

# Helping Young Smokers Quit

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Identifying Best Practices for Tobacco Cessation

## Youth Cessation Program Evaluation — Processes & Outcomes



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## Overview

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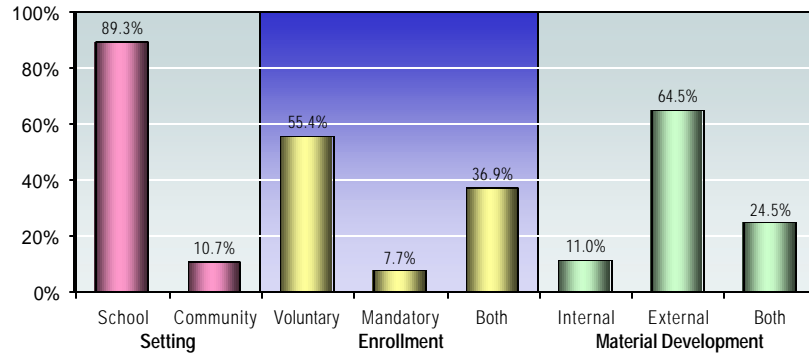
- Percent of programs doing evaluation activities
- Purpose of evaluation
- Evaluation measures employed
- How programs define “success”
- Incentives offered
- Challenges encountered
- Importance of program evaluation



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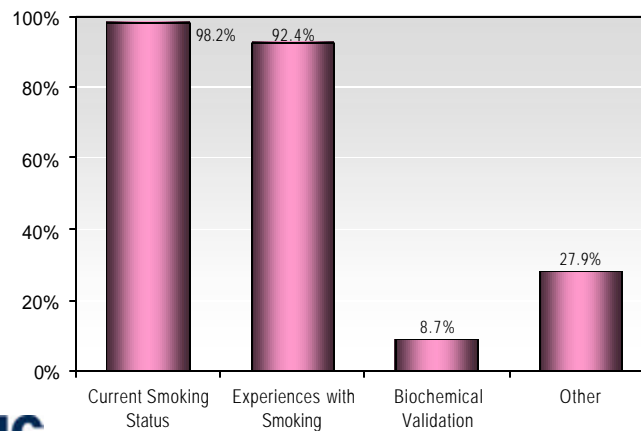
## Characterization of Programs that Conduct Evaluation Activities

- 78.6% of programs surveyed indicated that their program includes an evaluation component.



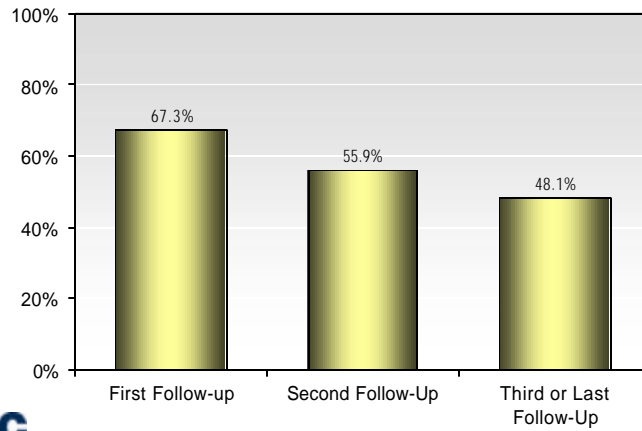
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## Information Collected at Follow-up

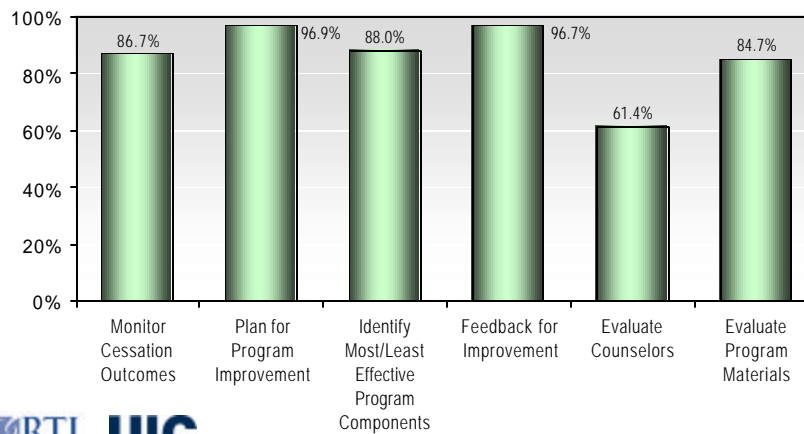


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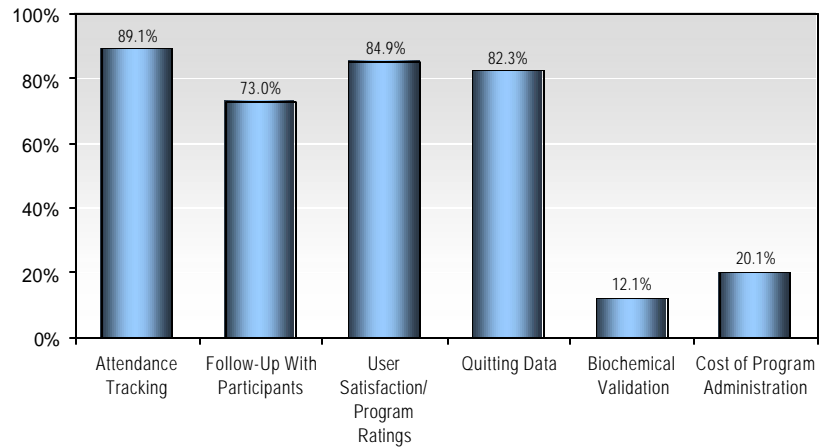
## Percent of Participants Completing Follow-up



## Purpose of Evaluation

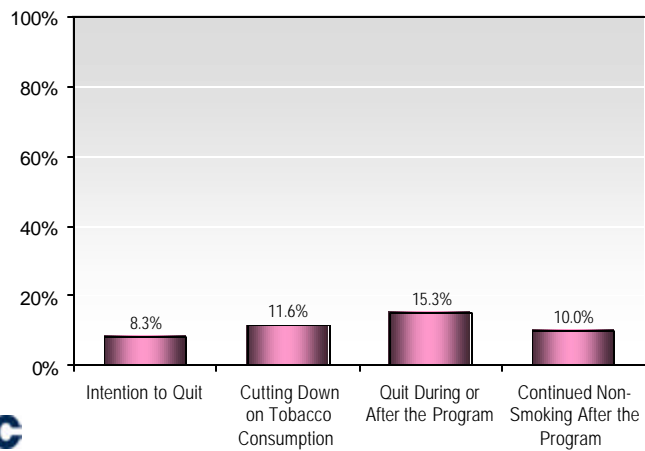


## Evaluation Measures Employed



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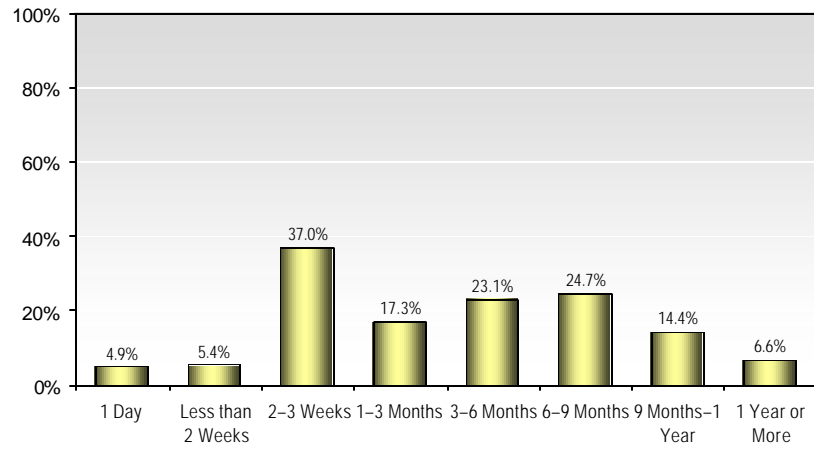
## How Programs Define "Success"



**IRTI** **UIC**  
INTERNATIONAL

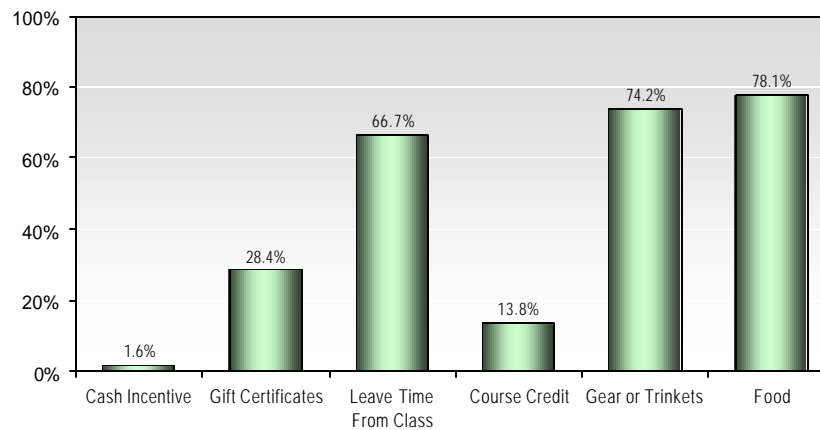
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## Length of Time Considered to be a “Successful” Quit Attempt



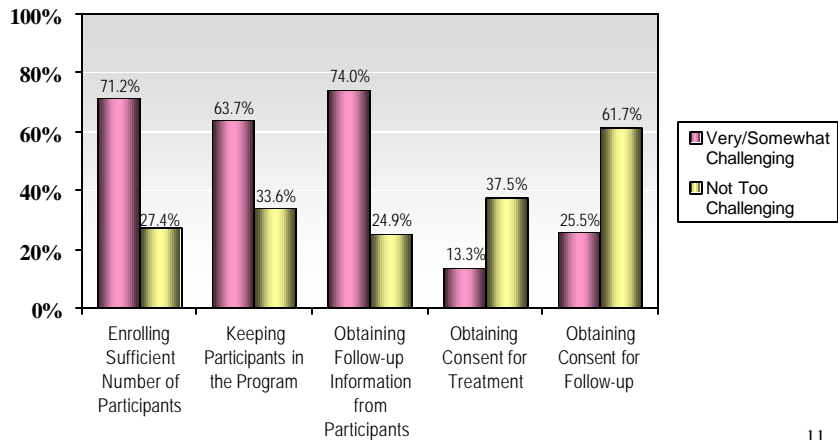
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## Incentives Offered



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## Challenges Encountered



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## Summary

- Most youth cessation programs (78.6%) are conducting evaluation activities
- Main purpose of evaluation:
  - Program improvement
  - Monitor cessation outcomes
  - Evaluate program materials

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## Summary (cont'd)

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- Programs collecting both process and outcome measures
- Biggest challenges
  - Obtaining follow-up information
  - Enrolling sufficient number of participants
  - Keeping participants in the program

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## Importance of Program Evaluation

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- Evaluation results can be used to:
  - Demonstrate program effectiveness
  - Identify ways to improve program
  - Modify program planning
  - Demonstrate accountability
  - Justify funding

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## Resources

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- *Youth Tobacco Cessation: A Guide for Making Informed Decisions*
  - Will be available after the New Year
- Milton, M.H., Maule, C.O., Backinger, C.L., & Gregory, D.M. (2003). Recommendations and guidance for practice in youth tobacco cessation. American Journal of Health Behavior, 27 (Suppl. 2), S159-s169.