

Cuyahoga County BRFSS Methodology

2003-2007

Data Brief
June 2008

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The Cuyahoga County Behavioral Risk Factor Surveillance Survey is supported with funds from the Ohio Tobacco Prevention Foundation and the Community Vision Council.

About the Cuyahoga County Behavioral Risk Factor Surveillance Survey (CC-BRFSS)

On behalf of the Cuyahoga County Comprehensive Partnership for Tobacco Reduction (the Partnership), Cuyahoga County adults have been surveyed annually since 2003 about their tobacco use, exposure, and opinions, and their tobacco-related health. The surveillance is part of the Partnership's comprehensive evaluation plan, and is intended to inform the Partnership, ongoing since 2002, about the effectiveness and future direction of efforts toward reducing and preventing tobacco use among Cuyahoga County residents.

The survey instrument, known as the Cuyahoga County Behavioral Risk Factor Surveillance Survey (CC-BRFSS), is an adaptation of the Behavioral Risk Factor Surveillance System (BRFSS) administered annually by each state. Established in 1984 by the Centers for Disease Control and Prevention (CDC), the BRFSS is a comprehensive health behavior survey that collects standardized and detailed information on various health indicators. The state-level system results in the availability of state-to-state comparison data and the compilation of national estimates prepared annually.

The BRFSS can be tailored to address local concerns by adding optional module and state-added questions to the standard "core" questionnaire. As the breadth of tobacco questions in the BRFSS is limited to cigarette use only, the CC-BRFSS has been expanded to provide a more comprehensive picture of tobacco use in Cuyahoga County. Specifically, the survey collects detailed data regarding use of various tobacco products, cessation efforts and methods used, exposure to second-hand smoke, opinions regarding smoke-free environments, tobacco-related knowledge, and tobacco-related health outcomes.

The Partnership and the CC-BRFSS are funded through the Ohio Tobacco Prevention Foundation and the United Way of Greater Cleveland Community Vision Council, and overseen by the Cuyahoga County Board of Health.

CC-BRFSS Methodology

The CC-BRFSS is a point-in-time survey conducted via telephone interviews of adults aged 18 years and older from randomly sampled, telephone-equipped Cuyahoga County households. Sample selection (via telephone exchanges) and survey administration are completed by trained researchers and interviewers at ORC Macro International, Inc., a nationally recognized Opinion Research Corporation company experienced in state BRFSS administration.

From 2003-2007, the CC-BRFSS was implemented over a seven to eight week period between the months of August and December. The average interview completion times were between 14 and 19 minutes, and the overall response rates for all numbers called ranged from 11% to 26%.

A total of 6,539 Cuyahoga County adults were surveyed. All participants' answers were aggregated and weighted to correct for unequal probabilities of selection, differential non-response rates, and differential telephone coverage rates. The data were then expanded based on Census population figures so that the sample responses could approximate population estimates and represent all Cuyahoga County adults.

All sample selection, survey administration, and weighting procedures are consistent with CDC-established protocols. After survey administration, a final dataset is delivered to researchers at the Center for Health Promotion Research for data cleaning, coding, and analysis.



CC-BRFSS Administration Data

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|----------------|-----------------|----------------|------------------|----------------|
| Survey Dates | Aug 15 - Oct 5 | Sept 15 - Nov 7 | Sept 8 - Nov 5 | Sept 19 - Nov 19 | Oct 11 - Dec 5 |
| Average Interview Length | 19 minutes | 18 minutes | 18 minutes | 19 minutes | 14 minutes |
| Unweighted Sample Size | 1,144 | 1,018 | 1,626 | 1,513 | 1,238 |
| Overall Response Rate (For all phone numbers called) | 11% | 25% | 26% | 14% | 22% |
| Cooperation Rate (Among all eligible households) | 70% | 58% | 68% | 61% | 62% |

CC-BRFSS Weighted Sample Description 2003-2007

- **Gender**
 - Male46%
 - Female54%
- **Race-Ethnicity**
 - White69%
 - Black25%
 - Hispanic.....3%
 - Other3%
- **Age**
 - 18-2410%
 - 25-3418%
 - 35-4420%
 - 45-5420%
 - 55-6413%
 - 65+20%
- **Education**
 - Less than high school.....8%
 - High school graduate30%
 - Some college.....27%
 - College graduate or more.....35%
- **Employment**
 - Employed.....59%
 - Not employed.....6%
 - Unable to work.....5%
 - Student.....5%
 - Homemaker7%
 - Retired19%
- **Household Income**
 - <\$15K11%
 - \$15-24K17%
 - \$25-49K31%
 - \$50-74K17%
 - \$75K+24%
- **Children (under 18) living in the home?**
 - Yes.....38%
 - No62%
- **Have health care coverage?**
 - Yes.....89%
 - No11%

**This methodology document is supplementary to the following
CC-BRFSS data brief reports:**

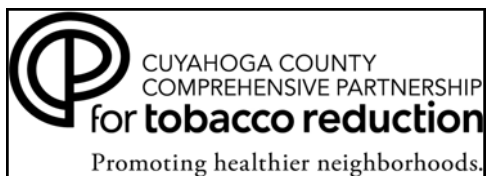
- Tobacco Use in Cuyahoga County 2003-2006 (April 2007)
- Smoking Cessation in Cuyahoga County 2003-2006 (April 2007)
- Secondhand Smoke Exposure in Cuyahoga County 2003-2006 (April 2007)
- Adult Tobacco Use in Cuyahoga County: 5 Year Trends 2003-2007 (June 2008)

Description of Variables Used in CC-BRFSS Data Brief Reports

- Smoker/current smoker - Has smoked at least 100 cigarettes in lifetime and currently smokes every day or some days
- Past year smoker - Has smoked fewer than 100 cigarettes in lifetime and is either currently smoking or no longer smoking due to quitting in the past 12 months
- Non-smoker - Has smoked fewer than 100 cigarettes in lifetime OR has smoked at least 100 cigarettes in lifetime but reports not currently smoking at all
- Cigar smoker - Currently smokes cigars (not including little cigars, such as Black & Milds) every day or some days
- Little cigar smoker - Currently smokes little cigars such as Black & Milds every day or some days
- Pipe smoker - Currently smokes a pipe every day or some days
- Smokeless tobacco user - Currently uses chewing tobacco or snuff every day or some days
- Multiple tobacco product user - Currently uses more than one tobacco product including cigarettes, cigars, little cigars, pipe, and/or chew or snuff
- Quit attempt - Making at least one quit attempt in the past 12 months
- Successful quit attempt - Making at least one quit attempt in the past 12 months and currently not smoking at all
- Unsuccessful quit attempt - Making at least one quit attempt in the past 12 months and currently still smoking every day or some days
- Healthcare coverage - Has any kind of health care coverage, including health insurance, pre-paid plans such as HMOs, or government plans such as Medicare
- Primary care physician - Has at least one person they think of as a personal doctor or healthcare provider
- Children living in the home - Currently has at least one child (age 17 and under) living in the home
- Lives in the city of Cleveland - Identified based on self-reported zip code
- Confidence interval - A range around an estimate within which we can be (95%) confident that the true rate lies. To determine if two estimates are “statistically” different from one another, the two confidence intervals cannot overlap (i.e., the estimates cannot lie within the same range).
- Ohio Quit Line - A telephone counseling service (1-800-QUIT-NOW) that connects people in Ohio who want to quit using tobacco with trained counselors who can guide and support them through the quitting process.

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