

Helping **Young Smokers** *Quit*

Identifying Best Practices for Tobacco Cessation

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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

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

Helping Young Smokers Quit

- 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.

Helping Young Smokers Quit: BACKGROUND

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.

Helping Young Smokers Quit: Primary Aims

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.

HYSQ - Phase I Goals

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

Community Sectors

Education

Public Health

Voluntaries

Other

Tier 1

Tier 2

Tier 3

Program
Informants

Identifying Programs

- 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

Eligible Programs

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 month prior to being contacted,
- Could not be part of a research initiative.

COMMUNITY CONTEXT

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Management

Organizational
setting

Program
Selection

Providers

Physical Location

Program
Content

Participants
(enrollees)

Participants
(completers)

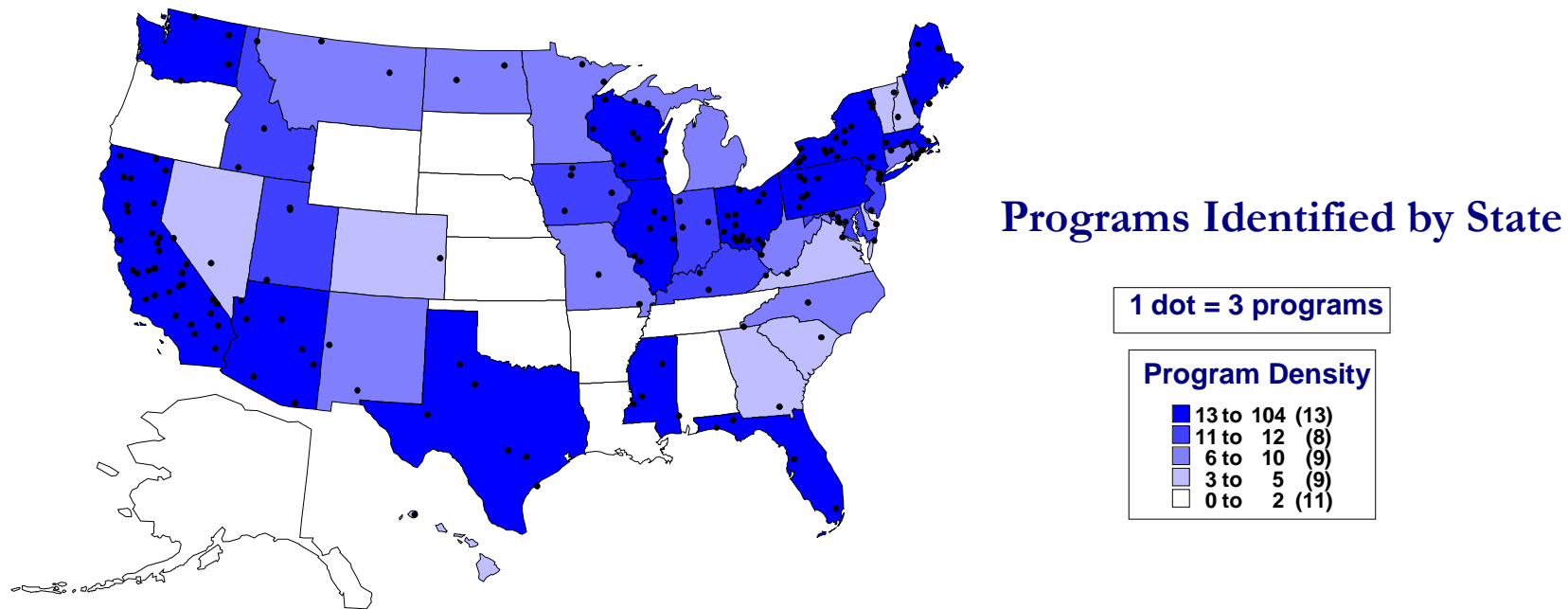
Follow-up

Program
Evaluation

Phase I - Findings

591 programs were identified and profiled.

- 62% of surveyed counties had at least one program



Phase I – Findings cont.

- 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)

Focus Group Findings

- 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.

HYSQ – Phase II Goals

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

Program Evaluation

On March 15th, 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.

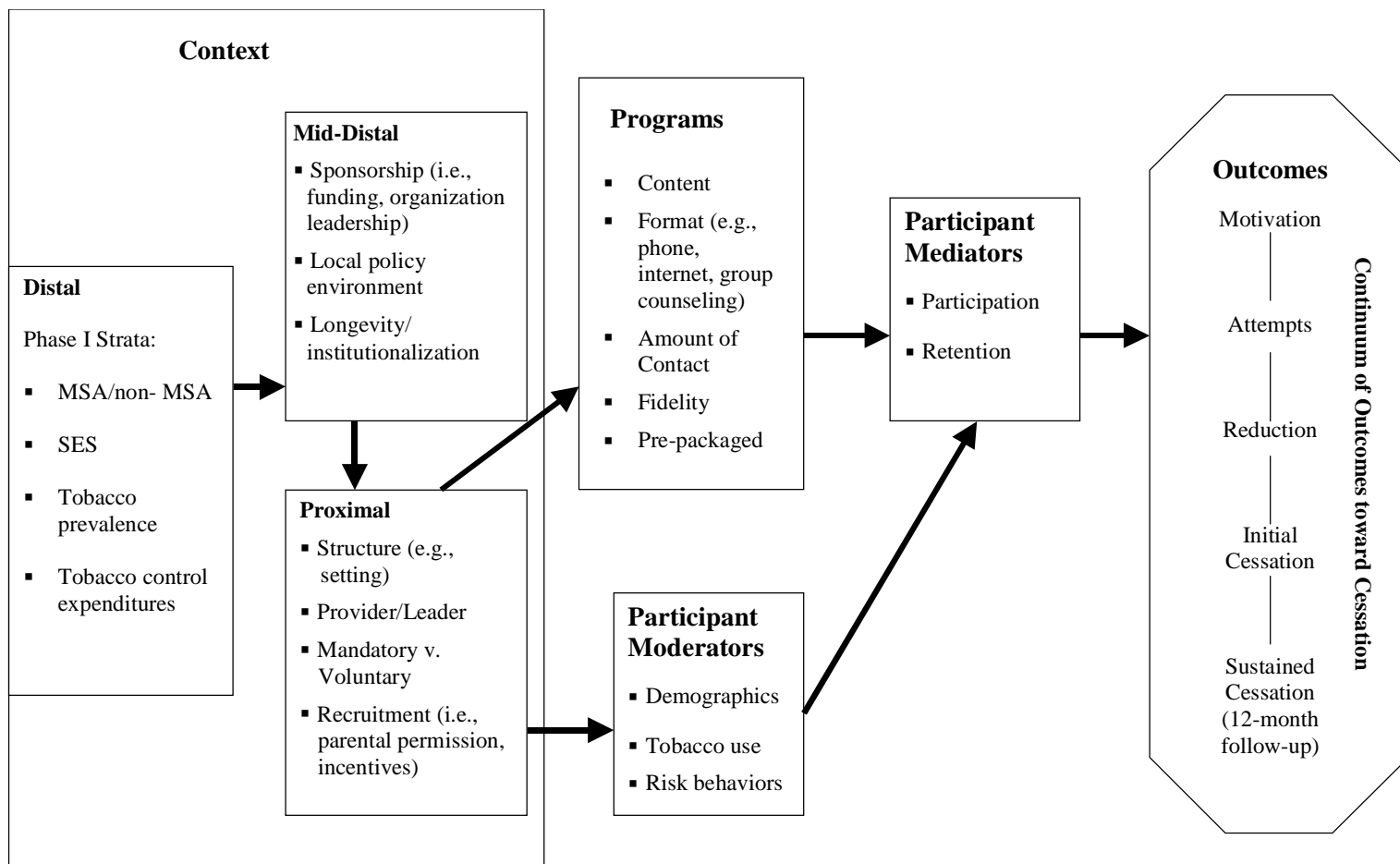
In-reach: The 756 programs identified in Phase I were directly contacted about the Phase II application opportunity.

Programs to Evaluate

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



Phase II - Data Collection

- 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

Phase II – Progress to Date

- 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?

YTCC - Research Goals

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).

YTCC – Implementation Goals

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.

HYSQ – Outcomes

- 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

HYSQ - Products

- 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

HYSQ – Products cont.

For more information go to:

- HYSQ website - www.HYSQ.org
 - Periodic updates as the evaluation progresses
 - HYSQ presentations and publications
- YTCC - www.youthtobaccocessation.org