

# Youth Tobacco Cessation Collaborative

:: 2007 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.

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.**

YTCC members have made considerable progress toward this goal.

For example, YTCC members:

- Conducted an **environmental scan and analysis** of existing information on policies that affect youth tobacco use cessation.
- Published the "**Measures Guide for Youth Tobacco Research,**" a resource for anyone conducting research on youth tobacco use or intervening with adolescent tobacco users.
- Developed "**Youth Tobacco Cessation: A Guide for Making Informed Decisions,**" which identifies best practices for the implementation of cessation interventions for youth and young adults.

- Created "**Indicators and Measurement Items for Outcome Evaluation of Youth Smoking Cessation Interventions,**" which identifies criteria for measuring the effectiveness of existing cessation interventions.
- 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.

Additionally, an updated review of the evidence of the efficacy of pharmacological and behavioral interventions for youth, pregnant teens and young adult smokers was conducted, and many state quitlines began to offer counseling and other services to youth who are trying to 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

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

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

# 2 YTCC Objectives for 2008-2010

The following are the two-year objectives adopted by 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.

# 2 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 all stages of treatment research, from intervention development through program and services evaluation.
2. Continue to evaluate the 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.

# 2

## 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 Accomplishments

## Products and Publications

YTCC members have developed several products and publications, highlighted below, that help address youth and young adult cessation needs, as identified in the *National Blueprint*.

### :: 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 newly published 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.

#### FIND OUT MORE:

To view the issue online, visit  
[www.ajph.org/content/vol97/issue8](http://www.ajph.org/content/vol97/issue8)

FUNDED BY: RWJF, Legacy, NCI, CDC

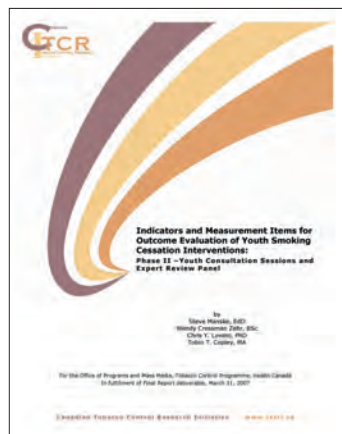
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### :: INDICATORS FOR THE EVALUATION OF YOUTH CESSATION PROGRAMS REPORT

As part of a process for identifying, selecting and facilitating the adoption of standardized indicators for outcome evaluation of youth cessation interventions, the Canadian Tobacco Control Research Initiative (CTCRI), in collaboration with Health Canada and Public Health Research Group of University of Waterloo, developed and published the background paper "Identifying Outcome Indicators and Measurement Items for Evaluating Youth Smoking Cessation Intervention Programs: Background Paper" (2006). This report was reviewed by researchers, practitioners and youth, which resulted in a successive publication, "Indicators and Measurement Items for Outcome Evaluation of Youth Smoking Cessation Interventions: Phase II - Youth Consultation Sessions and Expert Review Panel" (2007).



#### FIND OUT MORE:

These resources are available in both English and French on the CTCRI website, [www.ctcri.ca](http://www.ctcri.ca).

FUNDED BY: Health Canada

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## :: YOUTH TOBACCO CESSATION GUIDE

“Youth Tobacco Cessation: A Guide for Making Informed Decisions” was published in the fall of 2004 and is intended to help organizations who serve youth decide whether to undertake youth tobacco-use cessation as a specific tobacco-control activity. 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 that your youth organization serves, provides key elements of an intervention plan, and describes how to evaluate whether your intervention is effective.

### FIND OUT MORE:

The document is available on the CDC website, [www.cdc.gov/tobacco/quit\\_smoking/cessation/YouthTobacco.htm](http://www.cdc.gov/tobacco/quit_smoking/cessation/YouthTobacco.htm).

The Canadian Tobacco Control Research Initiative (CTCRI) translated the guide into French. *La cessation tabagique chez les jeunes : un guide pour prendre des décisions éclairées* is available at [www.ctcri.ca](http://www.ctcri.ca).

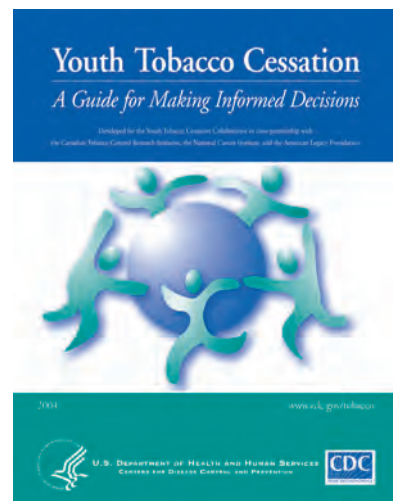
FUNDED BY: CDC, CTCRI, Legacy, NCI

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# 3 YTCC Accomplishments

## Products and Publications

### :: YTCC WEBSITE

The Youth Tobacco Cessation Collaborative website, [www.youthtobacco cessation.org](http://www.youthtobacco cessation.org), provides information on research, surveys, programs, services, publications, presentations and other resources and materials related to youth and young adult cessation. The website helps to promote YTCC, its members and their work, and highlights the need for a greater focus in public health on youth and young adult tobacco cessation.

FIND OUT MORE:

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

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# YTCC Accomplishments

## Projects and Activities

YTCC members have successfully worked to collectively address many of the needs identified in the *National Blueprint*. The accomplishments highlighted here illustrate some of the progress that has been made through specific projects and activities, some of which are ongoing.

### :: 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, illicit drug use, physical activity, healthy eating and obesity. The ultimate goal is to bring about changes in society that will help to substantially increase healthy youth behavior. Over 100 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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### :: HELPING YOUNG SMOKERS QUIT (HYSQ)

This evaluation project ([www.helpingyoungsmokersquit.org](http://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 are being implemented to conduct longitudinal evaluations of 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, will resurvey programs found during Phase I and conduct 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



fills 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, currently in Phase II, 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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**:: 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. This is an ongoing study of the behaviors, attitudes, and values of American secondary 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 Monitoring the Future Study is conducted at the University of Michigan and funded by the National Institute of Drug Abuse. For more information, see [www.monitoringthefuture.org/](http://www.monitoringthefuture.org/).

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 alcohol, tobacco and other drug use, as well as on their dietary and exercise habits. YES is conducted by the Survey Research Center (SRC), part of the Institute for Social Research at the University of Michigan. For more information, see [www.yesresearch.org/](http://www.yesresearch.org/).  
*Funded by RWJF.*

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# 4 YTCC Accomplishments

## Projects and Activities

### :: NATIONAL PARTNERSHIP FOR SMOKE-FREE FAMILIES



The National Partnership for Smoke-Free Families is a coalition of diverse organizations that have joined forces to improve the health of this and future generations by promoting policies and resources known to help families become and remain tobacco-free. Through a nationwide effort to reach women, providers and communities, the National Partnership hopes to ensure that every family will live in a tobacco-free environment. For more information, see [www.smokefreefamilies.org](http://www.smokefreefamilies.org). *Originally funded by RWJF, the Partnership is transitioning into a non-profit organization.*

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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 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. The survey began in July 2003, and findings were released in July 2006. *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 next NYTS will be conducted by CDC during Spring 2009. For more information, see [www.cdc.gov/tobacco/data\\_statistics/surveys/NYTS/index.htm](http://www.cdc.gov/tobacco/data_statistics/surveys/NYTS/index.htm).

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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](http://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 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; 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; and support for pediatrician training in environmental tobacco smoke and parental smoking. *Funded by NCI, NIDA and NIAAA.*

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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, 47 states have conducted a YTS, usually at both the middle and high school levels. *Funded by CDC.*

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

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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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