

Peer Influence and Adolescent Cigarette Smoking: Can Peers Promote Cessation?

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Objectives

- 1. What do we need to remember about adolescent peer relationships?**
- 2. How do adolescent social relationships influence risk behaviors?**
- 3. Consider ways to that adolescent social relationships may promote cessation.**

Objective 1.

1. What do we need to remember about adolescent peer relationships?



Peer Interactions and Life Course

- Learning to negotiate peer relationships is the most important developmental task in adolescence.
- Transitioning to adulthood implies that an individual can get along with, work with, live with, and care for peers.



Peer Interactions and Life Course

- Adolescents need to be intensely attuned to peers and peer social interactions.



Importance of Different Social Groups

- **Dyads provide experience with intimacy/conflict**
- **Cliques allow for banter/identity/safety**
- **Crowds teach stereotyping/expectations**
- **Popular peers present modeling**

Objective 2.

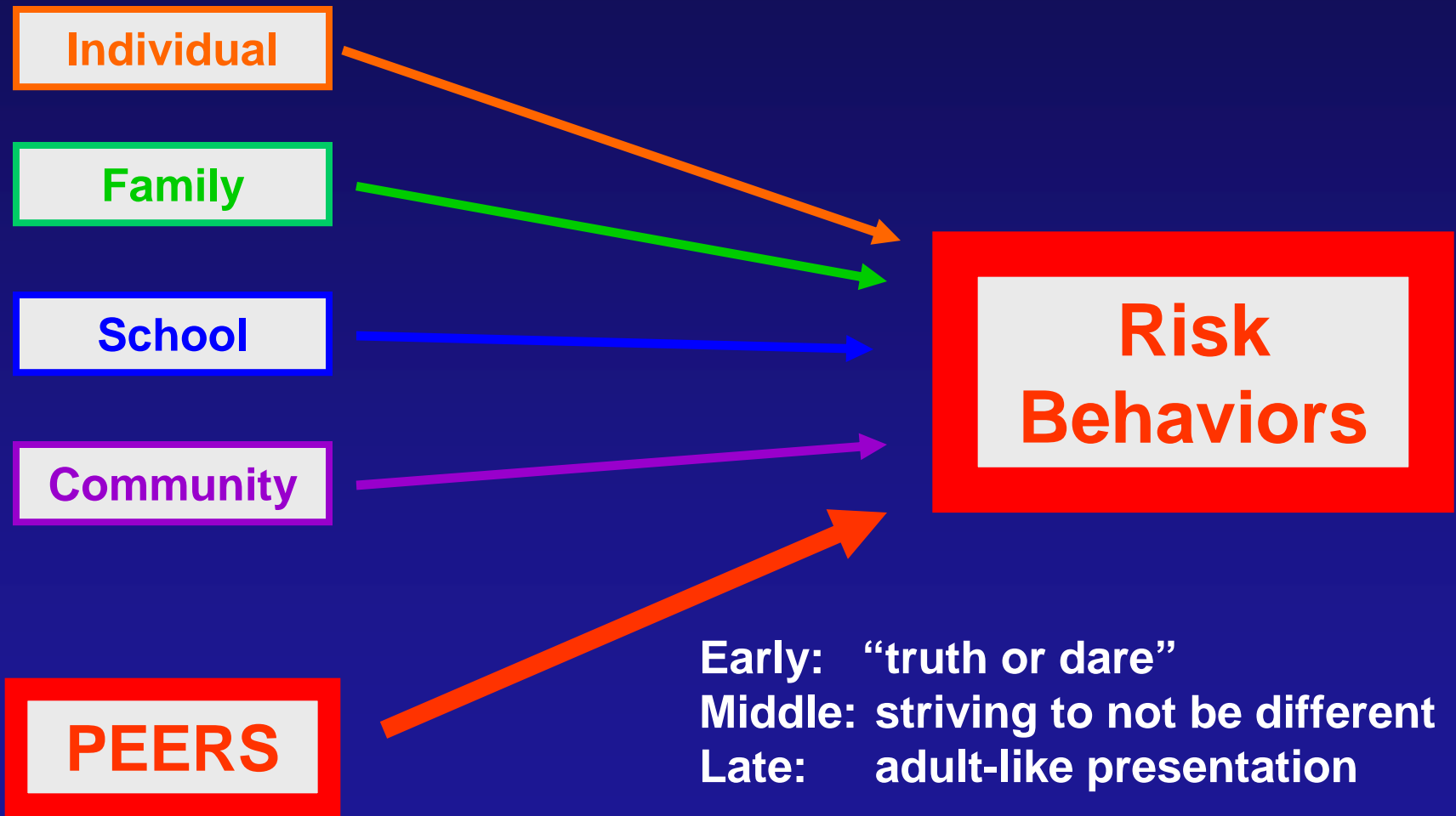
2. How do adolescent social relationships influence risk behaviors?



Peer Interactions and Risk

Risk Behaviors	No. Deaths in 2000	% of All Deaths
Nicotine Use	435,000	18.0
Alcohol Use	85,000	3.5
Motor Vehicle Injuries	43,000	1.8
Sexual Intercourse	20,000	0.8
Illicit Drug Use	17,000	0.7
Peer Interactions Result	600,000	24.8

Influence and Risk



DYADS



DYADS

Do you ever talk about drinking alcohol? (16%)

AVOIDANCE (6%)

M12: We say that we will never drink.

F14: We wouldn't do it until we are older.

ADULTS' BEHAVIORS (4%)

F13: We talk about my Dad who drinks a lot when he comes to visit. I didn't want anything to do with him because we may get hurt.

F15: We talk about people who get drunk in our neighborhood.

M16: We talk about his older brother who is an alcoholic.

OWN BEHAVIOR (3%)

F13: We drink Coronas on the weekend, his mom buys it for us.

M15: We talk about drinking when he's stressed.

I tell him he shouldn't do it

DYADS

Do you ever talk about cigarettes? (28%)

AVOIDANCE (18%)

M13: We both said that we would never smoke.

F15: We talk about how we don't like it & we will never try it.

NEGATIVE CONSEQUENCES (6%)

F10: It gives you bad lungs.

F14: We say it's not cute to smoke.

M15: Talked about how smoking can kill you.

F17: We feel that it's not cool to smoke.

CLIQUEES and CROWDS

- Cliques and Crowds

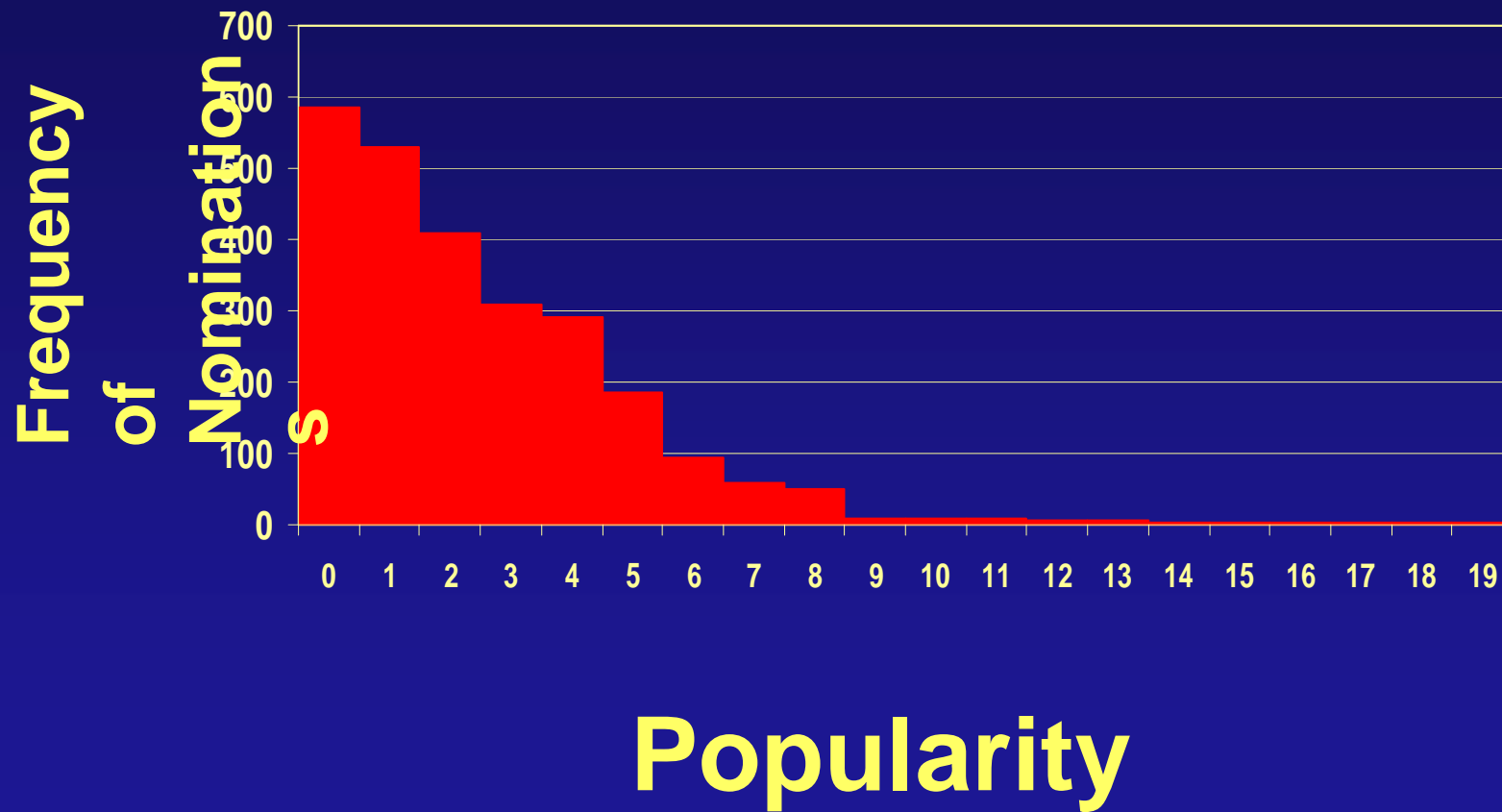


POPULAR YOUTH AND RISK

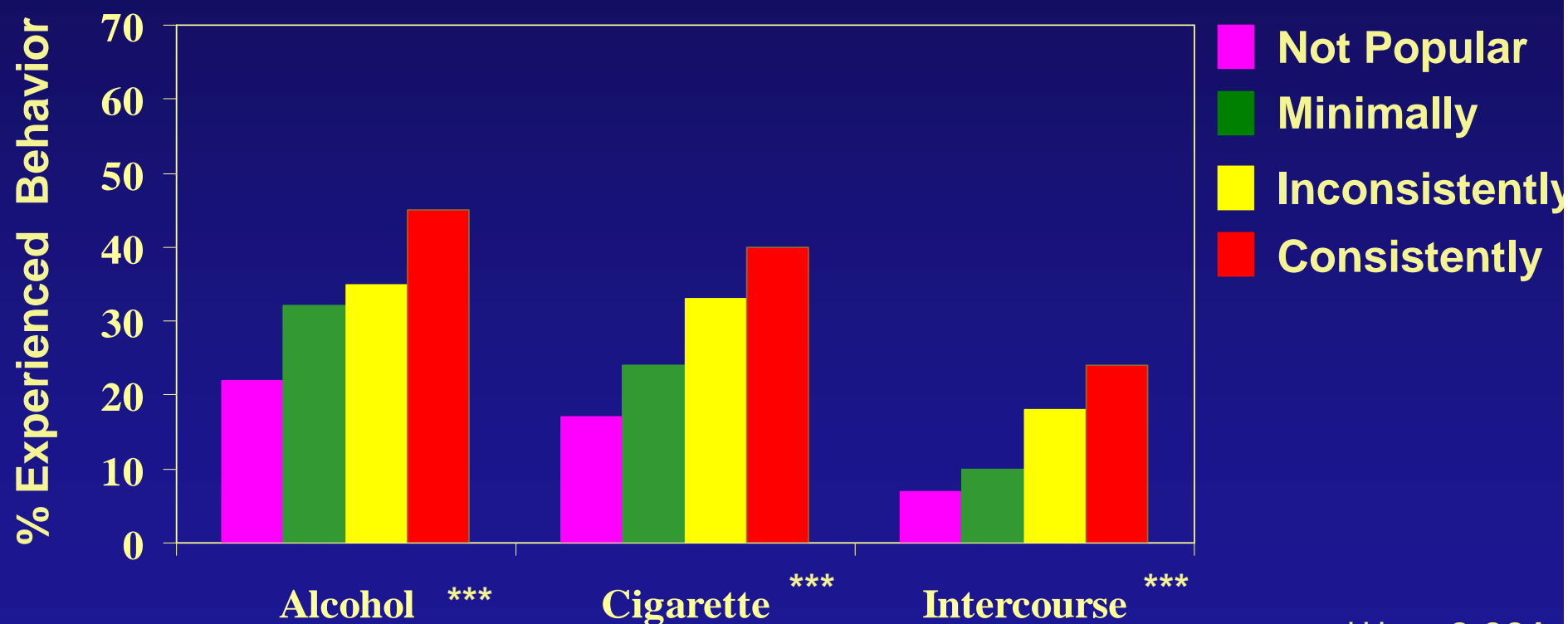
- Well known
- Easily identified
- Interact with peers
- Attuned to social norms
- Socially adept w/ peers



Results - POPULAR YOUTH



Social Status (Popularity) and Risk Behavior



Results - POPULAR YOUTH

Popularity W1 & CIGARETTE SMOKING W3

	FEMALES OR (95%CI)	MALES OR (95%CI)
Never	---	---
Experienced	1.13 (1.01-1.27)	.73 (.89-1.05)
At Risk 1.07)	1.09 (.96-1.27)	.97 (.88-
Nicotine Addicted	1.06 (.87-1.29)	.94 (.85-1.03)

*** Controlling for age, race, SES, school & W1
behavior**

Results - POPULAR YOUTH

Popularity W1 & ALCOHOL USE W3

	FEMALES OR (95%CI)	MALES OR (95%CI)
Never	---	---
Experienced	.90 (.75-1.08)	1.19 (.90-1.58)
At Risk	1.16 (1.01-1.33)	1.31 (1.05-1.62)
Problem Use	1.07 (.97-1.19)	1.24 (1.04-1.49)

*** Controlling for age, race, SES, school & W1 behavior**

Objective 3.

3. Consider ways to that adolescent social relationships may promote cessation.



Peers and Cessation

The Collective Dynamics of Smoking in a Large Social Network: *Nicholas A. Christakis, M.D., Ph.D., M.P.H., and James H. Fowler, Ph.D.*

“Smoking cessation by a friend decreased the chances by 36% (95% CI, 12 to 55%).”



Peers and Cessation

- Dyads: in office





Peers and Cessation

- **Cliques: Stories about others**



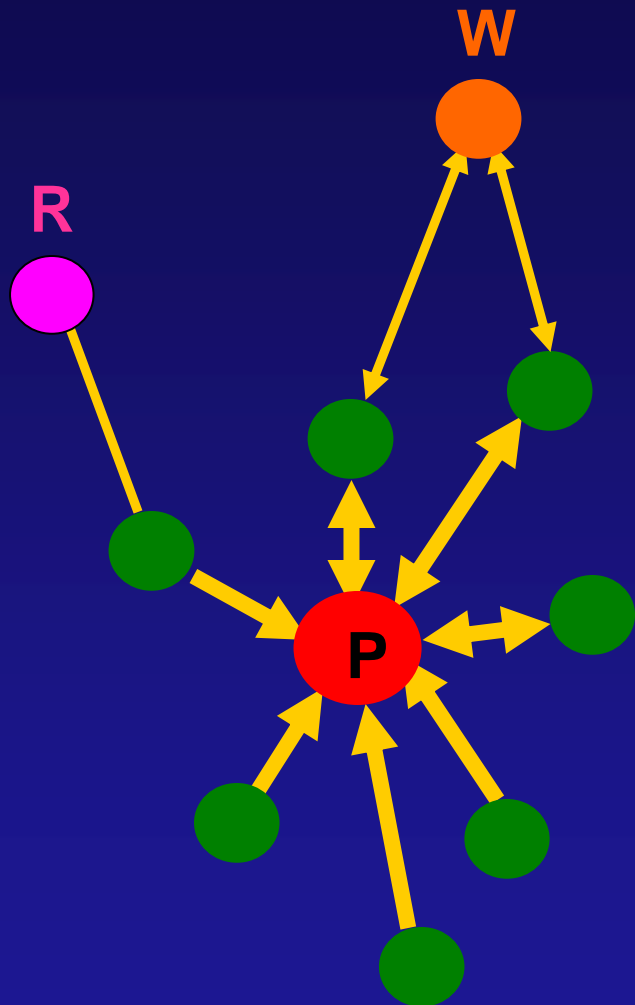


Peers and Cessation

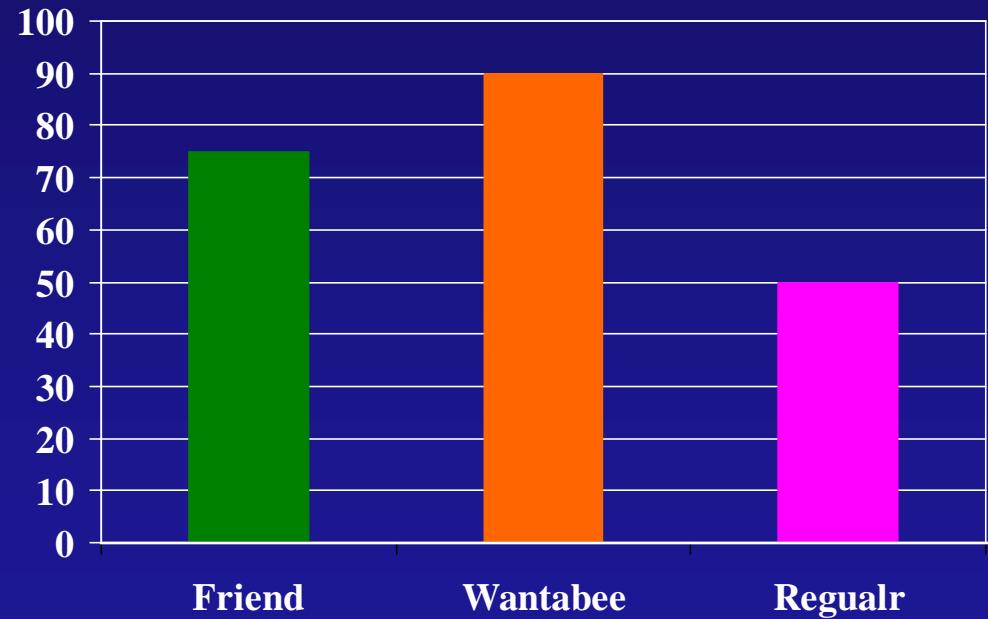
- **Crowds: Avoidance and inclusion**



Peers and Cessation



- Popular peers present modeling



Peers and Cessation



Pennsylvania Adolescent Smoking Study (PASS)



Randomized Controlled Trial Comparing Motivational Interviewing and Structured Brief Advice for the Reduction of Adolescent Cigarette Smoking