

Youth Tobacco Cessation Collaborative

:: 2009 UPDATE

>> www.youthtobacco cessation.org





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

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

Since its inception, YTCC members have made considerable progress toward this goal. Recent YTCC accomplishments include:

- Conducted an analysis of tobacco cessation content in videos on YouTube. The research abstract "**YouTube: An Underutilized Method For Disseminating Quit Smoking Messages to Youth**" was selected as a poster presentation for the 2009 National Conference on Tobacco or Health.
- Developed and presented the course, "**Strategies for Reducing Tobacco Use among Young Adults**" at the 2008 Summer Institute. More than 25 state and local health department tobacco control managers, foundation representatives, and other tobacco control organization representatives attended.
- Partnered with the **American Journal of Public Health** to produce a theme issue on young adult tobacco cessation (August 2007).

- Hosted a **workshop with leading national researchers**, from multiple disciplines, to identify the next set of research priorities for youth tobacco cessation.
- Conducted an **environmental scan and analysis** of existing information on policies that affect youth tobacco use cessation.

Additionally, for the first time ever, an evidence-based cessation treatment was identified in the PHS Clinical Practice Guideline *Treating Tobacco Use and Dependence: 2008 Update* to help youth quit smoking.

1 The Blueprint

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

YTCC activities are guided by the *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 and young adult cessation; and
- coordinate activities.

1 The Blueprint

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The group established and achieved its initial short-term objectives, and in 2007 revised the *National Blueprint* to include new two-year objectives to be met by 2010. These new objectives are included here, along with highlights of recent youth and young adult tobacco cessation activities conducted by YTCC members. The *National Blueprint*, as well as many of the other products and publications mentioned throughout this booklet, are available on YTCC's website, www.youthtobaccocessation.org.

We encourage you to contribute to the collaborative process by sharing your work with the YTCC. Please contact Todd Phillips, Academy for Educational Development (AED), at tphillip@aed.org, or visit www.youthtobaccocessation.org to get more information about participating in the YTCC.

2 YTCC Objectives for 2008-2010

The following are the two-year objectives adopted by the YTCC in 2007. These objectives are listed under the appropriate research, implementation and demand overarching goals. YTCC members collaborate on projects to address these objectives and to track progress for the field.

>> RESEARCH

:: GOAL 1: Increase understanding of youth and young adult tobacco experimentation, use and addiction as they relate to cessation.

1. Continue to identify predictors for youth and young adult tobacco-use cessation, including socio-demographic, environmental, behavioral, physiological, psycho-social, and policy influences.
2. Identify natural transitions where youth and young adults might be more likely to consider quitting.
3. Identify how multiple risk factors for youth and young adults affect cessation.
4. Identify how potential intermediate quitting behaviors (e.g., intention to quit, quit attempts) affect successful cessation among youth and young adults.

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YTCC Objectives for 2008-2010

::GOAL 2: Conduct research to improve understanding of policies and environments that affect youth and young adult tobacco-use cessation (e.g., taxation, school policies, smoke-free air).

1. Improve understanding of the effects of policies and environments on youth and young adult tobacco-use cessation behaviors, including potential intermediate quitting behaviors (e.g., intention to quit, quit attempts).

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::GOAL 3: Develop, test and evaluate tobacco-use treatment interventions (e.g., behavioral and pharmacological), programs and services for youth and young adults.

1. Design and evaluate strategies for recruiting and retaining youth and young adults into cessation interventions, programs and services and into all stages of treatment research, from intervention development through program evaluation.
2. Continue to evaluate appeal, acceptance, efficacy and effectiveness of various types of services, support and interventions using standard program evaluation indicators.
3. Identify cessation strategies that target and address the needs and preferences of youth and young adults in different segments of the population (e.g. ethnicity, education level, pregnant and post-partum, SES, age, gender, rural, urban, high-risk, etc.)
4. Continue to conduct evidence-based reviews of cessation interventions, programs and services.

::GOAL 4: Increase national, state and local surveillance of youth and young adult tobacco-use cessation, including behaviors, treatments, services and policies.

1. Validate new and existing survey measures using cognitive interviewing.
2. Update measures on existing survey instruments.
3. Conduct surveys of youth and young adult tobacco-use cessation behaviors using validated measures.

>> IMPLEMENTATION

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

1. Maintain and promote a menu of available, effective and appealing youth-tailored cessation tools, services, referral resources and interventions appropriate for a variety of settings.
2. Continue to increase the availability of school-based cessation services as part of the promotion of comprehensive, tobacco-free school policies.
3. Develop and evaluate appealing and effective counseling and medication quitline protocols customized to the needs of youth and young adults.

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YTCC Objectives for 2008-2010

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

1. Provide support for the adoption, diffusion, dissemination and promotion of existing and new, effective cessation interventions.
2. Establish referral resources to provide technical assistance and training.
3. Incorporate youth and young adult tobacco-use cessation strategies into existing community-based programs and services.
4. 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 as 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. 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.
2. Recruit community-based and professional organizations to raise awareness about the importance of youth tobacco-use cessation among their constituents and memberships.
3. Develop youth-targeted mass media cessation campaigns, particularly to capitalize on policy changes that increase quitting motivation, attempts and treatment demand (e.g., introduction of clean indoor air laws, tobacco tax increases, coverage benefits).

2 YTCC Objectives for 2008-2010

::GOAL 2: Increase demand for quitting and for evidence-based cessation treatment products and services among youth and young adults.

1. Develop and test innovations that increase the appeal, acceptability and use of proven cessation treatments for youth and young adults, using social marketing and consumer product design principles (similar to those recommended by the Consumer Demand Roundtable).
2. Conduct market research to design campaigns and promotions to reach and motivate youth and young adults to use evidence-based programs and services, including by addressing their common treatment misconceptions.
3. Market evidence-based programs and services to reach youth and young adults in a variety of settings.
4. Raise the awareness, understanding and promotion of quitline services for youth and young adults.

3 YTCC Products and Activities

YTCC's recent products and recent or ongoing activities are highlighted below.

:: AJPH THEME ISSUE



The *American Journal of Public Health (AJPH)* published a theme issue in August 2007 focused on young adult cessation. Sponsored by YTCC, this issue contains research articles that

address various issues related to cessation among this often overlooked population. The special issue focuses on the results of young adult tobacco cessation programs in recent years and highlights research identifying the hidden challenges to quitting.

To view the issue online, visit www.ajph.org/content/vol97/issue8.

Funded by RWJF, Legacy, NCI, CDC.

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:: 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 tobacco use, physical activity, healthy eating and obesity. The ultimate goal is to bring about changes in society that will help to

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substantially increase healthy youth behavior. Over 150 peer reviewed articles, book chapters, chartbooks, and other publications have resulted from Bridging the Gap's research to date. Funded by RWJF.

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:: THE FUTURE OF YOUTH TOBACCO CESSATION RESEARCH WORKSHOP

The "Future of Youth Tobacco Cessation Research Workshop" was held May 8-9, 2007 in Rockville, MD, to develop an agenda for the next generation of youth cessation research. The Workshop,

organized by NCI, NIDA and ACS, included four scientific sessions focused on translating basic research to future cessation approaches, methodological challenges, promising 21st century approaches and puzzling populations. A youth reaction panel with youth advocates was held at the end of the two-day meeting. The Workshop incorporated research from various disciplines and brought forth new insights and perspectives on directions for future research. Presentations can be viewed online at www.youthtobaccocessation.org.

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:: HELPING YOUNG SMOKERS QUIT (HYSQ)

This evaluation project (www.helpingyoungsmokersquit.org) focuses on identifying, surveying and evaluating existing youth cessation programs. Phase I



of this multiphase 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 were implemented to conduct longitudinal evaluations of 41 youth cessation programs across the country. This associative study assesses the program components, processes, and contextual factors that are associated with increased recruitment, retention and quit rates. Phase III, a sustainability study, implemented follow-up surveys of the programs found during Phase I and conducted snowball sampling of respondents to identify new programs in order to: (1) document and describe the Phase I programs still in operation; (2) identify factors associated with program discontinuation; and (3) identify and characterize youth smoking cessation programs that emerged since Phase I. The results of this three-phase initiative 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 project is currently developing 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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:: MONITORING THE FUTURE SURVEY (MTF)

The University of Michigan's Institute for Social Research has conducted the MTF series of annual, national surveys of secondary school students since 1975. This is an ongoing study of the behaviors, attitudes, and values of American secondary

3 YTCC Products and Activities

school students, college students and young adults. Each year, a total of approximately 50,000 8th, 10th and 12th-grade students are surveyed. In addition, annual follow-up questionnaires are mailed to a sample of each graduating class for a number of years after their initial participation. Among the many objectives, this survey measures national trends in smoking, drinking and illicit drug use among American youth. The MTF is funded by the National Institute on Drug Abuse. For more information, see www.monitoringthefuture.org.

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:: NATIONAL YOUTH SMOKING CESSATION SURVEY

This two-year longitudinal telephone survey, beginning in 2003, asked smokers aged 16 to 24 years at baseline about

their smoking cessation activity. Findings provide national estimates of quitting activity, help elucidate factors associated with the natural history of quitting among adolescents and young adults, and clarify preferences for different types of assisted quitting interventions among this age group. Several papers have been generated, and a public use file is available. 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 developed to provide the data needed to design, implement and evaluate comprehensive tobacco control programs at the state and national levels. NYTS is representative of middle school (grades 6-8) and high school (grades 9-12) students in the United States and provides information on many key tobacco-related intermediate and long-term indicators, allowing programs to measure progress toward state and national goals and objectives. Survey questions cover prevalence (cigarette, cigar, smokeless tobacco, pipe tobacco, bidi and kretek use); knowledge of and attitudes toward tobacco use and cessation; exposure to secondhand smoke; and influences that promote or discourage tobacco use, including tobacco-related messages delivered through advertising and mass media, enforcement of age restrictions in the sale of tobacco to minors, presence of school-based and community-based interventions, nicotine

dependence, interactions with health care providers, cessation attempts, and resources that aid cessation efforts. The NYTS was funded and conducted by the American Legacy Foundation during Fall 1999 and Spring 2000 and 2002, and funded and conducted by CDC in Spring 2004 and 2006. The most recent NYTS was conducted by the CDC during Spring 2009. For more information, see www.cdc.gov/tobacco/data_statistics/surveys/NYTS/index.htm.

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:: POLICY ENVIRONMENTAL SCAN AND ANALYSIS

YTCC conducted an environmental scan of eight search engines (e.g., CDC Smoking Health Resource Library, ERIC, Google Scholar, Helping Young Smokers Quit Project Database, Medscape, PsycINFO, PubMed, Social Sciences Index). Using

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three categories of search terms including all tobacco control policies recommended by *The Guide to Community Preventive Services*, the scan yielded 1171 discrete abstracts. Two reviewers analyzed each abstract to determine its relevance to the review. Less than twenty were specific to smoking cessation outcomes among youth and young adults, suggesting a considerable need for more studies, and for improved measurement of outcomes along the quitting continuum. Findings were presented at the National Conference on Tobacco or Health in October, 2007. The search is currently being updated, with a paper expected to be submitted in the fall 2009.

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:: STRATEGIES FOR REDUCING TOBACCO USE AMONG YOUNG ADULTS



YTCC developed and facilitated the “Strategies for Reducing Tobacco Use among Young Adults” workshop for

more than 25 state and local health department tobacco control managers, foundation representatives and other tobacco control organization representatives at the 2008 Summer Institute in Phoenix, AZ. The workshop focused on prevention and cessation strategies for reducing tobacco use among the young-adult population and covered the epidemiology and “psychographics” of young adult tobacco use, including high-risk populations, tobacco use disparities and diverse audience segments and cultures; methods used by the tobacco industry to target young adults; effective prevention and cessation strategies for this population; best practices for engaging young adults in tobacco control efforts; using online communications to reach and assist this population; and key outcome and program evaluation measures

for young adult audiences, both in college and not in college. The workshop also addressed specific segments of young adult smokers, such as non-daily smokers. A pre-workshop survey, small-group activities and large group discussions were used to make the workshop interactive.

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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 tobacco 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. For more information, see www.tern.org. Funded by RWJF.

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:: TRANSDISCIPLINARY TOBACCO USE RESEARCH CENTERS (TTURC) / PARTNERS INITIATIVE (PI)

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

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fostered among scientists across many disciplines to focus research on areas where there are gaps, including adolescent smoking. These centers have produced some interesting findings that relate to the mission of YTCC, including findings that relate to adolescent perceptions of self and self control; use of flavored cigarettes in older adolescent smokers; youth cessation program effectiveness; groups of adolescents that are most vulnerable to tobacco advertising; strategies for effective smoking prevention programs; the influence of Western tobacco advertising in other countries; support for pediatrician training in environmental tobacco smoke and parental smoking; associations between psychological factors and adolescent smoking; and longitudinal analysis of life stress, smoking and gender differences in adolescents. Funded by NCI, NIDA and NIAAA, with funding ending in 2009.

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:: YOUTH EDUCATION AND SOCIETY SURVEY (YES)

The Youth, Education & Society (YES) project, which began in 1997, is a nationwide study of American secondary schools and the students in them. A central purpose of the YES study is to measure, track and assess the importance of various aspects of the school environment – particularly programs, policies and practices – on student dietary and exercise habits, overweight, and tobacco and other drug use. YES is conducted by the Survey Research Center (SRC), part of the Institute for Social Research at the University of Michigan (Lloyd Johnston, Principal Investigator). It is one of two components of the RWJF Bridging the Gap initiative. For more information, see www.yesresearch.org. Funded by RWJF.

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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 to help those who are already 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. Since 1999, 46 states have conducted a YTS, usually at both the middle and high school levels.

Approximately 80,000 students participate in the YTS each year. Funded by individual states with support from the CDC.

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:: YouTube VIDEO TOBACCO CESSATION ANALYSIS

Recognizing the rising popularity of YouTube, particularly among youth, YTCC sought to examine the tobacco cessation content included in current YouTube videos. In January 2008, a search of YouTube was performed by relevance and view count using the search terms, "quit smoking," "stop smoking," and "smoking cessation." The analysis revealed that the majority of videos tagged as "stop smoking" or "quit smoking" addressed non- evidence based practices such as hypnosis, Swedish snus to quit smoking, scare tactics, and herbal supplements. For example, of the "stop smoking" videos by relevance, 61 cessation methods were mentioned but only 9 were clearly evidence-based practices. These

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findings were presented in a poster session at the 2009 National Conference on Tobacco or Health.

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:: YTHCC WEBSITE

The Youth Tobacco Cessation Collaborative website, www.youthtobaccocessation.org, provides information on research, survey, programs, services, publications, presentations and other resources and materials related to youth and young adult cessation. The website helps to promote YTHCC, its members and their work, and highlights the need for a greater focus in public health on youth and young adult tobacco cessation. For more information, see www.youthtobaccocessation.org.



Funded by YTHCC.

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Youth Tobacco Cessation Collaborative (YTCC) Members:

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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