

occupational class was non-manual or others were less likely to rate their health as poor than whose father's occupational class was manual. The associations remained relatively unchanged after controlling for the respondent's own socioeconomic status, while the effects were inconclusive for the respondents whose father had middle school education or higher.

**Conclusion:** Current socioeconomic status is very important predictor for individual health. This study shows that childhood living conditions also have significant impacts on adulthood health in Korea.

#### **SP-211**

##### **Comparison of Risk Factors of Mortality between Urban and Rural Elderly Population in Korea**

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**Introduction:** The elderly population is increasing rapidly in the world. The proportion of population aged 65 and above in South Korea is projected to rise markedly, from 9.9% in 2007, to 14.3% in 2018, and to 20.8% in 2026, becoming a hyper or post-aged society. Along with this phenomenon, it is also expected that the share of elderly population in rural area will rise remarkably, since the young population is more prone to migrate to the city than the elderly is. Place of residence has been implicated as a health determinant. Several studies have noted that a rural mortality disadvantage exists in the United States.

**Objectives:** This study aims to describe and compare mortality between urban and rural elderly populations in South Korea and identify factors affecting mortality disparities between two populations.

**Methods:** Employing the 2005 mortality data and census data provided by the National Statistical office, this study analyzes age-, sex-, and county-specific death rate.

**Results:** We found statistically significant regional differentials of mortality profiles. Among elderly men, the urban mortality level is much higher than that of rural. On the contrary, among elderly women, the urban mortality level is lower than that of rural. Moreover, rural men aged from 20 to 59 tend to show a higher mortality level than their urban counterparts. A further study that identifies factors causing differential mortality profiles between urban and rural is under investigation.

#### **SP-212**

##### **Trend of Lung Cancer Mortality: A Comparison between Finland and Norway**

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**Objectives:** The purpose of this research is to assess the trends of lung-cancer mortality and to identify relevant group-level predictors, using Finland and Norway as examples.

**Materials and Methods:** Data were extracted from OECD Health Data 2008. Lung-cancer mortality, health status, health-care resource, tobacco consumption, health-related expenditures, nutritional variables, and economic variables from 1960 to 2006 were included in the analysis. Pearson's correlation was used to assess the association with these variables and lung-cancer mortality. Tobacco-related policy/strategies were also compared between the two countries.

**Results:** Despite of showing a downward trend in tobacco consumption, Norway still exhibited an increasing trend in male lung-cancer mortality, contrary to what was observed in Finland. As for females, both countries showed an upward trend, consisted with most developed countries. Statistically significant factors related to female lung-cancer mortalities were health-care resources and utilization, and tobacco consumption. As for male lung-cancer mortality, the significant factors also included health expenditure, economic variables, and nutritional variables, in addition to health-care resources and tobacco consumption. Comparing tobacco control policies revealed that Norway focused more on legislation while Finland placed more emphasis on changing attitudes and values of the general public.

**Conclusion:** Some ecological-variables have been identified as predictors of lung-cancer mortality. However, the underlying mechanism of their effect on lung-cancer mortality needs to be further studies. While both Finland and Norway have reduced tobacco consumption over the years, differences in tobacco-control policies may have affected the trends in lung-cancer mortality in both countries.

#### **SP-213**

##### **Ladies First? or Not: A Comparative Study between American and Swedish Students on Satisfaction with First Intercourse**

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A survey of 182 Swedish and 290 American undergraduates participated in this study. The survey consisted demographical information (such as age at the first intercourse, ethnic and family background), situation/circumstances regarding to first sexual intercourse (such as where, whom, relationship) and a satisfaction scale ( physical and emotional satisfaction).

Both Swedish and American male students were more likely to experience orgasm ( $p < 0.01$ ) than female students. Swedish and American undergraduates reported their first sexual intercourse at very similar age. However, Swedish undergraduates were more likely to be satisfied with their first sexual intercourse experience than their American counterparts ( $p < 0.5$ ). Compared to American students, Swedish students reported more favorable attitude toward their sexual education curriculum. Important predictors of sexual satisfaction

of first intercourse included factors such as Discussion with partner ( $p < .05$ ), Expecting the intercourse to occur ( $p < .05$ ), Being in love ( $p < .05$ ), and Use of contraceptive method ( $p < .05$ ). Implications for researcher and educators are also discussed.

#### SP-214

##### **Who Talk Ethical Issues in Public Health Area?**

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The increasing numbers of publications on ethics indicated its importance. To aim for the more comprehension of utilization and to point-out the status and trend of ethical issues in public health for global researchers to combat in public health field. The research data were based on SCI and SSCI database which was accessed from the ISI Web of Knowledge during 1991 to 2008. Using "ethic" to search titles, abstracts, and keywords to identify ethic-related studies in the subject categories of "public, environmental & occupational health", "health care sciences & services", "health policy & services". Parameters analyzed included document types, page count, authorship, reference count, journal, author keywords and country of publication. 4,671 papers were published with fifteen document types. Sixty-four percent of all documents were articles. Articles were the most commonly contributed document type, and 2,993 articles were analyzed in this study. The publication pattern had increased steadily in last eighteen years. The most frequently used author keywords were 'ethics' and followed by 'informed consent', 'bioethics', and 'palliative care'. All articles were published in 245 journals and from 97 countries. 8% of all articles were published in Social Science & Medicine and 7% of all articles were published in Academic Medicine. The top 3 highest percent of corresponding authors are USA (47%), UK (14%), and Canada (8.3%). The University of Toronto in Canada published the most articles with corresponding authors (1.4%).

#### SP-215

##### **Identification of Elder's Characteristics Associated with Their Perceptions on Telehomecare**

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Objective: Recent home care service demonstrated that the telehomecare (THC) is one of the best applications for promoting elderly health and living quality. However, patients' perception of THC technology is likely to influence its acceptability even THC progress intensified.

The purpose of this study is to evaluate the association of elder's perceptions on THC with their characteristics.

Methods: A structure questionnaire interview was applied to survey patients through Department of Family Medicine, Taichung Veterans General Hospital (TVGH). The measurement tools have been reviewed and approved by Clinical Trial Authorization from the IRB of TVGH. Patient's interviews were conducted by a group of trained interviewers. Three major classes of data were collected: patient characteristics, perceptions and expectations of THC technology. The study participants were patients who visit TVGH constantly with aged 65 and over. The study period was from August to December 2008.

Results: The average age of participants is 80. Only 21% (20 of 96) of participants heard THC before. After interview, 33% participants were intent to use THC.

There were concerns focused on the issues of cost, easy to use, clinical support, and low-efficacy related to the use of the THC. In addition, patient's perception of THC is associated with Barthel Index and accessibility of IT. Conclusion: Despite many advanced THC innovation, these findings suggest that elder's characteristics and needs for using the THC as important variables that should be included in future THC development.

#### SP-216

##### **Banning on Tobacco Advertising as Evidence Based Policy in East Java Indonesia**

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Background: Smoking rates among youth have been increasing in Indonesia where is the fourth most populous country in the world with over 217 million people, and 30 percent of the population is under 15 years of age. The goal of the research was to provide evidence on cigarette advertisement and its association to youth smoking.

Method: A survey was conducted in four districts using a modified version of the Global Youth Tobacco Survey questionnaire among 1,630 students in 40 high schools. Variables that appeared related to smoking status (current smoking) were then analyzed using multivariate logistic regression.

Results: Some exposure channels appeared to be much more effective in reaching the students audience than others. Billboard and TV advertisements were seen very often by high percentage of all students, 71% and 89%, respectively. Surprisingly, 11% of them seen cigarette advertisement on teen magazines and this medium appeared to be associated with higher current smoking prevalence. The prevalence of current smoking was especially high among those who think that smokers are perceived as attractive, smoking facilitates socialization, better group work, increased concentration, self confidence, and good grades, make life easier. The perceptions were pervasive advertising themes. In multivariate analysis, having lots of reasons to smoke