

NATIONAL BLUEPRINT FOR ACTION:
YOUTH AND YOUNG ADULT TOBACCO-USE CESSATION

For the "Youth Tobacco Cessation: Science and Treatment Strategies" public scientific workshop

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DISCLAIMER

This is not a formal dissemination of information by the FDA and does not represent Agency position or policy

This is my opinion (n=1) and is meant to further discussion on the topic of "Youth Tobacco Cessation: Science and Treatment Strategies" public scientific workshop

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- Youth Tobacco Cessation Collaborative
- 2000 Blueprint for Action: Youth and young adult tobacco-use cessation
- Check on progress

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YOUTH TOBACCO CESSATION COLLABORATIVE (YTCC) [HTTP://WWW.YOUTHTOBACCOCESSATION.ORG/](http://www.youthtobaccocessation.org/)

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WHO MADE UP THE YTCC? 1998-2011

- American Cancer Society
- American Legacy Foundation
- American Lung Association
- Canadian Tobacco Research Initiative
- Centers for Disease Control and Prevention
- National Cancer Institute
- National Cancer Institute of Canada
- National Heart, Lung, and Blood Institute
- **National Institute on Drug Abuse**
- Robert Wood Johnson Foundation

Note: As of September 30, 2011 the Youth Tobacco Cessation Collaborative is no longer operational.

YOUTH Tobacco Cessation Collaborative

>> Ensuring that EVERY young tobacco user has access to effective cessation interventions

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THE NATIONAL BLUEPRINT FOR ACTION FOR YOUTH AND YOUNG ADULT TOBACCO-USE CESSATION

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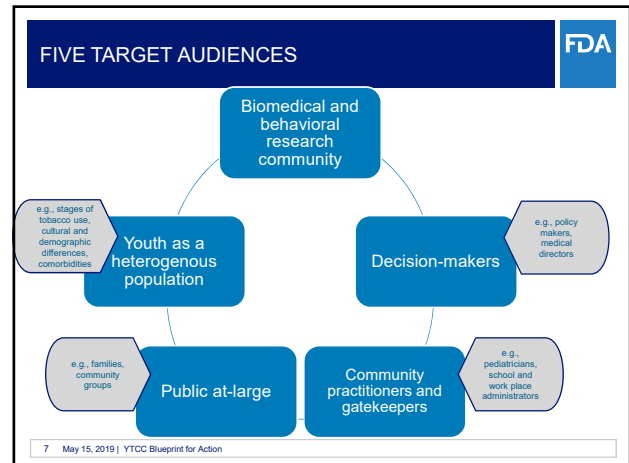
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- Based on outcomes of a youth cessation conference sponsored by the CDC
- "Young tobacco users" defined as 12-24 years old
- Developed as a consensus document to:
 - guide YTCC activities
 - guide decisions regarding funding research and programs related to youth tobacco-use cessation
 - reflect common goals and objectives among national organizations that fund such efforts
 - help ensure that funding plans and programs across organizations build the strongest possible national efforts to support youth cessation

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RECOMMENDATIONS AND GOALS/OBJECTIVES



- Areas
 1. Research
 2. Implementation
 3. Support and demand
- Timeframe
 - 2 years
 - 5 years
 } Short-term
 - 10 years → Every young tobacco user (age 12–24) has access to appropriate and effective cessation interventions by the year 2010

The Blueprint was meant to guide YTCC activities toward common goals and objectives

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BLUEPRINT GOALS AND EXAMPLE OBJECTIVES*




* Please see www.youthtobacco cessation.org/ for full list of objectives

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BLUEPRINT GOALS: RESEARCH




- Increase understanding of youth tobacco experimentation, use, addiction, and cessation
- Increase national and state-based surveillance of youth cessation behavior and use of treatments and services
- Develop and test tobacco-use treatment programs, services, and interventions for youth
- Develop a basic infrastructure for youth tobacco-use cessation research and its translation into practice, including
 - Common taxonomy, standards of effectiveness, practice guidelines
 - Collaboration on a prioritized research agenda

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EXAMPLE* RESEARCH OBJECTIVES FOR EACH GOAL




- Biobehavioral models and addiction
 - "...develop and modify measures of youth tobacco use, addiction, and cessation outcomes"
- Surveillance
 - "...state and national surveys of youth tobacco use and cessation."
- Intervention research
 - "Develop consensus on the criteria for best practices in new interventions."
 - "...develop and modify procedures for recruiting and retaining youth into cessation programs"
- Infrastructure
 - "Disseminate standard measures of use, addiction, and cessation outcomes as they are developed for youth."

* Please see www.youthtobacco cessation.org/ for full list of objectives

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BLUEPRINT GOALS: IMPLEMENTATION 

- Increase access to effective science-based tobacco-use cessation
- Interventions and services appropriate for youth.
- Increase the capacity and capability to deliver effective youth tobacco-use cessation interventions and services.

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EXAMPLE* IMPLEMENTATION OBJECTIVES FOR EACH GOAL 

- Increasing access to effective interventions
 - “Develop and promote the use of quality control strategies in the delivery of cessation interventions. Investigate the value and process for establishing accreditation programs.”
 - “Establish formal clinical practice guidelines for youth tobacco-use cessation.”
- Building infrastructure
 - “Establish and continue to support mechanisms and partnerships to infuse new interventions into the marketplace as they become available.”
 - “Establish standard definitions of program effectiveness and guidelines for best practices which, among other things, address cultural and developmental appropriateness”

** Please see www.youthtobacco cessation.org/ for full list of objectives*

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BLUEPRINT GOALS: SUPPORT AND DEMAND 

- Advocate for policies and environments that support youth tobacco-use cessation.
- Increase support for youth tobacco-use cessation among providers, decision-makers, and community gatekeepers.
- Increase public and peer support for youth tobacco-use cessation, and generate interest and participation in cessation attempts among young tobacco users.

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EXAMPLE* SUPPORT AND DEMAND OBJECTIVES FOR EACH GOAL 

- Encouraging policies
 - “Advocate for making tobacco-use cessation programs available as alternatives to suspension or other punitive measures for youth caught using tobacco products.”
- Motivating involvement and support
 - “Conduct needs assessments for youth tobacco-use cessation interventions and services among decision-makers, health care providers, community gatekeepers, and youth, paying particular attention to differences among youth by age, sex, race/ethnicity, geographic location, social group, type of tobacco use, and so on.”
- Increasing public interest and support
 - “Develop, market, and track the effects of messages through mass media and other channels to raise awareness”

** Please see www.youthtobacco cessation.org/ for full list of objectives*

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
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CHECK ON PROGRESS

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IMPACT ON YTCC ACTIVITIES – HIGHLIGHTS OF ACTIVITIES PUBLISHED EVERY 1-2 YEARS (2001-2009)*  

- Development and funding of grants and programs
 - Grants via RFAs, for example:
 - Transdisciplinary Tobacco Use Research Center grants
 - Youth cessation intervention research
 - Helping Young Smokers Quit– evaluation and tool development
- Multiple surveillance projects and surveys
- Special issues of journals, peer-reviewed publications
- Conferences, workshops, summer course activities
- Environmental scan, analysis, review (state and national policies, youth cessation programs)
- Youth Cessation guide
- And much more...

** <http://www.youthtobacco cessation.org/about/achievements.html>*

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PROGRESS: RESEARCH







-  • Increase understanding of youth tobacco experimentation, use, addiction, and cessation
-  • Increase national and state-based surveillance of youth cessation behavior and use of treatments and services
-  • Develop and test tobacco-use treatment programs, services, and interventions for youth
 - Issues with recruitment and retention
-  • Develop a basic infrastructure for youth tobacco-use cessation research and its translation into practice

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PROGRESS: IMPLEMENTATION







-  • Increase access to effective science-based tobacco-use cessation
 - Limited to science based on data from young adults
-  • Interventions and services appropriate for youth.
-  • Increase the capacity and capability to deliver effective youth tobacco-use cessation interventions and services.

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PROGRESS: SUPPORT AND DEMAND



-  • Advocate for policies and environments that support youth tobacco-use cessation.
-  • Increase support for youth tobacco-use cessation among providers, decision-makers, and community gatekeepers.
Recent big push
-  • Increase public and peer support for youth tobacco-use cessation, and generate interest and participation in cessation attempts among young tobacco users.

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LESSONS LEARNED

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SUCCESS OF YTCC




Coordination and collaboration pays off!

- Funding opportunities w/ multiple funders
 - Focused funding
 - Larger, more integrated projects
- Multiple special journal issues
- Questionnaires and surveys that complement each other
 - Reduction of overlap

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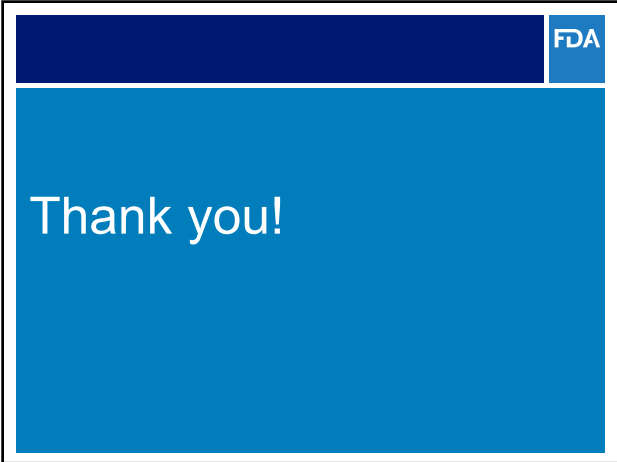
PRESSURE POINT EXAMPLES



- **Research:** Recruitment and retention issues
 - No progress → issues with grant review and funding
- **Implementation**
 - No research findings → no translation into practice
- **Support and Demand:** Generating interest in tobacco cessation in a population (particularly youth) that often doesn't recognize the problem – potential impacts on:
 - Policies
 - Environment
 - Resource allocation

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