

# The Youth Tobacco Cessation Collaborative

:: 2005 UPDATE

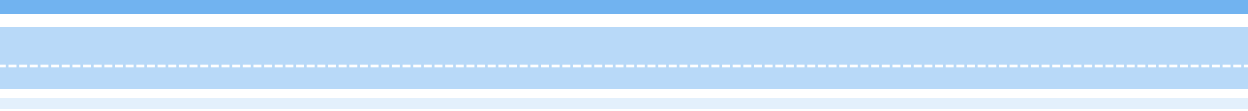
>> [www.youthtobacco cessation.org](http://www.youthtobacco cessation.org)





>> The Youth Tobacco Cessation Collaborative (YTCC) was established in 1998 to accelerate progress in helping young people quit tobacco use.

Its organizational members developed a *National Blueprint for Action: Youth and Young Adult Tobacco-Use Cessation* to guide research and implementation initiatives and to set goals and objectives to mark progress. The YTCC members work collaboratively, often sharing plans, staffing and resources across projects.



The group established and achieved its first two-year objectives, and in 2004 revised the *National Blueprint* to include new two-year objectives to be met by 2007. These new objectives are included here, along with highlights of recent youth and young adult tobacco cessation activities by YTCC members.

Among the more significant developments are the

- relationships that have formed among the collaborative organizations,
- increase in collaboration across organizations,
- co-funding of research and other projects, and
- increased attention to the issue of cessation among youth.

In addition, the “blueprint” approach has become a model for other tobacco control activities.

We encourage you to contribute to the collaborative process by sharing your work with the YTCC. Please contact Todd Phillips at 202-884-8313 or visit [www.youthtobaccocessation.org](http://www.youthtobaccocessation.org) to get more information about participating in the YTCC.

# 1 The Blueprint

## **NATIONAL BLUEPRINT FOR ACTION: YOUTH AND YOUNG ADULT TOBACCO-USE CESSATION**

The *National Blueprint* was developed as a consensus document to

- guide decisions about funding research and programs,
- reflect common goals and objectives among national organizations that fund such efforts,
- help ensure that plans and programs build the strongest possible national efforts to support youth cessation, and
- coordinate activities.

The ten-year goal of the *National Blueprint* is to ensure that every young tobacco user (aged 12–24) has access to appropriate and effective cessation interventions by the year 2010.

The *National Blueprint*, as well as additional information about youth cessation, is available at [www.youthtobacco cessation.org](http://www.youthtobacco cessation.org).

# 2 YTCC Objectives for 2005-2007

The following are the two-year objectives adopted by the YTCC in 2004. These objectives are listed under the appropriate research, implementation, and demand goals. YTCC members collaborate on projects to meet these objectives and to track progress.

## >> RESEARCH

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

1. Update the evidence review of the efficacy of pharmacological and behavioral interventions for youth, pregnant teens and young adult smokers.
2. Develop a model of predictors for youth and young adult tobacco-use cessation, including environmental and behavioral influences.
3. Identify natural transitions in adolescence and other opportunities where youth and young adults might be more likely to consider quitting.
4. Identify cessation strategies used and/or preferred by youth and young adults across time among different populations.
5. Identify multiple risk factors for youth and young adults.

# 2

## YTCC Objectives for 2005-2007

### **::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 policies.**

1. Identify, assess and recommend current measures on surveys, revise measures or include additional measures, and conduct surveys of youth and young adult tobacco-use cessation behaviors.

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### **::GOAL 3: Develop and test tobacco-use treatment programs, services, and interventions for youth and young adults.**

1. Design and evaluate strategies for recruiting and retaining youth and young adults into cessation programs, and determine intervention studies.
2. Develop standard program for evaluation methods; evaluate the efficacy of various types of services, support and other interventions.
3. Identify cessation strategies that target the needs of youth and young adults in different segments of the population (e.g., ethnicity, pregnant, SES, age, gender, rural, urban, etc).

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

1. Conduct an environmental scan to identify existing information on policies that affect youth tobacco-use cessation.
2. Conduct analysis about the impact of policies that affect youth and young adult tobacco-use cessation and disseminate these findings.
3. Continue to fund and disseminate research to improve understanding of policies and environments that affect youth tobacco-use cessation.

**>> IMPLEMENTATION**

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

1. Assemble and promote a menu of available, effective cessation tools, services, referral resources and interventions appropriate for a variety of settings.
2. Increase funding for evaluation of existing cessation interventions.
3. Increase the availability of school-based cessation services through the promotion of comprehensive tobacco-free school policies.

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

1. Develop and promote the use of quality-control strategies in the delivery of cessation interventions.
2. Identify interim criteria for measuring the effectiveness of existing cessation interventions until guidelines become available.
3. Provide support for the adaptation, diffusion, dissemination and promotion of new, effective cessation interventions.
4. Identify and disseminate best practices in implementation of cessation interventions.
5. Establish referral resources to provide technical assistance and training.
6. Promote the incorporation of youth and young adult cessation to existing community-based programs and services.
7. Use advocacy to expand the number of youth and young adult tobacco-use cessation programs that are funded at least in part by the Master Settlement Agreement or earmarks of monies from tobacco excise taxes.



## >> SUPPORT AND DEMAND

### **::GOAL 1: Increase support for youth and young adult tobacco-use cessation among providers, decision-makers, and community gatekeepers.**

1. Improve understanding of the challenges related to the provision of youth and young adult tobacco-use cessation interventions and services among decision-makers, health care providers, and community gatekeepers.
2. Develop segmented efforts to raise awareness of the importance of youth tobacco-use cessation in the general public (including youth in schools, universities and worksites), and among health care providers, community gatekeepers, and decision-makers.
3. Encourage community-based and professional organizations to raise awareness about the importance of youth tobacco-use cessation.

## **::GOAL 2: Increase public and peer support for youth and young adult tobacco-use cessation, and to generate interest and participation in cessation attempts by tobacco users.**

1. Conduct market research to reach and motivate youth to attend evidence-based programs and services.
2. Encourage marketing of evidence-based programs and services as well as policies (e.g., tobacco-free schools, price increases and access) to youth and young adults and decision-makers in a variety of settings.
3. Raise awareness of the availability of quit lines to help youth and young adults in their cessation efforts.
4. Track the effects of messages used in mass media and other channels to raise awareness of (a) the importance of youth and young adult tobacco-use cessation, the problem of youth and young adult nicotine addiction, and the benefits of cessation; (b) the full spectrum of available interventions, including quit lines; (c) the effects of policies on youth and young adult tobacco use cessation attempts and successes.

# 3 YTCC Activity Highlights

YTCC members have worked successfully to collectively address many of the needs identified in the *National Blueprint*, with a focus on its two-year objectives. The highlights presented here illustrate some of the progress that has been made.

## :: BRIDGING THE GAP

“Bridging the Gap: Research Informing Practice for Healthy Youth Behavior” is a multi-disciplinary, multi-site collaborative endeavor intended to substantially expand existing knowledge on the conditions in the larger social environment that can influence health behaviors among American young people, including alcohol, tobacco, and illicit drug use and physical activity, healthy eating, and obesity. The ultimate goal is to help bring about changes in society that will help to substantially increase healthy youth behavior. *Funded by RWJF.*

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## :: HELPING YOUNG SMOKERS QUIT (HYSQ)

This evaluation project focuses on identifying, surveying and evaluating existing youth cessation programs. Phase I of this two-phase project identified and characterized 591 existing smoking cessation programs for youth. This descriptive study was used to guide Phase II, in which standard measures and methods are designed to conduct longitudinal evaluations of practices now being used by youth cessation programs across the country. The overarching question for Phase II is: “What program components, processes, and contextual factors are associated with increased recruitment, retention, and quit rates?” The results of this initiative will help to fill a gap in knowledge about the types and elements of youth cessation programs that are currently being offered, those that are effective and ineffective, and point to promising directions for future research and programming. This program will also develop evaluation tools that

youth cessation programs, such as those funded by health plans and community-based programs, can adopt for ongoing self-evaluation and quality improvement. *Funded by RWJF, with co-funding by CDC and NCI.*

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## :: INDICATORS FOR THE EVALUATION OF YOUTH CESSATION PROGRAMS

The Canadian Tobacco Control Research Initiative (CTCRI) is completing a background document as part of an effort to identify, select, and facilitate the adoption of standardized indicators of behavior change for the evaluation of youth cessation programs. The paper will present a review of selected literature on outcome measurement of youth cessation programs, identify a set of indicator measures for further discussion, and will provide discussion of strengths, weaknesses, and gaps in available measures. Once complete, the recommendations from this paper will be reviewed and discussed at a meeting of researchers and practitioners, and subsequently reviewed by youth.

*Funded by Health Canada.*

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## :: MEASURES GUIDE FOR YOUTH TOBACCO RESEARCH

Following NCI's June 2000 Youth Tobacco Research Meeting in Denver, Colorado, support was initiated for researchers to develop a measures guide for youth tobacco research. This guide is a resource for anyone conducting research on youth tobacco use or intervening with adolescent tobacco users, such as clinicians and public health practitioners. The guide helps researchers achieve consistency of measurements across studies for describing smoking patterns, establishing inclusion and exclusion criteria for participation, measuring potentially important mediators and moderators of treatment outcomes, and measuring tobacco use outcomes. Each measure is briefly described and details are provided about the target population, administrative issues, scoring information, psychometrics, clinical utility of the instrument, research applicability, copyright/cost issues, references, authorship and author's contact information. The guide currently includes

## 3 YTCC Activity Highlights

25 measures under the following categories: advertising receptivity, beliefs and expectancies, smoking susceptibility, dependence, friends/family, mood, problems, smoking behavior, stressors, temptations to smoke, validity of self-report, and self-efficacy. The guide can be found at [http://dccps.nci.nih.gov/TCRB/guide\\_measures.html](http://dccps.nci.nih.gov/TCRB/guide_measures.html).

*Funded by NCI.*

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### :: MONITORING THE FUTURE SURVEY (MTF) / YOUTH EDUCATION AND SOCIETY SURVEY (YES)

The University of Michigan's Institute for Social Research has conducted the MTF series of annual, national surveys of secondary school students since 1975. Among the many objectives of these surveys are measuring and explaining national trends in smoking, drinking and illicit drug use among American youth.

This is an ongoing study of the behaviors, attitudes, and values regarding adolescent drug use and abuse, involving some 50,000 students in grades 8, 10, and 12 each year, in about 410 schools. Since 1998, a parallel YES school administrator project has been conducted to measure and track school policies, programs, and practices potentially related to youth tobacco, alcohol and illegal drug use, as well as to childhood obesity. *Funded by NIDA (MTF) and RWJF (YES).*

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**:: NATIONAL PARTNERSHIP TO HELP  
PREGNANT SMOKERS QUIT**

The National Partnership is a coalition of 60 diverse organizations that have joined forces to improve the health of this and future generations by increasing the number of pregnant smokers who quit smoking. Through a nationwide effort to reach women, providers and communities, the National Partnership works through five active working groups to ensure that all pregnant women in the United States, including young adult pregnant women, are screened for tobacco use, and receive best-practice cessation counseling as part of their prenatal care. *Funded by RWJF.*

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## :: NATIONAL YOUTH SMOKING CESSATION SURVEY

This two-year longitudinal telephone survey asked smokers aged 16 to 24 years at baseline about their smoking cessation activity. Findings will provide national estimates of quitting activity, help elucidate factors associated with the natural history of quitting among adolescents and young adults, and will clarify preferences for different types of assisted quitting interventions. The survey began in July 2003. *Funded by RWJF, with co-funding by NCI and CDC.*

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## :: NATIONAL YOUTH TOBACCO SURVEY

The National Youth Tobacco Survey (NYTS) is a population-based survey among middle and high school students (grades 6-12) on the use of tobacco in a variety of forms (i.e., cigarettes, cigars, smokeless tobacco, pipes, bidis, and kreteks). It also captures their knowledge of and attitudes toward tobacco; their exposure to environmental tobacco smoke; and their exposure to influences that promote or discourage tobacco use, such as portrayals of tobacco in advertising and mass media, enforcement of age restrictions in the sales of tobacco to minors, provision of school-based and community-based interventions, and access to support in attempts to stop tobacco use. The survey is now conducted biennially in even-numbered Spring semesters. *The NYTS was funded and conducted by the American Legacy Foundation in 1999, 2000 and 2002, and by CDC in 2004.*

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## :: THE SCHOOL HEALTH INDEX

The CDC's School Health Index (SHI) is a self-assessment and planning guide for schools to help administrators identify the strengths and weaknesses of their school's policies and programs for promoting health and safety, and then develop action plans for improving student health and safety. The SHI is based upon the evidence-based research and practice from the CDC school health guidelines, including tobacco-use prevention, nutrition, physical activity, and injury and violence prevention. Tobacco-related items focus on tobacco-use prevention, enforcement of tobacco-free school policies, cessation services, and prohibition of tobacco advertising in schools. *Funded by CDC.*

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## :: SMOKE-FREE FAMILIES - NATIONAL RESEARCH OFFICE

The aim of this program is to reduce rates of smoking in families in the United States by supporting research to develop and evaluate effective new interventions to help women quit smoking before, during, and after pregnancy. Many women, including young adult women, who do not otherwise seek or receive primary care or preventive services can be reached during family planning and prenatal care visits. This program supports innovative research demonstrations with promise to produce the next generation of more effective treatments. *Funded by RWJF.*

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## :: SMOKE-FREE FAMILIES - NATIONAL DISSEMINATION OFFICE

This multi-component program has two aims: to promote the dissemination of existing best-practice treatments for pregnant smokers, including young adult women, in prenatal care and to support innovative research to discover more powerful “breakthrough” treatments. The National Dissemination Office is funded to build capacity, demand and policy supports for proven interventions, and to conduct research on the systems changes needed to implement them. *Funded by RWJF.*

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## :: TOBACCO ETIOLOGY RESEARCH NETWORK (TERN)

TERN is a transdisciplinary research network that is intended to achieve major scientific advances in understanding the transitions from initial to regular use to dependence on tobacco, and cessation among adolescents and young adults. Findings and models developed by the TERN have been used by all *National Blueprint* funders to define developmentally appropriate measures of youth quitting and to guide the development of innovative cessation strategies. *Funded by RWJF.*

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## :: TRANSDISCIPLINARY TOBACCO USE RESEARCH CENTERS (TTURC)

TTURC consists of seven academic institutions with the intent to study new and innovative ways to combat tobacco use, integrate research across scientific disciplines, speed transfer of innovative approaches to communities nationwide, and train a new generation of tobacco control researchers. Three of the seven TTURCs include research components addressing youth tobacco cessation, including the interaction between genes, environment and culture, tobacco control policy evaluation, and treatments for resistant smokers. Unique collaborations are being fostered among scientists across many disciplines to focus research on areas where there are gaps, including adolescent smoking. *Funded by NCI, NIDA and NIAAA.*

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## :: YOUTH TOBACCO CESSATION GUIDE

“Youth Tobacco Cessation: A Guide for Making Informed Decisions” was published in the fall of 2004. The guide describes how a comprehensive tobacco control program can create an environment to help youth quit and also covers the importance of conducting a needs assessment for the population which your youth organizations serves, gives the key elements of an intervention plan, and describes how to evaluate whether your intervention is effective. The Canadian Tobacco Control Research Initiative (CTCRI) is currently translating the guide into French. Available on the CDC website. Once complete, the French version of the document will be available on the CTCRI website ([www.ctcri.ca](http://www.ctcri.ca)). *Funded by CDC, CTCRI, Legacy, and NCI.*

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## :: YOUTH CESSATION INTERVENTION RESEARCH

Under a collaborative effort, more than 40 extramural youth tobacco cessation research projects have been funded since 1999 through the NIH RFA process and investigator-initiated research. This initiative was designed to fund innovative research that has clear implications for the immediate and significant reduction of tobacco use by children and youth in the United States. The research projects build on progress in areas of youth and tobacco prevention; experimentation; onset of regular tobacco use, dependence, and withdrawal; and cessation and treatment of tobacco by adolescents. In addition, this research evaluates behavioral, pharmacological or self-help interventions for adolescent smoking and smokeless tobacco use. *Funded by NCI, NICHHD, NIDA, NIDCR, NINR, and NHLBI.*

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### :: YOUTH TOBACCO SURVEY (YTS)

The YTS is a state-level school-based survey of students in grades 6-12. It provides states with the data needed to design, implement, and evaluate comprehensive tobacco control programs that work to prevent young people from beginning tobacco use and help those who have already started using tobacco to quit. These data allow states to

measure progress toward state and national goals and objectives by providing information on many key tobacco-related intermediate and long-term indicators. Topic areas include: prevalence; knowledge and attitudes; media and advertising; minors' access; school curriculum; secondhand smoke; addiction; and cessation. *Funded by CDC.*

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*Youth Tobacco Cessation Collaborative*

American Cancer Society (ACS)

American Legacy Foundation (Legacy)

American Lung Association (ALA)

Canadian Tobacco Control Research Initiative (CTCRI)

Centers for Disease Control and Prevention (CDC)

National Cancer Institute (NCI)

National Cancer Institute of Canada (NCIC)

National Heart, Lung and Blood Institute (NHLBI)

National Institute on Drug Abuse (NIDA)

Robert Wood Johnson Foundation (RWJF)

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