



# Addressing Tobacco Use & Addiction



CDC's Division of Adolescent & School Health

## Mission

The mission of the Division of Adolescent and School Health (DASH) is to prevent the most serious health risks among children, adolescents, and young adults.

## Goal

To prevent tobacco use and addiction among young people by increasing the capacity of the nation's schools to address tobacco use through coordinated school health programs.

## Strategies

- 1 Data collection and analysis.
- 2 Science-based guidance.
- 3 Funding to state departments of education and health and national nongovernmental organizations for program and policy development.
- 4 Evaluation.
- 5 Integration with other federal efforts.

## 1 Data Collection and Analysis

### Youth Risk Behavior Surveillance System (YRBSS)

The YRBSS consists of national, state, and large urban school district surveys of representative samples of high school students. Conducted every two years, these surveys monitor health-risk behaviors among young people so that health and education agencies can more effectively target and improve programs. These behaviors, often established during childhood and early adolescence, include tobacco use; unhealthy dietary choices; inadequate physical activity; alcohol and other drug use; sexual behaviors that can lead to unintended pregnancy or sexually transmitted disease, including HIV infection; and behaviors that contribute to unintentional injuries and violence.

Specific data collected on tobacco-use behaviors include

- Age at initiation of cigarette use.
- Lifetime, lifetime daily, current, and current frequent cigarette use.
- Current smokeless tobacco, cigar, and tobacco use.
- Cigarette and smokeless tobacco use on school property.
- Access to cigarettes.

[www.cdc.gov/YRBS](http://www.cdc.gov/YRBS)

### School Health Policies and Programs Study (SHPPS)

Conducted every six years, SHPPS is the most comprehensive study of U.S. school health policies and programs. SHPPS assesses the characteristics of school health policies and programs at the state, district, school, and classroom levels nationwide across all eight school health program components: health education; physical education and

### Coordinated School Health Program (CSHP)

A CSHP consists of eight interrelated components: health education; physical education; health services; nutrition services; counseling, psychological, and social services; healthy and safe school environments; health promotion for staff members; and family and community involvement. CSHPs focus on improving the quality of each of these components and expanding collaboration among the people responsible for them. This coordination results in a planned, organized, and comprehensive set of courses, services, policies, and interventions that meet the health and safety needs of all students from kindergarten through grade 12. Effective CSHPs can increase the adoption of health-enhancing behaviors, improve student and staff health, and use resources more efficiently.

activity; health services; mental health and social services; nutrition services; healthy and safe school environment; faculty and staff health promotion; and family and community involvement.

SHPPS monitors policies and practices related to tobacco use, such as

- Prohibiting all forms of tobacco use by students, staff, and visitors, on school property, in school vehicles, and at school-sponsored events not on school property.
- Prohibiting various forms of tobacco advertising.
- Providing funding for staff development or offering staff development on tobacco-use prevention education to health education teachers.
- Requiring tobacco-use prevention education.

[www.cdc.gov/SHPPS](http://www.cdc.gov/SHPPS)



## School Health Profiles (Profiles)

Profiles, a biennial survey conducted by state and local education and health agencies, provides data on school health policies and practices in states and large urban school districts. It monitors and assesses characteristics of, and trends in, health and physical education and activity, tobacco-use prevention policies, nutrition-related policies and practices, health services, collaboration, and family and community involvement in school health programs. States and large urban school districts can use Profiles data to plan and allocate resources, guide professional development, advocate for policy improvement and resources, and describe the status of school health programs in their jurisdictions.

Data collected in Profiles include the percentages of schools in participating states and large urban school districts that

- Prohibit all forms of tobacco use by students, staff, and visitors, on school property, in school vehicles, and at school-sponsored events not on school property.
- Teach specific topics related to tobacco-use prevention.
- Have a lead health education teacher who has received staff development on tobacco-use prevention.

[www.cdc.gov/HealthyYouth/Profiles](http://www.cdc.gov/HealthyYouth/Profiles)

## Healthy Passages

Healthy Passages is a multi-year study that follows a group of fifth-grade students through age 20 to improve our understanding of what factors help keep children healthy. The results will provide information that can be used to develop effective policies and programs to improve the health and development of children, adolescents, and adults. Healthy Passages collects data on cigarette and smokeless tobacco use, other substance use, and peer tobacco use, as well as data on physical activity, diet, physical and mental health, injuries and violence, sexual behavior, family and peer relationships, and media exposure.

[www.cdc.gov/HealthyYouth/HealthyPassages](http://www.cdc.gov/HealthyYouth/HealthyPassages)

## 2 Science-Based Guidance

### Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

Developed in collaboration with tobacco-use prevention experts across the nation, the guidelines identify the most effective policies and practices schools can implement to prevent tobacco use and addiction among young people and create a tobacco-free environment in which students can learn. According to these guidelines—which are based on an extensive review of research, theory, and current practice in tobacco-use prevention, cessation, health education, and public health—tobacco-use prevention programs are most likely to be effective when schools

- Develop and enforce a school policy on tobacco use that establishes environments that are tobacco-free at all times, including off-site school events.
- Provide a sequential tobacco-use prevention curriculum during grades K–12, with intensive delivery in junior high or middle school, and with reinforcement in high school.
- Provide instruction that covers the physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and skills that promote a tobacco-free lifestyle.
- Provide program-specific training for teachers.
- Involve parents, families, and the community in support of school-based programs to prevent tobacco use.
- Provide support for tobacco-use cessation efforts among students and school staff who use tobacco.
- Assess the tobacco-use prevention program at regular intervals.

An updated version of the guidelines is scheduled for release in 2008.

[www.cdc.gov/HealthyYouth/tobacco/guidelines](http://www.cdc.gov/HealthyYouth/tobacco/guidelines)

## School Health Index (SHI): A Self-Assessment and Planning Guide

The *SHI* helps schools implement evidence-based policies and practices that promote a tobacco-free lifestyle and other healthy behaviors. *SHI* provides the tools and resources needed to assist stakeholders (e.g., teachers, parents, students, and community members) in assessing health policies and programs and developing an improvement plan based on assessment results. Both print and interactive online versions of the *SHI* are available.

[www.cdc.gov/HealthyYouth/SHI](http://www.cdc.gov/HealthyYouth/SHI)

### Promising Practices in Chronic Disease Prevention and Control: A Public Health Framework for Action

This publication provides a framework to help public health officials establish comprehensive chronic disease prevention and control programs that target limited resources where they are most needed and can be most effective. The chapter on school health programs describes promising practices that states should consider when planning school-based policies and programs to help young people avoid behaviors that increase their risk for tobacco addiction and tobacco-related diseases, and promote a tobacco-free environment. In addition, the tobacco chapter describes proven, effective interventions that state and local public health officials and their partners can implement to address tobacco use on a state or community level.

[www.cdc.gov/HealthyYouth/publications/pdf/pp-Ch9.pdf](http://www.cdc.gov/HealthyYouth/publications/pdf/pp-Ch9.pdf)

### 3 *Funding to State Departments of Education and Health and National Nongovernmental Organizations for Program and Policy Development.*

#### **State Programs to Reduce Tobacco Use and Addiction**

DASH supports efforts to reduce tobacco use through Coordinated School Health Programs (CSHPs) by providing technical assistance and financial support to state education and health agencies in 23 states. As a result of this assistance, states are able to

- Implement effective tobacco-use prevention policies, programs, curricula, and standards.
- Provide professional development, consultation, and technical assistance to schools and school districts.
- Implement strategies to reduce health disparities.
- Collaborate with local health and education departments, community planning groups, parents, students, and other groups or coalitions.

#### **National Nongovernmental Organization (NGO) Programs to Reduce Tobacco Use and Addiction**

National NGOs support state and local health and education agencies in preventing tobacco use and addiction. NGOs can effectively reach target audiences with resources, guidance, training, and technical assistance to develop, implement, and promote tobacco-use prevention programs, policies, and practices. Through extensive coordination and collaboration, NGOs promote better health for all students and put research findings into action to support healthier youth.



DASH funds national NGOs to

- Assess needs for training, technical assistance, materials, and other resources.
- Build capacity of other funded partners and constituents through training and technical assistance efforts.
- Identify, develop, and disseminate model strategies, guidelines, program materials, and other resources.
- Assist constituents and other funded partners in developing partnerships.
- Encourage constituents and other funded partners to collaborate with state departments of education and health and community-based organizations.

For example, the National Association of State Boards of Education developed *Fit, Healthy and Ready to Learn: A School Health Policy Guide* to provide science-based information to help state, local, and territorial education agencies develop and implement the policies needed to ensure support for school health. The tobacco prevention chapter provides guidance on developing a comprehensive, integrated policy aimed at reducing tobacco use and promoting a tobacco-free lifestyle among students and school staff. An updated version will be released in 2007.

[www.nasbe.org/HealthySchools/fithealthy.html](http://www.nasbe.org/HealthySchools/fithealthy.html)

The CSHP Collaborative includes the Society of State Directors of Health, Physical Education, and Recreation (The Society); the National Association of Chronic Disease Directors; and the Directors of Health Promotion and Education. The CSHP Collaborative conducts trainings that bring together

state education and health agencies to advance the understanding and implementation of CSHPs, including tobacco-use prevention, within schools. In addition to training, the Collaborative provides ongoing support to trainees by hosting CSHP-related conference calls, supplying Website assistance, identifying and promoting additional resources, and conducting follow-up site visits.

The Society and the Association of State and Territorial Health Officials (ASTHO) developed *Making the Connection: Health and Student Achievement*—a presentation for state and local education decision makers, parents, teachers, and administrators that summarizes research linking health status, health behavior, and academic achievement.

[wg.thesociety.org/home/publications](http://wg.thesociety.org/home/publications)

The National School Boards Association (NSBA) convenes a consortium of national organizations and state School Boards Associations to promote strategies for preventing youth tobacco use and strengthening tobacco-free school policies. To support this effort, they are currently assessing model policies of state school boards associations for alignment with established tobacco policy recommendations and standards. Additionally, NSBA provides technical assistance, information, and resources to school boards to help them establish and strengthen policies and practices to support tobacco-free schools.

## 4 Evaluation

### Technical Assistance

DASH provides evaluation support to its funded partners through individual technical assistance and professional development. Technical assistance increases the capacity of funded partners to evaluate and improve their programs by describing their programs using a logic model, developing SMART objectives, and documenting what happened in their programs by maintaining accurate and organized records on program activities and designating a person responsible for process evaluation data.

### Evaluation Research

To help identify effective new approaches for promoting the health of young people, DASH provides technical assistance to state and local agencies to evaluate innovative policies and programs.

#### *Cost-Effectiveness Study of Project Toward No Tobacco Use (TNT)*

CDC conducted an economic evaluation using data from a 2-year effectiveness study of the school-based tobacco-use prevention program, TNT. The program had been found to significantly reduce smoking initiation

## TOBACCO-FREE ZONE



**State law prohibits tobacco use on all school property.**

**Violators are subject to penalty.**

COLORADO REVISED STATUTE  
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and smoking rates among middle-school students compared with a control group. The evaluation found that every dollar invested in TNT will save society nearly 20 times as much in future medical care costs. The results of the study were published in *Archives of Pediatric Medicine*, 2001; 155 (9):1043-1050.

#### *Linking Lives*

*Linking Lives* is a parent-based intervention to prevent or reduce tobacco use and sexual risk behaviors in young adolescents, and was developed for parents of Latino and African American middle school students in the Bronx, New York. The evaluation focuses on the effectiveness of combining parents interventions with school-based curricula, compared with curricula alone. The primary feature of the parent intervention is a set of booklets (in English and Spanish) that teach parents how to communicate effectively with their children about tobacco and sexual risk behaviors. The evaluation study is a randomized controlled trial and includes about 4,750 families. Data collection will be completed in 2007.

## 5 Integration with Other Federal Efforts

DASH collaborates closely with CDC's Office on Smoking and Health (OSH), other CDC partners, and other federal agencies to address issues related to tobacco-use prevention and cessation in schools.

- DASH collaborated with OSH on the development of CDC's *Best Practices for Comprehensive Tobacco Control Programs*, a guide for states on establishing tobacco control programs that are comprehensive, sustainable, and accountable.
- DASH staff members participate in OSH's Youth Initiation Work Group, the Young Adult Tobacco Use Work Group, the Policy Team meetings, and numerous school and youth-related initiatives with OSH.
- DASH and OSH project officers are cross-trained to assist states and collaborate in tobacco-use prevention in schools.
- DASH staff members regularly provide input on documents, toolkits, websites, and other tools developed by CDC, the National Cancer Institute, and other federal agencies related to tobacco-use prevention among young people.
- DASH staff members participate in the *Healthy People 2010* Tobacco Work Group.
- DASH staff members serve on the interagency Youth Tobacco Cessation Collaborative.
- DASH and OSH have convened expert panels to explore strategies for reducing tobacco use among college students and young adults.
- DASH staff members help develop *Guide to Community Preventive Services* reviews on school-related tobacco-use prevention.

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