





<http://www.mdanderson.org/aspire>

“ASPIRE” Background




- Research Grant from the National Cancer Institute (1R01 CA81934-01A2; Total - \$2,081,615)
- Creation of Internet-based version of ASPIRE was made possible via the George and Barbara Bush Endowment for Innovative Cancer Research (\$75,000)
- Alexander V. Prokhorov, M.D., Ph.D., Principal Investigator on both grants





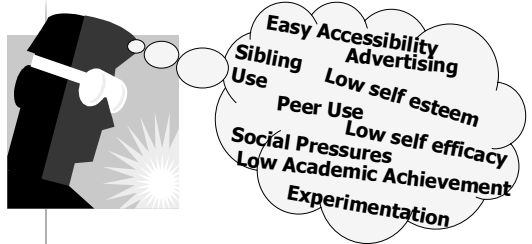

“CIGARETTE SMOKING...


...is the chief, single, avoidable cause of death in our society and the most important public health issue of our time.”


C. Everett Koop, M.D., former U.S. Surgeon General





	<h2>Youth & Smoking</h2> 
	<p>The facts:</p> <ul style="list-style-type: none"> ■ Over 90% of adult smokers began smoking before age 19. ■ More than 6.4 million children living today will die prematurely because of a decision they will make as adolescents to smoke. ■ Most teenage smokers report they would like to quit but cannot. <p><small>Sources: Mowery et al., 2003; CDC,2002; ACS,2002; MacDonald, 2002</small></p> 

	<h2>Why Adolescents Start Smoking</h2>
	 <p> Easy Accessibility Advertising Sibling Use Peer Use Social Pressures Low self esteem Low self efficacy Low Academic Achievement Experimentation </p> 

	<h2>Competition – Tobacco Companies</h2>
	<ul style="list-style-type: none"> ■ Big tobacco companies are targeting adolescents with attractive packaging and incentives ■ Tobacco companies capture adolescents, and tobacco users have a difficult time quitting 

	“ASPIRE” Goal
	<ul style="list-style-type: none"> ■ To decrease, prevent, and stop smoking among adolescents, through communication, using multi-media tools 

	“ASPIRE” for Adolescents
	<p>Description:</p> <ul style="list-style-type: none"> ■ “ASPIRE” is an interactive smoking prevention and cessation program for adolescents ■ “ASPIRE” uses a multimedia approach to educate adolescents regarding the health risks of smoking ■ “ASPIRE” focuses on both the non-smoker and the smoker, to educate, inform, and affect a positive change ■ “ASPIRE” is intended for middle and high school students 

	“ASPIRE” Objectives
	<p>ASPIRE will:</p> <ul style="list-style-type: none"> ■ Describe the tobacco use problem for youth ■ Enumerate the cyclical “Readiness to Change” process ■ Define nicotine dependence and the 5 A’s model for treatment of tobacco: ask, advise, assess, assist, and arrange ■ Demonstrate counseling techniques for youth <ul style="list-style-type: none"> - currently using tobacco products - not using tobacco; and encourage youth not to start 

“ASPIRE” Web Site Today

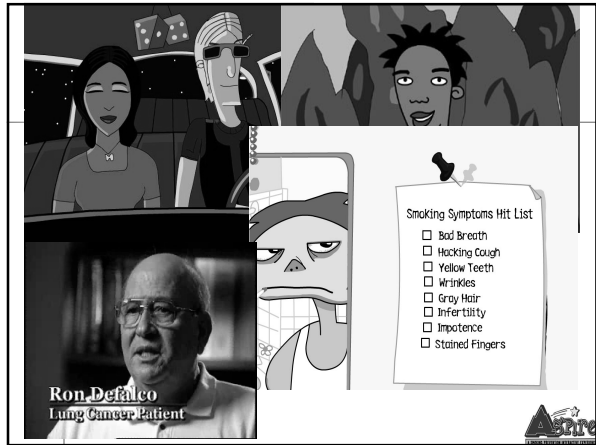
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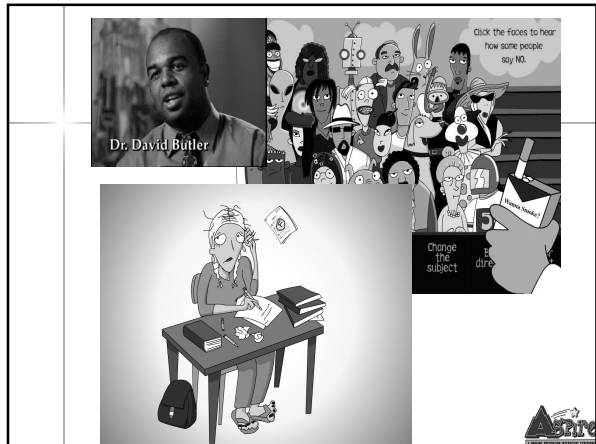


- Incorporates video, animation and interactive activities
- Offers individualized instruction; user selects tracks
- Tailored to the user’s readiness to change smoking behavior
- Available 24/7 to a worldwide audience

Suggested Use: Tool to complement existing health and physical education programs









“ASPIRE” Pilot Program
www.mdanderson.org/aspirepilot




- Incorporates video, animation, and activities in 5 modules
- Provides quizzes at the end of each module to “measure” knowledge transfer
- Supplies a “pre-test” and “post-test” to validate learning
- Offers a “certificate” to demonstrate program completion


Suggested Use: Program to offer adolescents when there is a need to measure “knowledge transfer”





“ASPIRE” Pilot Objectives


- Introduce “ASPIRE” to middle and high school age students in health and physical education classes
- Integrate “ASPIRE” into existing school programs, such as, the “Safe and Drug-Free School” initiative
- Utilize “ASPIRE” as an “Alternative to Suspension” when students are found using tobacco on school grounds
- Offer the ASPIRE pilot for “extra credit” as a homework assignment
- Influence the smoking behaviors of adolescents, in a positive way, as a result of ASPIRE program completion





	“ASPIRE” Activities
	<ul style="list-style-type: none"> ■ “ASPIRE” activities <ul style="list-style-type: none"> - “ASPIRE” program introduced to high school and middle school students in health and physical education classes during ASPIRE pilot in 2008 -2009 school year - “ASPIRE” pilot link on school web site for easy access to www.mdanderson.org/aspirepilot 

	“ASPIRE” Activities
	<ul style="list-style-type: none"> ■ Suggested “ASPIRE” activities by grade level and subject area <ul style="list-style-type: none"> - Art Poster Contest: Illustrate the Health Risks of Tobacco Use - Writing Contest: Essay Communicating Tobacco Health Risks - Math Contest: Costs Associated with Tobacco Use 

	“ASPIRE” Activities
	<ul style="list-style-type: none"> ■ Suggested “ASPIRE” activities by grade level and subject area <ul style="list-style-type: none"> - Social Studies Contest: How Tobacco Affects Your Family, Friends and Your Health - Health Contest: How Tobacco Affects Your Health - Physical Education Contest: Discuss How Tobacco Affects Athletic Performance 

Events Supporting “ASPIRE”	
National Events Supporting “ASPIRE” Pilot Implementation	
January	National Non-Smoking Week
March	Kick Butts Day (March 25, 2009)
April	National Public Health Week
May	No Tobacco Day
October	Red Ribbon Week
November	“The Great American Smoke Out”
	

“ASPIRE” for Adolescents	
What are people saying?	
<ul style="list-style-type: none"> ■ “ASPIRE is an exceptionally well developed program for youth. I am proud to participate in spreading the word about this program which will continue to impact the lives of our youth forever. Thank you so much for all of your hard work!” -Brigitte C. Nuccio, MPAS, CTTS, PA-C, Smoking Cessation Consultant Big Bend Area Health Education Center Marianna, Florida ■ “The Houston Independent School District is committed to academic success, which requires not only a healthy mind focused on learning, but also a healthy body. This partnership will provide teachers with the knowledge and tools needed to engage our youth in understanding the importance of making decisions that will have long-term effects on their health.” -Abelardo Saavedra, Ph. D., Superintendent Houston Independent School District Houston, Texas 	
	

“ASPIRE” for Adolescents	
What are people saying?	
<ul style="list-style-type: none"> ■ “I do want to applaud you for the ASPIRE program, as I believe it is a tremendously informative, user-friendly tool to help in our efforts towards tobacco prevention & cessation. I also want to sincerely thank you for making it available to anyone with access to the web.” -Heidi Barz, Resource Specialist – Tobacco Prevention Portland Public Schools Portland, Oregon ■ “The M. D. Anderson Cancer Center in TX is one of the leading centers in the nation. It is a real privilege to be working with them.” -Kathy Jordan Forsyth County Schools Curriculum Winston-Salem, North Carolina 	
	


“ASPIRE” for Adolescents

What are people saying?

- “I really enjoyed being on the conference call to learn more about ASPIRE. Actually our Superintendent, Dr. Don Martin, had received an email last month on ASPIRE and forwarded it to me as a program for me to look into.”

- Kathy Jordan
Forsyth County Schools Curriculum
Winston-Salem, North Carolina
- “Thank you so much for talking with us about bringing the ASPIRE program to Kentucky. Although there are current efforts and programs targeting youth underway across the state, we think this will be an exciting and successful option for schools and students.”

-Debra Armstrong, MSW, MPA
Director, Community Programs Division
Kentucky Cancer Program
Lexington, Kentucky




“ASPIRE” for Adolescents

What are people saying?

- “Thank you so very much for sending me this powerpoint presentation...this is great stuff. I need to understand just what is already planned for Arkansas schools, and then see how we can build on that for our commercial population. I’m really excited about this. Thanks again for being so responsive.”

- Sharon Marcum
Vice-President, Corphealth
Little Rock, Arkansas
- “Thank you for contacting us. We are familiar with the ASPIRE program and have often promoted it to our partners. I believe we should be able to post a link to the program on our main web site. I have already posted the link on our teen-focused site at www.worthit.org.”

-Darrah Waldrip
Texas Department of State Health Services
Tobacco Prevention and Control
Austin, TX 78751



“ASPIRE” for Adolescents

What are people saying?

- “I left our meeting energized and excited by the positive impact of your outstanding anti-smoking programs augmented by evidence-based outcomes. Again, thank you for sharing the extraordinary work and knowledge of the Department of Behavioral Science at M. D. Anderson Cancer Center which will allow the “Gift of Life” to further our tobacco outreach.”

- Norma Sampson, Public Affairs
Julie Rogers “Gift of Life” Program
Beaumont, Texas
- “Thanks for including CFISD in this opportunity.”

Cheryl Salyards, Ed. D.
Associate Superintendent for Governmental Relations and Communication
Cypress-Fairbanks Independent School District
Houston, Texas

