

# Smoking-Related Attitudes of 18-24 Year Old Men, Not in a College or University Setting

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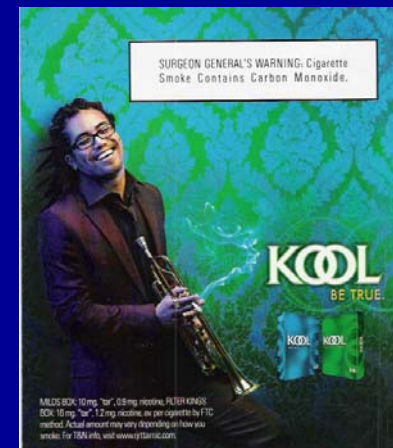


# Research Team

- Cynthia M. Livingston, MSW – Principal Investigator
- Lisa Ulmer, MSW, ScD - Evaluator
- Alison M. Tartaglia, MSPH, CHES – Program Manager
- Adonis Banegas, BS – Community Outreach Specialist
- George James, MFT - Facilitator

# Statement Of Problem

- 18-24 year old men, not in college are an underserved population
  - 33.5 % of non high school graduates are smokers. (PHMC Database, 2005)
- Hard to reach population
  - 0.8% of the 1800 smokers attending any of the citywide "SmokeFree Philly" cessation services were 18-24, (Branch Associates, 2006)
- Lack of information in Literature



# Experience with Gender-Specific Programs

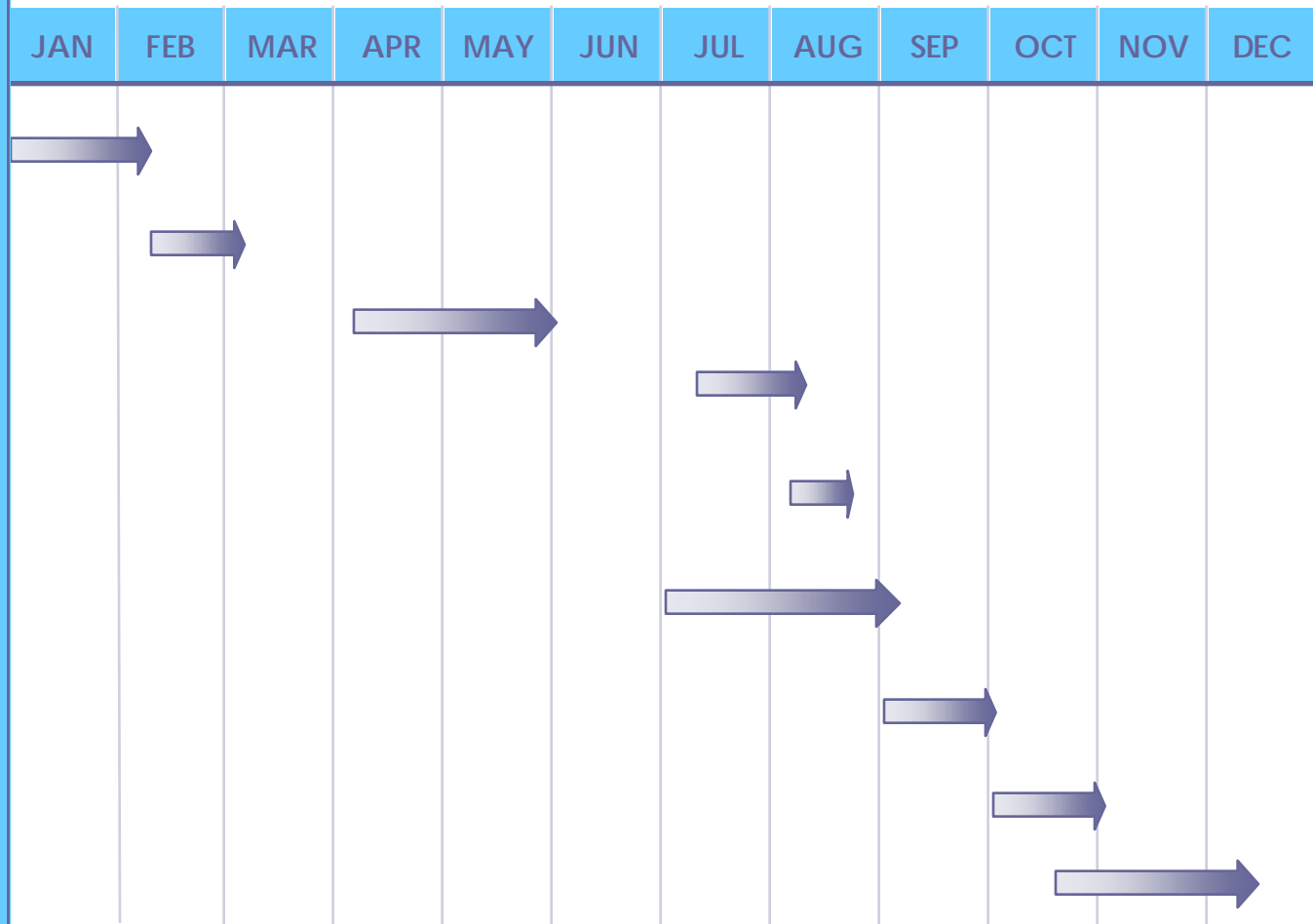
- History of Programs
  - Since 2001
- Current Programs in community
  - Women & Pregnant Women's Programs
  - Men's Program
- Young Men's Tobacco Project (YMTP)
  - Goal of YMTP
    - This project is designed to gather information on smoking patterns, attitudes and perceptions of this population and best methods for delivering education and cessation resources.



# Young Men's Tobacco Project Timeline 2007

## Objectives

- Recruit and conduct 1<sup>st</sup> round focus group
- Focus group analysis
- Identify Site
- 1<sup>st</sup> Intervention
- Intervention analysis
- Recruit and conduct 2<sup>nd</sup> round of focus group
- 2<sup>nd</sup> round focus group analysis
- 2<sup>nd</sup> Intervention
- Complete data analysis of program



# Community Outreach

- Extent of search
- Forms of outreach
- Difficulties of reaching population
- Results of outreach effort

# Focus Group – Round 1

- Two focus groups were held
  - Over 25 registered participants
- Discussion probed around two major questions
  - Likes and Dislikes of Smoking
  - What would you need to Stop Smoking
- Results of Focus group led to creation of intervention
  - "It's not a high priority to quit."
  - "Something major would need to happen for me to stop smoking."
- Stand alone programs would not work
  - Participants felt it would have to be convenient & connected to something they were already doing.

# Intervention – Round 1

- Development of concise program through extensive analysis
- Site to hold intervention identified as a result of Focus Groups
  - Participants acknowledged that getting a job and/or their GED as high priorities.
  - E3 Center -Job readiness, GED preparation, Empowerment
- Integration of intervention into the E3 Center (Education, Employment, Empowerment)
  - Met with Staff to share purpose of YMTP
  - Staff educated team about their participants and class cycles
  - Resulted in increased sessions in a shorter time period
  - Focus on reduction due to limited amount of time
- Results from Intervention
  - 100% reduction rate
  - Ben's Experience



# Focus Group – Round 2

- Two focus groups were held
  - Over 40 registered participants
- Modifications made from first round
  - Team meetings led to change in how focus groups were conducted.
- Increase in attendance

# Intervention – Round 2

- Modification of intervention
  - Intense analysis by team of what worked and what didn't work
- Continued collaboration with E3 Center
  - Returned to the same E3 Center
  - Met with staff of E3 again to discuss intervention
  - Learned more about structure of E3
  - Designed Intervention to fit class rotation
- Results from Intervention
  - 100% Reduction Rate
  - Juan's Experience

# Observations

- Attendance
  - 50% of registered participants attended the focus groups and the Interventions
- Strong Link to other Substances
  - Alcohol
  - Marijuana

# Future Directions

- Second Year Goals
- Questions
- Thank You!

# Contact Information

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