

# *Helping* **Young** **Smokers** *Quit*

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Identifying Best Practices for Tobacco Cessation

## **Relationship between Community Support for Youth Tobacco Cessation and the Availability of Youth Smoking Cessation Programs**

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# TODAY'S GOALS

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- Describe the availability of community-based youth smoking cessation programs.
- Analyze community-level factors associated with program availability and describe modeling challenges
- Discuss policy and advocacy strategies to support and enhance program availability

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# HYSQ Team

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## UIC Institute for Health Research & Policy

- Sue Curry, Sherry Emery, Amy Sporer, Mike Berbaum, Dick Campbell, Brian Flay, Jungwa Lee, Robin Mermelstein, Oksana Pugach, Eisuke Segawa, Dick Warnecke

## UIC Survey Research Laboratory

- Tim Johnson, Jennifer Parsons, Lori Harmon, Linda Owens

## RTI International

- Lisa Hund, Paul Mowery (formerly)

## Westat

- Charles Carusi, Kristie Taylor

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# Helping Young Smokers Quit:

## Identifying Best Practices for Tobacco Cessation

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- Multi-year, Three-Phase Initiative
- Funded by Robert Wood Johnson Foundation, National Cancer Institute, Centers for Disease Control and Prevention
- Based at University of Illinois at Chicago

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# HYSQ Mission and Activities

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- Overall Mission:
  - Accelerate knowledge about effective interventions for youth tobacco cessation
- Activities
  - Phase I: National survey of programs
  - Phase II: Program evaluations
  - Phase III: Sustainability survey
  - Synthesis of ‘best practices’ in cessation programming
  - Self-evaluation tool-kit

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# Phase I National Survey

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- Identify national sample of existing cessation resources for youth
  - Snowball key informant surveys in 408 selected US counties to identify programs
- Profile programs
  - Telephone interviews with program administrators

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# Definition of Youth Tobacco Cessation Program

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- Tobacco cessation recognized component of TX program
- Provides direct services to youth aged 12-24
- At least 50% of program participants are aged 12-24
- Program is not part of research initiative
- Program in operation for at least 6 months

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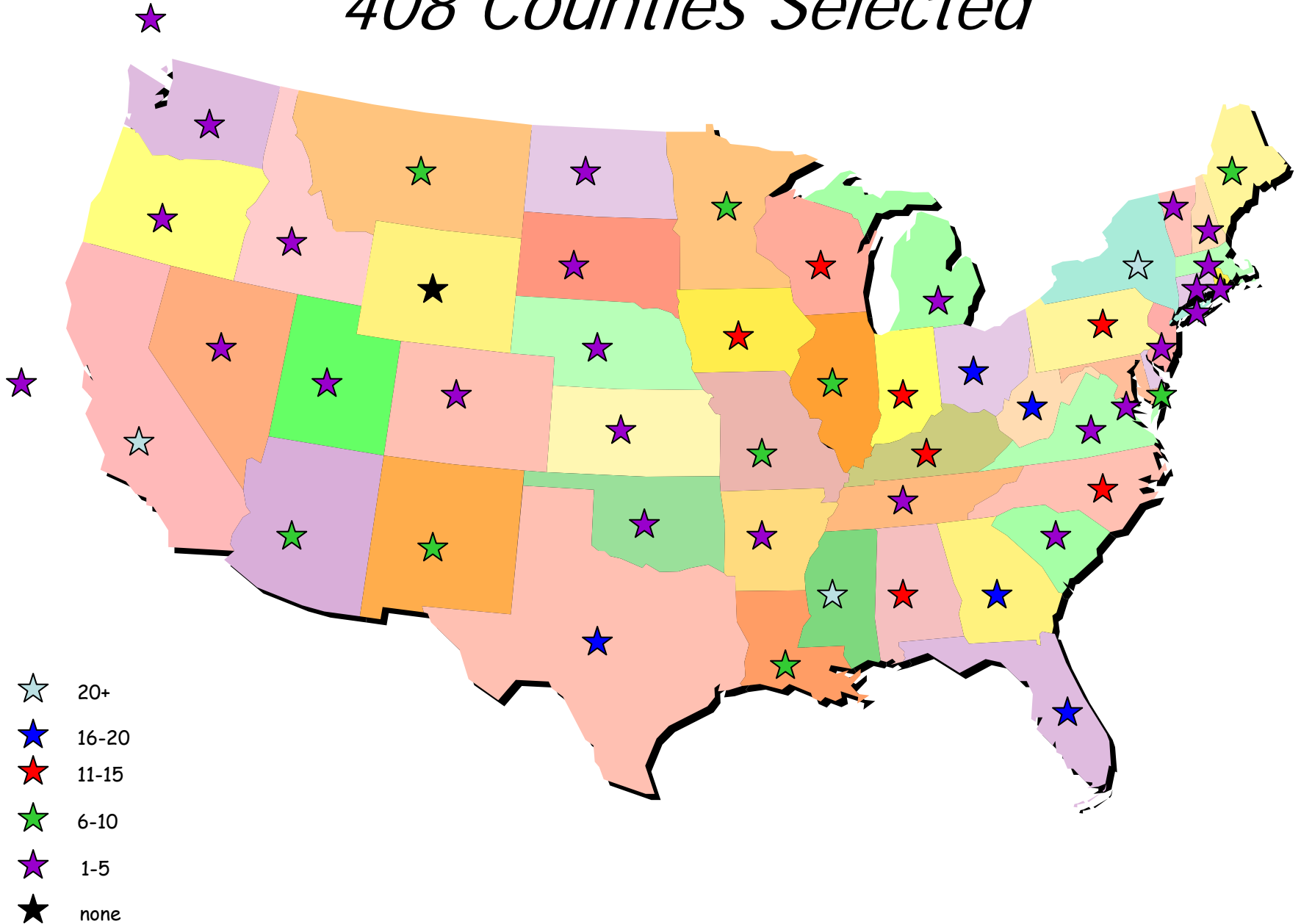
# Sampling Methodology

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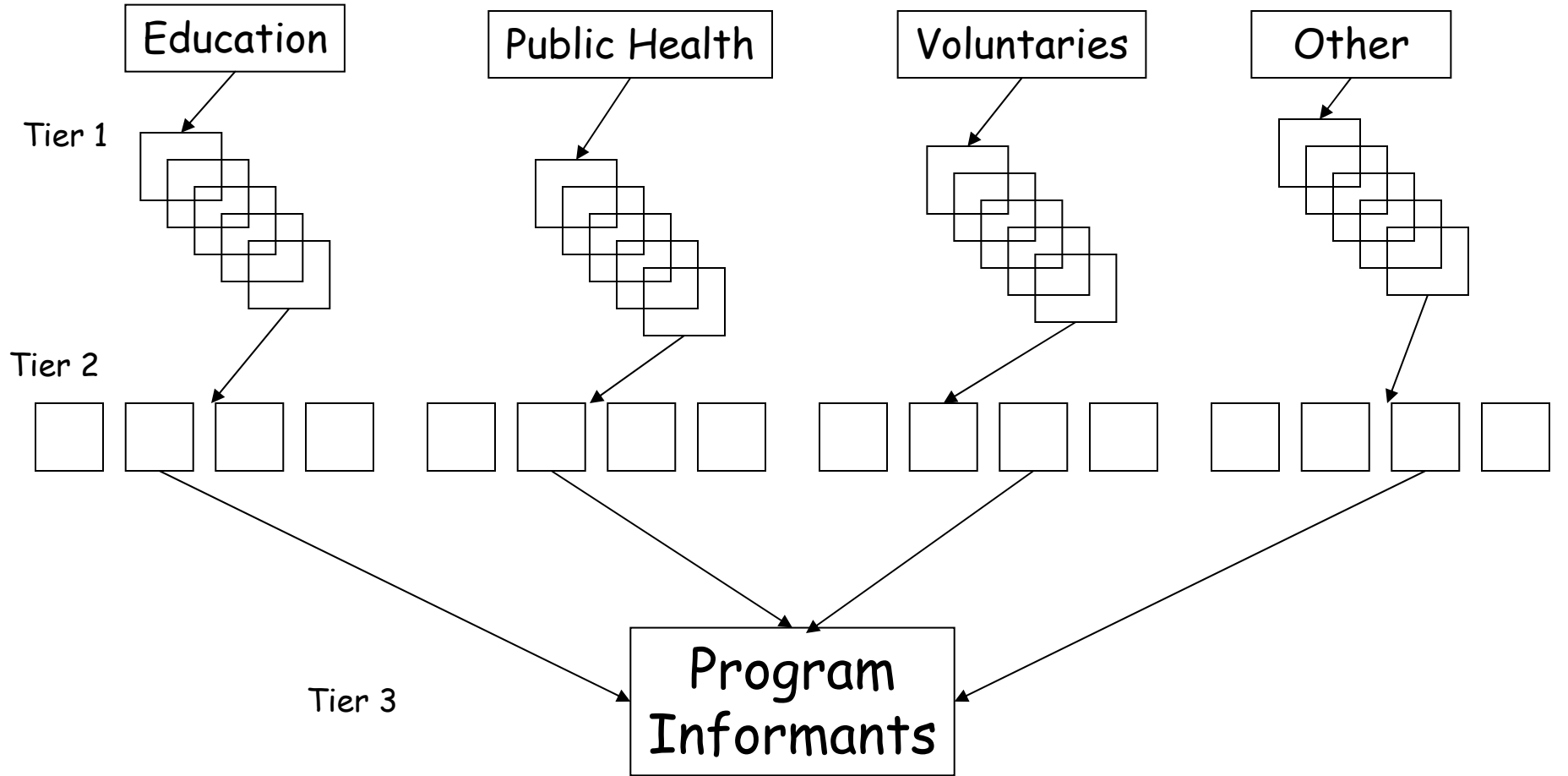
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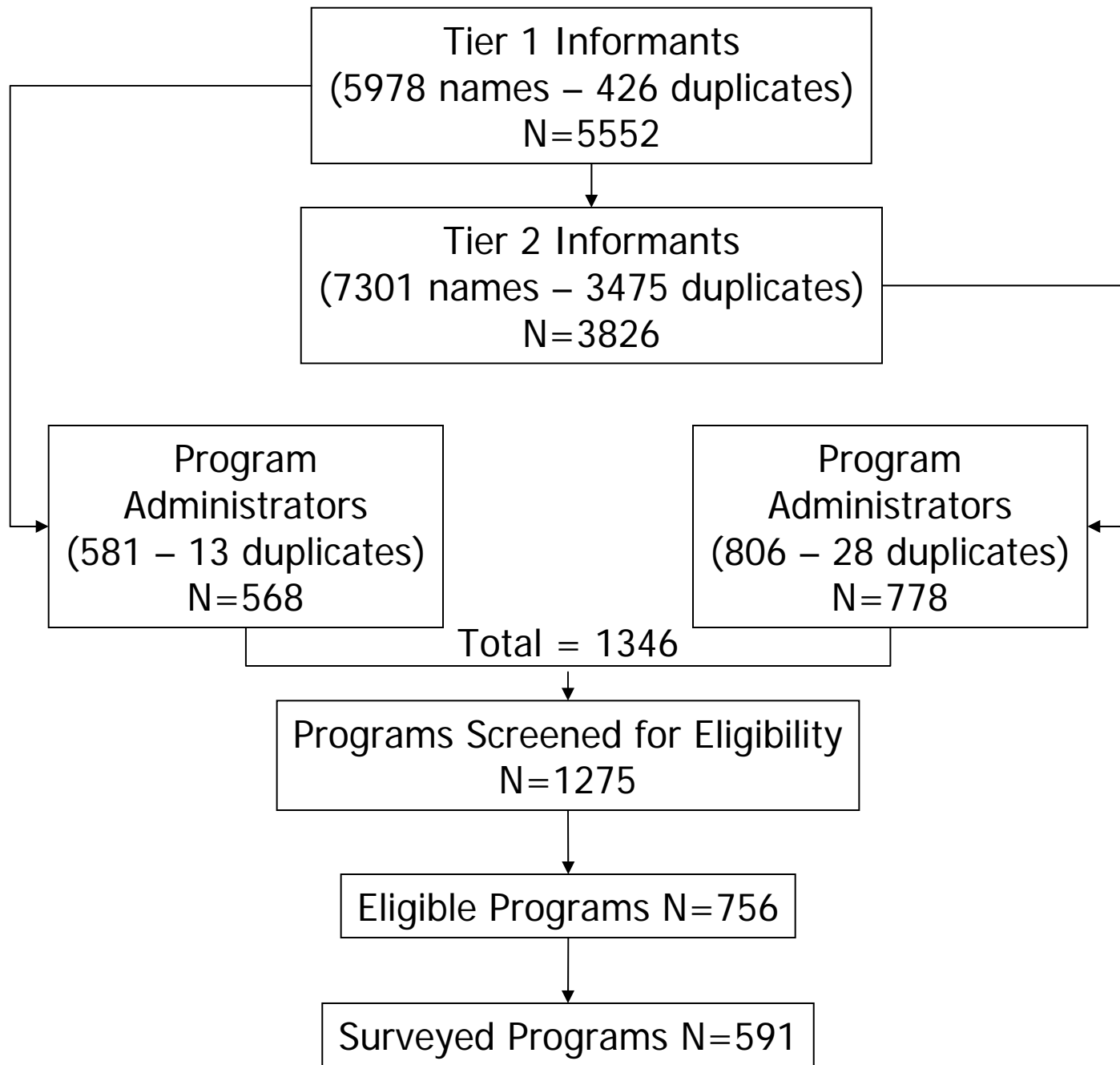
- Sample counties or groups of contiguous counties with probability proportional to size
- Size measure based on youth population (12-24 yrs)
- Counties stratified based on:
  - Urban or rural
  - % below poverty level
  - State investment in tobacco control (high, medium, low)

# *408 Counties Selected*



# Community Sectors





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# Community Context Questions:

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Asked of every key informant identified (n= 10,724;  
6515 answered both questions below)

- “Thinking about tobacco use among youth, how would you rank it as a priority concern in your community, where 1 is lowest and 10 is the highest priority?”
- “Overall, how much of a priority would you say that the leaders in your community place on youth tobacco cessation? Would you say it’s a high priority, somewhat of a priority, or not a priority at all for your community leaders?”

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# What factors did we think might be associated with program availability?

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- State level
  - Tobacco control expenditures
  - Community context
  - Smoking prevalence
- County level
  - Youth population (number 10-24 year olds per 1000 population)
  - Number of Key Informants
  - Community context
  - Socioeconomic status
  - Urban/rural

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# Program Availability: the punch line

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- 591 Programs identified and profiled
- 62% of counties had one or more programs
- Program availability is associated with
  - Size of youth population
  - State tobacco control expenditures
  - Community Context

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# A simple question turned into a complex model

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- Four levels of data
- Unbalanced structure
  - Item
  - Key informant (n=1-123)
  - County (n=1-33)
  - State (n=49)
- Measuring latent variables (community context)

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# Statistical Method

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- GLAMM with WinBUGS modification
  - Hierarchical Modeling: good with unbalanced structure; not great with measurement/latent variables)
  - SEM: good with measurement/latent variables; not great with unbalanced structure
  - GLAMM: good with measurement/latent variables and unbalanced structure; cannot accommodate random effects of latent variables.

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# Lessons from modeling

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Results were different when data structure was not taken into account

- Community Context variable did not hang together in simple models
- Even individual items were not associated with program availability

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## Lessons from research

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- Programs available in nearly 2/3 of counties
- Tobacco control expenditures positively associated with program availability
- Community context: what leaders think about priority of youth tobacco use matters