

STEPP
State Tobacco Use Prevention Program

Hard to Reach Youth and Young Adult Populations: Colorado's Research and Programming

Coalition for Tobacco-Free Arizona Fifth Annual Conference:
September 5-6, 2007
Phoenix, AZ

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Amendment 35 – The Tobacco Tax

Tobacco Tax Funding

- Passed by voters in November 2004; implemented in July 2005
- Raised tax by \$0.64 per pack
- \$180 M per year for health-related purposes
- 16% dedicated to tobacco prevention and control
 - Calculates to approximately \$24 M per year
 - A majority of the funds are designated for programs serving youth and young adults

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Colorado Prevalence

Youth

- 2000 – 18.2% (YTS – baseline)
- 2006 – xx.x% (Youth TABS)

Adult

- 2001 – 19.7% (Adult TABS - baseline)
- 2005 – 17.3% (Adult TABS)

Young Adult

- 2001 – 30.3% (Adult TABS - baseline)
- 2005 – 24.5% (Adult TABS)

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Program Overview

Youth and Young Adults

Target Populations

- Youth, young adults, parents of elementary-aged children
- Disparate populations within the target population

Program Focus

- Prevention, cessation, SHS, disparities, policy

Program Delivery

- Statewide contractors (lead agency model)
- School-based and community-based
- Media
- Local Public Health Agencies (LPHA)

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Youth and Young Adult Initiatives

Initiatives and Funding Levels, 2007-08

School-based:

- K-12 Tobacco Prevention Initiative - \$2.1 M
- Youth Smoking Cessation Initiative - \$375,000
- Collegiate Tobacco Prevention Initiative - \$800,000

Community-based:

- Youth Advocacy and Empowerment Initiative - \$700,000
- Tony Grampas Tobacco Initiative - \$3.2 M
- Youth Access/Merchant Compliance Initiative - \$375,000
- Youth Media - \$4.0 M

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Service & Target Audience Matrix

2007-08 Youth and Young Adult Initiatives

	AGES				
	0-4	5-10	11-14	15-18	18-24
K-12 Tobacco Prevention Initiative					
Youth Smoking Cessation Initiative					
Youth Advocacy and Empowerment Initiative					
Tony Grampas Tobacco Initiative					
Collegiate Tobacco Prevention Initiative					
Youth Access/Merchant Compliance Initiative					
Youth and Young Adult Media Campaign					
			Prevention =	SHS =	
			Cessation =	Policy =	

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Adult “Disparities”

Adult Populations Disparately Affected by Tobacco Use

As defined by Colorado legislation:

- Hispanic/Latino/a, African American, American Indian, Asian American/Pacific Islanders,
- Low SES, GLBT, substance users, mentally ill, disability, spit tobacco users

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Youth “Disparities”

Youth and Young Adult Populations Disparately Affected by Tobacco Use

All youth

Youth in **school-based settings**:

- alternative/non-traditional schools, schools with low graduation rates, GED programs, schools with low CSAP scores, youth at-risk for suspension and/or expulsion

Youth in **community-based settings**:

- CBOs serving disparately affected youth in community settings through the TTI program

Young Adults: straight-to-work populations, collegiate populations, employers, etc.

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“Gap” Research Commissioned

Addressing Specific “Gap” Populations

Elementary-aged Children

- Grades 1 – 5
- Parents of elementary-aged children

Disengaged/Disconnected Youth

- 14-18 years old, not engaged in school
- Youth attending & engaged in school, but still disparately-affected

Young Adults

- Collegians = 18-24 years old enrolled in college
- Straight to Work = 18-24 years old, not enrolled in college

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Elementary-aged Children Findings

Tobacco prevention programs should be **synergistic**:

- Create programs that are family-centered
- Build partnerships with schools
- Connect to broader community-based efforts

Programs should be **multi-faceted**:

- Address policy
- Strengthen education programming
- Incorporate media efforts
- Build on community-based components
- Target children either directly or indirectly

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Programmatic Recommendations

Parents Should be Targeted for Youth Tobacco Use Prevention

- Individual risk factors often have their antecedents in family dynamics/context
- Smoking prevention efforts need to target parents, parenting practices, and family processes, not just adolescents
 - Families need to be supported during the early childhood period with education, skill building and ongoing support
- Supporting parents in cessation is critical
 - To support their own health behaviors and to prevent the perpetuation of smoking across generations

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Secondhand Smoke campaign



What if the steps you're taking to protect your kids aren't actually protecting them?

Even when you open a window, turn on a fan, or get out another room, smoking inside your home or in enclosed areas greatly increases the amount of nicotine, tar, carbon monoxide, and other harmful chemicals that your kids breathe in. It's not just about the smoke, it's about the chemicals.

Learn more about the One Step and the Four Myths that keep parents from seeing it all. www.itsnotjustaboutthesmoke.com

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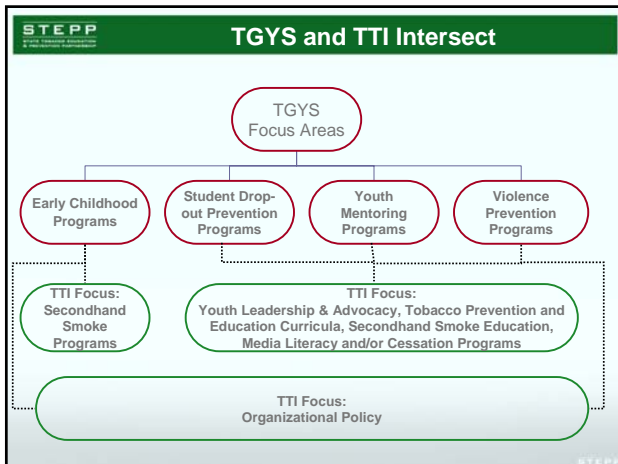
STEPP “Gap” Research Commissioned

Literature review, program review & market research:

Risk and Protective Factor Model looking at family, individual, school and community domains

“Assessing the Evidence Regarding the Impact of Risk and Protective Factors on the Prevention of Tobacco Use Among Youth”

Baseline research to guide and provide a framework for the TTI Program



STEPP Disconnected/Disengaged Youth

Who Are They? Where Are They?

- Homeless youth or quasi-homeless (e.g. couch-hoppers, youth living in motels, youth who as a group rent a room together until they run out of money, etc.)
- Youth in alternative schools
- Youth in GED classes
- Youth who have been expelled
- Gay youth (due to being marginalized by others at school)
- Immigrant youth
- Youth in foster care
- Charter school youth
- Home schooled youth
- Youth who stay home to take care of siblings
- Pregnant girls not in school
- Youth who have dropped out of school to go to work
- Youth who age out of foster care
- Truant youth
- Gang-affiliated youth
- Youth with psychiatric illnesses
- Youth prostituting and engaging in survival sex
- Youth in transitional housing programs
- Youth in residential treatment
- Detained and committed youth
- Youth receiving school-status accreditation, but not in a school setting
- Disconnected or vulnerable youth

STEPP Disengaged/Disconnected Youth

Risk Factors

- Individual factors reference those issues that characterize the youth themselves:
 - Mental health and substance abuse issues
 - Learning disabilities
 - Lack of basic needs
- Family factors include:
 - One-parent home or incarcerated parent
 - Unsupportive or abusive familial relationships
- Community factors include:
 - Lack of meaningful relationships with peers and/or communities.

STEPP Programmatic Recommendations

At-Risk Youth Need Holistic Approaches

- Effective interventions should address the constellation of risk factors and detrimental health behaviors
- Depressed mood management may need to be a component of smoking cessation programs targeting high risk youth
- Innovative intervention approaches should target selection for deviant peers
- At-risk youth need opportunities to experience social and other types of rewards through conventional social institutions (families, schools, sports)

STEPP Programmatic Recommendations

Target Academically-Challenged Students

- Students **at-risk of dropping out**, as well as those who have **already dropped out** of school, are an important target of tobacco use prevention and cessation programs
- Findings highlight the need to **include truancy** in the constellation of risk factors that should serve as the focus of comprehensive youth tobacco prevention programming

STEPP Programmatic Recommendations

- Structure strategies according to the targeted population and goal
- Tobacco-related programming with out-of-school youth needs to be part of a larger effort
 - Address tobacco habits with other health behaviors (Stress, coping skills, other substance use)
 - Encourage “modeling” (Messaging to parents not smoke and talk to kids young and often, empower youth as role models, tobacco-free environments at service organizations)
- Fund direct services that utilize youth’s peers and incorporate skill-building techniques
- Utilize tobacco-related messaging that is attuned to the out-of-school youth culture
- Raise tobacco-related efforts higher on the list of priorities in youth-serving organizations

STEPP Statewide Initiatives

Youth Media Examples

Own Your C (prevention)
 ownyourc.com website
 C-Ride, Detention (events)
 collateral material (t-shirts, stickers, hats)
 Quit resources (kits, posters, journals)

STEPP Own Your C website

STEPP C-Ride (event)

STEPP Detention (event)

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Own Your C collateral

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Cessation collateral

Don't like the looks of your C?
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Colorado QuitLine Pilot Campaign

Phase I

Key findings:

- Colorado college-age smokers weren't familiar with the Colorado QuitLine and the services offered
- College students who smoked didn't "see" themselves as smokers
- College students who smoked were all aware of the negative effects of smoking

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Colorado QuitLine Pilot Campaign

Key Finding, #1

Quitting was a confusing topic for students and a Catch-22.

They believe that quitting is a decision. They want to quit someday, and they know they would quit someday. But, only when they are ready. How would they know when they were ready? When they actually quit...

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Colorado QuitLine Pilot Campaign

Key Finding, #2

There is a direct correlation among smoking, alcohol use and sexual activity with college-age smokers.

These smokers viewed the ritual of smoking in the same manner as other activities they "explored" at college.

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Colorado QuitLine Pilot Campaign

Campaign & Messaging Elements

- Designed to befriend smokers by coming from "within their culture"
- Help them acknowledge that they were, in fact, smokers
- Direct them to the www.quitdoingit.com Web site
- Encourage them to call the QuitLine
- Speak to them in a unique and ultimately informative way.

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Colorado QuitLine Pilot Campaign

Campaign Strategy

STEPP piloted the campaign at eight Colorado college campuses in May - June 2006

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Colorado QuitLine Pilot Campaign


Street Teams



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Colorado QuitLine Pilot Campaign – Posters



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Colorado QuitLine Pilot Campaign - Coasters



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Colorado QuitLine Pilot Campaign

Results

The number of intake calls to the Colorado Quitline increased 2600% in the 18 - 24 year-old demographic from the same time period in 2005

Potential confounding factors:

- Free NRT, Smoke-Free Colorado

Straight-to-Work Population

Why Hasn't the STW Population Been Targeted?

Population is dispersed:

- There are limited specific venues for targeting this population (unlike college campuses).

Population has high rates of smoking:

- Some may view this group as "beyond hope" and instead concentrate anti-smoking efforts on younger age groups.

There is an assumption:

- We should treat STW young adults just like any other adult population (i.e., age-appropriate interventions aren't seen as particularly critical for this group).

Straight-to-Work Findings

And ...

The population has historically reported very high rates of tobacco use:

- 44% of STW had at least 100 cigarettes in their lifetime
- 26.9% of college students had at least 100 cigarettes in their lifetime

Differences in smoking between the STW and collegiate population emerge before high school graduation.

Straight-to-Work Findings

Special "Targets" Emerged

Top industries employing 19-24 year olds in Colorado:

- Construction/Building Trades
- Retail/Apparel and Accessory Stores
- Bars and Restaurants
- Auto Repair
- Beauty Shops

Straight-to-Work

Key Finding, #1

As opposed to collegians, the STW population fully acknowledges that they are SMOKERS.

They see themselves as smokers "until they die," and for some, their preference is to die sooner rather than later – a real sense of fatalism.

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Colorado QuitLine Pilot Campaign

Key Finding, #2

When considering the *pro*/cons of smoking, the STW population found it very difficult to convince themselves that they could actually be a non-smoker.

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Straight-to-Work

Campaign & Messaging Elements

Because of ambivalent and dismissive attitudes about quitting, the messages had to be:

- More direct and confrontational
- Play with their claim to be “in control” of their “habit”
- Encourage them to log onto www.QuitDoingIt.com, use FixNixer, and/or call the QuitLine
- Speak to them in a unique and ultimately informative way

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Straight-to-Work

Campaign Strategy

Print ads:

- Contextual situations “real” to the population
 - At work, in a social setting, at home
- In print venues that they read
 - The Onion, Westword

Resources:

- www.QuitDoingIt.com and www.FixNixer.com
- Utilized technology population uses

Collateral:

- Posters and quit kits distributed to bars & employers

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Straight-to-Work

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Straight-to-Work

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Programmatic Recommendations

Specific to Young Adults

Cessation Services

- Make QuitLine more youth-oriented.
- Provide information about the effectiveness of cessation aids; address myths about patches, gum, etc.
- Explore other means to target specifically

Target industries employing STW & Collegiate populations

- Involve employers in the disseminating the information; tell them their benefits and they will relay your information

Doing the same thing just won't work!

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STEPP Special Studies

www.steppcolorado.com

- Elementary-aged Children Literature and Background Review
- Assessing the Evidence Regarding the Impact of Risk and Protective Factors on the Prevention of Tobacco Use Among Youth
- Maximizing School-based Tobacco Prevention for Disparately-affected Youth: A Qualitative Study of the Literature and Current Colorado Practice (not currently available)
- Straight-to-Work Literature and Background Review
- Straight to Work Focus Group Summary

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STEPP Resources

General STEPP and program information

- www.steppcolorado.com

Fulfillment Center

- www.steppitems.com

Prevention website

- www.ownyourc.com

Cessation websites (tailored to different populations)

- www.fixnixer.com
- www.quitdoingit.com
- www.coquitline.org

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In Summary

"Partnership" Recommendations

- Encourage new partnerships between "gap" populations and local health agencies
- Fund service providers that work directly with the disparate population
- Encourage integration and collaboration to reduce silos and enhance the impact of the program (SHS, cessation and prevention)

"Programmatic" Recommendations

- Pay attention to the research
- Pilot programs, pilot targeted media
- Start slowly, build on existing programs, activities and media efforts

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