

Helping Young Smokers Quit: Preliminary Results from Phase I and Phase II

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Overview

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

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

- how many programs exist
- where they are located
- what services they offer
- what populations they serve
- how they provide treatment

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

The HYSQ initiative fills a gap in knowledge about the numbers and distribution of youth cessation programs, as well as the types of treatment approaches and program components that are currently offered across the US. It will identify effective program models and promising directions for future research. Results will help states, communities, schools, and other community-based and youth-serving organizations adopt and implement programs that work, and provide standards and tools for self-evaluations.

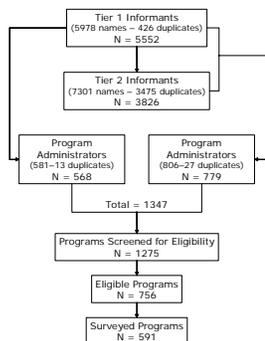
HYSQ is a national program of The Robert Wood Johnson Foundation with support from the National Cancer Institute, and the Centers for Disease Control and Prevention.

Phase I

Using a snowball sampling process, the Phase I of the HYSQ initiative identified and characterized 591 youth smoking cessation program offerings, in a nationally representative sample of 408 counties in 48 states across the U.S.

THE SNOWBALL PROCESS

- Contacts were identified at the local level who were knowledgeable about youth smoking cessation programs in their community, or could lead to such persons.
- Snowball sampling progressed through two 'tiers' and ended with the identification of an individual who administered a youth cessation program in the community (program informant).
- 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



Phase I Program Characteristics

- 62% of surveyed counties had at least one program
- 56% reported voluntary recruitment and only 9% described themselves as Mandatory only
- 90% of programs reported a school-based setting
- 95% of programs offered their program with in-person groups meetings
- 87% use externally developed programs
- 88% have trained counselors
- 8 = median # of contacts (30-60 minutes)

Program Selection

Phase II

The overarching question for Phase II is: "what program components, processes, and contextual factors are associated with increased recruitment, retention, and quit rates." HYSQ will conduct longitudinal evaluations of practices now being used by youth cessation programs across the country. HYSQ opened the application to all youth cessation programs in the US. Two modes of communication were used to reach potential applicants.

Outreach:

- Key contacts were called and asked to disseminate the HYSQ Phase II Call for Applications through their usual communication channels: web sites, listservs, email lists, newsletters, etc.

Organization Type	Total Number of Organizations	Number of Organizations Contacted by Phone	No Contact (No answer or message left)	Agreed	Refused	Referrals
National Park Legacy Foundation, American Lung Association	21	19	0	18	1	0
State Tobacco Cessation Coordinator	51*	40	11	39	1	0
Department of Education	51*	33	18	23	1	9**

* The 50 states and District of Columbia
** Most common referral was to the State Tobacco Cessation Coordinator

In-reach:

- 756 youth tobacco cessation programs identified in Phase I were directly contacted by letter to inform of the Phase II application opportunity.
- At the application period mid-point, targeted phone calls were made to select Phase I programs that met the Phase II eligibility criteria.
 - 112 programs were targeted
 - 106 were contacted
 - 58 program leaders were reached directly

Once the application process was completed, programs were initially reviewed for the following eligibility criteria:

- Not part of a research initiative
- Provides direct cessation service
- Primarily serves youth aged 14-18 years
- Has a written guide that is used by the staff who provide cessation treatment
- Willing to insert an extra session for baseline data collection
- Has been implemented at least once in the past year
- Minimum number served annually is 15 or greater
- The availability of a person who can act as a liaison

The remaining applicants were further screened and finalists were interviewed via teleconferences which probed substantive and logistical issues, and provided applicants an opportunity to inquire about the evaluation process.

Phase II Applicant Characteristics

- 107 applications were submitted by programs from 33 states, representing every region of the country.
- 22% from rural counties
- 9% from counties with "low" socioeconomic status (>20% living below the federal poverty level)
- 24% from programs identified and characterized in Phase I

School Setting	Phase II Programs	Phase II Applicants
Paid Staff	95%	93%
Program Development:	Mean = 1.07	Mean = 2.32
• Externally	63%	66%
• Internal	13%	9%
Terminable (non-independent)		
• Group	95%	96%
• Individual Counseling	61%	29%
• Phone	16%	10%
• Internet	7%	1%
• Self-help	48%	29%
Recruitment:		
• Any Mandatory	44%	38%
Parental Consent Required	22%	19%
Treatment Strategies:		
• 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%	47%
• Address depression	56%	63%

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Profiles from Phase II

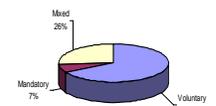
HYSQ selected 42 program sites in 18 states for evaluation. Approximately 1000 youth are expected to participate in the evaluation. Preliminary data from the first 347 interviews during the Baseline Survey provide an early snapshot of participating youth.

The Programs

Characteristics

- 74% are located in urban counties
- 14% are located in counties with low socio-economic status (>20% living below the federal poverty level)
- 81% offered services in a school-based setting

Recruitment Type



The Participants

Characteristics

- Mean age = 17
- 55% Female

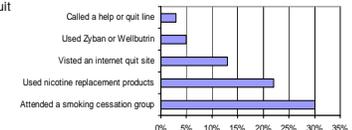
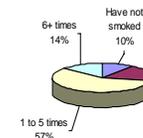
Smoking Behavior

- Participants reported first smoking a whole cigarette at the average age of 11
- 65% see themselves as a regular smoker
- 55% reported smoking every day for the past 30 days
- On average, participants smoked 5 days in the past week and 47 cigarettes in a week
- 37% smoke their first cigarette of the day within 15 minutes of waking up
- In the past 12 months, most have tried to quit...

Quitting Attempts & Plans

- 83% of participants previously smoked daily
- 79% are participating in the stop-smoking program because they want to
- 56% of participants want to quit smoking for good, but are not yet quit
- Participants are moderately motivated and confident they can quit
- 23% report they will definitely not be smoking 5 years from now
- 30% have attended a smoking cessation group

of times stopped smoking because they wanted to quit



Summary

- Phase I provided the first specifics about the availability and characteristics of youth cessation programs across the U.S.
- There is a surprising degree of homogeneity among the programs identified and characterized in Phase I
- There are many similarities between Phase I and Phase II programs
- At Baseline, participants were heavy smokers but many have tried to quit on their own
- Most want to quit smoking