

# Helping Young Smokers Quit

Identifying Best Practices for Tobacco Cessation

## Youth Tobacco Cessation Update: Findings to Guide Program Development

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Paper presented in collaboration with the Youth Tobacco Cessation Collaborative at the  
National Conference on Tobacco or Health in Chicago, May 4-6, 2005



Helping Young Smokers Quit is a national program supported by The Robert Wood Johnson Foundation, the National Cancer Institute, and the Centers for Disease Control and Prevention.

## TODAY'S GOALS

- Brief Review: What is HYSQ?
- Characterize treatment seekers
- Describe Youth Smoking Cessation Programs in the HYSQ study

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## **HYSQ BACKGROUND AND AIMS**

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The Helping Young Smokers Quit initiative (HYSQ) was developed to address the critical need to disseminate effective, developmentally appropriate youth smoking cessation programs.

HYSQ aims to answer two broad questions about youth smoking cessation treatment:

1. Phase I: How accessible are youth smoking cessation programs: how many exist, where are they, who do they serve, and what do they do?
2. Phase II: What program components, processes, and contextual factors are associated with increased recruitment, retention, and quit rates?

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## **PHASE I: Major findings**

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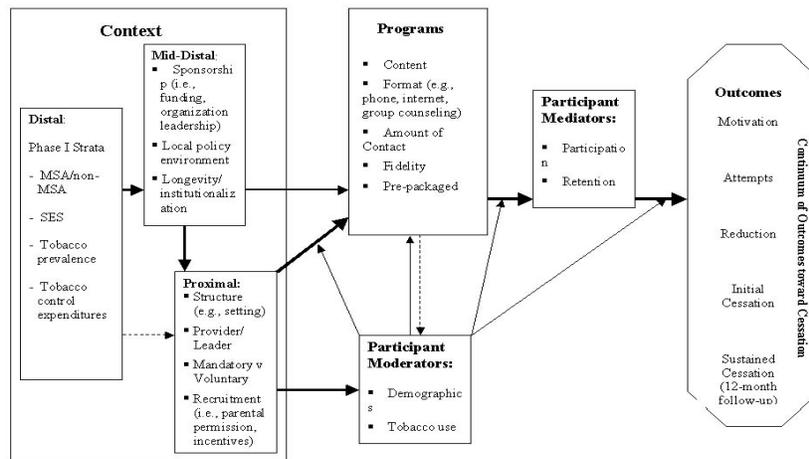
- Phase I identified and characterized 591 youth smoking cessation programs in 48 states, in a nationally representative sample of 408 counties across the U.S.
- At least 1 program found in 62% of counties sampled
- Programs were surprisingly homogeneous
- Top challenges involved recruiting youth and securing funding.

## PHASE II: Evaluation Plan

Identify characteristics of programs that are associated with “success”

- Motivation to quit
- Amount smoked (days/number of cigarettes)
- Quit attempts
- Sustained abstinence

## PHASE II: Logic Model



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## PHASE II: Data Collection Effort

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- Local ordinances from archival research
- Community leaders
  - School Board
  - Health Department
  - Juvenile justice
- Organization leader
- Program leader: interview and attendance record
- Youth participants surveys (Expect ~900 youth):
  - [Baseline \(n=741 to date\)](#),
  - End of the program,
  - 6-month and 12-month follow-up

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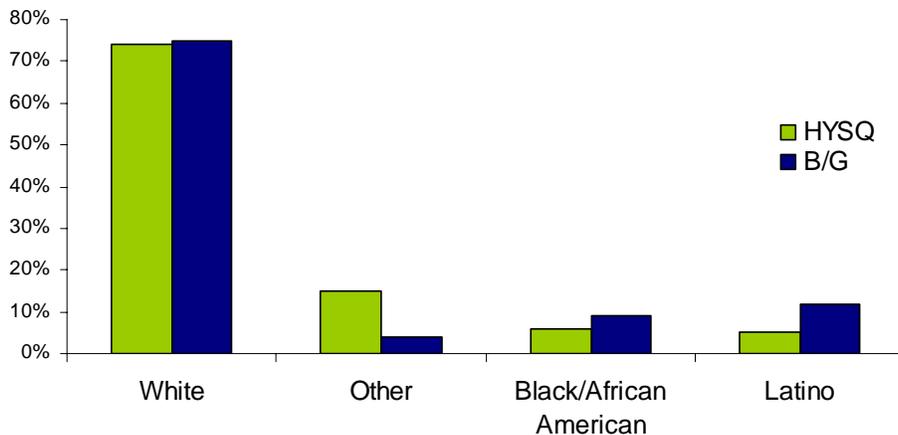
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## PHASE II: Who are the Treatment Seekers?

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HYSQ: 52% female (B/G: 46% female)



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## PHASE II: School Behavior

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### HYSQ

- 94% currently enrolled in school
- 68% average or below average grades
- 68% ever suspended or expelled from school
- 28% expect to attend 4-year college

### Barker/Giovino

- 72% enrolled in school or home schooled
- 52% average or below average grades

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## PHASE II: Risky Behavior

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### HYSQ

- 73% live with another smoker
- 57% binge drank in the past month
- 66% out  $\geq$  3 nights per week

### Barker/Giovino

- 67% live with another smoker
- 50% binge drink at least once per month

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## PHASE II: Smoking Behavior

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### HYSQ

- Average age of 1<sup>st</sup> cigarette: 12 years old
- 55% smoke daily
- 78% smoke first cigarette within hour of waking up
- Average 6 cigs/day
- Average 5 days/week
- 48% have used cigars in the past 30 days

### Barker/Giovino

- Average age of 1<sup>st</sup> cigarette: 13 years old
- 57% smoke daily
- 57% smoke first cigarette within hour of waking up
- Average 10 cigs/day

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## PHASE II: Quitting

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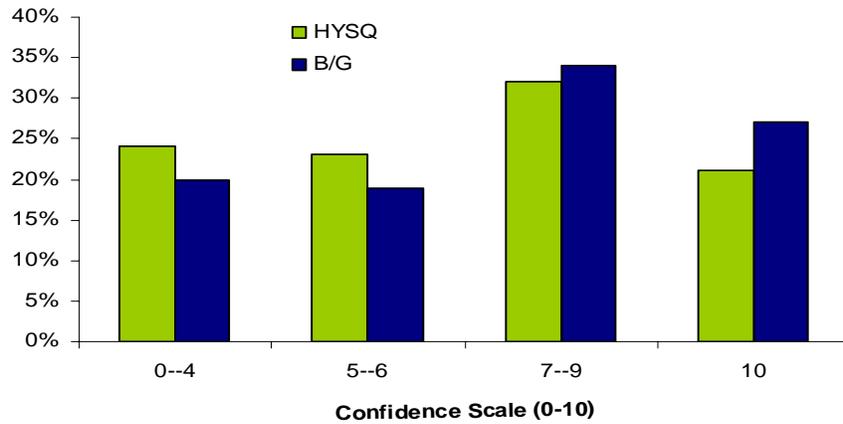
### HYSQ

- 56% want to quit for good, but have not yet quit
- 20% say they definitely will not smoke in 5 years
- 74% are participating in the program voluntarily
- 44% plan to quit in next 30 days
- 77% plan to quit in next 6 months

### Barker/Giovino

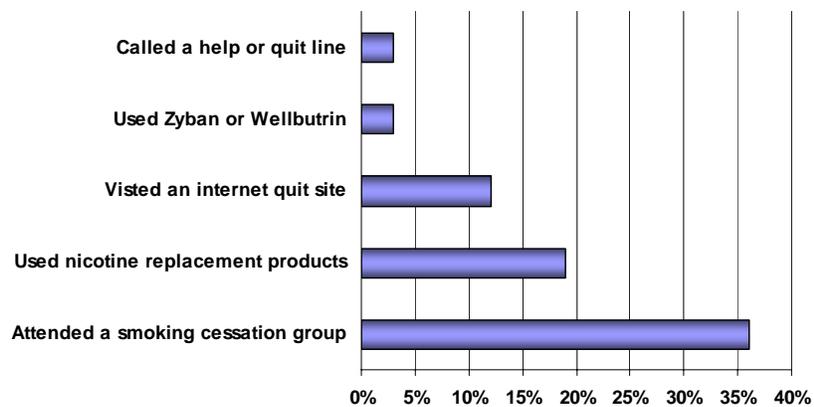
- 31% plan to quit in next 30 days
- 31% plan to quit in next 6 months, but not next 30 days

## PHASE II: Confidence in Quitting



## PHASE II: Quitting

- 61% have sought assistance in quitting



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## Phase II: Quitting

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### Top reasons for quitting

Internal	To save money	41.2%
	To feel in control	36.5
	So I won't smell or look bad	35.6
	To prove I can quit	34.9
	Know somebody who is sick	33.5
External	To avoid trouble at school	17.0
	To avoid trouble with parents	16.9
	Because others will be mad	16.4
	Have to for team sports	12.3
	Someone is making me	8.7

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## Preliminary Impressions of Treatment-seekers

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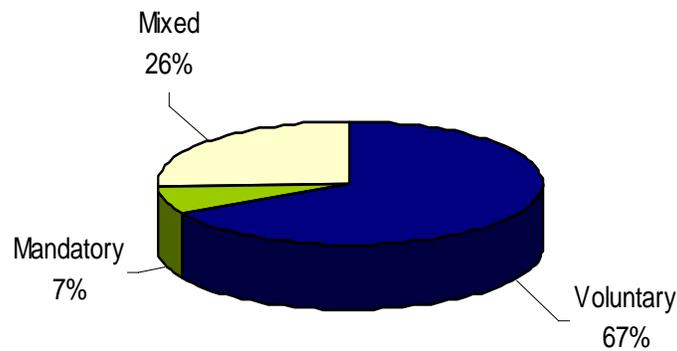
- Most are in school, but are not high achievers and engage in risky behavior
- They are daily smokers, with symptoms of addiction
- Most are seeking treatment voluntarily
- Compared to free-range smokers, more treatment seekers report that they want to quit in the near term

## Phase II compared to Phase I

	Phase I Programs	Phase II Applicants
School Setting	90%	82%
Paid Staff	Mean = 1.07	Mean = 2.32
<b>Program Development:</b>		
• Externally	63%	66%
• Internal	13%	5%
<b>Formats: (non-independent)</b>		
• Group	95%	96%
• Individual Counseling	61%	28%
• Phone	16%	10%
• Internet	7%	1%
• Self-help	48%	29%
<b>Parental Consent Required</b>	22%	19%
<b>Treatment Strategies:</b>		
• Keep diaries	78%	79%
• Practice coping	99%	99%
• Sign contracts with rewards	48%	48%
• Change diet	68%	72%
• Speak to younger children about not smoking	39%	29%
• Invite family participation	42%	40%
• Address depression	56%	63%

## Program Information: Phase II

Recruitment Type



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## Recruitment and Awareness

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Flyers	77%
Notices in school/community newspaper	66
✓ Ads on TV/radio	13
✓ Adult encouragement/networking	90
✓ Peer outreach/networking	81
✓ Referrals from other participants	87
✓ Referrals from adults	90
Other	28

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- **Advertising works:** Participation is higher in programs where community awareness is higher and with more recruitment strategies

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## Where we are going

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- Participant data: currently in the field
  - baseline,
  - end-of-program, and
  - 6-month follow-up
  - (12-month follow-up will begin in September)
- Provider data
- Beginning to collect organizational data
- Community data will be collected in summer/fall 2005
- Repeat Phase I in 2006