1. Yes 2. No

What is the correct number?
Male: ____ Female ____
Reasons given for different number:

2.3 We want to know whether the smoking members in your household know that there has been a “smoke-out day” campaign on 3.12.1985 in Hong Kong and what are their response to the campaign. Can you answer the question for them?
1. Yes 2. No/Don't know

2.3.1 Can you or your family member answer the questions after checking with them?
1. Yes 2. No
↓ ↓
Appointment: No further enquiry
Date: _____
Time: _____

2.4 Do any of the smokers know that there has been a “smoke-out day” campaign on 3.12.1985 in Hong Kong?
1. Yes 2. No
↓
No further enquiry

→ How many of them? Male ____ Female ____

2.5 Can you tell me where they saw or heard about this special day?
1. TV
2. Radio
3. Poster/sticker
4. Newspaper/magazine
5. Leaflets
6. Publicity van
7. Opening ceremony at the statute square
8. Others (please specify)

2.6 How many of the smoking members of the household stopped smoking on that day?
Stopped: Male ____ Female ____
Reduced: Male ____ Female ____

2.7 Of those who stopped smoking for one day, how many managed not to smoke until now?
Stopped: Male ____ Female ____
Reduced: Male ____ Female ____

2.8 Of those who have been stopped smoking until now, how many plan to quit smoking entirely?
Stopped: Male ____ Female ____
Reduced: Male ____ Female ____

Serial No.:

Telephone No.: _____

**"SMOKE-OUT" CAMPAIGN EVALUATION
Telephone Interview**

Interviewer: _____

Post-Campaign Interview No.2 (5 weeks after campaign)

Date: _____

Interviewer: * Introduce yourself again and remind the contact-person of the last two interviews a month ago — one about health problems, the other about 'Smoke-out Day' Campaign.
* Assure the contact-person that this is the last time we ask them questions.

3.1 In our last interview we recorded that there were _____ male and _____ female smokers in your household who responded to the 'Smoke-Out Day' Campaign by stopped smoking on the day (Dec 3, 1985). We would like to ask them whether they have continuously stopped or reduced smoking from that day until now. Can we make an appointment to contact them or can you answer the question on their behalf?

- 1. Make appointment to contact the smokers] Date: _____
- 2. Make appointment to ask the contact-person again] Time: _____
- 3. Smokers answer the question immediately
- 4. Contact-person answer the question immediately
- 5. Refusal, reasons _____ Name: _____

3.2 Smoking situations from 'Smoke-Out Day' up to the present.

Situation

Male Smokers	Stopped up to present	Stopped for some periods	Stopped and smoked again	Reduced up to present	Reduced for some periods	Reduced and smoked again	Others (specify)
(A)	1	2	3	4	5	6
(B)	1	2	3	4	5	6
(C)	1	2	3	4	5	6

Female Smokers

(A)	1	2	3	4	5	6
(B)	1	2	3	4	5	6

3.3 Lastly we want to know whether the above smokers drink alcohol regularly?

Alcohol Drinking Habit

Male Smokers

	Regularly	Occasionally	Never
(A)	1	2	3
(B)	1	2	3
(C)	1	2	3

Female Smoker

(A)	1	2	3
(B)	1	2	3

3.4 Smoking situation 6-10 days after 'Smoke-out Day' Campaign as recorded in the last interview:

- 1. Stopped
- 2. Reduced
- 3. Resumed
- 4. Others

END

THANK YOU VERY MUCH

**'SMOKE-OUT DAY' PRE-CAMPAIGN SURVEY
SAMPLING DESIGN**

A sample of about 1000 households are required, breaking down into Hong Kong, Kowloon and New Territories sub-samples with sizes made proportional to the total number of telephone subscribers in the respective areas.

2. Sampling frame available to us are the 3 telephone directories:

Area	Version	Total Number of pages
Hong Kong	Area Code '5', 1983	627
Kowloon	Area Code '3', 1984	1257
New Territories	Area Code '0', 1984	<u>755</u>
		2635

3. Assuming number of telephone subscribers is proportional to the number of pages in the directory we need 238 for Hong Kong Island, 490 for Kowloon and 294 for New Territories, making a total of 1022 in our sample.

4. On every page of the telephone directories, there are 4 columns each comprising 119 lines with subscribers' name, address and telephone number on.

5. On average about 9 subscribers occupied a double line, thus leaving only about 110 subscribers on each column.

6. Estimated number of subscribers covered in our sampling frame:

$$110 \times 4 \text{ (cols)} \times 2635 \text{ (pages)}$$

$$= 1,159,400$$

$$\text{Sampling fraction} = \frac{1022}{1,159,400} = 0.88 \text{ per thousand}$$

7. The required numbers in our sample are equally divided among our 7 interviewers.

8. Each interviewer was given a list of telephones to dial, each telephone specified by a page number (generated randomly) and a column number (assigned systematically 1-4). In order to avoid overlapping and to reduce effort, each interviewer is assigned to a particular line number (randomly assigned at the beginning) to obtain her sample.

9. In case of double line telephone, omit the one which does not have a telephone number on it.

10. Interviewers are asked to make phone calls according to her list from top to bottom. In case no one to answer the phone, skip to the next one on list first and go back to it later.

11. In case of 'business users', 'cancelled phone' or 'refusal' replace by the one next on her list.

12. Continue the process until her quota for each area has been reached.

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