Data in Action: Using Public Opinion Data to Inform NYS Chronic Disease Prevention and Control Initiatives

June 3, 2022 | 10:00-11:00am

NYSCC QUARTERLY MEMBER MEETING SERIES
Welcome
About Us

Working Together, Reducing Cancer, Saving Lives

We are New Yorkers from all walks of life who work together to reduce the burden of cancer.

The NYS Comprehensive Cancer Control Plan is a cancer prevention and control roadmap that we use to guide us in our efforts.
Who We Are

Member Affiliations

A2 Associates, LLC
Action to Cure Kidney Cancer
Adelphi NYS Breast Cancer Hotline & Support Program
Albany Medical Center
Albert Einstein College of Medicine
Alliance of New York State YMCAs
American Cancer Society
American Cancer Society Cancer Action Network
American Childhood Cancer Organization
American Lung Association
American-Italian Cancer Foundation
Bassett Healthcare
Ben’s Builders
Breast and Prostate Peer Education a service of Niagara Falls Memorial Center
Breast Cancer Coalition of Rochester
Broome County Health Department
Broome County Health Department Cancer Patient Support Foundation
Cancer Resource Center of the Finger Lakes
Columbia University
Cortland County Health Department
CUIMC/NYP
Cullari Communications Global
Eastern Niagara Hospital
Erie County Department of Health
Southampton Hospital
Franklin County Public Health
Fulton County Public Health
Gilda’s Club NYC
Glens Falls Hospital
Great Lakes Cancer Care
Herbert Irving Comprehensive Cancer Center
HeritX.org
HITCH Inc./Open Door Family Medical Centers
Hunter College NYS Food Policy Center
Icahn School of Medicine at Mount Sinai
Institute for Family Health
Jacobi Medical Center
Jacobs School of Medicine - State University of New York at Buffalo
Jefferson County Public Health Service
Kaleida Health Family Planning Center
Leukemia & Lymphoma Society
Making Headway Foundation
Rochester Regional Health
Roswell Park Comprehensive Cancer Center
Action Teams

Join Today!

- Learn about the latest updates in state-wide cancer prevention efforts
- Promote Plan priorities through webinars, trainings, or workshops
- Collaborate with team members to achieve Plan goals and objectives

- Skin Cancer
- Colorectal Cancer
- Environmental Carcinogens
- HPV Coalition
- Lung Cancer
- Survivorship
- Survivorship Lifestyle
How to Find Us

Follow us on Twitter
@NYSCancer

Like us on Facebook
NYS Cancer Consortium

Check out our Website
nyscancerconsortium.org
NYSCC Quarterly Member Meeting Series

Upcoming Meeting Dates

➢ September 28, 2022
   11:00-12:00pm

➢ December 8, 2022
   10:00-11:00am

➢ March 14, 2023
   11:00-12:00pm
NYSCC E-Blast

A bi-monthly e-newsletter created by and for Consortium Members

Topics Include;

➢ Funding Opportunities
➢ Health Promotion Articles
➢ Member Spotlights
➢ Meetings and Trainings of Interest

And more!

Deadline for August E-Blast: July 29th
National Cancer Survivor Month
Data in Action: Using Public Opinion Data to Inform NYS Chronic Disease Prevention and Control Initiatives
New York’s Chronic Disease Public Opinion Poll
Dr. Don Levy
May 19, 2022
<table>
<thead>
<tr>
<th>BACKGROUND &amp; HISTORY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DCDP Public Opinion Poll Background &amp; History</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Icon</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image 1</td>
<td>Annual telephone survey of NY adult residents ages 18 years and older</td>
</tr>
<tr>
<td>Image 2</td>
<td>First survey conducted in 2013</td>
</tr>
<tr>
<td>Image 3</td>
<td>Content development coordinated across DCDP Bureaus and programs</td>
</tr>
</tbody>
</table>

**SIENA**

Siena College Research Institute

Contract with Siena College Research Institute to conduct annual survey
Survey Purpose

To assess public support for chronic disease prevention and control policies

- Survey examines general public’s:
  - Beliefs about public health issues
  - Support for DCDP priority policy initiatives
  - Variation in support by demographics
  - Changes in support over time
**Survey Purpose**

To generate information for action [Domain 1] in support of policy, systems, and environmental (PSE) change interventions [Domain 2]

**Activities to Build Community Support**
- Educating and Engaging Communities
- Mobilizing and Empowering Communities
- Engaging Organizational Decision Makers
- Educating Government Decision Makers

**Population Health Impact**

PSE change interventions change the context to make individuals’ default decisions healthy, require less individual effort and have the potential for greater population impact.

**Public and decision maker education**

**Awareness and beliefs about the issue change**

**Support for policy increases**

**Policy adopted**

**Health behaviors change**

**Health outcomes improve**
Description of Survey Instrument

- Twelve introductory questions to assess general beliefs about public health issues and policy interventions
- Series of questions assessing support for chronic disease prevention and control policies
- Demographics: gender, age, race/ethnicity, county, annual household income, educational attainment, employment status, children in household, smoking history
Example: Policy Question

Respondents are asked whether they would favor or oppose a policy using a four option scale.

Example: Current New York State regulation prohibits persons under 18 years of age from using UV radiation devices such as tanning beds or tanning booths. Would you be in favor of or opposed to a change in the regulations that would increase the age limit on the tanning regulations to restrict all minors so that all persons under 21...

- Strongly in favor
- In favor
- Opposed
- Strongly opposed
- Don't Know/Refused

*Tobacco control policy questions used a 5-option scale with additional response category "Neutral" to be consistent with other statewide tobacco surveys. Strongly in favor, Somewhat favor, Neither in favor nor opposed, Somewhat oppose, Strongly oppose, Don't Know/Refused*
SCRI ADMINISTRATIVE TEAM

Dr. Don Levy
Director

Meghann Crawford
Director of Data Management

Colleen Kromrey
Director of Project Management

Travis Brodbeck
Associate Director of Data Management

Leslie Foster
Business Development Manager

Derek Masterson
Coordinating Supervisor
METHODOLOGY

1,312 New York State Residents

January 3-20, 2022  MOE +/- 3.0%

60% of completed surveys by cell phone 27% in 2017
12 working and answered numbers for 1 complete, 7 attempts on every working number

310 completed surveys conducted via online panel
In general, do you think Americans today are healthier than they were a generation ago, less healthy or are they about as healthy today as they were a generation ago?

- **25%** Healthy
- **53%** Less Healthy
- **15%** About as Healthy

*Healthier is down 9 points from 34% in 2020*
### SERIOUS PUBLIC HEALTH PROBLEMS

For each of the following, tell me if you think it is a very serious public health problem, a somewhat serious public health problem, a not very serious problem or that it is not at all a serious public health problem.

<table>
<thead>
<tr>
<th>Public Health Problem</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Childhood obesity</td>
<td>92%</td>
</tr>
<tr>
<td>Prescription opioid misuse and abuse</td>
<td>90%</td>
</tr>
<tr>
<td>Heroin use</td>
<td>88%</td>
</tr>
<tr>
<td>Tobacco use</td>
<td>85%</td>
</tr>
<tr>
<td>Amount of exercise Americans get</td>
<td>83%</td>
</tr>
<tr>
<td>E-cigarette use and vaping</td>
<td>82%</td>
</tr>
<tr>
<td>Access to health care</td>
<td>80%</td>
</tr>
<tr>
<td>Alcohol Consumption</td>
<td>77%</td>
</tr>
<tr>
<td>Access to healthy Food and beverages</td>
<td>73%</td>
</tr>
<tr>
<td>Marketing tobacco towards minorities</td>
<td>70%</td>
</tr>
<tr>
<td>Marijuana or cannabis use</td>
<td>46%</td>
</tr>
</tbody>
</table>

Percent of New Yorkers who believe a public health problem is very or somewhat serious.

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*Data sources: New York State Department of Health.*
In general, do you think that there should be more public policies to promote healthy lifestyles among Americans, there already are as many public policies about healthy lifestyles as you support or that there should be fewer public policies that seek to promote healthy lifestyles?
Do you support or oppose taxing sugar-sweetened beverages including regular soda?

Knowing that a portion of the money from the tax would be used to fund health programs in New York would that make you more likely, less likely, or have no effect on supporting the tax?

- More likely: 52%
- Less likely: 10%
- No effect: 34%
- DK/refused: 4%

Strongly Support: 18%
Support: 28%

46%
In general, how much influence, if any, do you think people like you can have over which public health problems the government chooses to prioritize?

**Level of Influence People Have**

- **15%** A lot
- **28%** Some
- **30%** A Little
- **22%** None

**Influence on Health Policy**

Department of Health

Siena College Research Institute
<table>
<thead>
<tr>
<th>Walkable/Bikeable Areas</th>
<th>Agree (%)</th>
<th>Strongly (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are places to walk or bicycle for recreation or exercise in my neighborhood that are safe from traffic.</td>
<td>76%</td>
<td>37%</td>
</tr>
<tr>
<td>22% Disagree (9% Strongly)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are places to safely walk or bicycle from my home to places such as stores, restaurants and other businesses.</td>
<td>71%</td>
<td>33%</td>
</tr>
<tr>
<td>27% Disagree (11% Strongly)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Restricting promotions for high fat or sugary foods like buy one high fat or sugary item and get one free. Do you strongly support, somewhat support, somewhat oppose or strongly oppose?

45% SUPPORT A BAN
46% OPPOSE A BAN

- 28% Strongly in favor
- 20% In favor
- 25% Opposed
- 18% Strongly opposed
In workplace or organizational cafeterias or vending machines, replacing some current high fat or sugary items with healthy food items. Are you...

<table>
<thead>
<tr>
<th>Strongly Favor</th>
<th>Favor</th>
<th>Oppose</th>
<th>Strongly Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 - 2022</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43%</td>
<td>37%</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

2021 - 2022

- Favor: 80%
- Oppose: 15%
- DK: 5%

2020 - 2021

- Favor: 79%
- Oppose: 18%
- DK: 3%
I’m going to read you some things that may affect a person’s chances of getting cancer. Do you think that each of the following increases a person’s chances of getting cancer a lot, some, a little, or not at all?

<table>
<thead>
<tr>
<th><strong>INCREASED CHANCE OF CANCER</strong></th>
<th><strong>INFECTION WITH HPV, THE HUMAN PAPILLOMAVIRUS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking cigarettes</td>
<td>A lot: 85% Some: 11%</td>
</tr>
<tr>
<td>Using e-cigarettes or other &quot;vaping&quot; products</td>
<td>A lot: 51% Some: 29%</td>
</tr>
<tr>
<td>Exposure to the sun</td>
<td>A lot: 36% Some: 38%</td>
</tr>
<tr>
<td>Being obese</td>
<td>A lot: 39% Some: 33%</td>
</tr>
<tr>
<td>Infection with HPV, the Human Papillomavirus</td>
<td>A lot: 34% Some: 32%</td>
</tr>
<tr>
<td>Not eating many fruits and vegetables</td>
<td>A lot: 29% Some: 32%</td>
</tr>
<tr>
<td>Drinking alcohol</td>
<td>A lot: 24% Some: 37%</td>
</tr>
<tr>
<td>Not getting much exercise</td>
<td>A lot: 24% Some: 35%</td>
</tr>
</tbody>
</table>
Current New York State regulation prohibits persons under 18 years of age from using UV radiation devices such as tanning beds or tanning booths. Would you be in favor of or opposed to a change in the regulations that would increase the age limit on the tanning regulations to restrict all minors so that all persons under 21...

63% of New Yorkers favor or strongly favor raising the age limit.
SICK LEAVE FOR HEALTH SCREENINGS

Would you favor or oppose requiring employers to offer all employees paid sick leave to allow workers to receive health screenings like being screened for cancer or other conditions?

88% FAVOR

8% OPPOSE
The HPV vaccine series is recommended for adolescents aged 11 to 12-years old. Some states are trying to pass laws that would require all 11 to 12-year-olds to get the HPV vaccine before they are allowed to start 6th grade. Are you in favor of or opposed to requiring all 11 to 12 year-olds to get the HPV vaccine prior in order to be allowed to start the 6th grade. Are you...
# HPV Vaccination Over Time

## New Yorkers' Views on Requiring Adolescents to Get HPV Vaccine Prior to 6th Grade

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly in Favor</th>
<th>In Favor</th>
<th>Opposed</th>
<th>Strongly Opposed</th>
<th>Don't Know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>17%</td>
<td>32%</td>
<td>30%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>2015</td>
<td>22%</td>
<td>34%</td>
<td>23%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>2016</td>
<td>24%</td>
<td>35%</td>
<td>20%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>2017</td>
<td>26%</td>
<td>31%</td>
<td>18%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>2018</td>
<td>30%</td>
<td>29%</td>
<td>19%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>2019</td>
<td>32%</td>
<td>30%</td>
<td>16%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>2020</td>
<td>30%</td>
<td>31%</td>
<td>16%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>2021</td>
<td>32%</td>
<td>34%</td>
<td>31%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>2022</td>
<td>28%</td>
<td>31%</td>
<td>17%</td>
<td>16%</td>
<td>8%</td>
</tr>
</tbody>
</table>

- **Strongly in favor**: 0-20%
- **In favor**: 30-40%
- **Opposed**: 50-60%
- **Strongly opposed**: 60-70%
- **Don't know/Refused**: 70-100%
In NYS, you must be 21 to purchase tobacco products. Would you be in favor of or oppose a policy that increased the minimum legal age of sale one year every year until eventually eliminating the sale of all tobacco products?

**Eliminating Sale of Tobacco**

- Strongly in favor: 32%
- Somewhat in favor: 15%
- Neither in favor nor opposed: 16%
- Somewhat opposed: 14%
- Strongly opposed: 19%
Would you be in favor of or opposed to a policy that would ban the sale of menthol cigarettes...

- **Favor**: 51%
- **Oppose**: 28%
- **Neither**: 18%

Would you be in favor of or opposed to a policy that would also ban the sale of flavored tobacco products like cigars, little cigars, smokeless tobacco, hookah...

- **Favor**: 50%
- **Oppose**: 29%
- **Neither**: 18%

### FLAVORED TOBACCO

<table>
<thead>
<tr>
<th>Strongly Favor</th>
<th>Somewhat Favor</th>
<th>Neither favor nor opposed</th>
<th>Somewhat Oppose</th>
<th>Strongly Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>16%</td>
<td>18%</td>
<td>12%</td>
<td>16%</td>
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<tr>
<td>34%</td>
<td>16%</td>
<td>18%</td>
<td>12%</td>
<td>17%</td>
</tr>
</tbody>
</table>
New Yorkers Views on Breastfeeding vs Formula

When it comes to the feeding of infants, which of the following comes closest to your view:

- 34% Breastfeeding is best
- 58% Both breastfeeding & formula are fine
- 4% Formula is best
How comfortable would you be if a mother breastfed their baby near you in a public place?

86% Comfortable
12% Not comfortable
2% Don’t know

- 64% Very comfortable
- 22% Somewhat comfortable
- 7% Not too comfortable
- 5% Not at all comfortable

Source: VIEWS ON INFANT FEEDING by Department of Health
How have chronic disease programs & partners used the survey data?
Develop reports to share information with key partners.

How You Can Help New Yorkers Consume Less Sodium

**Background:** The average American consumes about 350 more sodium than the daily recommended amount. Consuming too much sodium increases the risk of developing high blood pressure, cardiovascular disease, and chronic kidney disease. Reducing sodium consumption from the US health system triples of doctors’ orders by an estimated 11%. Sodium intake comes from sodium added during food manufacturing and preparation.

**Most New Yorkers are actively watching their sodium intake.**
- Over 7.2 million adults in NYS report watching or reducing sodium or salt in their diet.
- Watching sodium intake is more common among those who are Hispanic or non-Hispanic Black.

**Health care providers can help by encouraging their patients to consume less sodium.**
- Approximately 1 in 5 adults in NYS report receiving such guidance from their health care provider.

**Community partners can help by increasing the availability of nutritious food, including foods with less sodium.**

New Yorkers favor increasing the age limit for indoor tanning use to protect young adults from cancer-causing UV radiation.

Evidence from animal studies shows that indoor tanning increases the risk of cancer, including melanoma, which can be deadly. The prevalence of indoor tanning among US adults is 41% and 14% among those aged 20-29 and 30-39, respectively. New Yorkers favor increasing the age limit for indoor tanning use to protect young adults from cancer-causing UV radiation.

**Why You Can Help New Yorkers Consume Less Sodium**
- Help New Yorkers reduce their sodium intake.
- Encourage health care providers to talk to their patients about reducing sodium intake.
- Work with community partners to increase the availability of nutritious food, including foods with less sodium.

**Opioid-related Mortality and Public Perceptions in New York State**

The prevalence of opioid-related mortality in New York State has increased significantly since 2012. In 2017, opioid-related mortality rates were highest in several counties, including Amsterdam, Broome, Chemung, Clinton, Herkimer, Jefferson, Madison, Onondaga, Ulster, and Wyoming. The prevalence of opioid-related mortality has increased in all regions of the state, with the highest rates in the Western and Northern regions.

**New Yorkers favor increasing the age limit for indoor tanning use to protect young adults from cancer-causing UV radiation.**

A survey of adult New Yorkers found strong support for increasing the age limit for indoor tanning use. New Yorkers support increasing the age limit for indoor tanning use to 21 years to protect young adults from cancer-causing UV radiation.

**Introduction**

The prevalence of opioid-related mortality in New York State has increased significantly since 2012. In 2017, opioid-related mortality rates were highest in several counties, including Amsterdam, Broome, Chemung, Clinton, Herkimer, Jefferson, Madison, Onondaga, Ulster, and Wyoming. The prevalence of opioid-related mortality has increased in all regions of the state, with the highest rates in the Western and Northern regions.
Public Opinion Poll, March 2021

Presence of Walkways for Recreation

- 38% strongly agree
- 18% agree
- 11% disagree
- 22% don't know/refuse

Presence of Walkways to Reach Stores

- 30% strongly agree
- 42% agree
- 13% disagree
- 15% don't know/refuse

Food Service Standards in State Facilities

- 46% strongly favor
- 27% favor
- 11% oppose
- 16% strongly oppose
- 8% don't know/refuse

Support evaluation of chronic disease prevention programs

Now thinking about state facilities including state offices, prisons and hospitals. Would you be in favor of or opposed to requiring the foods available there to meet specific nutritional standards for calories, fat and sodium?

<table>
<thead>
<tr>
<th>Phase of Study Design</th>
<th>Date of Data Collection</th>
<th>Data Source &amp; Data Collection</th>
<th>Results (#)</th>
<th>Description of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time 1: During intervention</td>
<td>2019</td>
<td>NYS Division of Chronic Disease Prevention Public Opinion Poll. A representative sample of adults in NYS were asked if they agreed or disagreed with the following statement: &quot;There are places to safely walk or bicycle from my home to places such as stores, restaurants, and other businesses.&quot;</td>
<td>51% strongly agree that there are places to safely walk or bicycle to stores, restaurants, and other businesses; 39% agree; 14% disagree, and 9% strongly disagree.</td>
<td>70% of New Yorkers agree that there are safe active transportation routes in their neighborhood (including those who strongly agree and those who agree); 74% of those who make $25,000 or less per year agree; 68% of those with an income of $25,000-$50,000 agree, 68% of those with an income of $50,000-$100,000 agree; and 72% of those with an annual income greater than $100,000 agree.</td>
</tr>
<tr>
<td>Time 2: During intervention</td>
<td>2020</td>
<td>NYS Division of Chronic Disease Prevention Public Opinion Poll.</td>
<td>55% strongly agree that there are places to safely walk or bicycle to stores, restaurants, and other businesses; 42% agree, 13% disagree, and 8% strongly disagree.</td>
<td>77% of New Yorkers agree that there are safe active transportation routes in their neighborhood (including those who strongly agree and those who agree); 69% of those who make $25,000 or less per year agree; 74% of those with an income of $25,000-$50,000 agree, 60% of those with an income of $50,000-$100,000 agree; and 80% of those with an annual income greater than $100,000 agree. 84% of those living in NYC agree that there are safe active transportation routes in their neighborhood, 78% of those living in suburbs agree, and 66% of those living in upstate agree.</td>
</tr>
</tbody>
</table>
Senator Skoufis, Assemblymember McMahon Sponsor Legislation to Reduce Skin Cancer Caused by UV Tanning

January 25, 2022

Senator James Skoufis (D-Hudson Valley) and Assemblymember Karen McMahon (D-Amherst) announced that they have introduced legislation (S1873/A8935) to raise the minimum age for use of ultraviolet radiation devices, such as tanning beds, from 18 to 21 years.

Public support for the proposals
In January 2022, two tobacco policy questions were asked (tobacco-free generation and banning the sale of menthol cigarettes) on the annual New York State Chronic Disease Public Opinion Poll, a survey of NYS residents age 18+. Statewide, 47% of individuals were in support (33% opposed) of gradually increasing the minimum legal age of sale until eventually eliminating the sale of all tobacco products. Banning the sale of menthol cigarettes was supported by 51% of the respondents, while 28% opposed.
• Breastfeeding Disparities Report Work Group
• Opioid Surveillance Work Group

Presentations to DOH Partners

Grant funding applications

Program specific infographics

Provide data to inform state and local projects
Reports & Resources

Survey Summary Reports
- Public Opinion Survey Report, 2019

Infographics (2016)
- Infographic: Breastfeeding
- Infographic: Cancer Prevention and Control
- Infographic: Human Papillomavirus (HPV) Vaccine
- Infographic: Nutrition
- Infographic: Sugar-Sweetened Beverages
- Infographic: Tobacco and E-Cigarettes

Information for Action Reports
- IFA# 2021-21: New Yorkers Favor Raising the Minimum Age for Indoor Tanning Use to Protect Young Adults from Cancer-Causing UV Radiation.
- IFA# 2021-15: How You Can Help New Yorkers Consume Less Sodium
- IFA # 2017-02: Age Restrictions for Indoor Tanning
- IFA # 2017-01: Paid Leave for Cancer Screening

Tobacco Control Program Stat Shots
- Prevalence of Menthol Cigarette Use among Adult Smokers by Race and Ethnicity: NYS Adult Tobacco Survey, 2018
THANK YOU

cancerconsortium@health.ny.gov