

# Prevention Strategies



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# Prevention Interventions and Strategies: Initiation, Escalation, and Multiple Tobacco Product Use among Young Adults

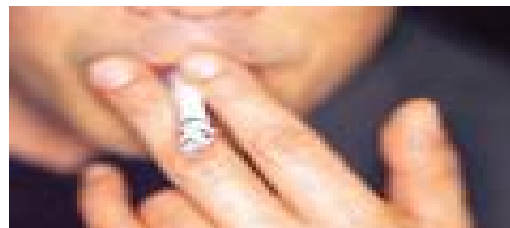
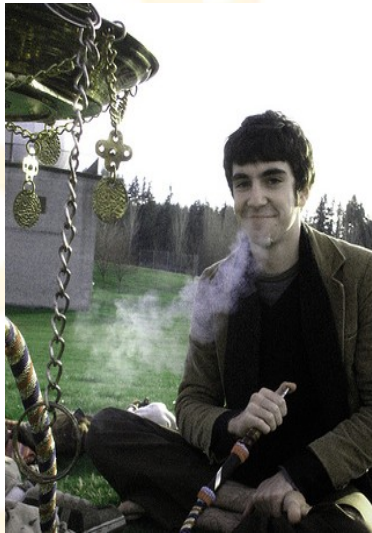


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**In 2006, young adults ages 18 to 25 had the highest rate of current use of a tobacco product (43.9%) compared with youth and adults**

- The rates of past month use of specific products were:
  - 38.4% for cigarettes
  - 12.1% for cigars
  - 5.2% for smokeless tobacco



# Purpose of Presentation



- To provide a summary of research on some strategies and interventions that have been used to reach young adults (18-24 years of age)
- To discuss the application of information from other age groups, given that there is very little information for young adults

# Bottom Line



- There has not been a lot of research on interventions and strategies specifically targeting young adults
- Innovative research approaches may be needed to target young adult tobacco use
- Applying information from other age groups should be done with caution

# Definitions and Issues



- How do we define and measure initiation, escalation, multiple products?
- How do we reach young adults who are not in college?



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# Prevention of Initiation

## Definitions of initiation:

- First puff
- First whole cigarette
- Having smoked 100 cigarettes
- First tobacco use within a year

## Significance:

- Recent evidence suggests that the rate of first cigarette use may be increasing among young adults

# Prevention of Initiation: Risk Factors



- Tobacco industry marketing and advertising
- Peer acceptance or use of tobacco (social norms)

# Prevention of Initiation: Interventions

- **Counter-marketing campaigns**

- In 2001, the Community Guide to Preventive Services reviewed 12 studies that evaluated the effectiveness of mass media campaigns and found that these campaigns, when combined with other community-based interventions, reduce tobacco use among young adults

- **Smoking restrictions/bans**

- College Campuses
- Worksites
- Comprehensive

- **Increase in price of tobacco products**



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# Prevention of Initiation: Conclusion



- **Smoking restrictions/bans and increases in price may be useful in preventing initiation of tobacco use among young adults**
- **Counter-marketing campaigns may have some promise, even though the available campaigns were not specifically designed and evaluated for young adults**



# Prevention of Escalation



## Definitions of escalation:

- Cigarettes smoked per day
- Days per month one smokes
- Addiction

## Significance

- Recent evidence suggests that the rate of progression from experimentation to established smoking may be increasing among young adults



# Prevention of Escalation: Risk Factors



- Attitudes and beliefs about smoking
- Peer use and acceptance of tobacco (social norms)
- Age



# Prevention of Escalation: Interventions



- **Bans on tobacco use on college campuses**
- **Worksite and public smoking restrictions**
- **Increase in price of tobacco products**



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# Prevention of Escalation: Conclusion



- Price increases and policies restricting or banning tobacco use may be effective in preventing escalation

# Prevention of Multiple Tobacco Product Use



- **Defining multiple tobacco product use among young adults:**
  - Use of multiple tobacco products
  - Substitution of one tobacco product for another
  - Concurrent use of tobacco and other substances
- **Significance:**
  - Use of multiple tobacco products (especially among males) may be increasing among this group as new products become available

# Prevention of Multiple Product Use: Definitions and Issues



- **Current surveillance systems may not capture the extent of use of multiple tobacco products**
  - May lead to an underestimate of tobacco use among young adults
- **Reaching all subgroups of young adults is one of the most crucial challenges**

# Prevention of Multiple Product Use: Risk Factors



- Marketing and advertising of other tobacco products
- Higher excise tax on cigarettes compared to other tobacco products
- Smoke-free policies (issue of secondhand smoke)
- Peer use and acceptance of tobacco use (social norms)

# Multiple Product Use: Suggestions



- **Tobacco control interventions that address use of other tobacco products in addition to cigarette smoking**
- **Inclusion of all tobacco products in tobacco cessation services**
- **Continue to post health warnings on all new tobacco products as they are developed and marketed**

# Common Themes



- Promote and enforce restrictions on tobacco use
- Increase the price of tobacco product
- Multiple strategies may be needed to reach young adults
- Reaching all subgroups of young adults is one of the most crucial challenges with young adults

# Common Themes



- While some promising results among young adults have been found, there are no specific interventions that we know actually work to reduce or prevent tobacco use
- An unexpected consequence of focusing only on cigarette smoking may result in the use of other tobacco products such as smokeless-tobacco

# Recommendations for Future Research



- **Develop innovative sampling and targeting strategies for young adults, especially those not in college**
- **Design measures for surveillance systems to monitor initiation and escalation of tobacco use, as well as use of multiple tobacco products**
- **Adopt consistent definitions and measures of tobacco use patterns (initiation, experimentation, escalation)**
- **Address use of multiple tobacco products among young adults**

# Questions, Comments, Discussion



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