

UNDERSTANDING RACE-BASED DISPARITIES: WHICH AFRICAN-AMERICAN TEEN SOCIO-CULTURAL GROUPS ARE AT HIGHER RISK

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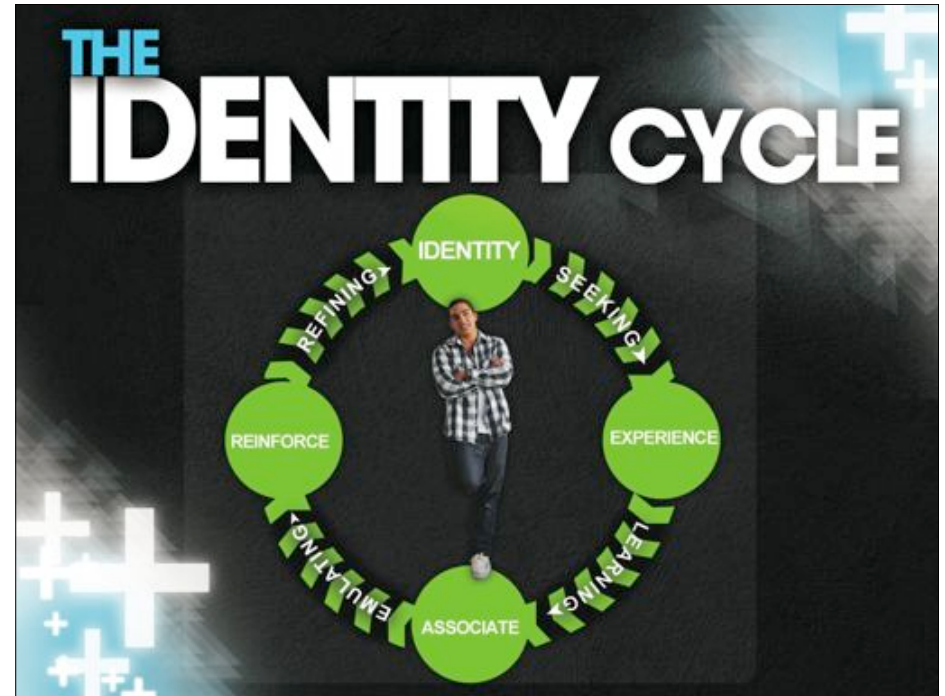
A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS (FACI™)

RSCG'S PROPRIETARY RESEARCH PROCESS

6-STEP QUANTITATIVE & QUALITATIVE RESEARCH PROCESS

QUALITATIVE: ID-PROJECTION GROUPS™ DISCUSS PICTURES UNKNOWN OTHERS TO REVEAL UNDERLYING CULTURE-BEHAVIOR ASSOCIATIONS

QUANTITATIVE: IBASE SURVEY™ TESTS THE HYPOTHESES FORMED WITH SURVEYING THAT MEASURES BEHAVIOR PREVALENCE AND CULTURAL AFFILIATION



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SEGMENTATION

The process of classifying a market into distinct segments that behave in similar ways or have similar needs.

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Segmentation in Social Marketing

Selecting the highest-risk group...

- Significant modification of 'product'
- New image of behavior-based lifestyle
- Counter-intuitive strategy
- Opposite of most commercial marketing

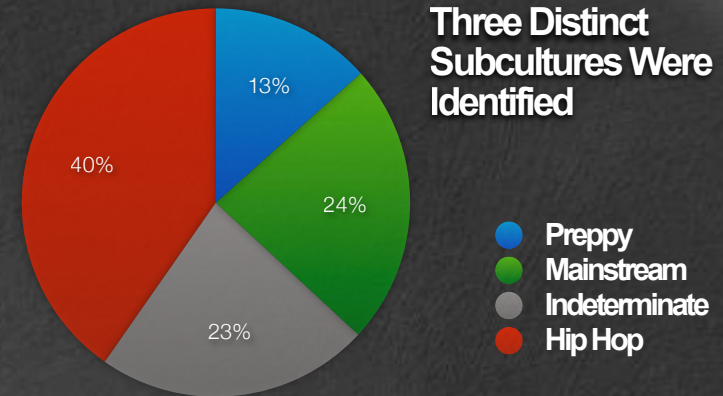


Methods

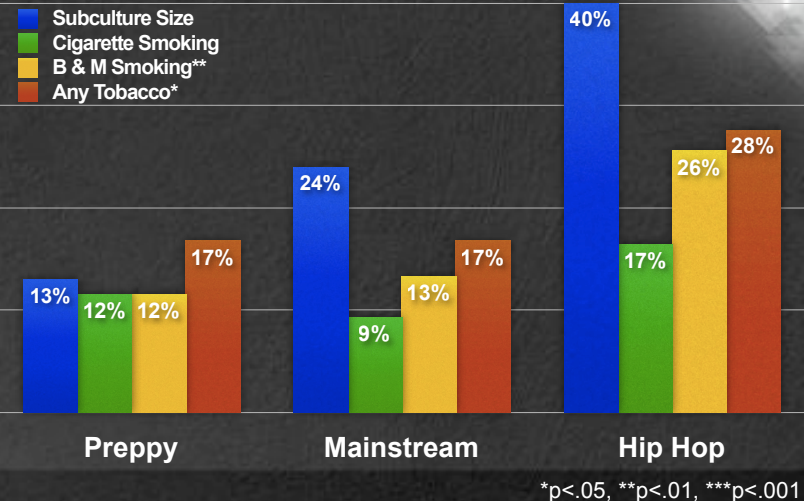
- Baseline data collection
- Study includes Hampton Roads and Richmond
- Online survey promoted through radio stations popular amongst African American teens
- 727 teens participated, 599 African American Teens
- Categorization into peer groups was based on pictures in survey: Mainstream, Preppy, Hip Hop
- 30-day tobacco use, fighting, tobacco use attitudes, and perceived tobacco use were key measures



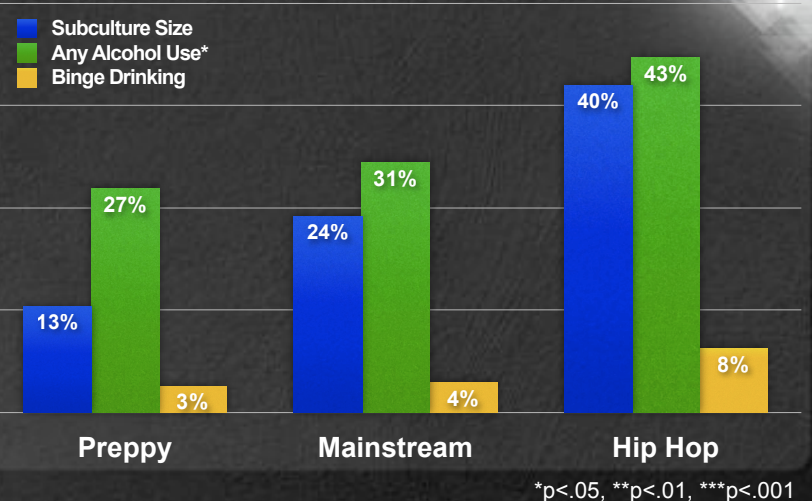
Virginia AAT Subcultures

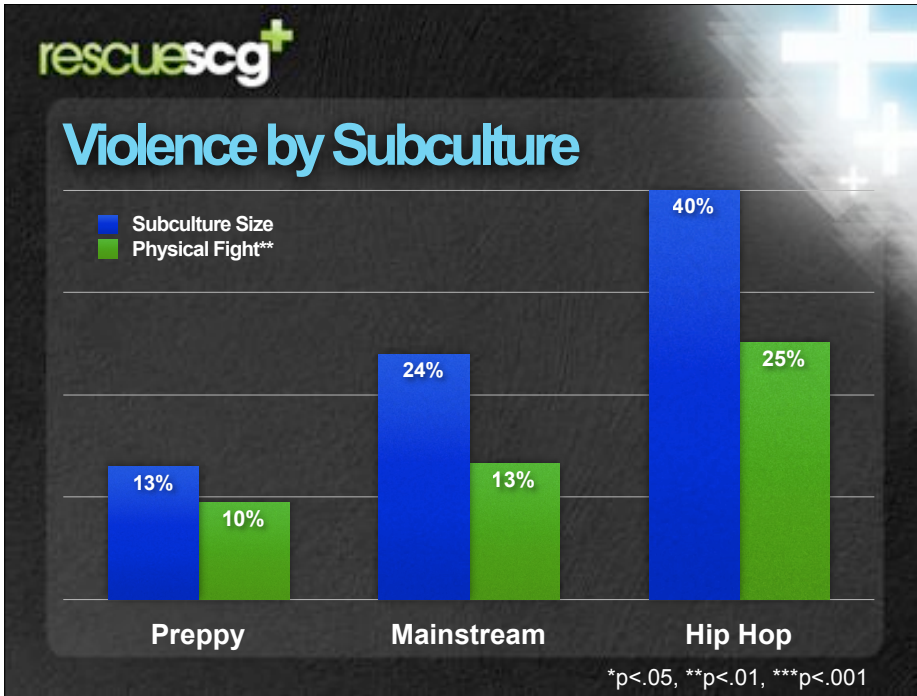


Smoking by Subculture



Alcohol Use by Subculture





Peer Group & Perceived Smoking
Hip Hop African American teens also perceive more smoking within their peer group.

Perceive that "Most of my friends" or "All of my friends" perform the following behaviors	Hip Hop	Preppy	Main-stream	Total
Smoked at least one cigarette***	23.8%	5.3%	9.8%	15.0%
Smoked at least one cigarillo, like a Black & Mild***	34.9%	12.6%	11.6%	22.3%

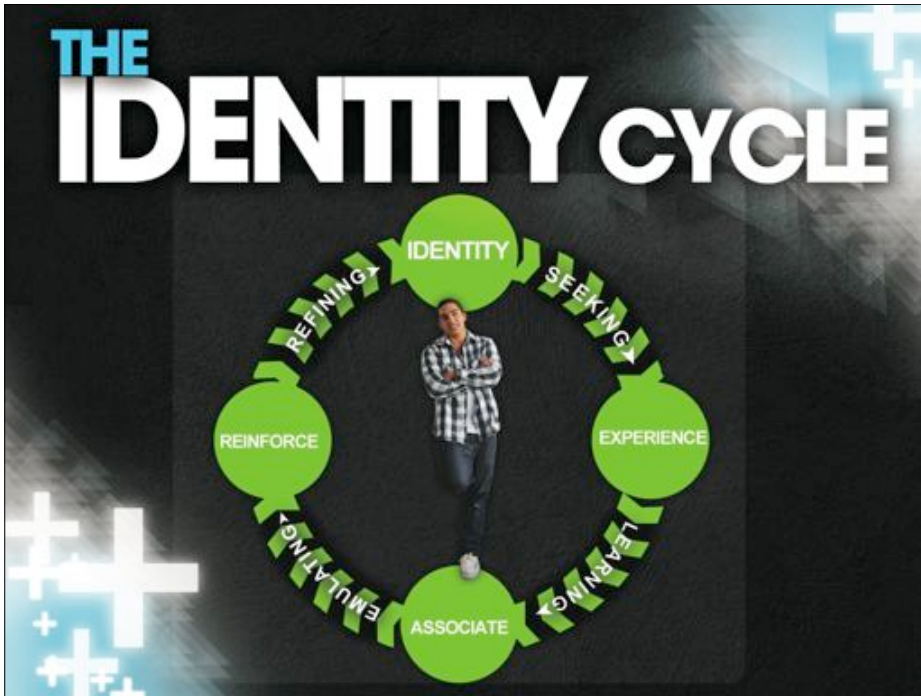
*p<.05, **p<.01, ***p<.001

Peer Group Smoking
Members of the Hip Hop Peer Group have 96.95% Greater Odds of Smoking Any Tobacco

Variables	B	S.E.	OR	P	Lower 95% CI	Upper 95% CI
Hip Hop Group	2.06	0.649	1.97*	0.04	1.032	3.758
Preppy Group	1.07	0.648	1.56	0.29	0.689	3.521
Intermediate Group	0.75	0.702	1.44	0.46	0.553	3.749
Grade in School	0.21	0.427	1.09	0.83	0.504	2.349
High School Drop Out	0.25	1.537	1.34	0.80	0.140	12.75
Gender	-1.51	0.159	0.71	0.13	0.460	1.106
Age	1.49	0.118	1.16	0.14	0.953	1.421
City	0.6	0.001	1.00	0.55	0.999	1.003

*p<.05, **p<.01, ***p<.001

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- Discussion**
- Evidence of greater smoking risk within a certain peer group
 - Information can be incorporated into message development, associating a "hip hop" image with a tobacco-free lifestyle
 - Information can be used to segment populations for strategic decisions
 - A representative statewide sample could reveal additional concentrations of tobacco use



SocialBranding[®]
THE PROCESS OF FOSTERING CONTROLLED EXPERIENCES TO CREATE IMPLICIT ASSOCIATIONS BETWEEN CERTAIN IDENTITIES AND CERTAIN BEHAVIORS.





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Discussion & Questions