

## Tobacco Prevention & Control



### FACING THE ISSUES

- *Smoking can cause chronic lung disease and cardiovascular disease as well as cancer of the lungs, throat, mouth, and bladder. Smoking also contributes to cancer of the cervix, pancreas, and kidneys.*
- *Every year more than 400,000 people die prematurely from diseases caused by smoking or other forms of tobacco use.*
- *Approximately 80% of adult smokers started smoking before age 18, and nearly 70% of adult smokers want to quit but need help to quit permanently.*
- *People who quit smoking have immediate health benefits and long-term rewards, such as improved circulation, increased lung function, and decreased risk of heart attack, stroke, and lung cancer.*

*CDC's Prevention Research Centers are striving to decrease smoking—the single most preventable cause of death and disease in the United States.*

### Networking for a Smoke-Free World

A set of Prevention Research Centers (PRCs) formed a Tobacco Research Network to enhance interactions with local and state health agencies, policy makers, and other health advocates. The network's members share lessons learned about effective tobacco prevention and control efforts. These PRCs collaborated on best practices and technical assistance for planning, designing, and evaluating tobacco prevention activities.

Researchers at one PRC in the network established a national training center where state health department employees attended yearly skill-building sessions. The training courses covered topics such as advocacy and policy development, epidemiology and surveillance skills, coalition building, and principles of marketing and health communications.

The PRCs have also participated in international tobacco control efforts. Members of an International Network for Tobacco Control con-

sult with researchers from the World Bank, the World Health Organization, and institutions in Mexico, South Africa, India, Poland, and Southeast Asia. The PRCs' global connections help keep all partners updated on current research, funding opportunities, and training materials for tobacco prevention and control initiatives worldwide.

### Focus on Smoking Prevention

Every year nearly 300,000 children suffer from respiratory tract infections because of exposure to secondhand smoke. Several PRCs are developing, testing, and implementing ways to reduce children's exposure. One program teaches pediatricians skills to help their patients' parents quit smoking. Another intervention teaches children how to avoid secondhand smoke and how to share what they learn with their families. Parents are also educated on the dangers of secondhand smoke and how to ban smoking in their homes and cars, and, if necessary, are referred to local smoking cessation programs.



The Prevention Research Centers are a network of academic health centers, partner communities, and public health practitioners that conduct community-based participatory research to prevent disease and disability.

Researchers at another PRC developed the Heart Health Project, which trains members of community coalitions to promote health and education activities, including tobacco education workshops, and to organize events such as anti-smoking poster contests for students. Some of the trained community members helped their coalitions establish smoke-free policies and appeal to local governments to enforce the Clean Air Act. These efforts resulted in the creation of smoke-free policies in more than 100 schools, businesses, and other public facilities.

Researchers at one PRC are especially concerned with urban African American women, who are likely to start smoking at older ages. Late initiation of tobacco use in this population is associated with situational factors such as chronic life stress and exposure to trauma. The researchers are developing effective prevention strategies and making recommendations to public health practitioners and other tobacco control advocates about how best to address tobacco use in this population.

## Focus on Smoking Cessation

More than 46 million U.S. adults smoke cigarettes, and more than 8.6 million have at least one serious illness related to smoking. But people who quit smoking benefit immediately.

Researchers at one PRC collaborated with national health associations and local community organizations to develop a smoking cessation program that educates young people on the dangers of smoking and the rewards

of quitting. Not On Tobacco (NOT) has a gender-specific curriculum that provides teenage students with education, encouragement, and support to quit smoking. Participants are taught how to eat well, engage in physical activity, manage stress, and develop effective interpersonal skills.

Researchers at another PRC have developed and tested multiple approaches to smoking cessation. Smokers completed a questionnaire rating the importance of seven factors (nicotine addiction, depression, anxiety, stress, chemical dependency, weight control, and living with another smoker) that interfere with their ability to quit. Participants are referred to one or more interventions: individual counseling, medication, weight management, exercise groups, and family dinners advocating smoking cessation. After 1 year, 42% of the participants quit smoking, exceeding researchers' goals.

Similar interventions are now offered to high school students and work-site groups. Plans are also under way to make the questionnaire available to primary care physicians to help them prescribe appropriate smoking-cessation plans for their patients.

With help from the PRCs, a smoke-free world may be within reach.

## Spotlight on Success

**Not On Tobacco (NOT), a quit-smoking program for young people 14–19 years of age, was developed and tested by PRC researchers in collaboration with local departments of education and the American Lung Association. Initial evaluation results showed that the percentage of students who quit smoking was almost 4 times higher among NOT participants than comparison groups. The program's initial success prompted the American Lung Association to adopt the program, and it is now being disseminated nationally.**

**From 1999 through 2003, nearly 33,000 teens in 47 states participated in the NOT program. Additionally, NOT has been recognized as an effective program by the National Registry of Effective Programs and is listed on the Substance Abuse and Mental Health Services Administration's Model Programs Web site at <http://www.modelprograms.samhsa.gov>.**