

# Hard to Reach Young Adults in the Workforce

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## Overview of the presentation



- Description of the research project
  - Rationale
  - Methods
- Overview of findings
  - Quit experiences
  - Cessation preferences
- Next steps

## Description of the research project

### Purpose:

To further ADHS/TEPP's understanding of working young adult smokers who are in the workforce in Arizona in order to inform TEPP-funded prevention and cessation efforts.



## Rationale: Why focus on *working* young adults?



- They have higher prevalence than college students (28.5% vs. 18.9% in 2002 ATS)
- There are more of them!
  - Almost 2/3 of young adult smokers in Arizona are in the workforce. While it is convenient to target college students because they are a captive audience situated in a structured environment, workplace interventions will have a greater impact on overall smoking prevalence among young adults.
- They have the lowest utilization rates for cessation services.

Eisenberg and Salti (2004). *Arizona Young Adults: A Review for Planning Tobacco Interventions*

## Methods



- 2005 ATS update
- WYASS: Exploratory research – qualitative data
  - Recruitment
    - AZHL, Local Projects recruited from worksites
    - Former ASH clients
    - "proactive referral"
    - Incentive
    - Recruitment issues
  - Structured, open-ended telephone interviews
  - CATI in English and Spanish
  - ASH hosted the callers.

## WYASS Interview content

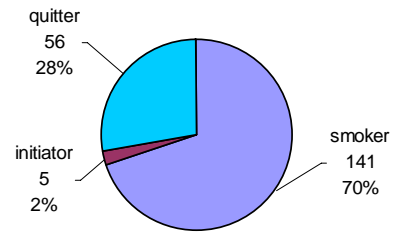


- Tobacco use uptake and history
- Current level of use, Fagerstrom, stage of change
- Contexts that trigger smoking
- Cessation history
- Knowledge of cessation resources
- Cessation program preferences
- Demographic and descriptive information, including alcohol and internet use
- ASH experience (former ASH clients only)

## WYASS Sample

- **202** 18-29 year old current or former smokers who work at least 30 hours per week.
  - Average age: 23.8 years
  - Percent male: 47.0%
  - Percent white: 58.9%
  - Percent Hispanic: 21.8%
  - Percent coupled: 56.9%
  - Percent urban: 76.2%
  - Percent insured: 70.1%

## WYASS Smoking Status



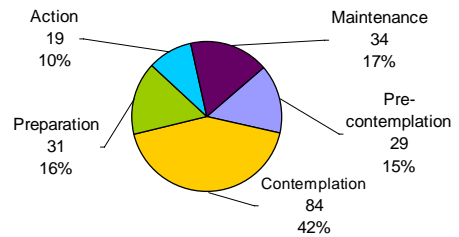
## Focusing on working young adults makes sense.

- 2005 smoking prevalence (ATS)
  - Students 17.9%
  - Working 29.4%

## Young adult smokers want to quit.

- ATS: significantly more young adults made quit attempts in the previous 12 months (53%) than older adults (44%)
- WYASS: 2/3 made a quit attempt in the previous 12 months

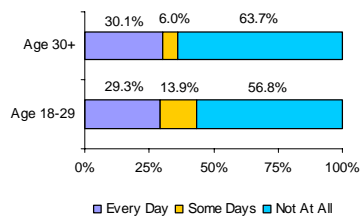
## Stage of Change WYASS



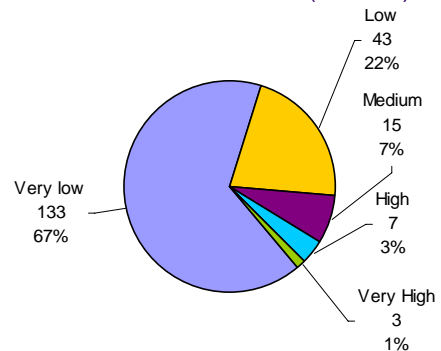
## Addiction levels are not high...

- Average number of smokes per day
  - ATS: 12.15
  - WYASS: 10.71

- Frequency ATS:



## Level of Addiction (WYASS)

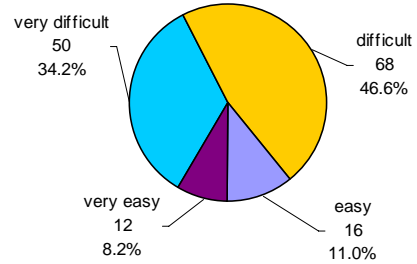


...but they need help.

WYASS

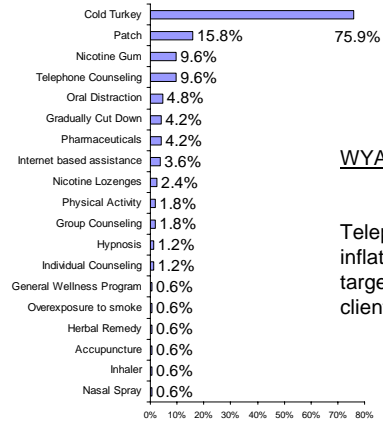
- 69.9% made a failed quit attempt in the past 12 months.
- 66.4% of those who had ever made a "serious quit attempt" were still smoking.

WYASS: Quitting is hard!



They do not use existing cessation resources

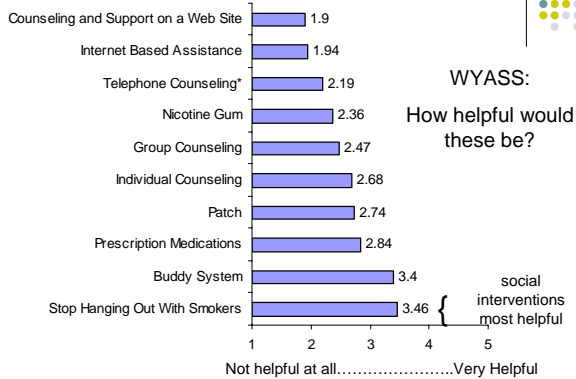
- ATS: most frequently used modality was "self help materials" (10.2%)
- WYASS: 62.7% who tried to quit in the past 12 months utilized no assistance; less than 3% had used any type of counseling.



WYASS findings

Telephone counseling is inflated because we targeted former ASH clients specifically.

The do not rate existing approaches highly



They are not well served in the health care system

WYASS:

- 10.1% have coverage for cessation pharmaceuticals
- 72.3% saw a health care provider in the past year
- 76.9% were asked if they smoke
- 35.0% were advised to quit

## Findings Summary



Focusing on working young adults makes sense.

Young adult smokers want to quit.

Their addiction levels are not high...

...but they do need help.

They do not utilize existing cessation resources.

They do not rate existing approaches highly.

They are not well served in the health care system.

## So what do they want? We tested:



- Teams/buddies competing with other teams to win prizes:
- Individual counseling with a reward
- X-Pack (quit pack that looks like a cigarette pack)
- Smokefree laws
- Internet based
  - Informational websites, websites with encouraging messages, links to other websites, chat rooms
- Text/email messages.

## They told us:



- **Team/buddy/individual:** substantial support for each approach.
- **Competition:** motivates some, others find it childish or insulting.
- **Incentives:** motivates some, others opposed. If used, there should be a way to verify quit status.
- **Promotional items:** should fit in a pocket or purse but *not* look like a cigarette pack. Should be able to personalize it.
- **Website:** almost 1/3 do not use the internet! Some who use it like the idea, some don't.
- **Messaging:** Some prefer text, others prefer email; some want encouragement, others want benefits of quitting, reminders, tracking number of days. Cost of text messaging is problematic.
- **Smokefree laws:** highest disapproval 34%.

## One size does *not* fit all!



- Considerable variation in preferences
  - *Not* by gender or ethnicity!
- Results suggest a menu approach
- Training buddies/team members to provide support should be included.
- NRT for all!
- Next steps recommendation:
  - Prioritize focus on this population (TEPP strategic planning process)
  - Plan and test a comprehensive intervention in 1 county
  - Conduct a focused, in-depth formative process and outcome evaluation
  - Refine the program and expand to other counties.

## And thanks to...



- ASH: for hosting us in their worksite
- AzHL and LPs for recruiting in worksites
  - Special thanks to Debbie Reynolds (MCTUPP) for referring the most people!
- Our telephone interviewers: Cassandra Peponis and Kate McInnis
- TEPP staff for their support and flexibility

## Questions?



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