

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

Identifying Best Practices for Tobacco Cessation

Predictors of Sustainability for Community-Based Adolescent Smoking Cessation Programs

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Importance of Program Sustainability

- Program sustainability or survival is increasingly recognized as an important outcome of health programs
- Substantial resources are often committed to community-based health programs, yet programs are often short-lived
- Understanding factors that may influence program sustainability is important for improving and maintaining access to health promotion programs

Goal of Current Study

- To examine predictors of program sustainability over a 3-year period for community-based youth smoking cessation programs

Helping Young Smokers Quit

- The Helping Young Smokers Quit (HYSQ) initiative is a multi-phase project that addresses the critical need to disseminate effective, developmentally appropriate cessation programs for adolescent smokers.

Helping Young Smokers Quit: Primary Aims

- The Helping Young Smokers Quit initiative (HYSQ) is a three-phase project with the primary aims:
 - Phase I: To identify and describe tobacco treatment programs available to youth across the U.S.
 - Phase II: To evaluate smoking cessation programs tailored for youth to help understand what works.
 - Phase III: To identify factors associated with sustainability of programs since their initial contact

Phase I: Identification of Programs

- Snowball sampling protocol implemented to identify and characterize smoking cessation programs for youth in a representative sample of 408 counties in the U.S.
- Programs identified through key informants in 4 community sectors (Health, Education, Voluntary Organizations, Tobacco Control Community)
- Once identified, program administrators screened to determine eligibility and then interviewed

Program Eligibility Criteria

- Smoking cessation must be 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 target age range
- Program in operation for at least 6 month prior to being contacted
- Program could not be part of a research initiative.
- **756 programs identified**

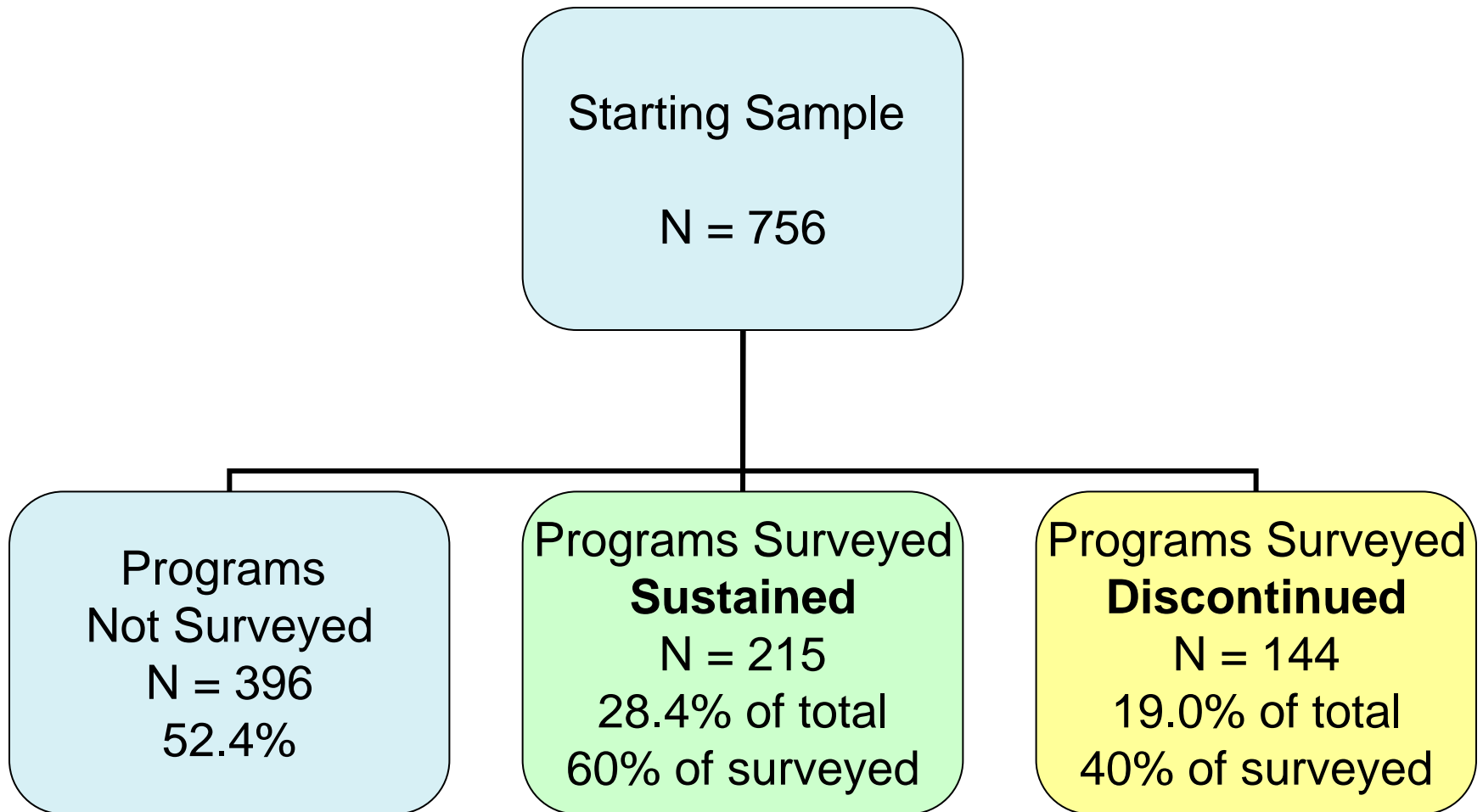
Program Characteristics: Phase I

- Homogeneous set of program
- 91% school-based
- 73% have in-person group + adjunct format
- 89% have written facilitator guide/manual
- 88% use counselors trained in smoking cessation
- > 90% use a combination of cognitive-behavioral strategies
- 56% have enrollment that is voluntary only; 9% mandatory only

Phase III: Recontacting Programs

- Attempted to recontact all 756 eligible Phase I programs
- Conducted telephone surveys with program administrators
 - Sustainability surveys with program administrators for surviving programs
 - Discontinuation surveys with knowledgeable organizational representative of program where services no longer provided

Recontact Results



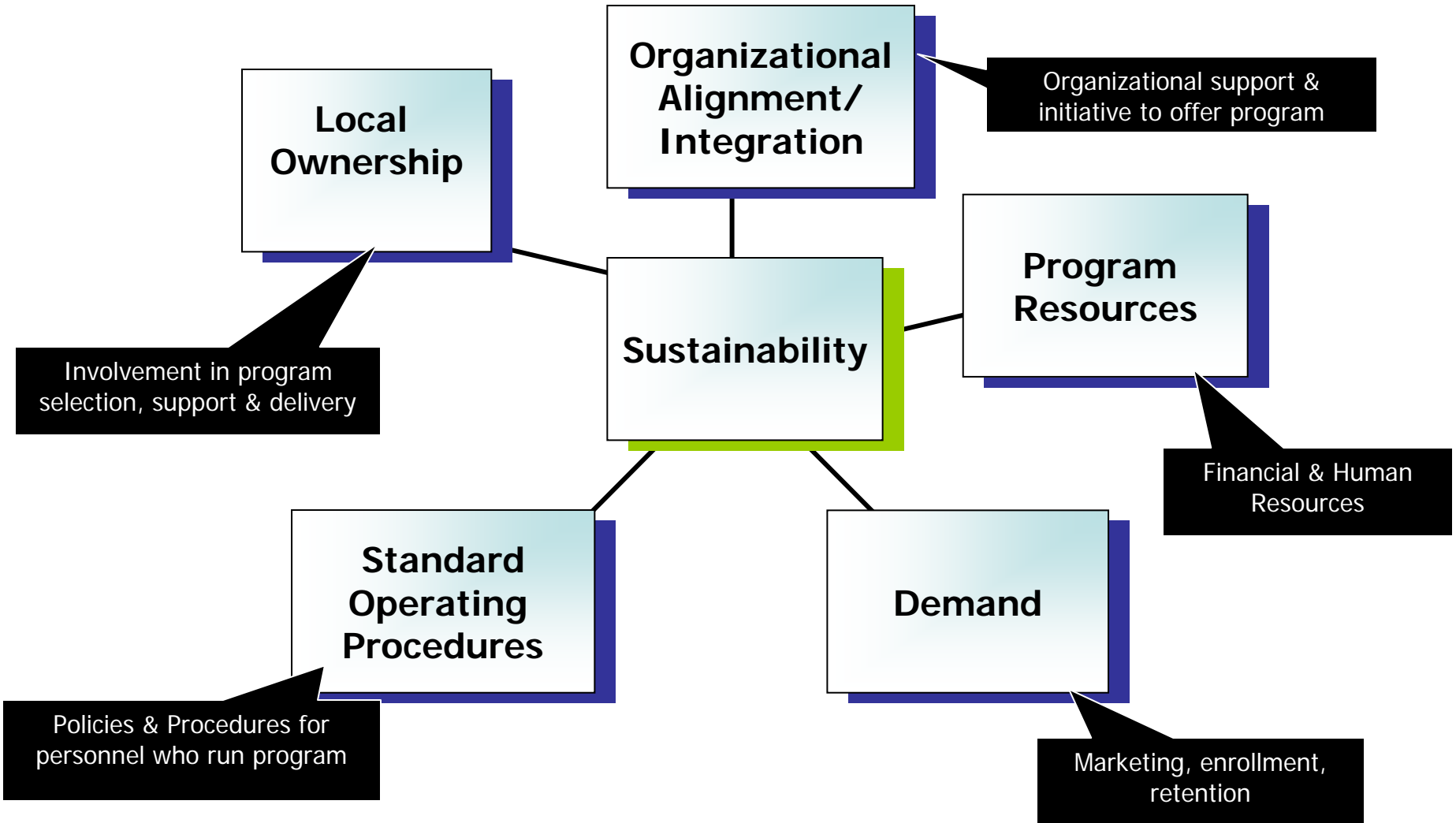
Reasons for No Survey

- 49.2% (N = 195) Unable to locate
- 27.8% (N = 110) Not able to interview/no answer
- 11.4% (N = 45) Refusals
- 11.6% (N = 46) Other

Approach

- Prospective data from Phase I program surveys with program administrator
- Data from parallel items on sustainability and discontinuation surveys from Phase III with knowledgeable program administrator

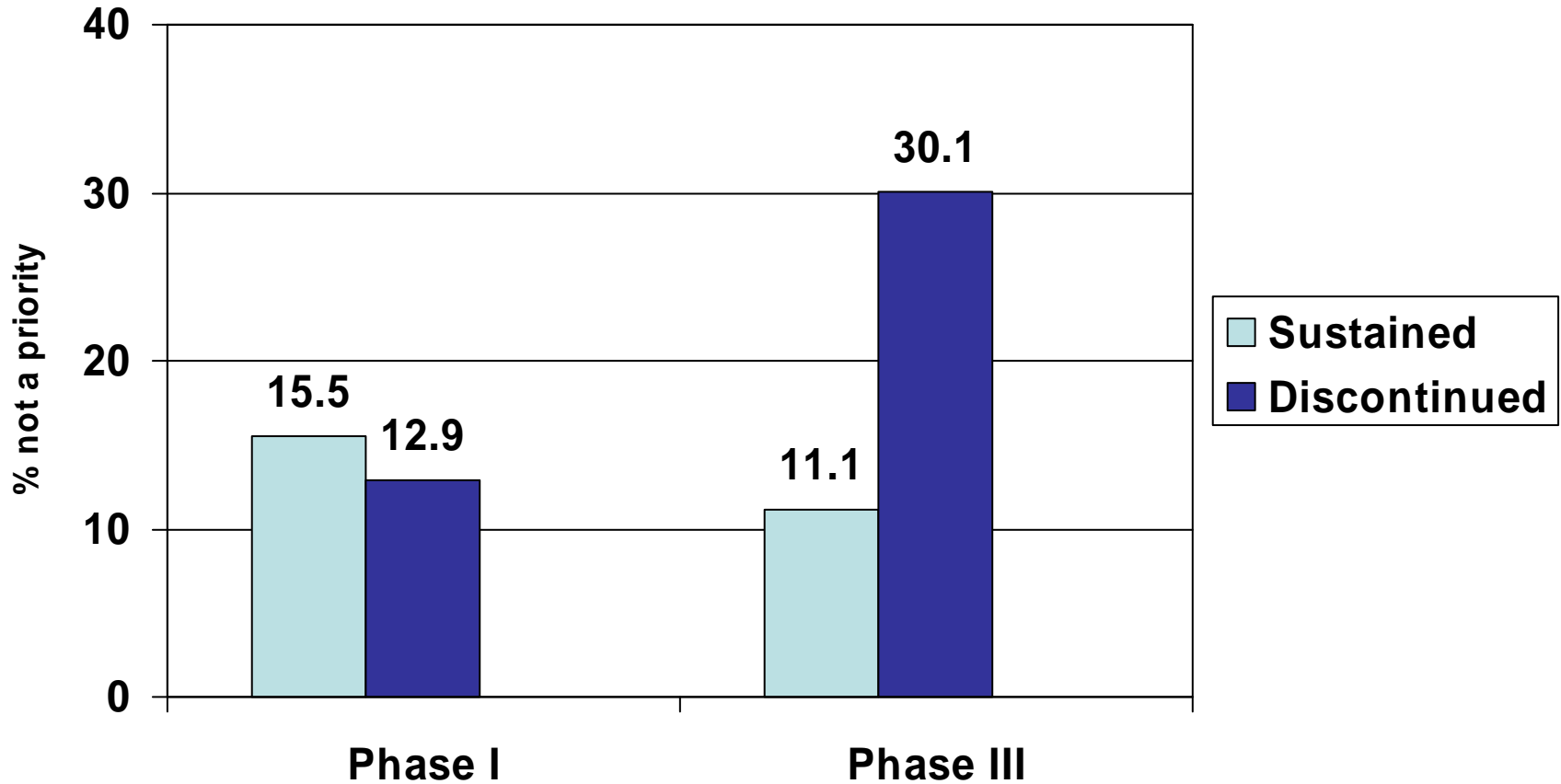
Influences on Sustainability



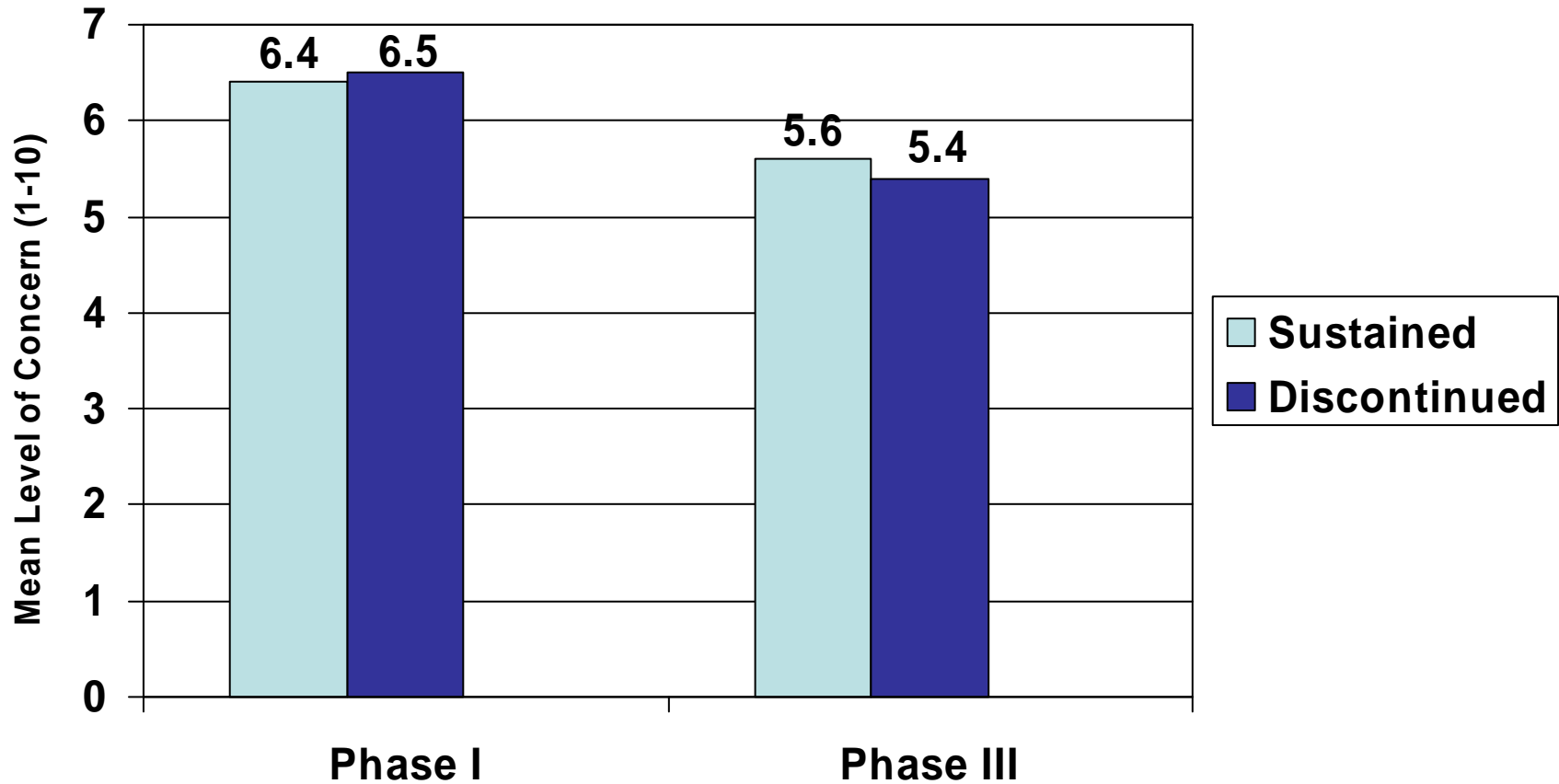
Sustainability Factors: Organizational Support

- How much of a priority youth cessation is to community leaders
- How much youth tobacco use is a concern in community

Priority Community Leaders Place on Youth Cessation: Percent Responding “Not at all a Priority”



Concern in the Community for Youth Tobacco Use



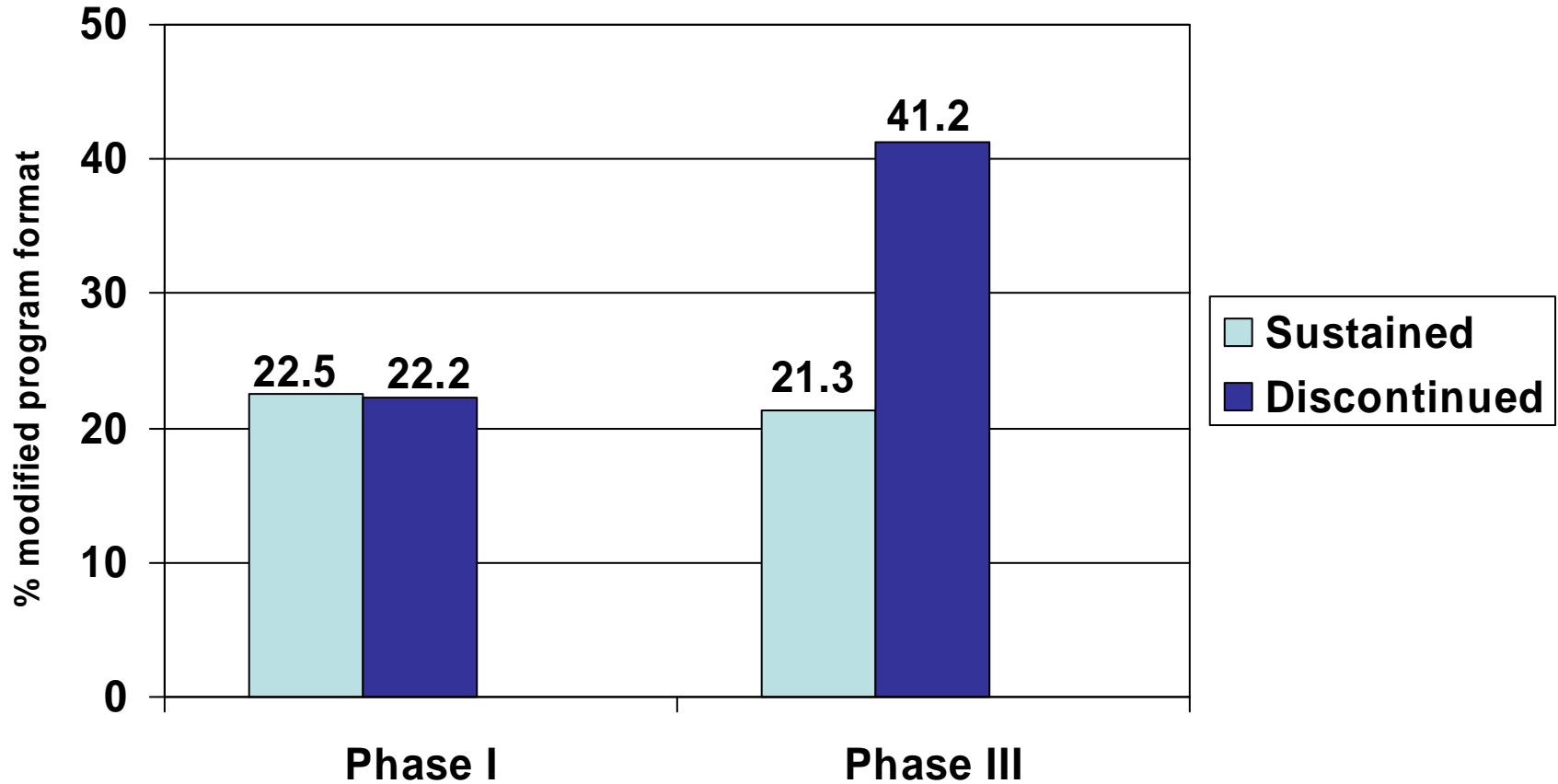
Sustainability Factors: Local Ownership of Program

- How program materials are developed
- Does program conduct evaluation
- Were there any modifications to the program
- What was the program offered in response to

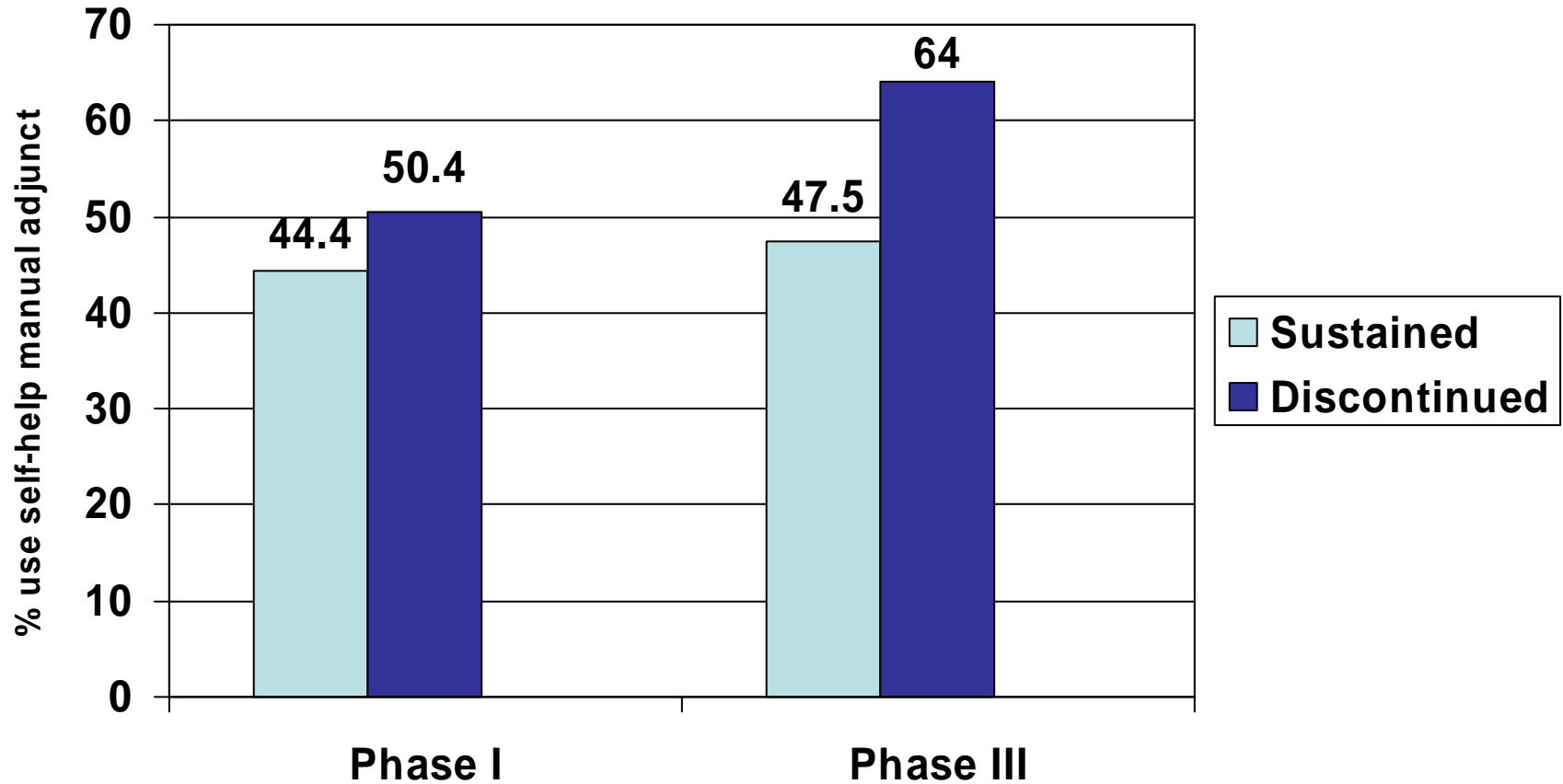
Sustainability Factors: Local Ownership of Program

- Both sustained and discontinued programs use primarily externally developed programs
 - 86-90% primarily externally developed for both at both time points
- High proportion of both sustained and discontinued programs conduct evaluations
 - 76-83% for both program status at both time points

Ownership: Modification of Program Format



Ownership: Use of Self-Help Manuals



Ownership: Primary Reason for Offering Program (Phase I)

Primary Reason	Sustained	Discontinued
Initiative of program leadership	42.0%	40.5%
Response to Health Dept of Dept of Ed	20.2%	22.4%
School or teacher demand	8.5%	10.3%
Legislation with penalty	6.4%	9.5%
Youth demand	2.7%	2.6%

Sustainability Factors: Resources

- Perceived adequacy of funding
 - Equivalent at Phase I for both sustained and discontinued programs
 - Mean of 3.6 on 1-5 scale
- Number of paid and volunteer staff
 - Equivalent at Phase I for both sustained and discontinued programs
 - Mean of 1.0 paid FTE; 0.3 volunteer
- Sources of funding
 - At both Phase I and Phase II, discontinued programs more likely to rely on state and local government funding
 - Discontinued programs – 70% rely on state and local
 - Sustained programs – approximately 60% rely on state and local

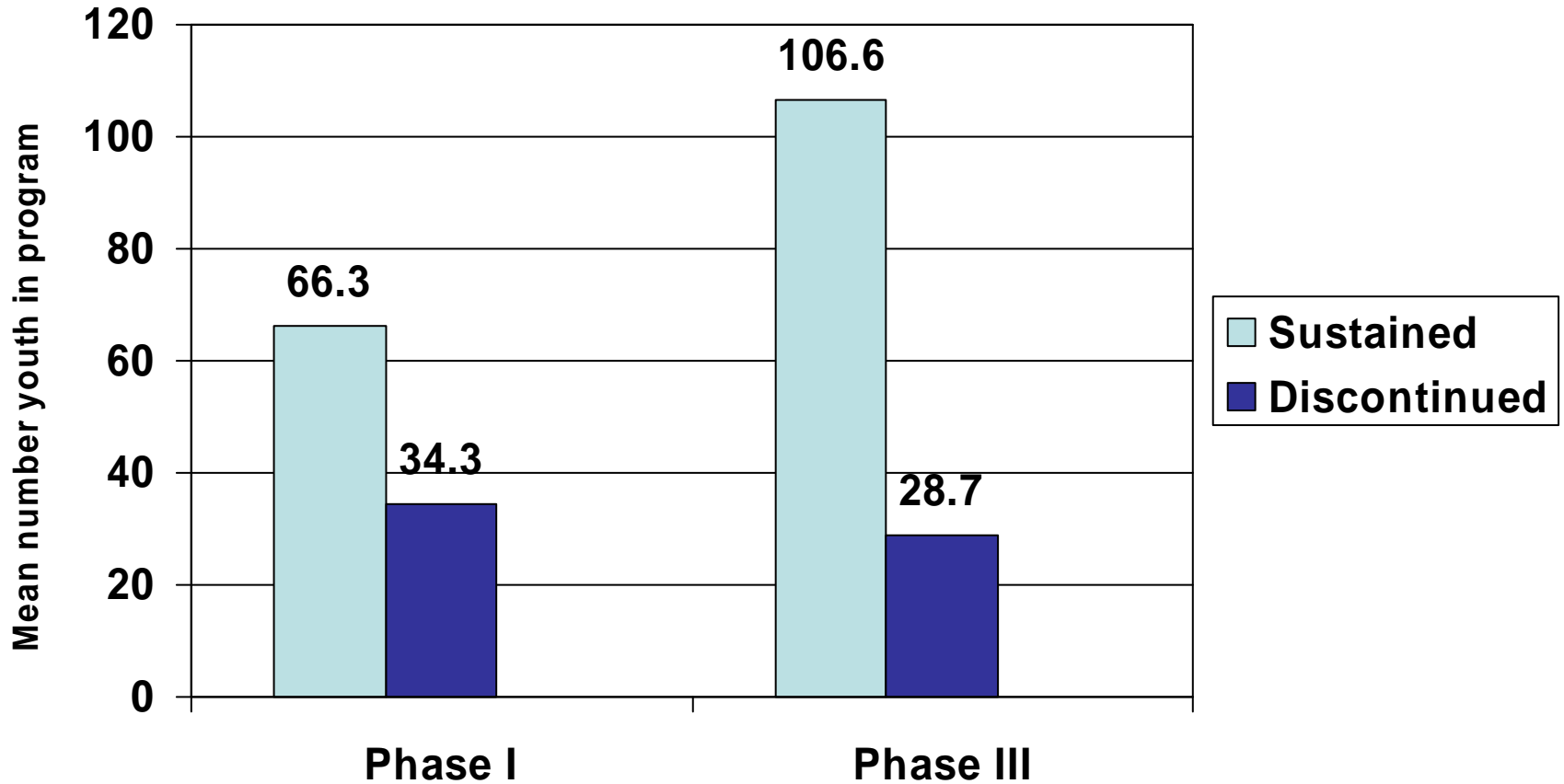
Sustainability Factors: Standard Operating Procedures

- Presence of written facilitator guide
 - Equivalent for both sustained and discontinued programs at both Phase I and Phase III
 - 87-97% use written guide
- Staff trained in smoking cessation counseling
 - At Phase I, sustained programs more likely to have staff trained (94.5% vs 87%); but equivalent by Phase III (91% and 93%)

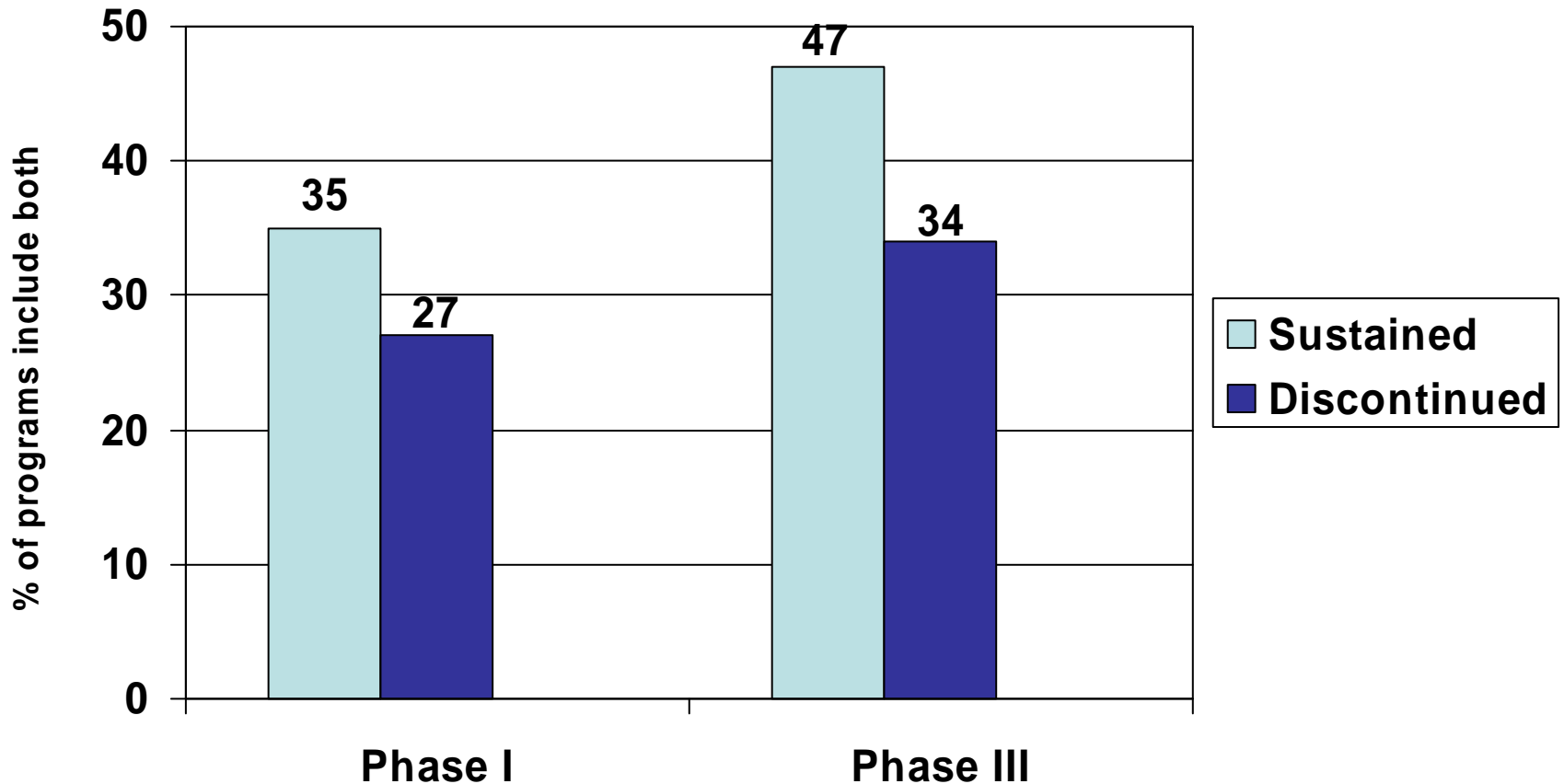
Sustainability Factors: Demand

- Number of youth in program
- Program completion rates
 - Equivalent across both sustained and discontinued and at both Phases (68-74%)
- Proportion of mandatory and voluntary participants

Demand: Number Youth in Program Past 12 months



Demand: Voluntary and Mandatory Enrollment (percent that include both)



Discontinued programs more likely to have voluntary only at Phase I and III

Sustainability Factors: Program

- Program setting
 - Equivalent for both sustained and discontinued programs
 - Both remain overwhelmingly in-person group and school-based
- Length of time in operation
 - Sustained programs in operation for significantly longer
 - Sustained programs mean = 9.9 years (SD = 4.6)
 - Discontinued programs mean = 5.4 years (SD = 3.5)

Summary

- Few prospective predictors of program sustainability
 - May be a function in part of program homogeneity at Phase I
- Across a variety of domains, sustained and discontinued programs appear equivalent at Phase I
 - Primary differentiated factor is Demand
 - Both numbers and distribution of mandatory and voluntary participants
- However, by Phase III, some differences emerge
 - Community support for program
 - Source of financial support
 - Modifications to program

Conclusions

- Important to consider factors from multiple levels of influence in predicting sustainability
 - But demand may be most central
 - May also be more idiosyncratic profiles of sustained programs
 - Qualitative work
- Sustainability in itself not always desirable
 - Not all programs should be sustained
 - Natural lifespan of problems and programs