

# How Policy Affects Smoking Cessation Among Young Smokers: State of the Science

---

**Dianne C. Barker, MHS**  
**Barker Bi-Coastal Health Consultants, Inc.**

**National Conference on Tobacco or Health**  
**October 24, 2007**

# Youth Tobacco Cessation Collaborative

## ***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).***



# **Why Might Policy Affect Young Smokers' Quitting Behavior Differently Than Adults?**



# Young Smokers: Unique Smoking and Quitting Behaviors

- **Smoking Trajectory and Consumption**
  - Experimenters vs. regular smokers?
  - Occasional smokers vs. daily smokers?
- **Varying Sources of Cigarettes (e.g., stores, friends, parents)**
- **Intentions to Quit**
  - 62% want to quit soon at baseline, but 54% change intentions within six months of baseline
- **More likely to relapse and less likely to achieve long-term abstinence**
  - 22.9% 18-24 former smokers vs. 36.0% 25-44 yrs (NHIS)



# Young Smokers: Unique Lifestyles

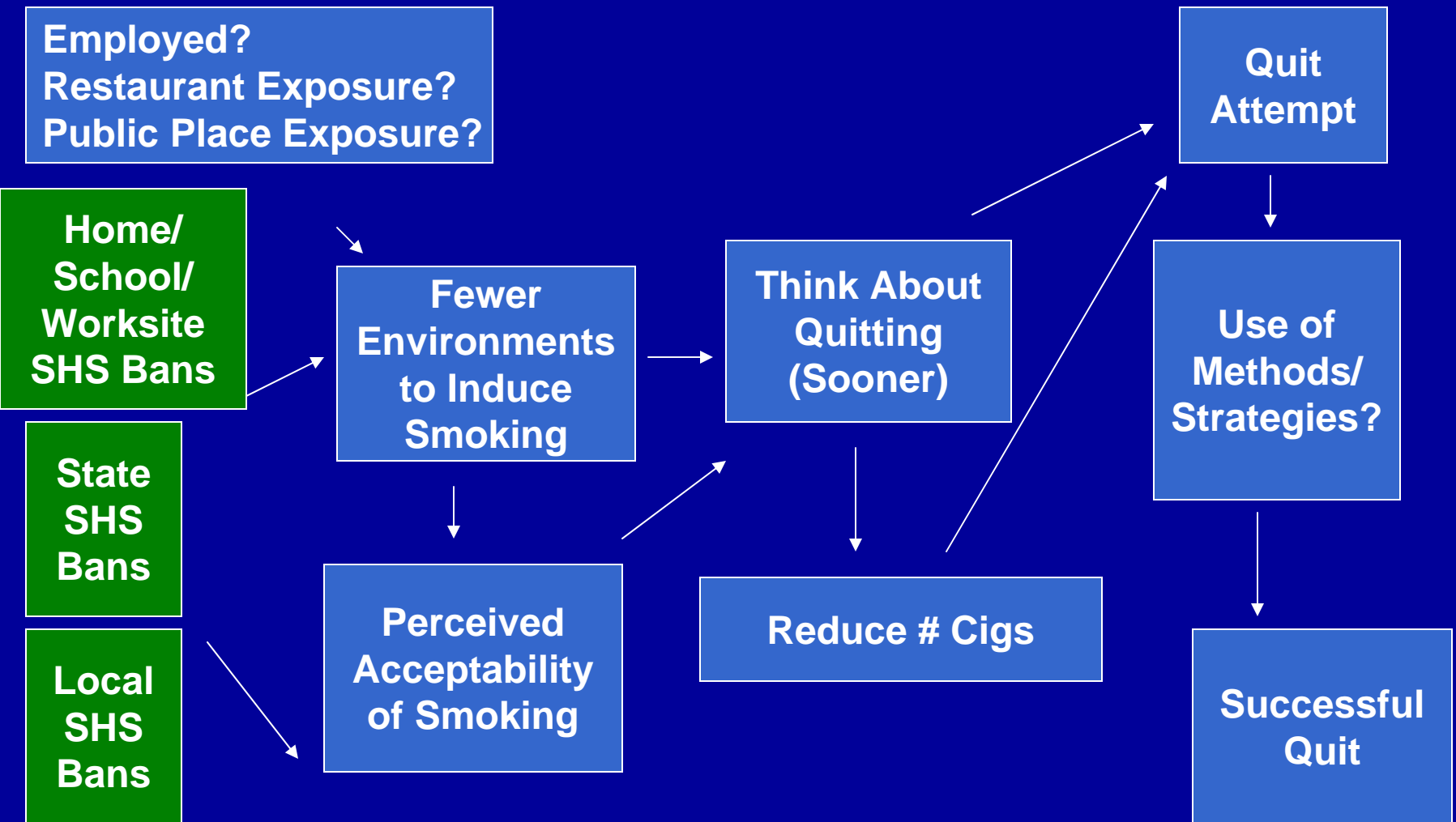
- **Transitions**
  - School to Work
    - 70% employed at baseline vs. 96% at 24-month follow-up
  - Marital Status
- **Transitory**
  - 39% own apartment/home at baseline
  - 41% changed geographic location in 2 years
- **Varying media influences**

**How Do We Expect Policy to Influence Quitting?**

# Conceptual Model of the International Tobacco Control Policy Evaluation Project



# SHS Conceptual Model



# State of the Science



# YTCC Literature Review

- Collaborative effort among YTCC members
  - Barker (BBHC), Backinger (NCI), Smith-Simone (RWJF), Malarcher (CDC), Doran (NCI), Arrazola (CDC)
- Methods
  - 8 search engines, 1169 abstracts
    - Search Terms---3 Categories
      - **Age:** Youth and Young Adults aged 12-24 years
      - **Policy:** Recommended by the Community Guide and Best Practices
      - **Quitting outcomes:** cigarette reduction, quit attempts, actual quits
    - Yield: **19** studies meeting criteria, all published 1994 or later
    - Added **4** studies since published/submitted
  - Compared with two previous reviews:
    - **Murphy-Hoefner, et. al., AJPM, 2005:** college students, institutional-level interventions n=4 studies 1980-2003, yield 0 additional studies
    - **Bader, Skinner & Travis, AJPH, 2007:** young adults 18-24 yrs, environmental influences n =11 studies, 1990-2006, yield 1 additional study

# CTCRI Young Adult Focus Groups

- 6 focus groups, 18-24 year olds
  - 4 mainly employed, 2 mainly unemployed
  - N=53
- Policy Questions:
  - What is your experience?
  - What are the benefits of this approach?
  - What are your concerns of this approach?
  - Would you (or other young adults) consider this approach if you wanted to quit smoking?

# Lit Review

- Please contact Dianne Barker at [dcbarker@earthlink.net](mailto:dcbarker@earthlink.net) if you would like these slides

# Issues for Future Studies

- **Measure policy environment**
  - Home Bans
  - Product-related policies
  - SHS: local influences; enforcement; magnitude; exposure
  - Media: influence on consumer demand
- **Disaggregate age data and report on young smokers' outcomes**
- **Examine intermediate outcomes (quitting intentions; quit attempts; cigarette reduction) and length of successful quit**
- **Examine differences in smoking behavior, SES, lifestyle**

# Implications for Practice?

- **Too few studies for decisive action**
  - Media, price, full SHS bans appear promising
  - Consider home bans as part of treatment protocol?
- **So....fair to assume... “multiple, integrated strategies are needed for maximum effectiveness.”** (Bader, Travis & Skinner, AJPH, 2007)

# Acknowledgements

- **A big thank you to: Cindy Tworek (WVU)**
- **Co-authors:**
  - Cathy Backinger and Kelly Doran (NCI)
  - Stephanie Smith-Simone (RWJF-Children's Hospital in Philly)
  - Ann Malarcher and Rene Arrazola (CDC)
- **Conceptual Thinking:**
  - Geoffrey Fong (UWaterloo) and Gary Giovino (SUNY-BU)
- **Support from:**
  - YTCC members
  - Robert Wood Johnson Foundation