

# American Indian Adult Tobacco Survey

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Northern Plains Tobacco Prevention Project



# Northern Plains Tobacco Prevention Project

**An Initiative of AATCHB to Specifically address  
the issue of chronic commercial tobacco use  
among Northern Plains Tribal members**



# Organization Approach to Promoting Positive Change

- Provide training and technical assistance to tribes to plan, implement, evaluate, and sustain comprehensive tobacco programs.
- Strategic Planning.
- Coordinate regional intertribal initiatives that are evidence-based.



# Why Conduct the AI-ATS?

- **Improved American Indian data quality.**
- **Establishes a baseline against which future progress can be measured.**
- **Provides insight into social norms and the effectiveness of tobacco control's impact on tribal communities.**
- **Identifies areas of strength and opportunities that can be drawn upon.**
- **Allows stakeholders to evaluate tribally-based programs.**

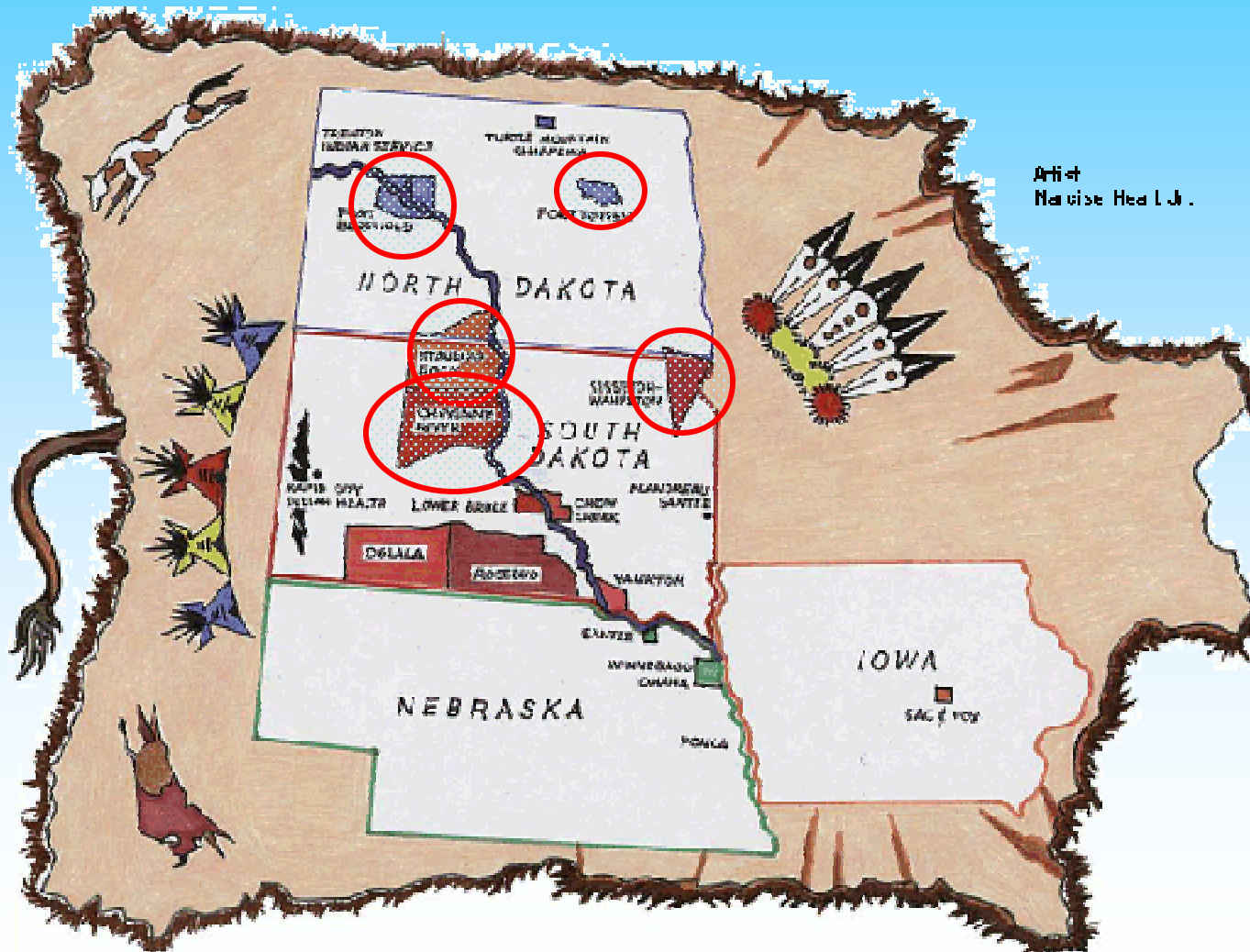
# Specific Aims

- **To empower the tribes to effectively engage in surveillance and monitoring of attitudes, behaviors, and beliefs related to tobacco use among tribal members.**
- **To provide representative and tribally specific data that can be used in the development of tobacco prevention and cessation initiatives that best address the needs of tribal members.**
- **To provide data that will allow tribes to set health priorities and substantiate the need for continued tobacco control resources.**
- **To provide data to inform the development of tribal policies that aim to reduce the consumption of tobacco products, and the public's exposure to environmental tobacco smoke.**

# Participating Tribal Communities

- **Cheyenne River Sioux Tribe – 2005**
- **Sisseton-Wahpeton Oyate – 2005**
- **Standing Rock Sioux Tribe – 2007**
- **Spirit Lake Nation – 2007**
- **Mandan, Hidatsa, Arikara Nation – 2007**

# Area Map



Artist  
Na'ise Hea L.J.



# **State Responsibilities Prior to Implementing an AI ATS**

- **Identify & develop strong tribal partnerships.**
- **Obtain formal tribal and IRB approval prior to ground work.**
- **Develop a data sharing agreement with the tribe**
- **Work with tribal partners to select supplemental questions best suited to the community.**
- **Select appropriate contractors with the knowledge, skills, and abilities to navigate tribal systems and maintain the rigorous protocol required by population-based research.**
- **Utilize the CDC implementation manual developed for this survey.**

Adapted from P. Mariolis CDC



# **Tribal Responsibilities Prior to Implementing an AI ATS**

- **Identify & leverage adequate funding to implement the survey from planning to completion of a final report.**
- **Keep in mind the expenses of putting the data to action following the receipt of survey data.**
- **Identify & develop epidemiology support (IHS funded tribal epi-centers, tribal support centers).**
- **Selection of tribal supplemental questions**
- **Consider tribal resources for data handling when final data sets are obtained.**

Adapted from P. Mariolis CDC

# Approval Process

- **Tribal approval**
  1. **Every tribal system is unique.**
  2. **Communication with tribal health and/ or governing health committee.**
  2. **Approval from the elected committee frequently a prerequisite of approval from the governing council.**
  3. **Strong community buy-in will increase data to action.**
- **IRB approval**
  1. **IRB Tribe/ Non IRB Tribe.**
  2. **IHS IRB approval recommended courtesy.**

# Adding Supplemental Questions

- **Excellent opportunity to demonstrate responsiveness to tribal concerns. Where does the tribe need additional data?**
- **Review the menu of supplemental questions provided with the implementation manual.**
- **Review questions from surveys with systematic question evaluation procedures.**
- **Refer to CDC Epi and the Question Appraisal System (RTI publication) for the development of new questions.**

# Question Appraisal System

**Provides a checklist of eight possible problem types and many subtypes, with examples**

- **Reading: possible problems that an interviewer may have reading a question**
  - **For example, because of missing or unclear instructions**
- **Instructions: from respondent's point of view**
- **Clarity: intent or meaning**
- **Assumptions: appropriateness, consistent behavior**
- **Knowledge/memory**
- **Sensitivity/bias**
- **Response categories**
- **Other: meets purpose, order**

# Sampling Methodology

- **Identifying a comprehensive sampling frame one of the single greatest challenges.**
- **Telephone sampling is inappropriate for most population-based tribal surveillance.**
- **Determine denominator options.**
  - 1. Tribal members residing within land boundaries**
  - 2. All enrolled tribal members**
  - 3. All AI/AN residing within land boundaries**
  - 4. All individuals residing within land boundaries**
- **Data can be disaggregated in analysis.**

# Sampling Methodology

- **Two approaches to sampling**

## **1. Random sampling from a list**

**Tribal enrollment records, tribal census data, per-capita list, Housing composition list.**

**(Note: Determine if the list is comprehensive and up-to-date before you go through the trouble to request it.)**

## **2. Random sampling Houses**

**Very comprehensive; however, some concerns about multiple family units & complexity in large land base tribes. Individuals in the home can be further randomized.**

# Determining Sample Size & Number of Completed Surveys

- The sample size and the target number of completed surveys should be justified by the precision to which you want your data to accurately reflect the population.
- Budget restrictions will limit the number of completes.
- Typically we want a margin of error of  $<5$ .
- Cost per survey ranges from \$35 - \$55. Because of the amount of ground work AI ATS has cost more per complete than the ATS. Refined methodology will decreased costs.

# Establishing a Strong Interview Team

- **AI-ATS interviewers should be selected from the communities from which the data will be taken.**
- **The role of the interviewer in the successful completion of the AI ATS is unparalleled to state and national level surveillance.**
- **Interviewers should have experience with implementing a systematic protocol.**
- **AATCHB interviewers had experience with census 2000, voter registration, tribal census, and medical interviewing.**
- **AATCHB interviewers assisted identifying unreachable persons from the master sample frame.**



# 2005 AI ATS Interview Team



**Interviewers from the Sisseton Wahpeton & Cheyenne River Oyate**

# Fielding the AI ATS

- **Cultural competence of the interview team is an absolute essential.**
- **Use of tribal radio & newspapers to announce the beginning of the fielding process.**
- **The interview takes an average of 10-15 minutes to complete. However, many participants want to share medical, family, and cultural history with interviewers after survey completion. (IE. Refusing food would the interview team a bad reputation, which might impact future surveys).**
- **Consider safety of interviewers and develop contingency plans.**

# Participant Compensation

- **No participant refusals recorded when cash compensation was used in 2005.**
- **60 minute calling cards used for participant compensation in 2007. Slightly less motivating than cash, but still effective.**
- **Calling cards promoted the state quitline.**

# Unexpected Things to Plan for:

**Weather**

**Dogs**

**Long Distances between survey site and eating locations. (Interview team will want lunch by noon, but demand it by 5pm)**

**No cell phone Reception**



**This is not telephone Surveillance**

# Obligation to Tribal Communities

- **Effectively communicate data findings to both the community and leadership of the respective tribe from which the data came. (Get permission to publish)**
  1. **Develop fact sheets & Op-ed articles**
  2. **Let tribal member's voices be heard by highlighting tribal member opinions**
  3. **Ensure that the community "doers" attend presentations of the data findings.**
- **Provide clear recommendations that can empower tribal stakeholders to take action.**