

Project Towards No Tobacco Use

Brief Description | Recognition | Program IOM | Intervention Type | Content Focus | Protective Factors
Risk Factors | Interventions by Domain | Key Program Approaches | Outcomes | Evaluation Design
Delivery Specifications | Intended Setting | Fidelity | Barriers and Problems | Personnel | Education
Personnel Training | Cost | Intended Age Group | Intended Population | Gender Focus
Replication Information | Contact Information

Program developers or their agents provided the Model Program information below.

BRIEF DESCRIPTION

Project Towards No Tobacco Use is a comprehensive, classroom-based curriculum designed to prevent or reduce tobacco use in youth, in grades 5 through 10 (10 to 15 years of age). It is designed to counteract several different causes of tobacco use simultaneously, because the behavior is determined by multiple causes. It works well for a wide variety of youth who may have different risk factors influencing their tobacco use.

It teaches awareness of misleading social information, develops skills that counteract social pressure to use tobacco, and provides information about the physical consequences of tobacco use, such as addiction.

PROGRAM BACKGROUND

Project TNT was initially funded (from 1987 to 1993) with a grant from the National Cancer Institute, National Institutes of Health with in the U.S. Department of Health and Human Services. The theory underlying Project TNT is that young people will best be able to resist using tobacco products if they 1) are aware of misleading social information that facilitates tobacco use (e.g., advertising, inflated prevalence estimates); 2) have skills that counteract the social pressures to achieve approval by using tobacco; and 3) appreciate the physical consequences that tobacco use may have on their own lives (e.g., the beginnings of addiction).

RECOGNITION

Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services: Model Program

National Institute on Drug Abuse, U.S. Department of Health and Human Services: Programs That Work

U.S. Department of Education: Exemplary Program

Centers for Disease Control and Prevention, U.S. Department of Health and Human Services: Programs That Work (1997–2002)

INSTITUTE OF MEDICINE CLASSIFICATION (IOM)

UNIVERSAL

Developed for a universal audience.

INTERVENTION TYPE

SCHOOL-BASED

CONTENT FOCUS

TOBACCO, OTHER: SMOKELESS TOBACCO

This program targets tobacco use.

PROTECTIVE FACTORS

INDIVIDUAL, FAMILY, PEER, SCHOOL, COMMUNITY

INDIVIDUAL

- Accurate knowledge of the course of tobacco addiction and disease, the consequences of using tobacco, and the prevalence of tobacco use among peers
- Effective communication, refusal, and cognitive coping skills
- Awareness of how the media and advertisers influence teens to use tobacco products
- Self-esteem enhancement
- Strategies for advocating no tobacco use (activism)
- Knowledge of how to quit tobacco use

FAMILY

- Better understanding of tobacco addiction among adults

PEER

- Reinforcement of responsible classroom behavior

SCHOOL

- Assertion of no tobacco use at school

COMMUNITY

- Activism (i.e., letter writing to discourage mass media promotion of tobacco use or products)

RISK FACTORS

INDIVIDUAL, COMMUNITY

INDIVIDUAL

- Poor social skills
- Low self-esteem, susceptibility to negative peer social influence

FAMILY

- Family modeling of tobacco use
- Accessibility to tobacco products

PEER

- Peer modeling of tobacco use and other risky behavior
- Peer influence to use tobacco

SCHOOL

- Evidence of tobacco use among school personnel or visitors to the school

COMMUNITY

- Tobacco use myths
 - Tobacco use prevalence overestimates
 - Tobacco use social images
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INTERVENTIONS BY DOMAINS

INDIVIDUAL, PEER, SCHOOL, SOCIETY

INDIVIDUAL

- Life/social skills training

PEER

- Peer-resistance education

SCHOOL

- Classroom drug education
- Classroom-based skills development

SOCIETY

- Media education to counter alcohol and tobacco advertising

KEY PROGRAM APPROACHES

INFORMATION SHARING, IN-SCHOOL CURRICULA, SKILL DEVELOPMENT

INFORMATION SHARING

Students learn about the course of tobacco-related addiction and disease and the correct prevalence estimates.

IN-SCHOOL CURRICULA

The implementation manual provides step-by-step instructions for completing each lesson, along with introductory and background materials. Students learn active listening skills, the course of tobacco-related addiction and disease, correct tobacco use prevalence estimates, ways to build self-esteem, tobacco use-specific cognitive coping skills, effective communication skills, general assertiveness, assertive refusal practice, ways to counteract media portrayals of tobacco use, social activism letter writing, and making a public commitment about tobacco product nonuse.

The curriculum uses games, homework assignments, role-plays, discussions, student worksheets, activism letter writing, and a videotaping project.

SKILL DEVELOPMENT

Students learn skills of active listening, cognitive coping, and communication.

HOW IT WORKS

Implementing Project TNT involves the following activities:

- A comprehensive, 10-day, classroom-based social influences program that examines media, celebrity, and peer portrayal of tobacco use
- Training in active listening, effective communication, and general assertiveness development along with methods for building self-esteem
- Education on the course of tobacco-related addiction and diseases; correction of inflated tobacco-use prevalence estimates
- Learning tobacco-specific cognitive coping skills and assertive refusal techniques
- Practicing ways to counteract media portrayals of tobacco use, including social activism letter writing to make a public commitment to not using tobacco products
- Use of homework assignments, a classroom competition (i.e., the "TNT Game"), and a two-lesson booster program
- Longitudinal assessment material

Virtually any school or school district can implement Project TNT. Trained teachers in a classroom setting deliver it to standard class sizes.

OUTCOMES

DECREASES IN SUBSTANCE USE, OTHER TYPES OF OUTCOMES

Students in Project Towards No Tobacco Use reduced initiation of cigarette smoking by approximately 26% over the control group when 1- and 2-year followup outcomes were averaged together.

Initiation of smokeless tobacco use was reduced by approximately 30%.

Weekly or more frequent cigarette smoking by students in the Project Towards No Tobacco Use group was reduced by approximately 60%, and weekly or more frequent smokeless tobacco use was eliminated.

OTHER TYPES OF OUTCOMES

At the completion of this program, students will be able to—

- Describe the course of tobacco addiction and related diseases
- Demonstrate effective communication, refusal, and cognitive coping skills
- Identify how the media and advertisers influence youth to use tobacco products
- Identify methods for building their own self-esteem

EVALUATION DESIGN

Five conditions (four programs and the "usual school health education" control) were contrasted using a randomized experiment involving 6,716 seventh-grade students from 48 junior high schools. Four curricula were developed. Three of these curricula were designed to counteract the effects of separate (single) program components (normative social influence, informational social influence, and physical consequences), whereas a fourth, comprehensive curriculum, Project TNT, was designed to counteract all three effects. To determine outcomes, 1- and 2-year followups were conducted after the initial intervention was delivered.

DELIVERY SPECIFICATIONS

0–4 WEEKS

Amount of time required to deliver the program to obtain documented outcomes:

Successful replication of Project TNT involves delivering 10 core lessons and 2 booster lessons, each 40 to 50 minutes in length. The 10 core lessons are designed to occur during a 2-week period, although they may be spread over 4 weeks as long as all lessons are taught. The two-lesson booster is delivered 1 year after the core lessons in a 2-day sequence. However, the booster sessions may be taught one per week.

INTENDED SETTING

RURAL, URBAN, SUBURBAN

Developed for urban, suburban, and rural settings.

FIDELITY

Components that must be included in order to achieve the same outcomes cited by the developer:

Dedicated, enthusiastic, trained teachers.

Ten 40- to 50-minute periods for implementation.

Program materials, equipment, and supplies.

Completion of all core and booster sessions in the recommended timeframes.

PERSONNEL

FULL TIME

The program requires trained teachers who teach in a classroom setting.

EDUCATION

UNDERGRADUATE

PERSONNEL TRAINING

Project Towards No Tobacco Use provides a 2-day teacher training prior to implementation that is highly recommended. Contact the tobacco prevention coordinator at the appropriate State Department of Education or Health to find out whether a particular State has developed the capacity to deliver the training.

Project TNT can provide a 1- to 2-day teacher training session prior to implementation. This training is highly recommended.

Technical assistance is available upon request.

COST (ESTIMATED IN U.S. DOLLARS)

\$101–1,000

Cost considerations for implementing this program as recommended by the developer:

MATERIALS

| | |
|---------------------------------------|---|
| Teacher's Manual | \$45 |
| Student Workbooks | \$18.95 for set of five |
| Stand Up for Yourself video | \$79.95 |
| Use Social Images video | \$40 |
| Posttest, hard copy | \$2.50 |
| Posttest, electronic copy | Free on CSAP/Towards No Tobacco Use Web site |
| Project Papers | \$2.50 each |

Materials costs

Project TNT offers an implementation manual that provides step-by-step instructions for completing each of the lessons, along with introductory and background materials. Other program materials include:

- Two videos, one on assertive refusal and the other on combating tobacco use-specific social images
 - A student workbook
 - An optional kit that includes posters and other instructional materials (e.g., evaluation materials, Project TNT outcomes papers)
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INTENDED AGE GROUP

CHILDHOOD (5–11), EARLY ADOLESCENT (12–14)

The program was originally developed with seventh graders. It has been successfully implemented with youth in fifth through ninth grades, 10 to 14 years of age.

INTENDED POPULATION

AFRICAN AMERICAN, ASIAN AMERICAN, HISPANIC/LATINO, WHITE

This program has been delivered to African American, Asian American, White, and Hispanic/Latino youth.

GENDER FOCUS

BOTH GENDERS

Developed for use with both male and female students.

REPLICATION INFORMATION

Towards No Tobacco Use has been implemented as part of a statewide evaluation in Texas, with successful results.

Two recently published studies identify Towards No Tobacco Use as a very cost- and time-effective program.

CONTACT INFORMATION

ABOUT THE DEVELOPER

Steve Sussman, Ph.D., FAAHB

Dr. Steve Sussman is a professor in the Departments of Preventive Medicine and Psychology and the Institute for Health Promotion and Disease Prevention Research at the University of Southern California. He has published more than 170 articles, chapters, and books in the area of drug abuse prevention and cessation. Recent projects include Project Toward No Drug Abuse and Project EX, one of the largest and most successful teen tobacco-use cessation trials to date.

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