

# *Helping* **Young** **Smokers** *Quit*

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## Identifying Best Practices for Tobacco Cessation

### **Youth Tobacco Cessation: Intent to Quit, Better Cessation Practices, Evaluation**

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# Today's Goals

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- HYSQ purpose, design, and progress
- YTCC goals being addressed
- HYSQ outcomes and products planned for program developers and practitioners

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# Helping Young Smokers Quit

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- In response to the YTCC National Blue Print for Action, The Robert Wood Johnson Foundation, National Cancer Institute, and Centers for Disease Control and Prevention launched a national, groundbreaking initiative to:
  - Address the critical need to disseminate effective developmentally appropriate smoking cessation programs for youth.

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# Helping Young Smokers Quit: BACKGROUND

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While a growing number of teen cessation programs are available, little is known about:

- How many programs exist?
- What services they offer?
- What populations they serve?
- How they provide treatment?

Moreover, only a handful of such programs have been evaluated.

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# Helping Young Smokers Quit: Primary Aims

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The Helping Young Smokers Quit initiative (HYSQ) is a two-phase project that has two primary aims directed toward filling the gap in knowledge:

1. Identify and describe tobacco treatment programs currently available to youth across the U.S., and
2. Evaluate smoking cessation programs tailored for youth to help understand what works.

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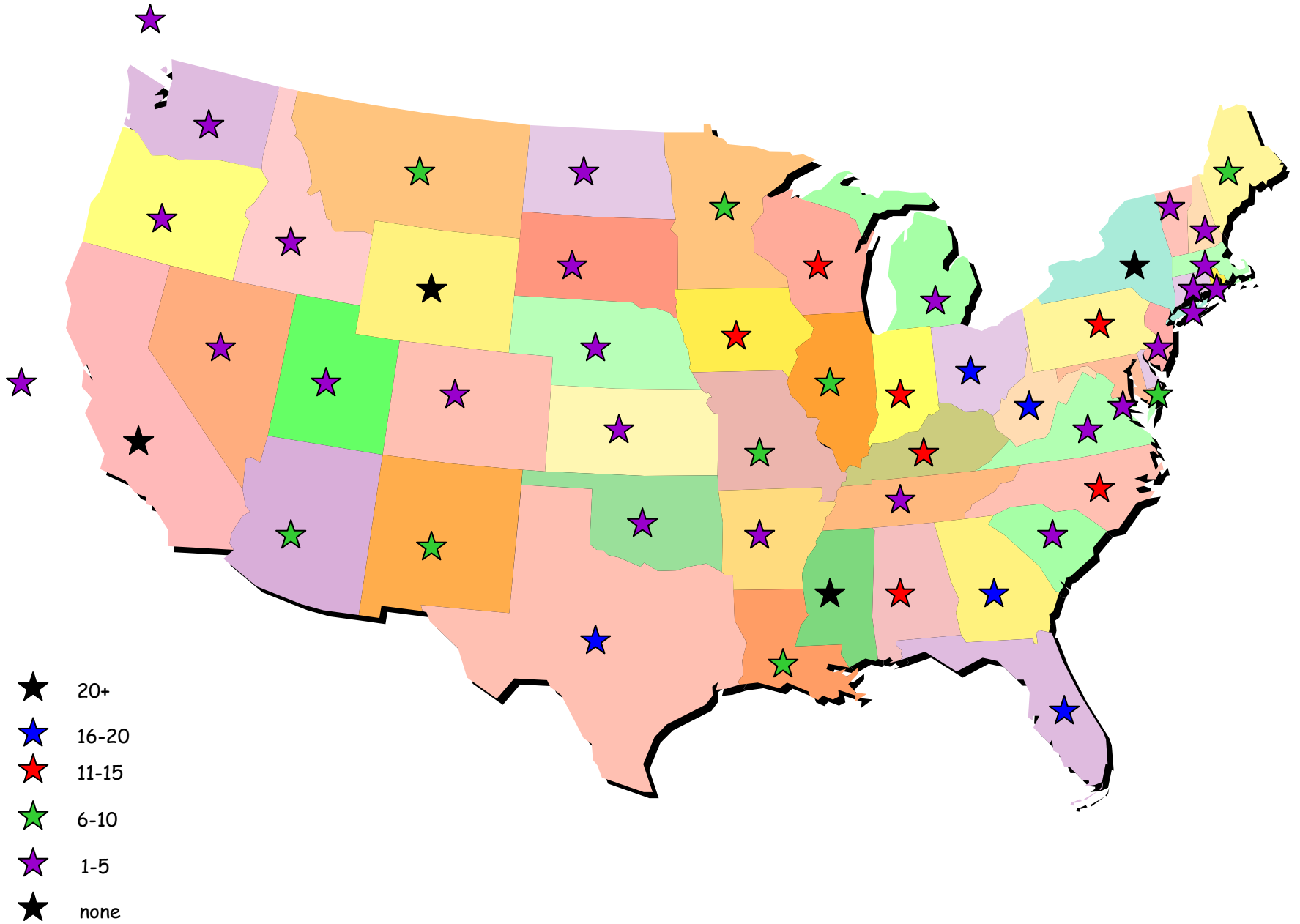
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# HYSQ - Phase I Goals

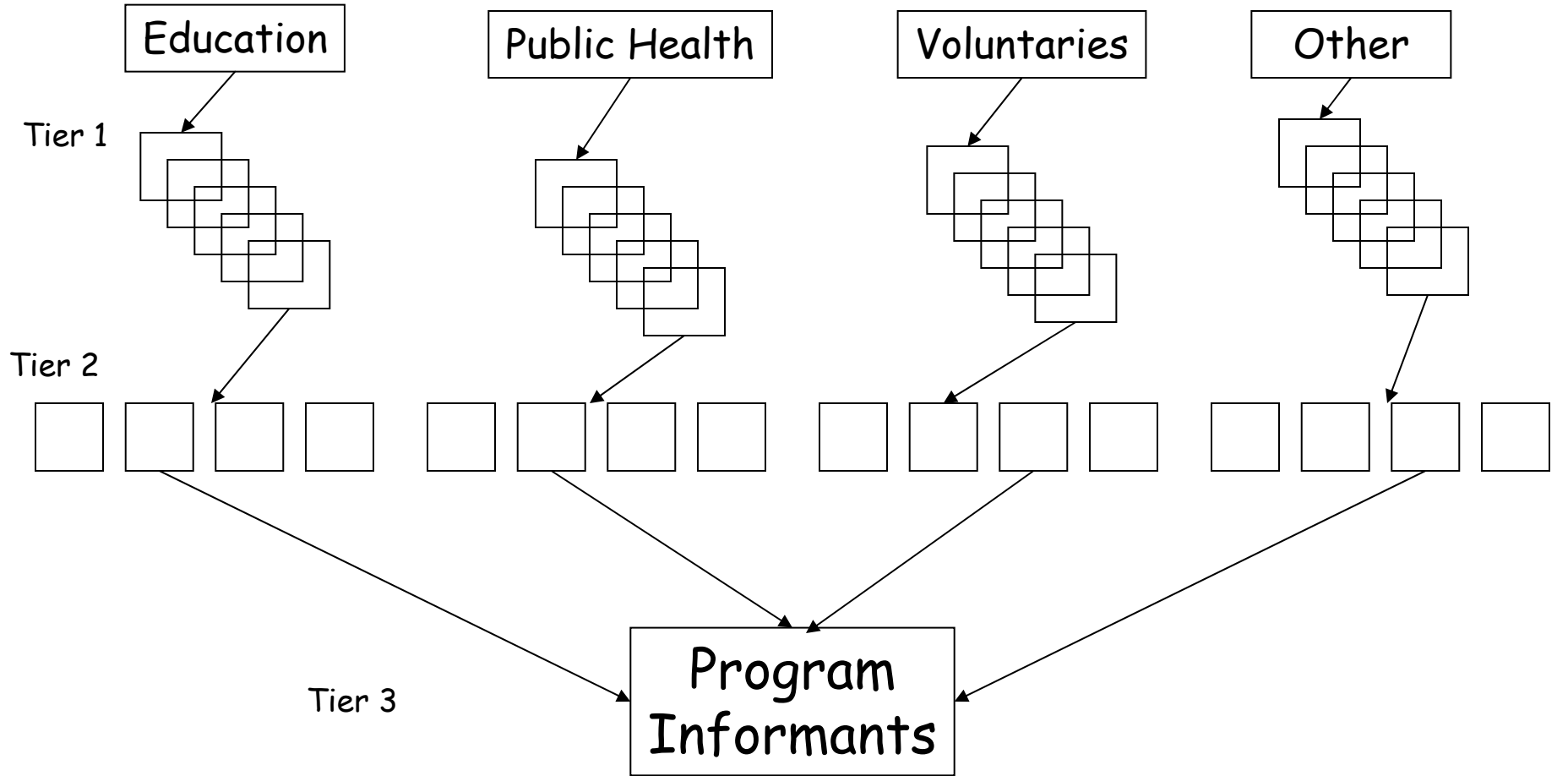
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- Survey to identify national sample of existing cessation resources for youth
- Profile programs
- Develop protocol for Phase II program evaluations



# Community Sectors





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# Identifying Programs

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- Snowball sampling continued with newly identified key informants until no new key informants were gathered in a given county.
- Attempted to contact 10,157 individuals
- 9,613 (95%) were reached
- 1/8 of calls resulted in direct contact with a Program Administrator
- ~60% of screened programs were eligible
- 78% of eligible programs were surveyed

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# Eligible Programs

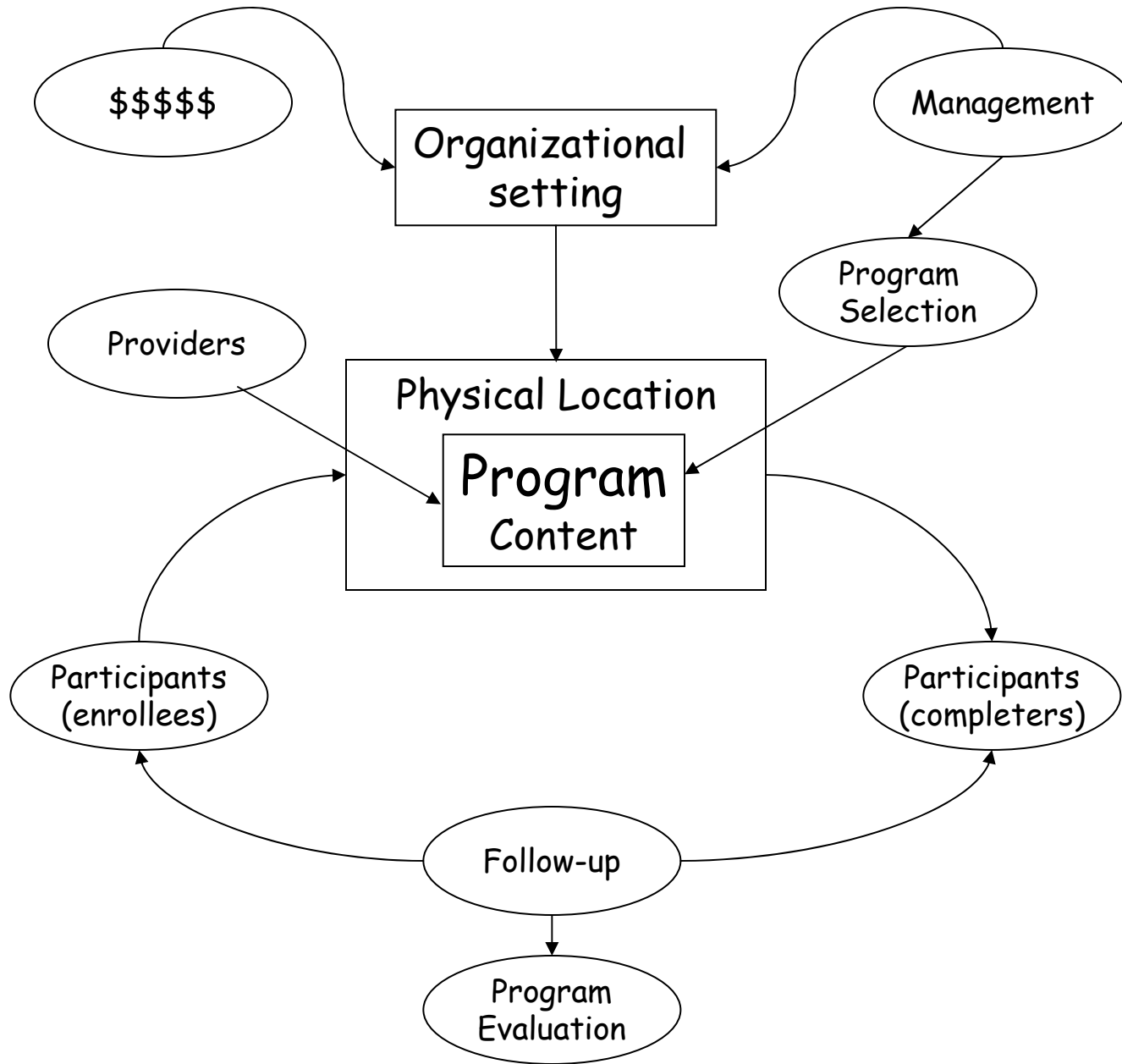
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For programs to be eligible,

- Smoking cessation -a recognized component of treatment,
- Direct services provided to youth aged 12 to 24 years,
- At least half of the participants had to be in that age range,
- In operation for at least 6 months prior to being contacted,
- Could not be part of a research initiative.

# COMMUNITY CONTEXT



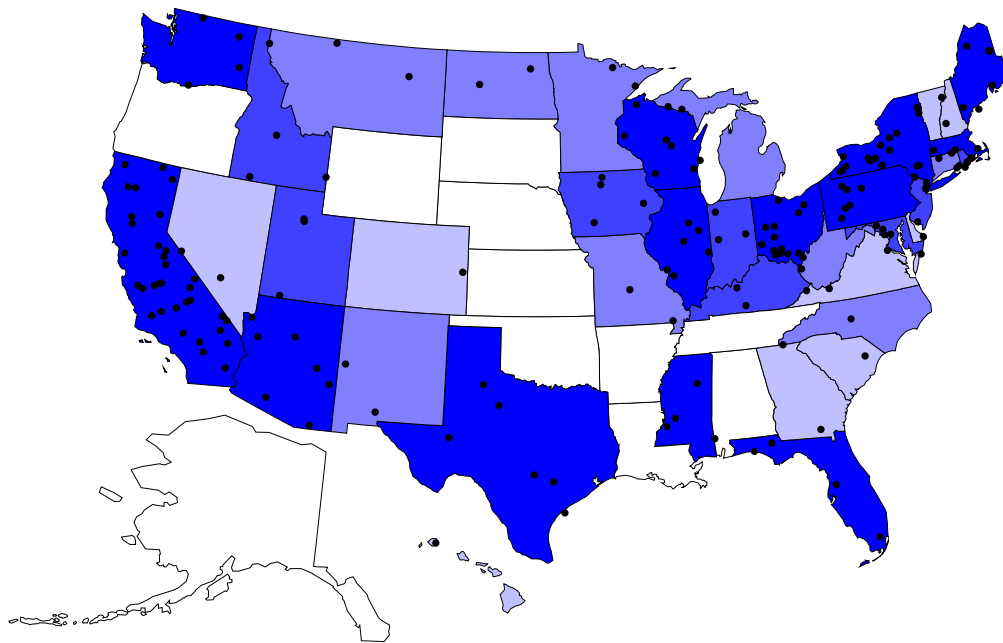
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# Phase I - Findings

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591 programs were identified and profiled.

- 62% of surveyed counties had at least one program



Programs Identified by State

1 dot = 3 programs

**Program Density**

■	13 to 104	(13)
■	11 to 12	(8)
■	6 to 10	(9)
■	3 to 5	(9)
■	0 to 2	(11)

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# Phase I – Findings cont.

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- 56% reported voluntary recruitment;  
9% were described as mandatory only.

## Surprising Homogeneity

- 90% school-based setting
- 95% in-person groups meetings
- 87% use externally developed programs
- 88% have trained counselors
- 8 = median # of contacts (30-60 minutes)

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# Focus Group Findings

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- Program administrators were interested in external evaluation.
  - Such information would help them run better programs and obtain organizational support for their program.
- They were open to having external evaluators collect data.
  - The primary concern was maintaining confidentiality.
- Randomization of treatment was not feasible for them.

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# HYSQ – Phase II Goals

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- Evaluate a sample of “real world” youth cessation programs
- Identify characteristics of programs that show promise for improving smoking cessation outcomes among enrolled youth

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# Program Evaluation

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On March 15<sup>th</sup>, 2004, HYSQ opened the web-based application to all youth cessation programs in the US.

Two method of recruitment were used:

**Outreach:** Key contacts disseminated the HYSQ Phase II Call for Applications through their web sites, listservs, newsletters, etc.

**In-reach:** The 756 programs identified in Phase I were directly contacted about the Phase II application opportunity.



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# Programs to Evaluate

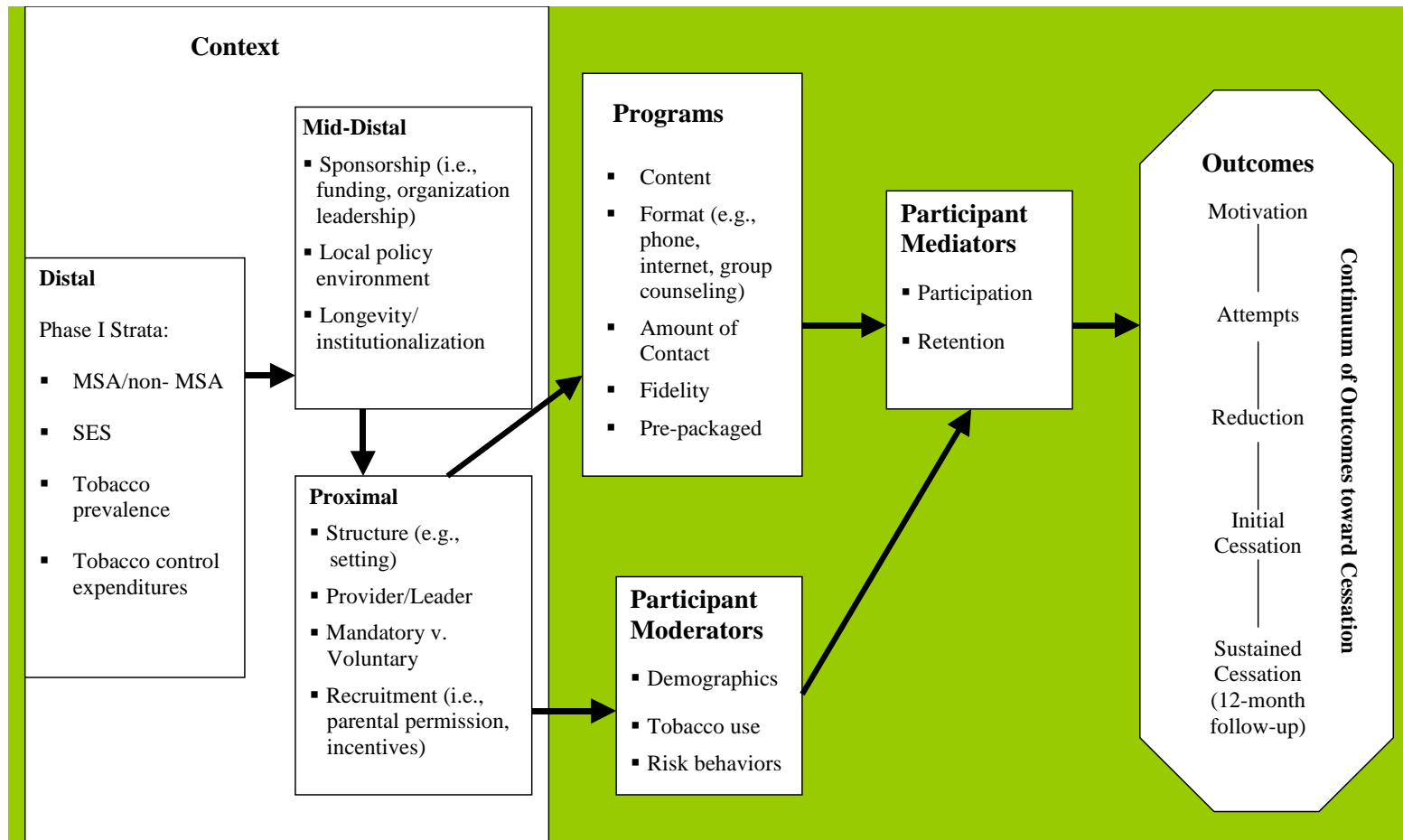
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In order to identify viable, replicable programs for which the HYSQ evaluation would be feasible, applicant programs were initially reviewed based on the following criteria:

- Not part of a research initiative
- Provides direct cessation service
- Has been implemented in the past year
- Primarily serves youth aged 14-18 years
- Has a written guide used by trained staff
- Serves at least 15 youth
- Willing to insert an extra baseline session
- Will provide a person who can act as a liaison

# HYSQ PHASE II - LOGIC MODEL



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# Phase II - Data Collection

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- Youth participants will complete 4 surveys:
  - Beginning of the program, End of the program, 6-month and 12-month follow-up
- Program leader: interview at the end of the program
- Organizational leader
- Community leaders: 3 representatives
- Local ordinances

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# Phase II – Progress to Date

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- HYSQ selected 42 program sites in 18 states for evaluation.
- Approximately 900 youth are expected to participate in the evaluation.
- About 90% of the youth baseline surveys are complete.
- Youth end of program and 6-month follow-up data collection has begun
- Provider interviews and organizational leader interviews are in process

How does HYSQ address  
the goals outlined by YTCC?

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# YTCC - Research Goals

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**GOAL 1:** Increase understanding of youth and young adult tobacco experimentation, use, addiction, and cessation.

**Goal 2:** Increase national and state-based surveillance of youth and young adult tobacco-use cessation services, behavior (including use of treatments and services) and use of treatments and services, and policies.

**Goal 3:** Develop and test tobacco-use treatment programs, services, and interventions for youth and young adult.

**Goal 4:** Conduct research to improve understanding of policies and environments that affect youth tobacco-use cessation (e.g. taxation, school policies).

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# YTCC – Implementation Goals

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**Goal 1:** Increase access to effective science-based tobacco-use cessation interventions and services appropriate for youth and young adults.

**Goal 2:** Increase the capacity and capability to deliver effective youth and young adult tobacco-cessation interventions and services.

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# HYSQ – Outcomes

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- Describe the youth who seek treatment – use, quit history, extracurricular activities and personal relationships
- Describe the treatment that youth are using:
  - Program strategies, including recruitment
  - Community and organization context in which programs are provided (tobacco policies, funding, awareness and support)
- Defining programs that are currently available to identify promising strategies and areas for further development
- Identifying resources and barriers to successful youth cessation program implementation



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# HYSQ - Products

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- National surveillance reports and Phase I protocol
- Developed standards for implementation and evaluation, and a guide for states, communities, schools, and other organizations.
  - Guide components:
    - A set of ‘best principles’
    - A program self-evaluation toolkit that will include:
      - Standardized measures of process and outcome

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# HYSQ – Products cont.

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For more information go to:

- HYSQ website - [www.HYSQ.org](http://www.HYSQ.org)
  - Periodic updates as the evaluation progresses
  - HYSQ presentations and publications
- YTCC - [www.youthtobaccocessation.org](http://www.youthtobaccocessation.org)