

Title of Intervention: A Youth Anti-tobacco Intervention

Intervention Strategies: Campaigns and Promotions, Individual Education

Purpose of the Intervention: To prevent adolescent tobacco use and to increase parent and child knowledge about the extent of harm done by tobacco use

Population: 6th and 8th grade students and their parents

Setting: Six small communities in Oregon; community-based, school-based, home-based

Partners: Community government, school districts, sports programs, community groups

Intervention Description:

- Campaigns and Promotions: In the Youth Anti-tobacco Activities component adolescents distributed anti-tobacco posters, made art opposed to tobacco use, made floats, marched in parades, wrote and sang anti-tobacco songs, revised school policies regarding tobacco use and advocated smoke-free restaurants. The campaign targeted young people through classrooms, sports programs, t-shirts, posters, sidewalk art, community parades and festivals, special school events and the distribution of treats containing anti-tobacco messages. Incentives were offered for classrooms that had a large proportion of families complete and return a quiz. Prior to sending the tobacco quizzes to student's homes, parents were sent a letter signed by numerous prominent local citizens that told them about the quiz and gave them the answer to each of its questions.
- Individual Education: The Family Communications about Tobacco Use component included a take-home quiz that was given to parents and included information about tobacco use and the enormous amount of money spent by tobacco companies on marketing their deadly product. It also contained information about the degree to which parents in their community were opposed to young people using tobacco. In one of the communities, a pamphlet urging parents to talk to their children about tobacco was distributed. A second pamphlet urging parents to join a parent network was sent home to students in grades K through 12. It contained a paragraph urging parents to talk to their children about not using tobacco.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Community coordinators to implement intervention, adolescents
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Cost of incentives
- Intervention: Targeted mailings, parent quiz, pamphlets, posters, materials for floats and sidewalk art, songs, t-shirts
- Evaluation: Interviewer

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Separate phone interviews to parents and students assessed exposure to media about youth tobacco use through all possible channels, knowledge about tobacco and its marketing, attitudes toward youthful tobacco use and parent child communications about tobacco use. Parents were also asked about their intentions to talk to their children about tobacco use and students were interviewed about their intentions to use and actual use of smokeless tobacco and cigarettes.

Outcomes:

- Short Term Impact: The intervention led to increases in parent and youth knowledge about tobacco use and more negative attitudes toward tobacco.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: A multi-faceted anti-tobacco campaign is effective in raising awareness about the dangers of smoking.

Citation(s):

Biglan, A., D. Ary, et al. (1996). "Experimental evaluation of a modular approach to mobilizing antitobacco influences of peers and parents." *Am J Community Psychol* 24(3): 311-39.