



BE A TOBACCO FREE INFLUENCE: ADOLESCENT INTERVENTION AND CESSATION PROGRAM

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ABSTRACT

TIPS 2 QUIT Prevention Education Curriculum started as a pilot project to serve adolescents, age 14-17, cited by law enforcement for tobacco use on school campuses and adolescents identified as at-risk for tobacco use due to socioeconomic indicators. We focused on addressing tobacco use and other high-risk behaviors that lead to addiction. A second tier of cessation services Student Tobacco Addiction Treatment - (STAT!) for adolescents identified as tobacco users was incorporated along with cessation outreach for adult tobacco users living in households of participants.

Youth completing the TIPS 2 QUIT program report a significant change in perception of addiction. They report that they are less likely to initiate or continue tobacco use and high-risk behaviors, with 7.5% of all participants making a quit attempt.

In the initial year, we realized that intervening after the adolescent was caught using tobacco was too late for significant changes to the high-risk behaviors demonstrated by participants before and after leaving the program. Eighty percent reported an adult tobacco user in the home. An increase in referrals for adolescent tobacco users or youth at risk for use under the age of 14, helped us to understand that intervention needed to begin even sooner, so the age of entry was lowered to 11 years old.

We also realized that ongoing face-to-face cessation services for participants wanting to make a quit attempt was critical to success.

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INTRODUCTION

Be A Tobacco Free Influence is an innovative adolescent tobacco intervention and cessation program for adolescents ages 11-17 identified as at risk for tobacco use.

- Designed to prevent first initiation or encourage quit attempt.
- Includes targeted tobacco cessation services for adolescents: free treatment; group counseling; peer mentoring; behavior modifications, including stress management techniques.
- Held onsite at school campuses or organizational facilities that serve at-risk youth, such as: PACE Center for Girls, Boys & Girls Clubs, Faith Community, Juvenile Diversion Programs, Sheriff's Office, School District.
- Incorporates adult and youth mentors trained as peer counselors to serve as a bi-directional support system for participants.
- Curriculum aligns with Standards for Education (Florida) and CDC HECAT Standards.
- Offers tobacco education and cessation referrals for adult tobacco users in household to promote tobacco free social norms, protect adolescents from secondhand smoke exposure, and encourage quit attempts for adults in the household.



"(I liked) that people are working to help teens and adults quit smoking and also be there to show them what smoking can do to them" – Boys & Girls Club member, age 11

METHODS

Phase I: Tobacco intervention Program for Students: TIPS 2 QUIT Intervention Education Curriculum

- Participants referred by law enforcement, at-risk programs, school personnel, or self-referral.
- Utilizes educational model that teaches adolescents to choose not to use tobacco at all or encourages them to quit tobacco use.
- Each interactive module is designed to change attitudes towards tobacco products and tobacco addiction using weekly rotation of program materials administered consistently throughout the year at numerous locations.
- Each educational component is designed so an adolescent can enter the program at any point in the rotation.

Phase II: Student Tobacco Addiction Treatment - (STAT!): Face-to-face tobacco cessation program for adolescent tobacco users ages 11-17 who complete TIPS 2 QUIT

- Participants must complete TIPS 2 Quit intervention component before entering cessation services.
- Classes are group sessions to encourage support among friends and peers.
- Incorporates behavior modification strategies and teaches coping mechanisms to quit tobacco use.
- Trained youth peer counselors and adult mentors provide additional support to program participants.
- Adult household members, identified as being tobacco users, are provided available cessation services and must attend informational class to support program participation.

RESULTS

159 youth ages 11-17 completed program

32 tobacco users based on population data

12 (38%) converted to cessation

- Youth completing the program reported significant knowledge gained, making them less likely to initiate or continue tobacco use and other high-risk behaviors.
- 80% of participants reported being exposed to tobacco use by one or more adult tobacco users living in their home.
- Stress management was reported by cessation participants as the #1 reason for their tobacco use.
- 7.5% of all participants chose to convert to cessation services to make a quit attempt.

Name of Session	Question	% Gained (pre- to post-test)
Who's the Target?	Celebrities encourage youth tobacco use	31.2
Pick Your Poison	Smokeless tobacco delivers more nicotine than cigarettes	19.4
Big Manipulation	Smoking more deadly than WWII, AIDS, guns, car crashes, illegal drugs, & alcohol combined	19.8
Hacking Your Brain	Human brain continues to develop until the age of 25	15.4
Be Tobacco Free	Nicotine causes lasting brain changes and can lead to illegal drug use	19

DISCUSSION



"I think this program will really help me stop smoking. So far it is working" – PACE Center student, age 16

- Increase in requests to include adolescents under the age of 11 in this program supports the need to begin tobacco intervention as young as 9 years old.
- Youth reported they often get their tobacco products from someone else living in the home.
- Many youth, and some adults, are not aware that cigarillos (Black & Milds, etc.) and blunt wraps are made with tobacco.
- Youth electronic cigarette use is growing rapidly due to misinformation by the industry that these products are less harmful than traditional tobacco.



"I like that this program gave you multiple resources to get help if you use tobacco or know someone who uses it" – Boys & Girls Club member, age 13

CONCLUSIONS

- The "Be A Tobacco Free Influence" program is a very successful and impactful adolescent tobacco intervention and cessation program that shifts adolescents from the high-risk behavior of tobacco initiation or use by incorporating BOTH targeted educational intervention at age 11 or earlier AND on-site cessation treatment for program participants converting to a quit attempt.
- Another critical element to success is that youth have access to tobacco intervention services and cessation treatment within their own community. Holding program services on-site at school campuses or organizational facilities that serve at-risk youth is the most effective model to reach this target population and reduce transportation as a barrier.
- Identifying and addressing adult tobacco use in the home is also a key element in stopping program participant tendency to experiment with tobacco and to convert both adolescents and adult into cessation treatment.

By preventing tobacco use we are having an impact on preventing or delaying a host of other destructive behaviors among our young people.

REFERENCES

1. TIPS 2 QUIT pilot project funded by a CVS Health Community Grant in Bradford County, FL
2. Be A Tobacco Free Influence: TIPS 2 QUIT & STAT! is currently a project of the Marion County Hospital District, Marion County, FL.
3. Florida Youth Tobacco Survey 1998-2016



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