

Help Teens Quit: Partnering with Local Tobacco Cessation Programs

October 2, 2008

1

- **Sarah Stevens MD, MPH** - Adolescent Medicine, Lehigh Valley Hospital, Principal Investigator Pennsylvania Primary Care Network for Adolescent Smoking Cessation
- **Judy Ochs** - Director, PA Department of Health Tobacco Control and Prevention Program
- **Cindy Thomas** - Executive Director, Tobacco Free Allegheny, Primary Contractor for Allegheny County
- **Alice J. Dalla Palu** - Executive Director, Coalition for a Smoke Free Valley/Lehigh Valley Hospital, Primary Contractor for the NE Health District

2

Learning Objectives

- Understand how the PA Department of Health provides and supports services to teens and young adults who use tobacco.
- Identify community-based tobacco cessation programs that are responsive to the needs of teens and young adults.
- Provide effective referrals to community-based programs through improved communication and collaborative planning.
- Locate and utilize the web site www.help-teens-quit.com to reinforce and support the objectives of this conference.

3



PA Department of Health Tobacco Control Program Overview

- Program goals support Healthy People 2010 Objectives:
 - ❖ Change community norms through state-advised, community-driven systems that create environments where it is uncommon to see, use, and be negatively impacted by tobacco smoke products and tobacco smoke pollution
 - ❖ Reduce consumption of tobacco products in Pennsylvania youth and adults to less than 12% by 2010

4



Understanding how tobacco control in Pennsylvania works

State Tobacco Control Division

- State Contractors
- Regional Primary Contractors
 - ❖ Local Service Providers

5



Understanding how tobacco control in Pennsylvania works

State and local initiatives follow national best practices for building comprehensive tobacco control programs

- | | |
|----------------------|---------------------------------|
| • Community programs | • Statewide programs |
| • Enforcement | • Surveillance & evaluation |
| • School programs | • Chronic disease burden |
| • Counter-Marketing | • Administration and management |
| • Cessation programs | |

6



State Contractors

- PA Free Quit Line 1-800 QUIT NOW: partnership with American Cancer Society:
- PA Area Health Education Center: professional education
- Health Science Education Center at Clarion University: youth and young adult initiatives
- Pennsylvania Alliance to Control Tobacco: statewide coalition technical assistance, advocacy and policy.
- BE-A-BRIDGE: Bring Evidence Based Research Initiatives to Disparate Groups with Evaluation
- Philadelphia Health Management Corporation: Evaluation

7



Regional Primary Contractors

Northeast Region

Lehigh Valley Hospital, Inc. Coalition for a Smoke Free Valley

Southeast Region

Health Promotion Council of Southeastern PA, Inc.

Northcentral and Southcentral Regions

Family Health Council of Central Pennsylvania, Inc.

Northwest Region

Erie County Department of Health

Southwest Region

Washington County Health Partners, Inc.

Allegheny County

Allegheny County Health Department

Philadelphia County

Philadelphia Department of Public Health

8

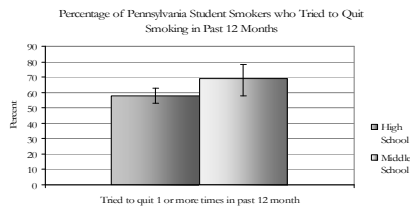


PA Youth Tobacco Survey 2006 Prevalence – Any Form of Tobacco

	<u>YTS 2000</u>	<u>YTS 2002</u>	<u>YTS 2006</u>
Use any form of tobacco in the last 30 days			
♣ Middle Schools (6-8)	17.0%	12.4%	7.0%
♣ High Schools (9-12)	34.0%	29.8%	25.0%

9

YTS 2006 Youth Cessation



Health Care Professional Asked About Tobacco, and Advised Not to Smoke

- Approximately 41% of high school said that they were asked if they smoked as compared to 21% of middle school students
- Among high school students, more females (45%) are being asked if they smoked than males (36%).
- In middle school, males were more likely to be advised against smoking (40%), than were females (30%).

School Programs Supporting Tobacco Cessation and Prevention

- 18% of high school students and 8% of middle school students say their schools have groups or classes for students who want to quit using tobacco.
- Half of middle school students and a third of high school students were taught the dangers of tobacco in class during the past 12 months.



PA Free Quitline

1-800 -QUIT NOW
(1-800-784-8669)
(age 14 and over)

13



"Pennsylvania is Now Smoke Free"

There's a New Air About Pennsylvania -
Fresh-Clean-Clear

*On Thursday, September 11, 2009 the
Clean Indoor Air Act took effect.*

<http://www.health.state.pa.us>

14



Connecting to Local Tobacco Cessation Resources

Cindy Thomas - Executive Director, Tobacco
Free Allegheny, Primary Contractor for
Allegheny County

Alice J. Dalla Palu - Executive Director,
Coalition for a Smoke Free Valley/Lehigh
Valley Hospital, Primary Contractor for the
NE Health District

15

Challenges to Engaging Teens

- Programs are designed to be voluntary and are typically used by adults who have decided to quit.
- Intervention sessions are not tailored to fit into or around school schedules.
- Denial and poor self-efficacy often lead to inaction.
- Limited success on achieving sustained abstinence.
- Many need individual counseling for underlying mental health problems.

16

Collaboration between Tobacco Control and Health Care Professionals

- Health care professionals and tobacco control professionals have limited interaction
- Referrals from one system to the other is a rare occurrence

17

Impact of Clean Indoor Air Act on Youth

- Changes the cultural and community norm
- Changes trends in youth initiation

18

Understanding the role of the Regional Primary Contractors

Regional Primary Contactors

Allegheny County:

Tobacco Free Allegheny
www.tobaccofreeallegheny.org
412-322-8321

Southwest:

Tobacco Free SWPA
www.tobaccofreeeswpa.org
c/o Washington County Health Partners
724-222-6511, ext. 16

Northeast:

Partnership for Tobacco Free Northeast
www.tobaccofreene.com
1-866-974-QUIT

Regional Primary Contactors

(continued)

North Central:

Family Health Council of Central Pennsylvania
717-761-7380 ext.3042

South Central:

Family Health Council of Central Pennsylvania
Web Site:
717-761-7380 ext.3066

Southeast:

Health Promotion Council of Southeastern PA
1-866-756-5412

Philadelphia:

Philadelphia Department of Public Health
www.smokefreephilly.org
215-685-5688

Examples of programs in the community

School and Community-based Cessation Programs

- NOT
- Alternative to Suspension
- END
- TAP and TEG
- Others available in some areas

Philadelphia Program Highlight

Youth Tobacco Control Program

The Tobacco Control Program offers free quit smoking programs to youth and teens city-wide. These services are offered both through one on one counseling and group counseling sessions. The prevention aspect of this program also trains teens to become health educators and run workshops teaching their peers about the harmful effects of smoking.

CONCILIO
705-09 North Franklin Street
Philadelphia, PA 19123
Phone: (215) 627-3100, ext 252
Contact: Aunnalea Grove, Youth Tobacco Control Program
Coordinator
E-mail: aunnalea.grove@elconcilio.net

Allegheny County Program Highlights

Tobacco Free Allegheny's Teen Tobacco Services

TFA offers full-county coverage for both school and community-based teen cessation programs. Facilitators are trained in the ALA's Not-On-Tobacco (NOT) and Alternative to Suspension (ATS) programs, and are available upon request to help teens who want to quit, and teens who have violated the school's tobacco policy.

Northern and western Allegheny County:

- North Hills Community Outreach, Nicole Davis
412.487.6316, #2, x3213 nmdavis@nhco.org

Southern and eastern Allegheny County:

- Turtle Creek Valley MH/MR, Shannon McCleary
412.464.1522 x504 smccleary@tcvmhmr.org

City of Pittsburgh:

-Mercy Behavioral Health, Jerry Pilewski
412.320.2399 jpilewski@mercybh.org

25



Final Thoughts

- Teenagers represent a tremendous resource for our communities.
- Aim for consistency and continuity of anti-tobacco messages and interventions.
- The more opportunities available for teens increase the likelihood they will listen.
- Don't get frustrated with poor short term outcomes
- Provide support for connections with local resources

26



www.helpteensquit.com

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Lehigh Valley Hospital, Principal Investigator
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27

Save the Dates

- **Let's Talk: Sustaining Best Practice: Methods to Improve Reimbursement, Quality, and Outcome:** November 6, 2008
http://www.helpteensquit.com/cont_ed.php
- **“Teens and Tobacco: Working together to promote effective interventions”** April 14, 15, 16 at the Nittany Lion Inn in State College, PA
- **Regional Tobacco Education and Intervention Training:** Philadelphia: Oct. 23, Uniontown: Nov. 5, Titusville: Nov. 12, and Lancaster: Nov. 17 Call: PA AHEC at 717-531-4327 for information or go to http://www.helpteensquit.com/cont_ed.php



Discussion and Questions and Answers

- Don't forget your continuing education credits. You must remember to complete your evaluation and fax back by October 20, 2008. Fax to the number on the bottom of the evaluation form.
- The operator will now give instruction to you for your questions and comments

34
