

Webinar

North American Quitline Consortium

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Reach and Effectiveness of Smoking Cessation Intervention for Youth

Results from the
Hutchinson Study for High School Smoking
Group-Randomized Trial

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Goals of the HS Intervention

REACH

- *Reach out* to smokers
- Overcome barriers to recruitment and retention
- Establish *rapport*

HELP TO QUIT

- *Enhance motivation* to quit smoking
- Provide *skills* for quitting



**Increase smoking cessation among
population of teen smokers**

Study Question

To what extent can

a proactive intervention involving proactive outreach and proactive MI-plus-Skills Training telephone counseling for teen smokers

succeed in

- (1) reaching and engaging them, and
- (2) effecting smoking cessation?

Challenges in Reaching/Recruiting Teens

- Concerns about stigmatization “smoker”
- Concerns about privacy
- Desire for autonomy
- Misperceptions about smoking cessation programs
- Lack of enthusiasm
- Requirement that they take the first step

Proactive Method of Recruitment that We Used

1. In-class survey (of high school juniors)
2. “Cold-call” contact (after obtaining parental consent for those students under 18)
3. Invitation (*MI-style*)

Telephone Counseling

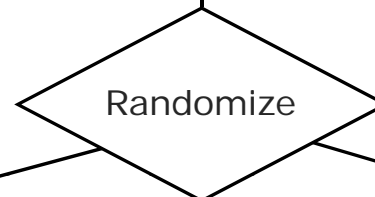
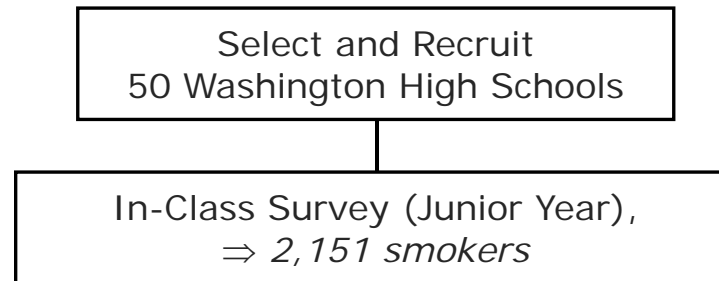
1. For both smokers and *non-smokers*
2. Telephone-delivered
3. Use of Motivational Interviewing (MI)
4. Use of Cognitive Behavioral Skills Training (CBST)

Telephone Calls

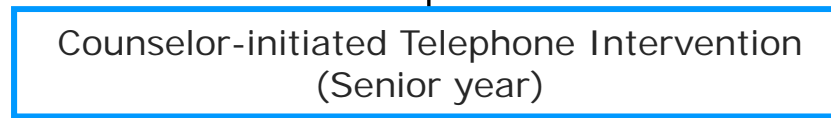
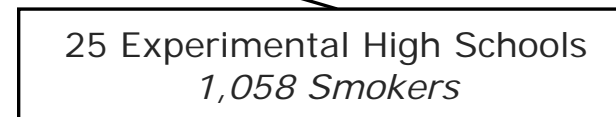
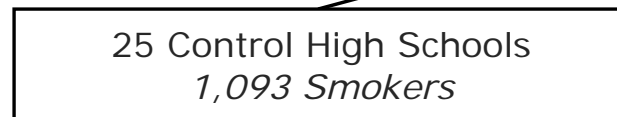
	<u>Number of calls</u>
For smokers not ready to quit:	
Motivation-enhancement calls	Up to 3
For smokers who had made a commitment to quit:	
<i>Skills-training calls</i>	Up to 6
	<hr/>
Total number of calls	Up to 9

Study Design

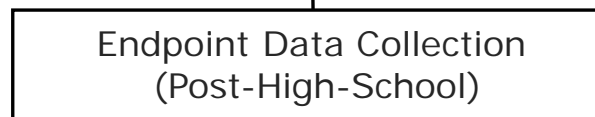
"Year 1"



"Year 2"



"Year 3"



Cohort of Smokers (2,151)

DEMOGRAPHICS

47.3% female

26.1% non-Caucasian

93% age 16 or 17

25% eligible for free/reduced price meals

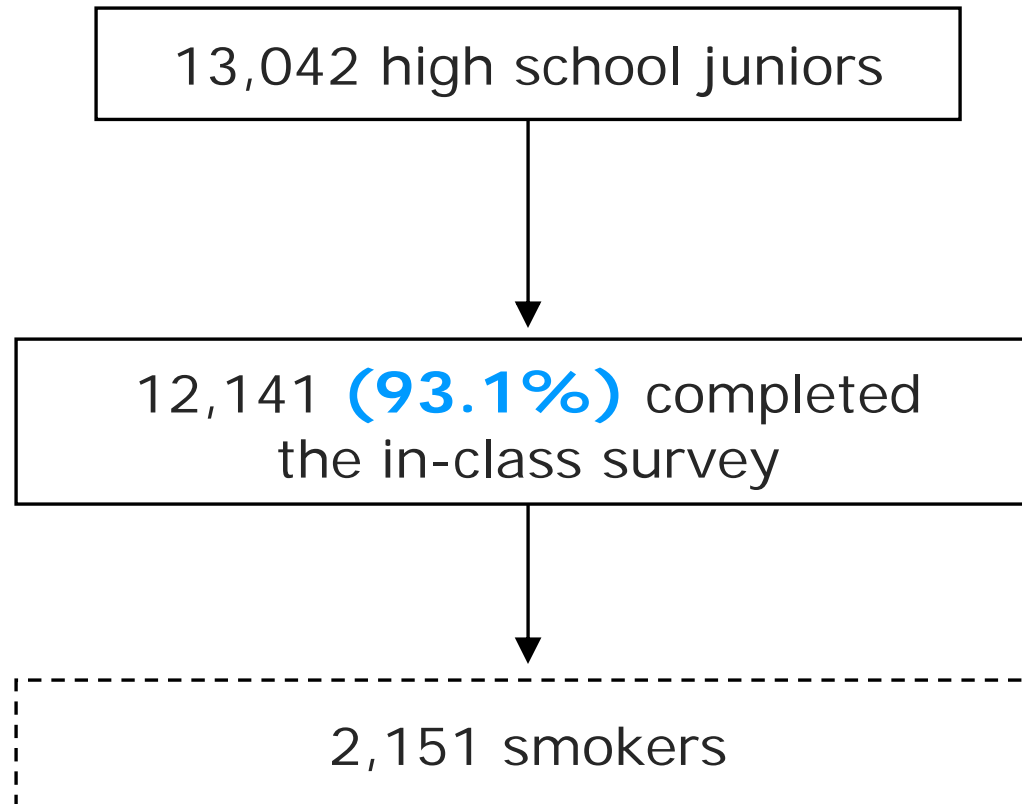
SMOKING

62.8% smoke less than daily

33.1% intend to smoke in the future

47.2% made at least 1 quit attempt in the last year

Participation in In-Class Survey



Results for Recruitment/Participation

n = 1,058 smokers, experimental group

1. Eligible for telephone counseling: 89.6%*
(948/1058)
2. Succeeded in contacting: 80.5%
(851/1058)
3. Participated in telephone counseling: **65.3%**
(691/1058)

* From 86% parental consent for 779 minor-age smokers, plus 179 older smokers

What was responsible for the favorable results ("65%") on reach?

OUR JUDGMENT

1. *Proactive* identification and contact of teen smokers
2. Contact of both smokers *and (selected) non-smokers*
3. Personalized invitation to participate
4. Telephone
5. Focus on the individual, and rapport, from the first word.

Intervention Effect on Smoking Cessation

Daily Smokers (n = 695)

Pair	Control		Experimental		$\Delta, \%$
	n	Cess, %	n	Cess, %	
Overall	337	5.9	358	10.1	4.1

95% confidence interval (CI) = 0.8 to 7.1 ($p = .02$)

Intervention Effect on Smoking Cessation

Less-than-Daily Smokers (n = 1,165)

Pair	Control		Experimental		$\Delta, \%$
	n	Cess, %	n	Cess, %	
Overall	629	24.8	536	28.7	3.9

95% confidence interval (CI) = - 2.1 to 9.8 ($p = .19$)

Intervention Effect on Smoking Cessation

6-month prolonged abstinence
at one year post intervention (N = 1,860)

Pair	Control		Experimental		$\Delta, \%$
	n	Cess, %	n	Cess, %	
Overall	966	17.8	894	21.8	4.0

95% confidence interval (CI) = - 0.2 to 8.1 ($p = .06$)

What was responsible for the effectiveness of the intervention?

OUR JUDGMENT

1. Proactive contact and invitation.
2. Telephone.
3. Counselor's interest in the client: his/her situation, thoughts, attitudes, challenges.
4. Overriding goal: empathetic interaction.
5. MI and its respectful, deferential nature.
6. Skills training delivered in the MI style.
7. Attention to implementation.

Leischow editorial

Resource

“...a new and promising foundation for youth tobacco cessation intervention...”

“...a resource to address the immediate need of young daily smokers who wish to quit.”

Quitlines

“...quitlines should be encouraged ...to implement [this] intervention”

Possible Impact

“...with the goal of increasing on a national scale the number of adolescents who quit smoking”

Conclusion

These results suggest possible opportunities for quitlines in continuing to expand services to youth:

- Proactive recruitment: youth will respond
- MI + Skills Training telephone counseling: youth can benefit from it.

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References

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- Kealey KA, Ludman EJ, Marek PM, Mann SL, Peterson AV, Jr. Design and implementation of an effective telephone counseling intervention for adolescent smoking cessation. *J Natl Cancer Inst.* 2009;101(20):1393-1405.
- Leischow SJ, Matthews E. Helping adolescent smokers quit: can telephone quitlines lead the way? *J Natl Cancer Inst.* 2009;101(20):1367-1368.

**Thank you
for your interest!**