



HACM Board of Commissioners

Residents' Perceptions of the

Lorraine Lathen, MA , *Wisconsin African American Tobacco Prevention Network and Wisconsin Tobacco Prevention and Poverty Network*

Bruce Christiansen, PhD, *UW-Madison, Center for Tobacco Research and Intervention*



Special thanks to the contributors of this study

- **Lorraine Lathen**, MA, Director, WI African American Tobacco Prevention Network and Wisconsin Tobacco Prevention and Poverty Network
- **Dorise Hardin**, HUD Resident and WAATPN SFH Subcommittee Co-Chair
- **Data Collectors**, Brenda Alexander, Keitha Bradley, Anthony Carter, Shirley Johnson, Florence Reeding, and Joan Ward
- **Keri Schneider**, Health Promotions Manager, American Lung Association

We are grateful for funding from the Wisconsin Department of Health Services, Tobacco Prevention and Control Program and the American Lung Association of Wisconsin.



Acknowledgements and Disclosures

Data Collectors





Data Collectors

Innovative Partnership



Milwaukee

- Largest City in Wisconsin
- 5th most impoverished city in the nation
- Pervasive health disparities
- 53% of residents identify as black, Asian or nonwhite
- HACM, largest public housing authority in the state
 - 10,600 families, seniors and disabled adults
 - 19 housing developments and 380 scattered sites



Background

1. Designed and pretested survey
2. Recruited and trained PH residents to administer survey
3. Convenience sample of 574
 - 20 locations
 - data collected from April 2019 to August 2019
4. Used survey monkey, tablets and paper surveys
5. Corrected misinformation and disseminated resources
6. Incentives
7. 6 -10 minutes to complete
8. 94% completion rate



Method



Challenges

- Technology
- Budget
- Incentives
- Time line
- Reaching younger residents

Data Collection





Participant Incentives

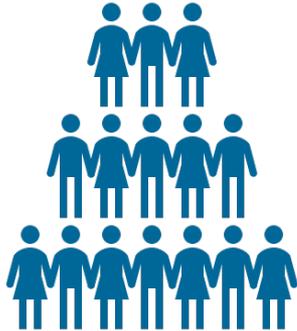
Questions of Interest

1. Are residents knowledgeable about the policy?
2. What do residents think about the enforcement of the policy?
3. Has the policy been effective regarding smoke incursions?
4. What are residents' attitudes about the policy?
5. Has the policy been effective regarding motivating smokers to change?
6. What help/support do residents who smoke desire?
7. What about those with mobility challenges.



Purpose of Survey

Survey Respondents



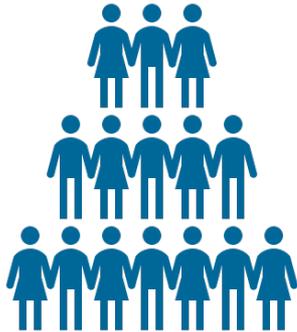
First, the demographics

- 22% b/t 50-59 years old, 58.2% 60 or older
- 86% African American
- 26% did not graduate from high school' 44% had high school diploma or GED
- 29% currently smoke; 36% never smokers; 35% ex-smokers

Regarding mobility

- 42% no mobility limitations
- 14% a little mobility limitations such as pain when walking but no assistance needed
- 15% moderate mobility limitations such as occasional use of cane
- 24% significant mobility changes and always use cane or walker
- 4% mobility only possible with wheel chair

Findings



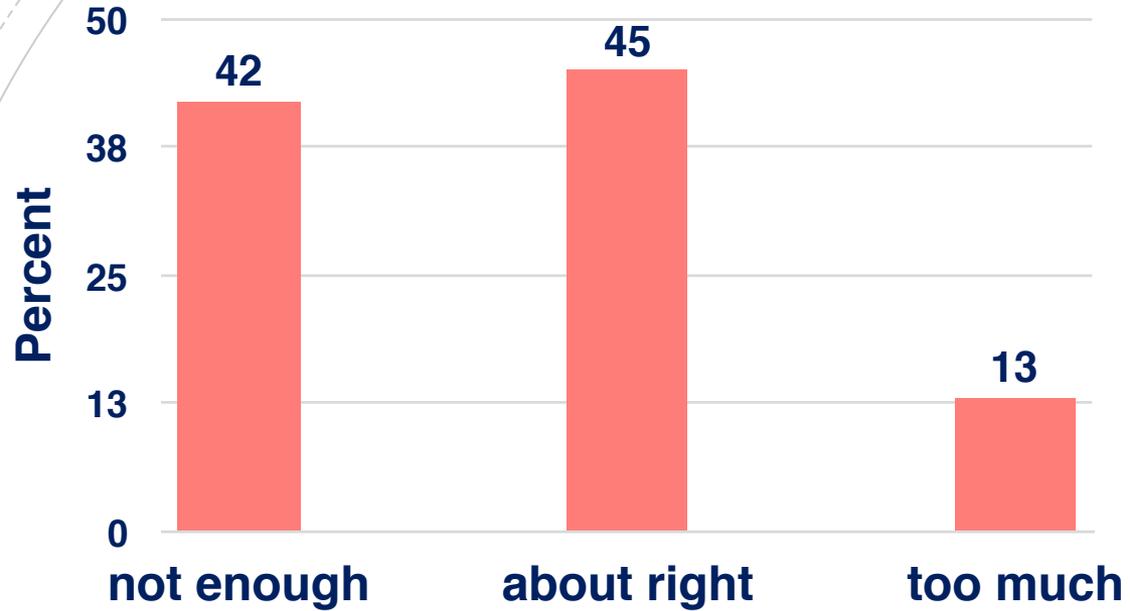
Knowledge

About $\frac{3}{4}$ knew the policy well; additional promotion may be necessary to reach the remaining 25%

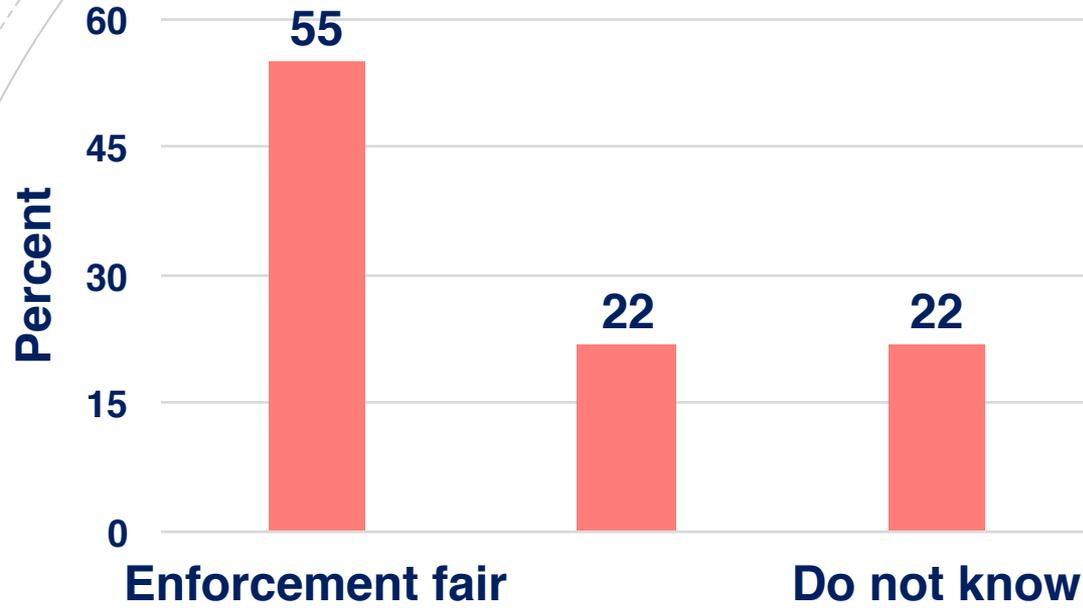
Concerns:

- 42% did not think or did not know that the policy applied to e-cigarettes.
- 30% thought the policy did not apply to private patios and balconies or did not know.
- 41% thought the policy applied to the nicotine patch or didn't know.
- 66.1% thought the policy applied to chewing tobacco or didn't know

Enforcement

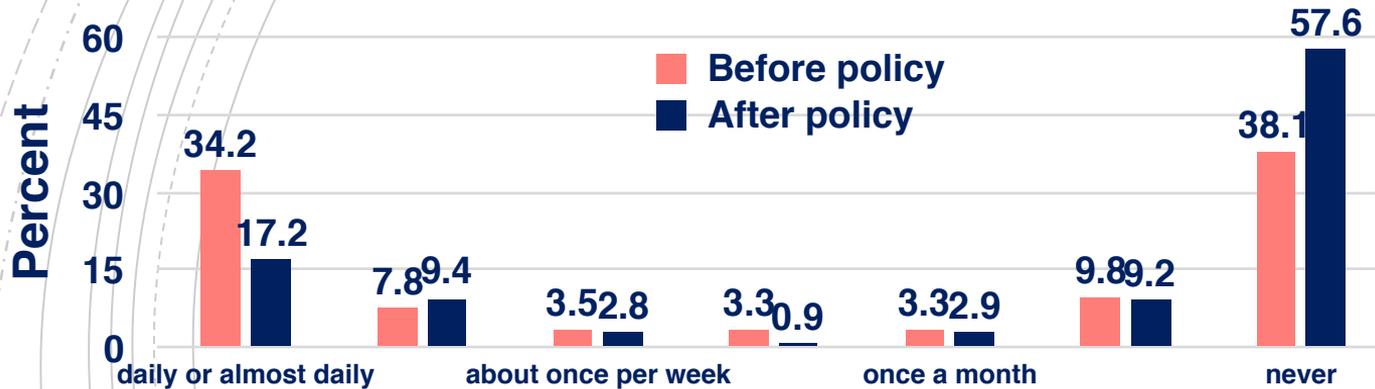


Enforcement



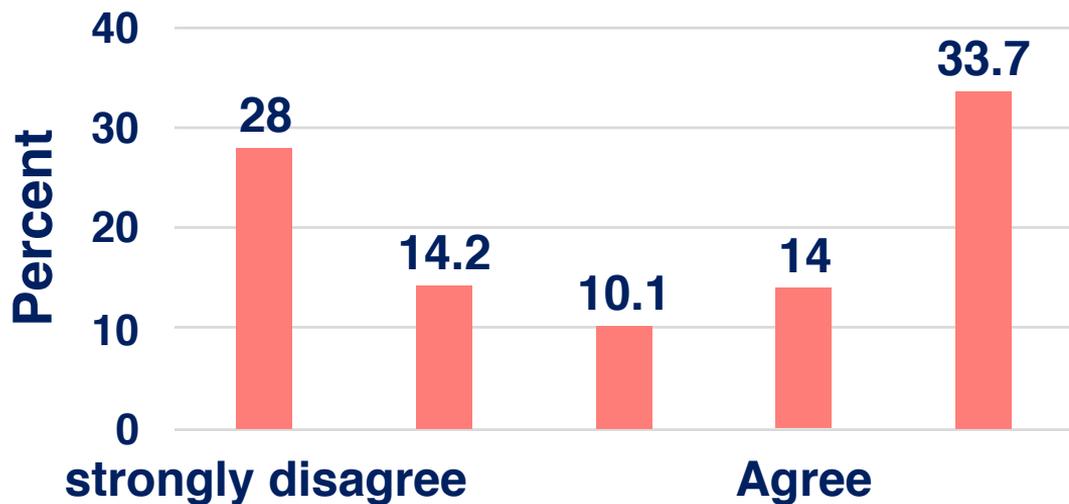
Policy Effectiveness - Smoke Incursions

How often did you smell smoke in your home that came from outside your home?



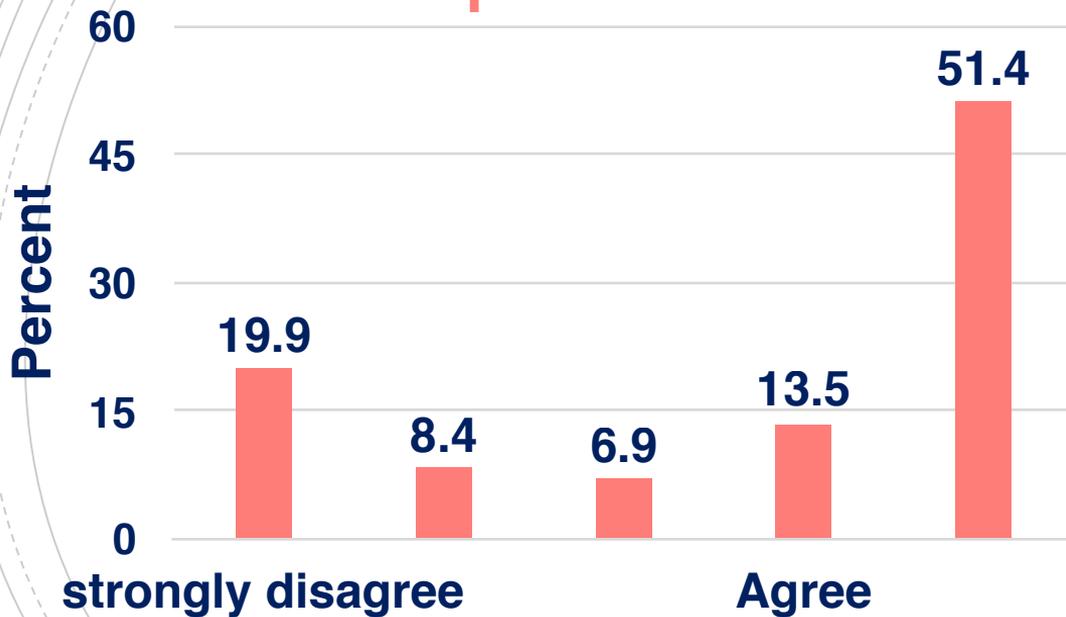
Residents' Attitudes: A Tale of Two Patterns ¹⁷

Unfair to smokers



Residents' Attitudes: A Tale of Two Patterns ¹⁸

Smoking space should be more comfortable and better protected from weather



Has policy motivated smokers to change?

Change	Percent of Smokers (n=160)
Quit	6.4%
Tried to quit	49.4%
Reduced	42.4%
Saw a doctor to get help to quit	23.2%
Used quit aids such as nicotine patch or cessation medicines	19.8%
Called the Wisconsin Tobacco Quit Line	8.1%
Joined Freedom From Smoking	7.0%
Switched to e-cigarettes	5.2%
Joined First Breath program	1.7%
Established a routine of smoking at least 25 feet from the building	30.2%
Made no positive change	20%

What help do smokers want?

Type of Help/Support	Percent of Smokers (N=160)
On-site support groups	36.3%
Incentives to quit/rewards for quitting	36.3%
On-site cessation programs	31.3%
On-site cessation medicine at no cost	30.0%
Information about the health risks of smoking	25.6%
Self-help information about how to quit	23.1%
Peer-counselors	20.0%
Train residents to help others	20.0%
Information about how to get affordable cessation medicines	18.8%
Conduct a quitting contest	18.1%
Better enforcement of the tobacco policy	15.0%

Comments about help desired



- “Don’t want help.”
- “Let me smoke.”
- “ They (Housing Authority) can’t help.”
- “Not ready to quit. Nothing can be done until ready to quit.”
- “I can quit on my own with God’s help.”
- “Mind their (Housing Authority) Business.”

Those with Mobility Challenges: A Story of No Differences

Compared to those without a mobility challenge, those with a mobility challenge:

- Were just as likely to be smokers
- Were just as knowledgeable about the policy
- No differences in perceptions of policy effectiveness
- No differences in perceptions of change in smoke incursion
- No difference in number of smokers who quit or made positive changes.
- Were more likely to strongly agree that the smoking space provided should be more comfortable and protected from the weather

Summary of Findings

1. Most residents are knowledgeable of the policy but continued educational efforts are needed to reach a significant minority who are not knowledgeable.²³
2. The policy has been effective, but tobacco smoke remains in Milwaukee HUD housing.
3. Some residents would like greater enforcement.
4. Attitudes about the policy are polarized
5. The policy has motivated change, but more help, especially on-site cessation programs and incentives are desired.
6. About 20% of smokers are probably resisting the policy.
7. Smokers of lower education are more likely to take action than smokers of higher education.



- **Share our findings with residents and HACM leadership**



- **Finalize & Publish**
- **Peer Reviewed Article**



- **Identify funding to support provisions of**
 - Incentives
 - On-site cessation

Next Steps



QUESTIONS?

Point of Contact

Lorraine Lathen

Director

Wisconsin African American Tobacco Prevention Network
Wisconsin Tobacco Prevention and Poverty Network

(414)736-8438

llathen@jumpatthesunllc.com

WAATPN@talk (twitter)

THANK YOU

