

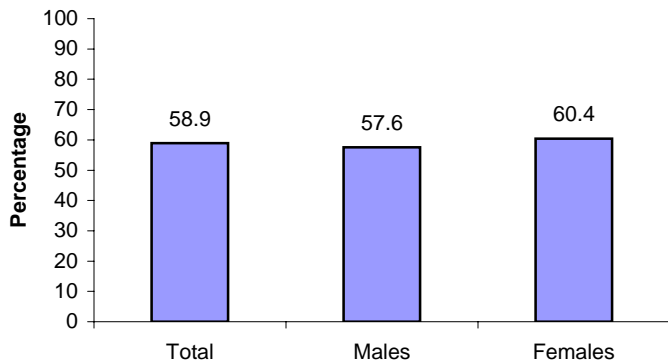
SURVEILLANCE UPDATE



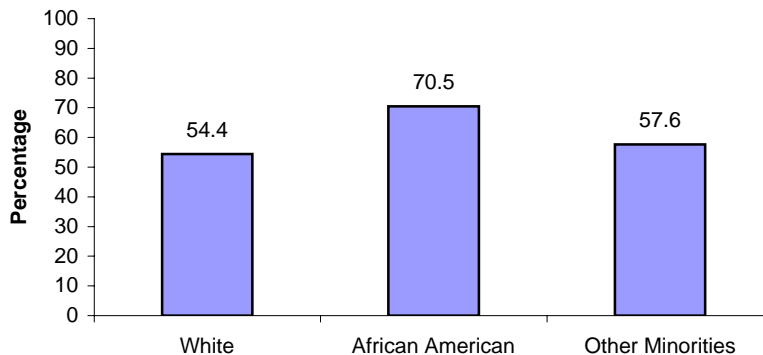
North Carolina Tobacco Prevention and Control Branch / July 2007

Parents Seen or Heard about TRU Media Campaign: Child Health Assessment and Monitoring Program (CHAMP)

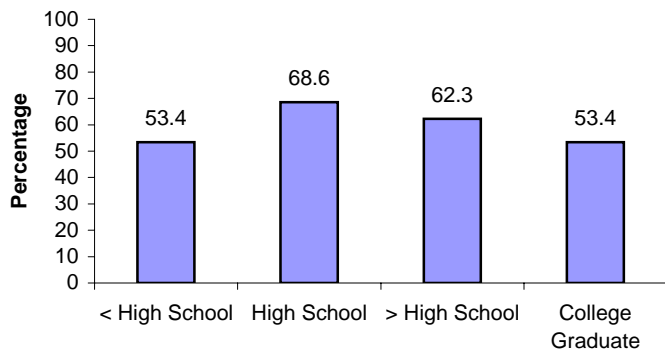
Percentage of N.C. parents who have seen or heard about TRU campaign one or more times in the past year, by child gender: N.C. CHAMP 2006



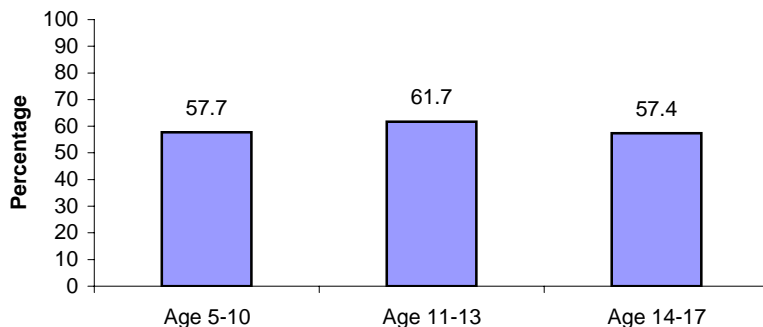
Percentage of N.C. parents who have seen or heard about TRU campaign one or more times in the past year, by child race/ethnicity: N.C. CHAMP 2006



Percentage of N.C. parents who have seen or heard about TRU campaign one or more times in the past year, by educational attainment of parent: N.C. CHAMP 2006



Percentage of N.C. parents who have seen or heard about TRU campaign one or more times in the past year, by child age group: N.C. CHAMP 2006



Weighted to provide estimates representative of the adult non-institutionalized parent population; parents reporting seeing or hearing about TRU (tobacco.reality.unfiltered) media campaign 'once or twice', 'three or four times' or 'five times or more' in the past year. Specific data on 95% confidence intervals is at the N.C. CHAMP website.

The N.C. Child Health Assessment and Monitoring Program (CHAMP) survey was first developed in the fall of 2004 and implemented in January 2005. CHAMP is the first survey of its kind in North Carolina to measure the health characteristics of children ages 0 to 17. CHAMP is a follow-back survey to the BRFSS (Behavioral Risk Factor Surveillance System) which is a telephone survey of adults, ages 18 and older. All adult respondents with children living in their households are invited to participate in the CHAMP survey. One child is randomly selected from the household and the adult most knowledgeable about the health of the selected child is interviewed in a follow-up survey. All questions about the selected child are answered only by the most knowledgeable adult. CHAMP surveys are revised each year to meet the child health surveillance needs of North Carolina. In 2006, 8 tobacco-specific questions were added. Results shown above are data from 2006 (N=3,130). See the N.C. CHAMP website for more information and data limitations: www.schs.state.nc.us/SCHS/CHAMP/.