
The California Smokers' Helpline: Teen Cessation

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Topics

- Teen smoking prevalence in CA.
- Current CSH approach to teen cessation.
 - Theoretical considerations
 - Counseling considerations
 - Counseling protocol
- Results of the CSH randomized trial with teen smokers

Acknowledgements

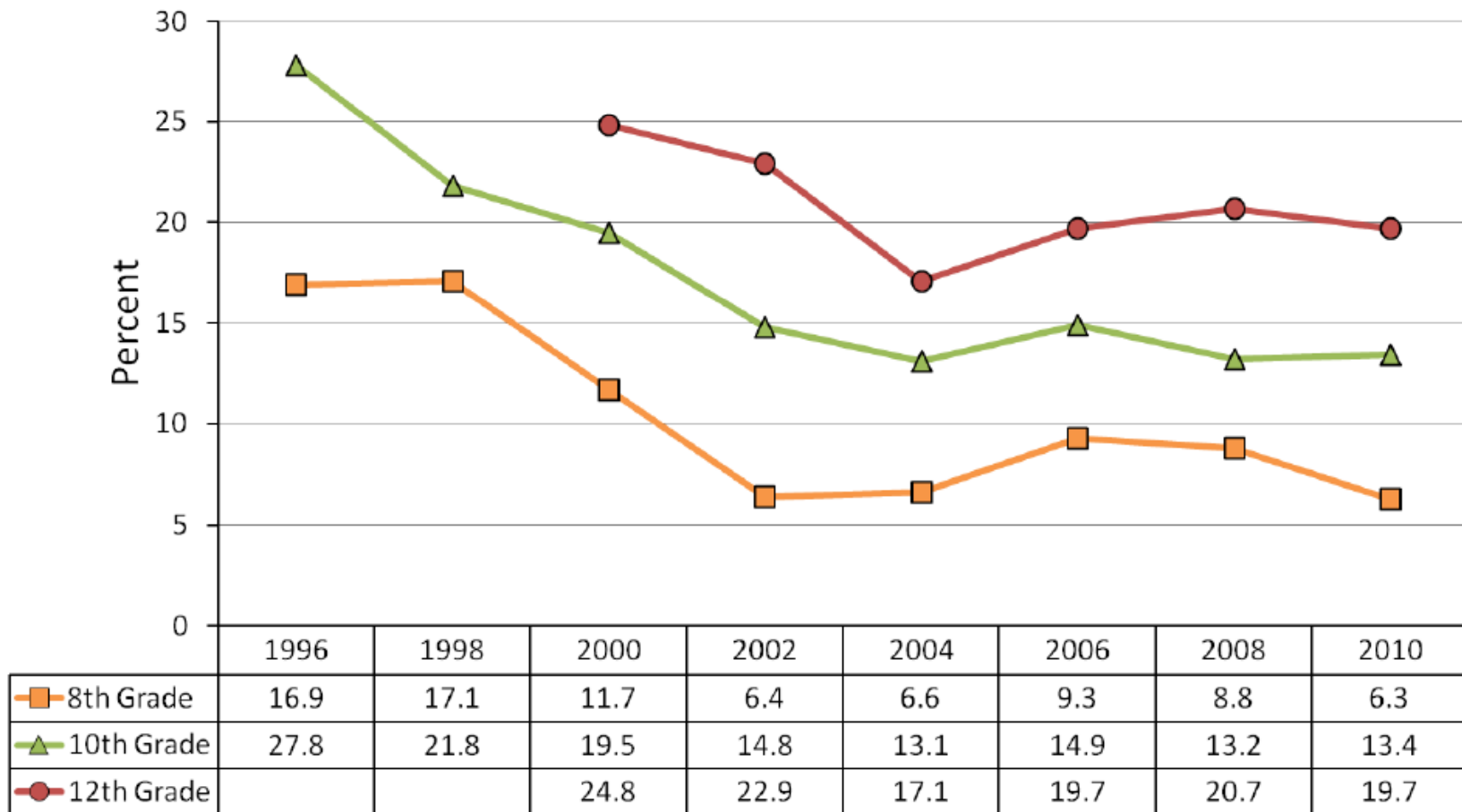
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 - Christopher Anderson, Project Manager
 - Sharon Cummins, Director of Research & Evaluation
 - Former CSH staff members:
 - Cynthia Strauss, Michael Byrd, Brad Rosbrook, Elsa Gutiérrez-Terrell
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**More than 80% of adult
smokers began smoking
before age 18.**

What is the Teen Smoking Prevalence in California?



30-day smoking prevalence among 8th, 10th, and 12th graders in California, 1996-2010



Source: The 2000 California data are from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, 2006, 2008, and 2010 data are from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006, 2008, and 2010 used a mixed parental consent procedure.

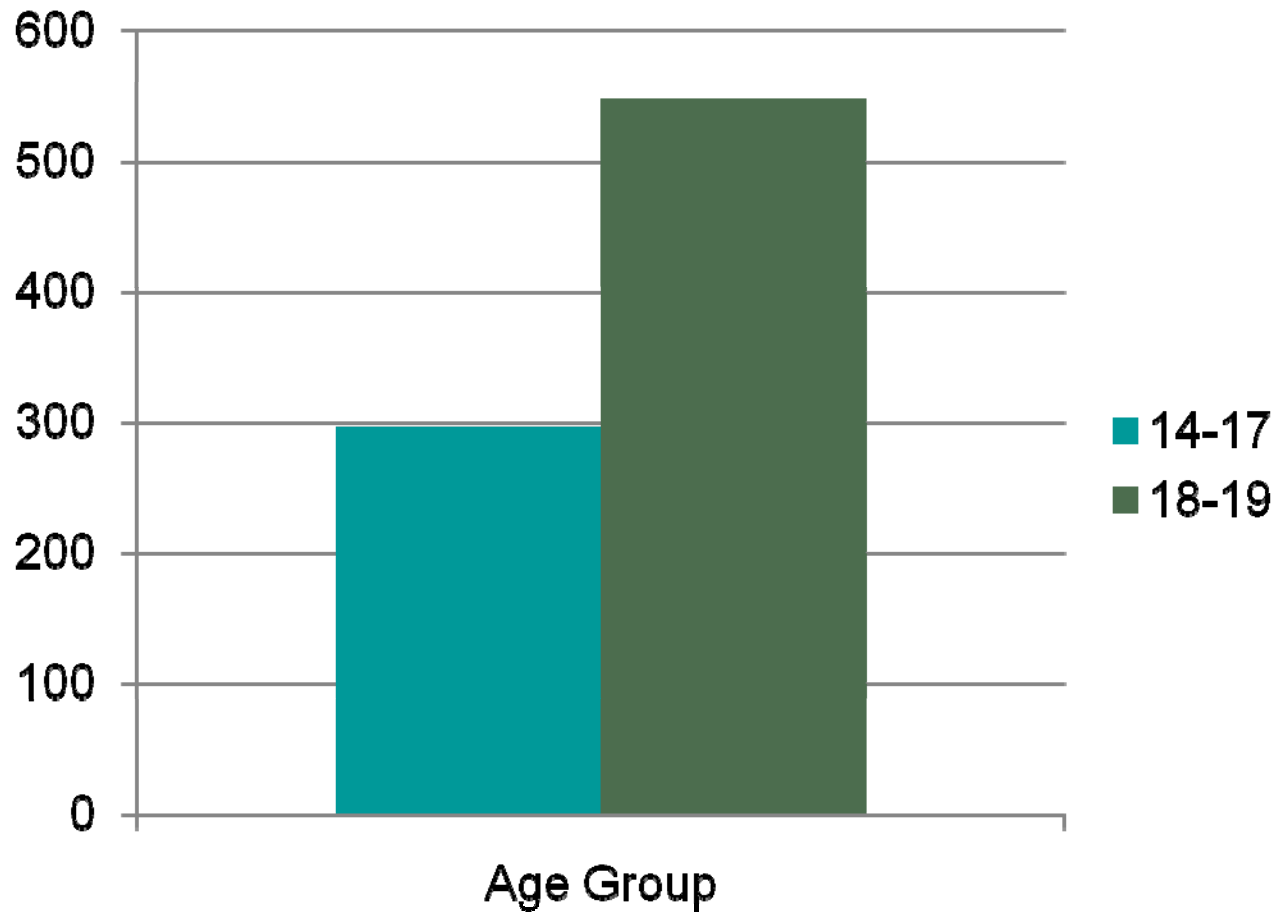
Prepared by: California Department of Public Health, California Tobacco Control Program, April 2011.

Factors Associated with Teen Smoking

- Low socioeconomic status
- Use & approval of tobacco use by peers or siblings
- Lack of skills to resist influences to use tobacco
- Smoking by parents or guardians and/or lack of parental support or involvement
- Accessibility, availability, & price of tobacco products
- A perception that tobacco use is the norm
- Low levels of academic achievement
- Low self-esteem
- Aggressive behavior (e.g., fighting, carrying weapons)

California Smokers' Helpline

Number of Teen Callers



Helpline data 2010

Available Services

- Self-help materials

Teen Booklets



Teen Booklets (cont.)



Teen Booklets (cont.)





I can quit anytime I want.

Why not wait?

Why not quit now?

It will be a lot easier if you don't wait. 95% of smokers began before their 18th birthday and none of them had the intention of smoking for the rest of their lives.

Smoking is the only thing I can do when I'm bored. What should I do?

Do nothing. It's better than smoking. **NOBODY** **WON'T** **KILL** **YOU**. Or better yet—get off your butt and find something to do.



Since I'm only hurting myself, what does it matter?

1. Why hurt yourself?
2. It's not just yourself you're hurting. Everyone else around you breathes your smoke.

Everyone I live with smokes, so won't that make it impossible for me to quit?

Difficult, yes, impossible, no. Make a household contract so no one smokes in the house, or smokers at least stick to one room (just not in front of you). Make a contract with yourself not to smoke the cigarettes you find around the house—it would help if others didn't leave them around too (ask them). Don't let anyone smoke in your room—you need a place to go if the household contract isn't working.

I need to smoke when I'm upset.

How can I handle that?

Do you actually think a cigarette will take away your problems? Everyone gets upset sometimes but the way people deal with problems is the key. Cigarettes are an easy thing to grab to distract yourself, but you can learn other ways of coping that can become just as easy.



Most people smoke, why shouldn't I?

Wrong! Fact is, only 18% of Californians are smokers. Most people have chosen to quit or not to start at all.



Smoking relaxes me. How do I handle that?

Usually, the times you smoke are the times **YOU** allow yourself to relax.

The nicotine in your cigarette is actually a stimulant that speeds up your heart rate and breathing—not *physically* relaxing at all.



I heard people gain

20 lbs. or more when they quit smoking.

How can I keep that from happening to me?

It is true that people may gain some weight when they quit, although the average is closer to 5 lbs. Some people even lose weight because of their new healthier lifestyles. If you want to avoid gaining any weight, exercise, stick to good healthy foods, and try not to replace your cigarettes with donuts and french fries.

I'm young.

Why should I worry about health problems that I won't get 'til I'm old?

How do you know you won't get them 'til you're old? Even people who have smoked for only a short time have smoking-related health problems like coughs, bronchitis, shortness of breath, and frequent colds. So you can get these miserable symptoms now **AND** worry about lung cancer and emphysema in the future...What fun!

I heard withdrawal is painful and lasts forever. Is that true?

It is not "painful" but can be uncomfortable. The time when you may experience it is from the first few days after you quit to a couple of weeks into your quitting process. Everyone's experience is different, ranging from cravings to crankiness or headaches. Would you prefer a little discomfort now or real pain and suffering later?



But I've tried to quit so many times and failed.

There's this crack in the sidewalk by my house and everyday when I'm walking home I trip over it. And every time I trip over it I tell myself "I'm gonna watch for it next time so I don't trip and look like an idiot." Of course, every time I always end up tripping (and looking like an idiot). One day, I really thought about it on the way home and actually didn't fall for it. And everyday after that it got easier until I didn't even have to think about it.

How do I handle it if I lose my friends when I quit?

Do you really want friends who would drop you just because you're making a positive change in your life? It would be their loss. Make new friends who like you for who you are and not just because you smoke.

What about smoking a couple of cigarettes a day? That won't hurt me, will it?

Duh...ever heard of addiction? Your brain will become bored with just a couple of cigarettes and eventually demand more and more. A single cigarette leads to more, until you're hooked.



How do I avoid being the most horrible person to be around for months?

You may be a bit grumpy because your body wants nicotine and it's not getting it. But after 72 hours, all the nicotine is out of your system and cravings are fewer and less intense. If you're still horrible after that, don't blame quitting smoking. See what else is going on in your life.

Nobody can quit—it's impossible!

It's quite possible! Thousands of people have quit. You probably can think of at least one person who has done it, so you know it's possible. And you probably know someone who has had trouble quitting. Don't let someone else's failure be a cop-out for yourself. You **CAN** quit if you want.

How about if I switch to lights?

Don't kid yourself. When you switch to lights, you just inhale deeper or smoke more to get your nicotine level up to what your body is used to. If you're concerned about your nicotine and tar intake, why not just quit completely?



I go over to my best friend's house and she's a smoker.
Ok...she smokes and you don't. Both of you can respect each other's choices.

I GOT IN AN ARGUMENT WITH MY BOYFRIEND.
Yeah, and a cigarette will just fix that right up. Try to learn new ways of dealing with the stress. Think of how a non-smoker would act under these circumstances (take some time away, work through the problem, etc.). Courage is facing things we fear in deal with your emotions rather than hiding behind that cigarette.

EM ON THE SOCCER TEAM AND AFTER PRACTICE A FEW OF US ALWAYS HAVE A CIGARETTE.
Use common sense. hang out with the team members who don't smoke. Or go get a snack, or soda, or leave. Think about the workout you just had...are you really want to mess that with a cigarette?

MY FRIENDS ALWAYS SMOKE BEHIND THE FOOTBALL FIELD AT LUNCH TIME. IF I DON'T GO, I'LL BE HANGING OUT BY MYSELF IN THE CAFETERIA.
DON't don't go. Use your creativity and find something better to do, like hanging out with nonsmokers.

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I DON'T BUY CIGARETTES, BUT MY FRIENDS ARE ALWAYS OFFERING THEM AND I CAN'T SAY NO.
Blame who? Get comfortable with saying no by practicing it and asserting yourself. You own always tell them you're quit so they'll stop offering you snower stades. Give an excuse ("whoops, I've just brushed my teeth") or change the subject.

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MY MOM DROPS ME OFF AT SCHOOL 20 MINUTES BEFORE FIRST PERIOD AND THERE'S NOT MUCH ELSE TO DO BUT SMOKE.
Did you bring your brain to school? If so, use it. spend the time finishing homework or visiting with friends. If you're not a morning person, sleep in and have your mom drop you off a little later.

I GOT A BAD REPORT CARD AND I'M REALLY STRESSED OUT. SMOKING IS THE ONLY THING THAT HELPS ME.
The only thing, huh? If that were true how would nonsmokers ever survive? Will having a cigarette change your grades? No, but maybe quitting will. Talk about your stress with someone, do some deep breathing and exercising. You'll feel and think better as a nonsmoker.

When I get home from school there's no one home so I smoke and watch TV.
Get off that couch and try doing something original, or go to a nonsmoking friend's house. If nothing else, have something to fidget with in your hands (pencil, ball, etc.) or mouth (gum, suckers, etc.).

I got a ride with a carload of smokers.
Grab a taxi, find another ride, bike, or walk. If you insist on exposing yourself to second-hand smoke, at least roll down the windows, bring plenty of lollipops, and persuade yourself to stick to your no-smoking plan.

I was at a party and people were smoking.
So what? You can still have fun at a party without smoking. Make your own decisions. If the smokers are bothering you just leave, or plan on not going in the first place.

I really wanted one and figured one drag wouldn't kill me.
It's true, one drag won't kill you. But everyone who goes back to smoking starts with that measy excuse of one drag. Is it worth the risk of possibly having to start all over again from the first day?

My girlfriend and I had a fight and she hates when I smoke, so I smoked to piss her off. Who are you really hurting here?
I get bored sometimes on the weekends or after school and the only thing to do is smoke.
Get a life! There are so many other things to do than smoke, so go find something.

WHEN I GO WITHOUT A CIGARETTE FOR A COUPLE OF HOURS I GET REAL MEAN.
Crankiness happens. For some it happens more often when quitting. How you handle it is up to you. Warn everyone (so they will forgive you), have plenty of time to exercise and be by yourself. The experience you gain from managing to quit smoking may even help you handle other types of stress.

BEFORE I GO TO BED I HAVE TO HAVE A CIGARETTE.
Ewww—and stink up your sheets? Try doing something relaxing: read, write, watch TV. You can brush your teeth, take a bath, get some good smelling clothes out for the next day. You didn't always smoke before bed—what did you do then? Also, think about not quitting a smoke-free day with a cigarette.

I work at night and I get tired so I smoke to stay awake.
Plan ahead so you don't get tired (naps, etc.). If possible, take a short break, get some air, take a walk, have some water.

1-800-7-NOT-4-QUIT

Available Services

- Self-help materials
- Referral lists of local area tobacco cessation programs
 - Updated by each county's tobacco control program & Funded by Proposition 99 & Proposition 10
- Individual telephone counseling (+ materials)
 - Confidential
 - One pre-quit call, multiple proactive follow-up calls
 - Trained counseling staff

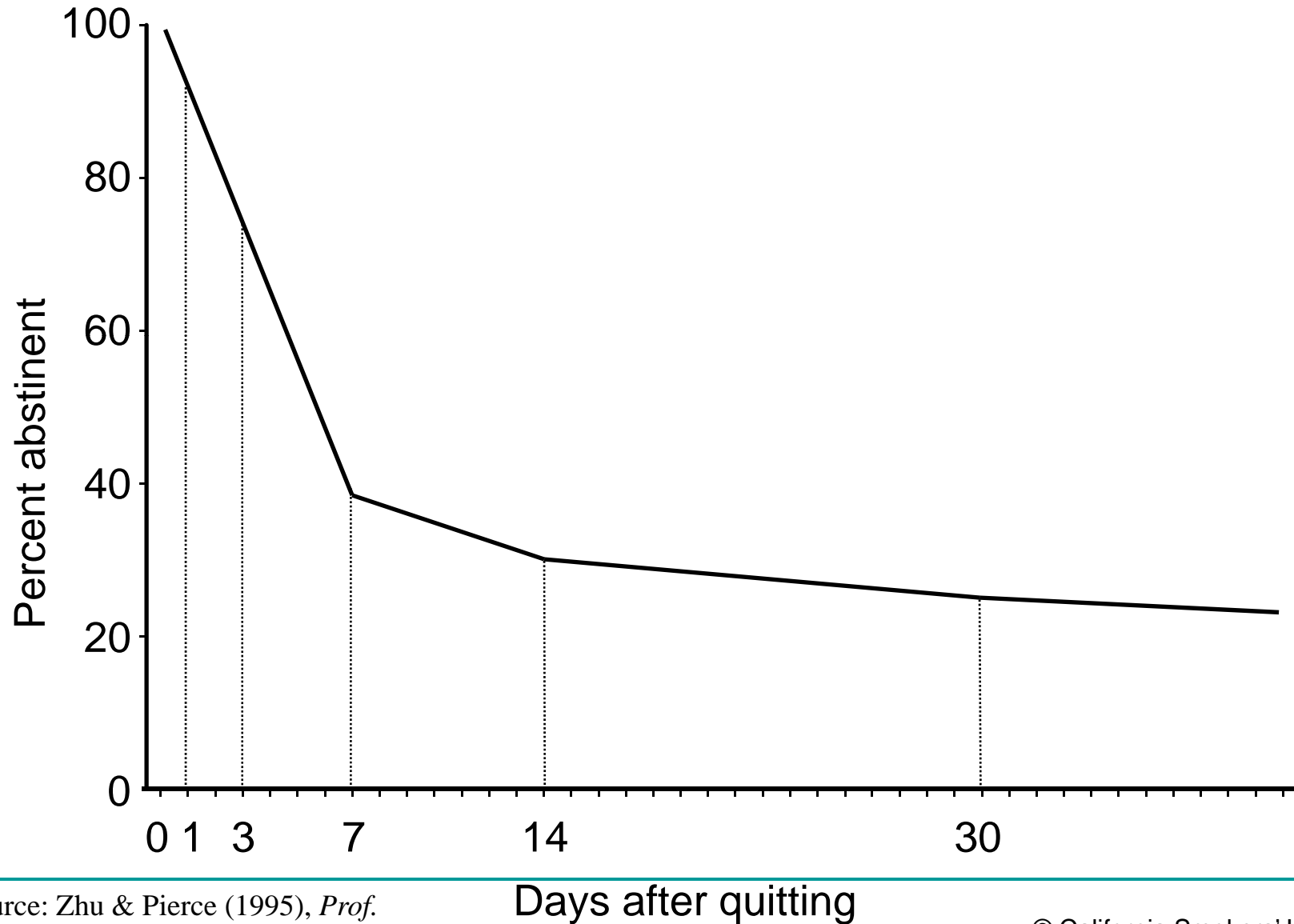
Helpline Counselors

- Bachelor level or higher in psychology, social work, or health related field
- Majority are bilingual/bicultural
- Training & quality control
 - 48-hour, in-house training
 - 1-month apprenticeship
 - Clinical supervision
 - Continuing education

Type of Calls

- Initial session
 - Comprehensive, 30-40 minute call
 - Preparation to quit
 - Setting a quit date
- Proactive follow-up sessions
 - Up to five 10-15 minute calls
 - Relapse prevention
 - Pharmacotherapy review (if appropriate)

Relapse-Sensitive Scheduling



Source: Zhu & Pierce (1995), *Prof. Psych. Res. & Practice*, 26, 624-625

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How Do We Help Teens Quit?

Intervening with Teen Smokers

- Theoretical Considerations
- Counseling Considerations
- Counseling Protocol

Theoretical Considerations - General

- Three tenets about smoking:
 - Smoking is a learned behavior that can be unlearned
 - Smokers need sufficient motivation to change and need to take an active role in quitting
 - Counseling can help through specific and nonspecific means

Theoretical Considerations - Teens

- Key theoretical component:
 - Teens seek out behaviors they associate with “adult” behavior.
 - Help teens view quitting, rather than smoking, as “adult” behavior.

Theoretical Considerations (cont.)

- Compared to adults teens are:
 - dependent on family
 - limited in life experience
 - limited in maturity
 - strongly influenced by peers
 - fluid in identity

Counseling Considerations

- Who is the best suited to work with teen smokers?
 - Age is probably less important than skill and enthusiasm.
- How involved should parents be, if at all?
 - Teens are usually ok with parental consent, and it provides an opportunity to intervene.

Counseling Considerations

- What keeps teen smokers interested in talking?
 - A structured but flexible protocol allows for topics of interest to teens.
- How directive should counselors be?
 - We try to strike a balance between empowering teens and providing accountability.

Counseling Considerations

- How necessary is planning?
 - Planning is often a new idea; many teens start and stop without thinking much about it.
- How motivational are health issues?
 - Teens may already be experiencing health problems, or have seen them in others.

Counseling Considerations

- What role does identity development play?
 - How integral are cigarettes to the teen's identity?
 - Quitting smoking is an opportunity to reinforce the teen's "cutting edge" behavior.

Counseling Protocol: Initial Call

- Consent (assent) & Introduction
- Smoking history
- Motivation
- Physical & mental health
- Familial & social support
- Self-image & identity
- Goal setting & planning
- Committing to follow-up calls

Counseling: Quit Day Call

- Quit status
- Withdrawal
- Pharmacotherapy (if appropriate)
- Challenges
- Slips & relapse
- Support
- Future plan

Counseling: Follow-up Calls

- Topics from Quit Day call
- Additional topics:
 - Self-efficacy & attribution
 - Motivation
 - Benefits/Costs
 - Self-image & identity
 - Reflections on the process

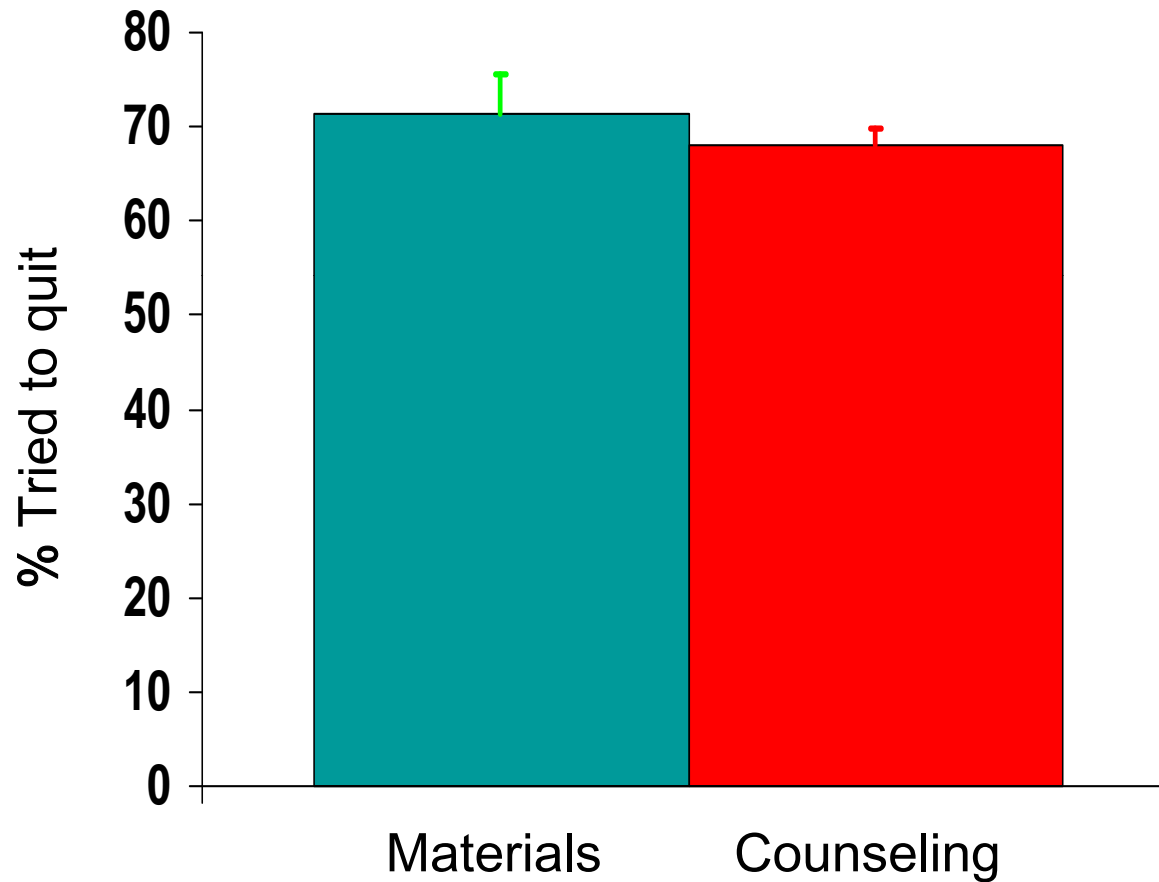
Does Telephone Counseling for Teen Smokers Work?

A Randomized Trial

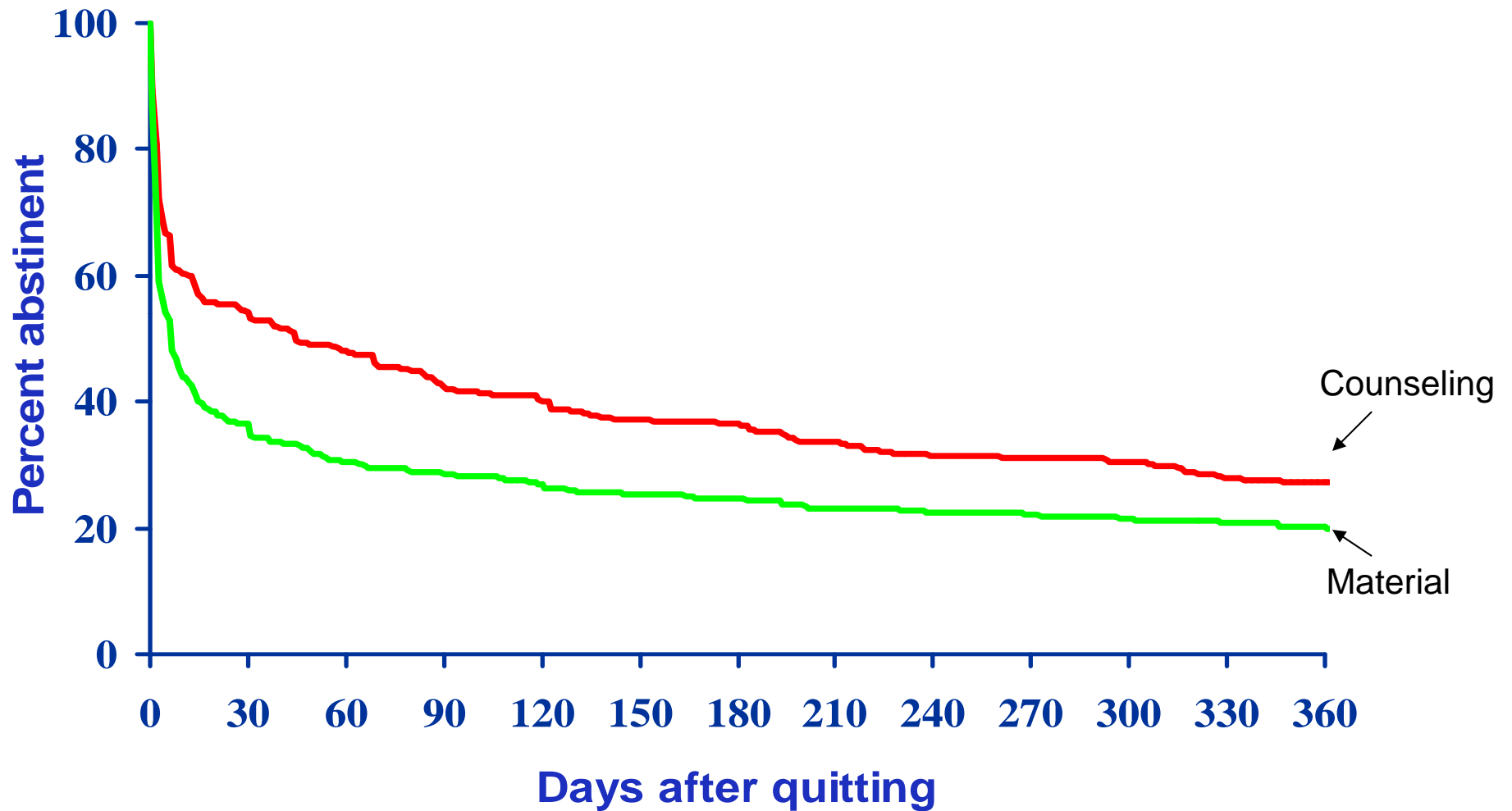
A Randomized Trial

- Sample size: 1,435
- Ages 14-19
- Two group design: self-help vs. telephone counseling
- Stratified randomization by age (14-17 (792) and 18-19 (643))
- Follow-up at 2, 4, 7, and 13 months

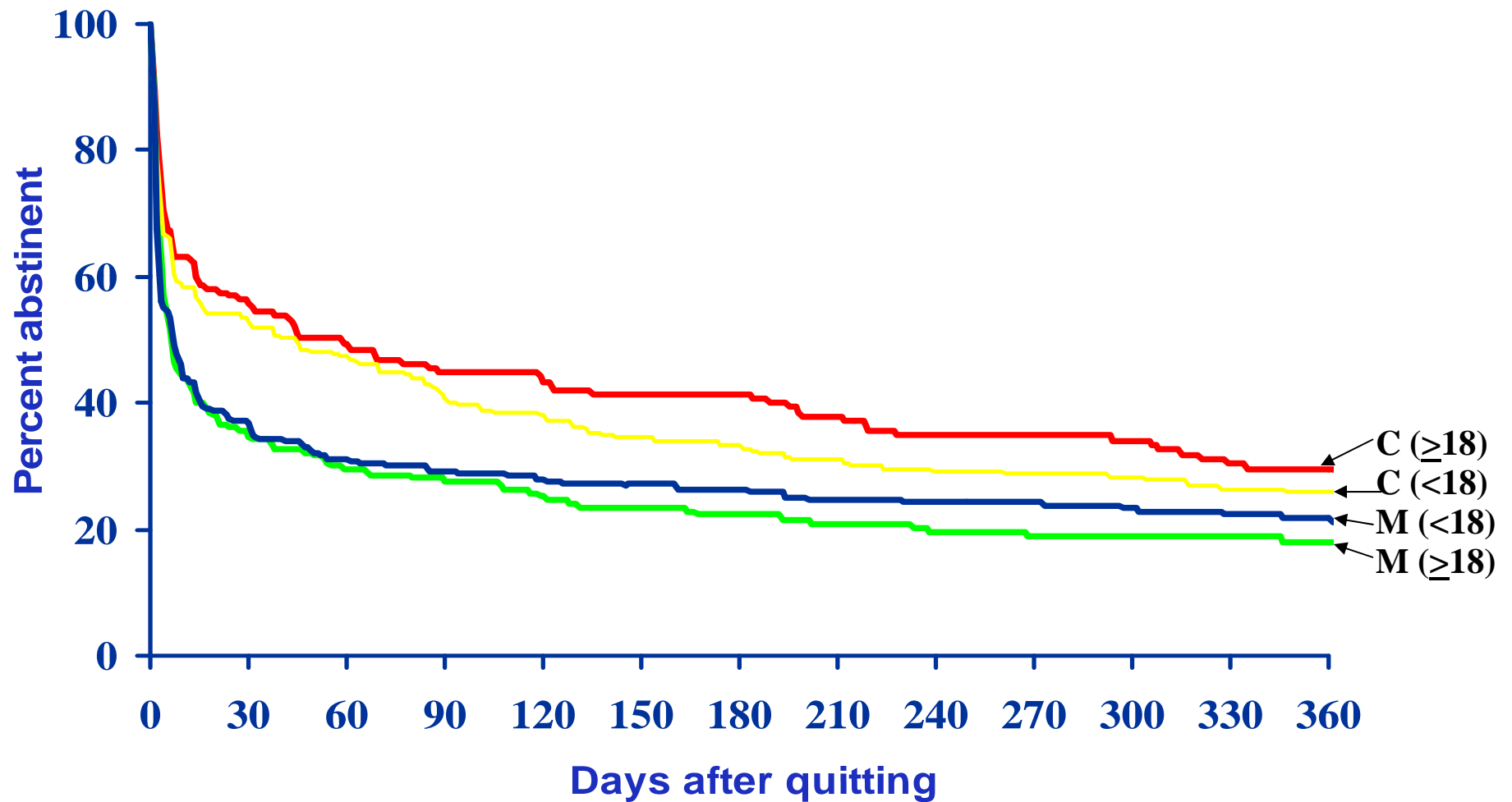
Quit Attempts in 3 Months



Relapse Curves for All Age Groups (14-19)



Relapse Curves for Older & Younger Teens (14-17 & 18-19)



Study Summary

- Telephone counseling helps prevent relapse for teens.
- The effect is larger for the older teens than for younger teens.
 - It seems much harder for younger teens to leave cigarettes behind.
 - Theoretically, it is difficult to know if these teens relapsed or just smoked as if it were a new initiation (re-uptake).

Study Take-away Points

- Telephone counseling is a viable cessation approach for teen smokers.
- The California Smokers' Helpline offers a convenient, clinically rich, & empirically tested cessation intervention.

Thank you!

■ Contact Information:

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- 858-300-1044

CSH Teen Protocol Reference:

Tedeschi, G.J., Zhu, S-H., Anderson, C.M., Cummins, S., & Ribner, N.G. (2005). Putting it on the line: Telephone counseling for adolescent smokers. *Journal of Counseling and Development*, 83(4), 416-424.