



Conquering Teen Tobacco Addiction

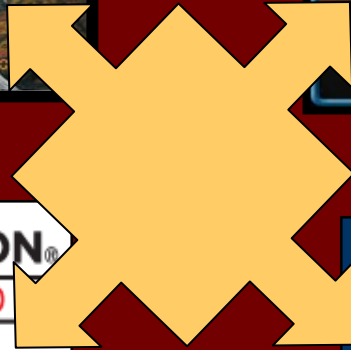
A Brief Story of the
Not On Tobacco

Teen Smoking Cessation Program

Responding to the healthcare needs of WV, our community

- Not-on-Tobacco is a stellar example of an academic/community partnership that continually serves the needs of the state.
- Almost 10 years ago, faculty from our CDC-funded Prevention Research Center listened to concerns from state and community leaders about the critical problem of teen smoking. At the time, almost half of WV's teens smoked cigarettes. There was a public cry for help.
- The WVU Prevention Research Center responded to this concern by developing the Not-On-Tobacco Teen Smoking Cessation Program.

N-O-T Development Process: A Collaborative, Participatory Approach



Working together with the community

- Researchers collaborated with West Virginia teachers and students, parents, community leaders, the American Lung Association, WV Department of Education to develop this state-of-the-art program.



- Designed for 14-19 year-old adolescents who are regular smokers (average ≥ 5 cigarettes a day) and who want to quit smoking.
- Is a voluntary smoking cessation program.
- Includes 10 hour-long weekly sessions, delivered to males and females separately by same gender facilitators.
- Uses a prescribed facilitator curriculum and a standardized training protocol.



- Includes a mental health referral protocol.
- Utilizes selected, trained facilitators.
- Promotes a total health approach.

Goals include:

- quit smoking
- reduce the number of cigarettes by non-quitters
- increase healthy behaviors in nutrition and physical activity
- improve life skills such as stress management, coping, decision-making, communication, and interpersonal skills

Curriculum Topics

- Reasons for smoking and reasons for quitting

- Smoking history

- Nicotine addiction

- Physical, psychological, and social effects of smoking

- Preparing to quit

- Physical, psychological, and social aspects of quitting and withdrawal

- Managing the quitting process

- Stress management

- Dealing with family and peer pressure

- Volunteerism

- Recognizing social and media ploys

- Accessing and maintaining social support



Program Impacts

Has it made a difference?

Research Conclusion

Youth who participated in the N-O-T program have consistently shown positive smoking behavior change. These results suggest that N-O-T is an effective teen smoking cessation option.



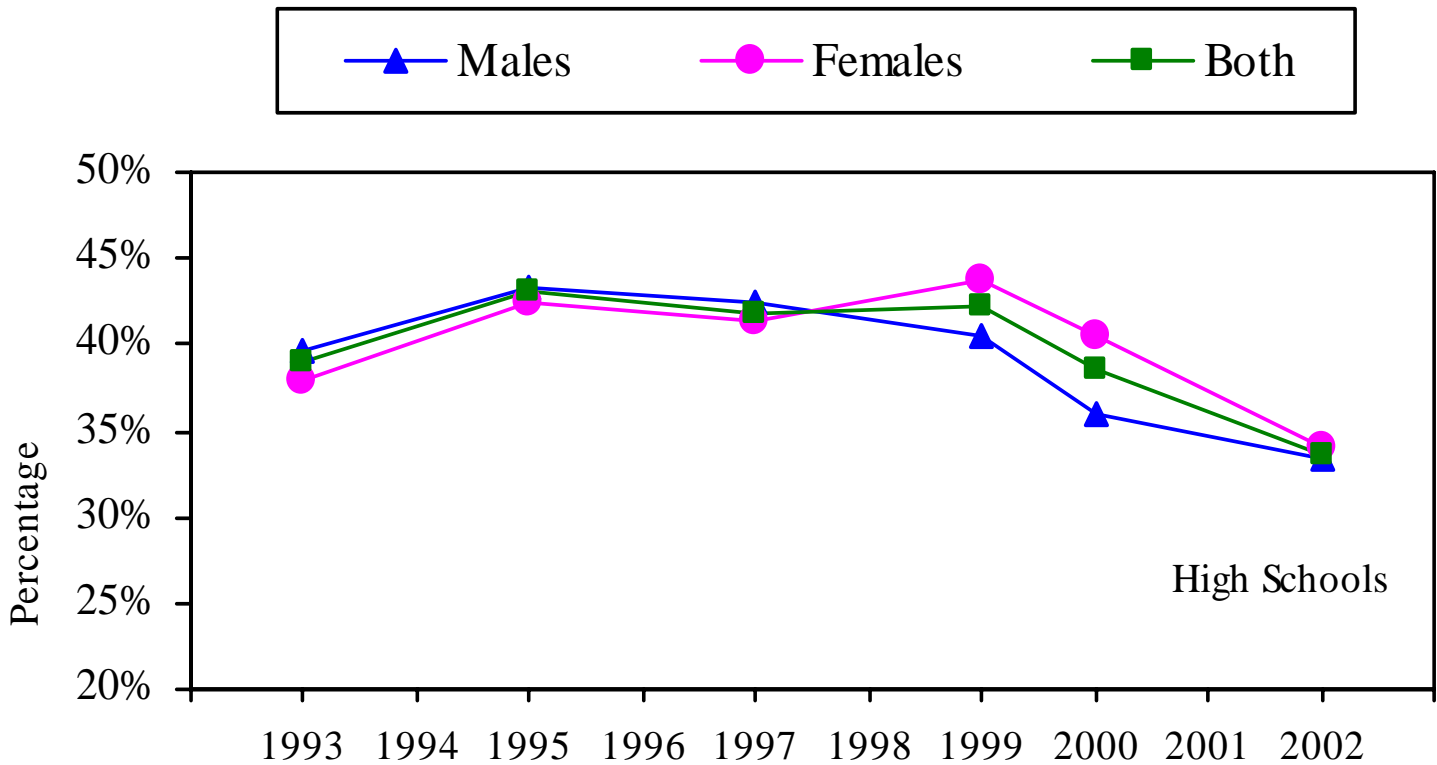
Quick facts

- Between 1998-2005, Not-on-Tobacco reached over 100,000 teens nationwide in 48 states.
- Extensive research shows that about 1 in 5 quit smoking. Most reduce.
- N-O-T has been translated into Spanish.
- An American Indian version is being evaluated.

Quick facts in WV...

- Since the widespread implementation of the school anti tobacco policy and N-O-T cessation programming in 1998, WV has seen a 20.1% drop in youth smoking.
- To illustrate, the teen smoking rate in WV has dropped from 43% to 27% in the past 7 years.
- N-O-T is available in almost every high school in WV and many community centers.
- Over 700 N-O-T facilitators have been trained in WV.

Historical reductions in smoking among WV youth



When Service to the State becomes Service to the Nation...

- N-O-T has been proven so successful that several federal agencies have named it as a model program, including the *Centers for Disease Control, National Cancer Institute, Substance Abuse and Mental Health Services Administration, US Office of Juvenile Justice and Delinquency Prevention, and President Bush's Helping America's Youth Initiative.*
- WV people take great pride in the N-O-T program and the fact that what started in our own back yard has made a difference in the lives of teens across the US. As voiced by one of the N-O-T community leaders: "Why shouldn't we want to help others; we are our brother's keeper"

Testimonials from the community...



- START N-0-T psa