

Welcome Pioneers for Smoking Cessation




To Smoke or Not to Smoke: That is the Adolescent Question

Tuesday, November 1, 2011 - 1:00 pm ET

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Welcome



- Catherine Saucedo
 - *Moderator*
 - Deputy Director
Smoking Cessation Leadership Center
University of California, San Francisco
csaucedo@medicine.ucsf.edu

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Agenda

- Welcome
 - Catherine Saucedo, Deputy Director, SCLC, *moderator*
- Presentation from Bonnie Halpern-Felsher, PhD
 - *Professor of Pediatrics*
 - *University of California, San Francisco*
- Questions & Answers
- Technical Assistance and Closing Remarks

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Today's Presenter



- **Bonnie Halpern-Felsher, PhD**
 - Professor, Division of Adolescent Medicine, Department of Pediatrics, University of California - San Francisco
 - Director of Research, the Adolescent Medicine Fellowship,
 - Co-Director of General Pediatrics Fellowship
 - Faculty member: UCSF's Psychology and Medicine Postdoctoral Program, The Center for Health and Community, The Center for Tobacco Control Research and Education, the UCSF Heller Diller Family Comprehensive Cancer Center, and the Robert Wood Johnson Scholars Program

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To Smoke or Not to Smoke: That is the Adolescent Question

Bonnie L. Halpern-Felsher, Ph.D.
Professor of Pediatrics

University of California, San Francisco

**Funded by the Tobacco-Related
Disease Research Program**



Theories of Adolescent Risk Behavior

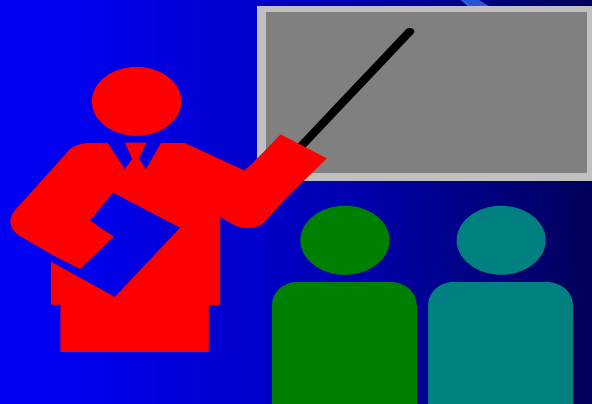
Adolescents Take Risks Because:

- Cannot judge risks appropriately
- Believe they are invulnerable to harm
- Are pressured by peers
- Have poor decision-making skills

3 I's...

- **Invulnerable**
- **Invincible**
- **Infertile**

Just Talk To Teens?



Provide Health Information

- Prevalence rates
- Risk assessment
- Risk factors
- Decision-making strategies



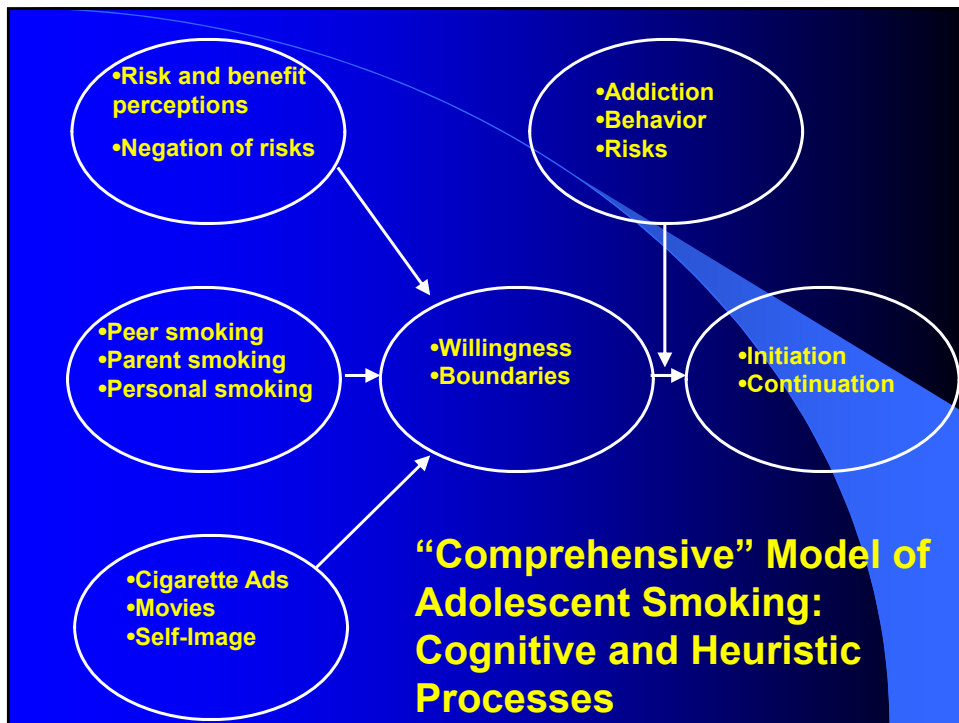
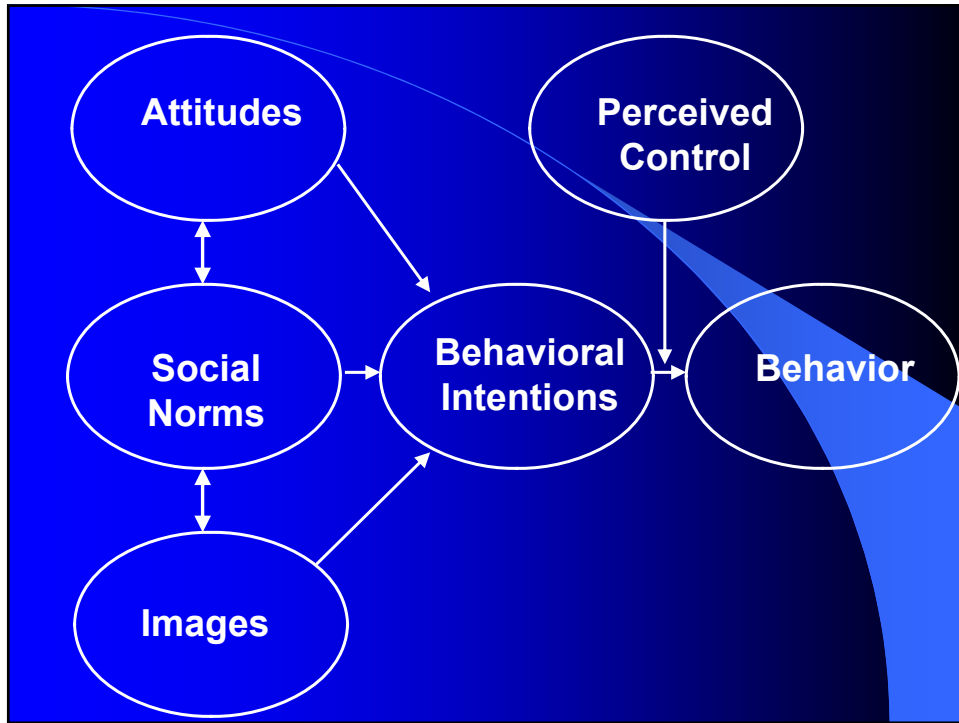
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.

Too Simplistic

Don't Work Well

**Need a More
Comprehensive Model
of Youth**

**Comprehensive Model of
Adolescent Smoking**



**How Do We Translate
Theories into an
Understanding of
Adolescents' Actual
Smoking, and Ultimately to
Intervention Programs?**

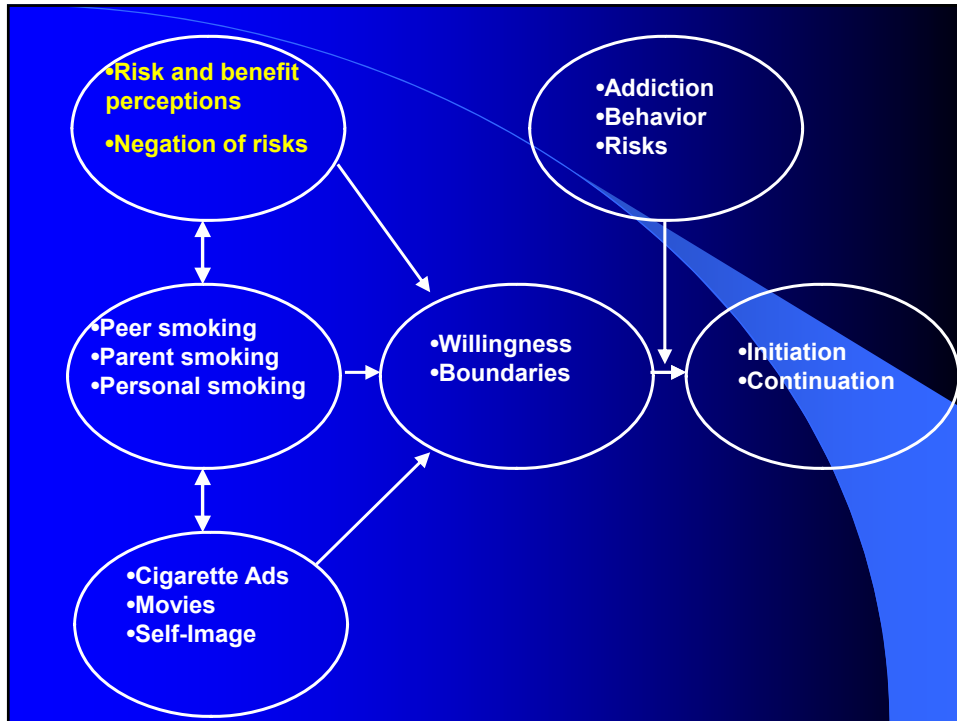
**Some Research on Teen
Tobacco Decision-Making**

Participants

- 395 adolescents (53.2% female)
- Followed every 6 months for 4 years
- 14.0 yrs (SD = 0.4 yrs) at baseline

Qualitative Studies

- 40 participants randomly selected from the larger study
 - 57% female (n=23)
 - 45% experience with tobacco (n=18)
 - 1:1 semi-structured interviews
- Adolescents, parents and teachers participating in focus groups.



Outcome Perceptions

- More than just health risks
 - Lung cancer; heart attack
- Social risks
 - Get into trouble; friends upset with you
- Benefits
 - Look cool; look more grown up

Perceptions Predict Smoking Initiation

- **Lowest perceptions of short-term risk:**
 - 2.7 times more likely to start smoking
- **Lowest perceptions of long-term risk:**
 - 3.6 times more likely to start smoking
- **Highest perceptions of benefits:**
 - 3.3 times more likely to start smoking

Consideration of Social Risks

“If they see you smoking, they’re not going to have as much respect for you as they would if they saw you playing sports or something like that, so I don’t see any positive aspects, just negative.”

Perceived Control Over Risks

“I just didn’t think it would be that bad just to try one.”

Controlling Amount Smoked

“I haven’t smoked in three weeks, so I guess it’s alright if I have a cigarette this weekend.”

Consideration of Risks

“I think...almost everyone knows what they're getting into by smoking. I think they know what the long term causes are, but I think the reason people still smoke is because either those long term causes aren't relevant enough to them or they choose to live so far into the moment that...they block out those other negative impacts.”

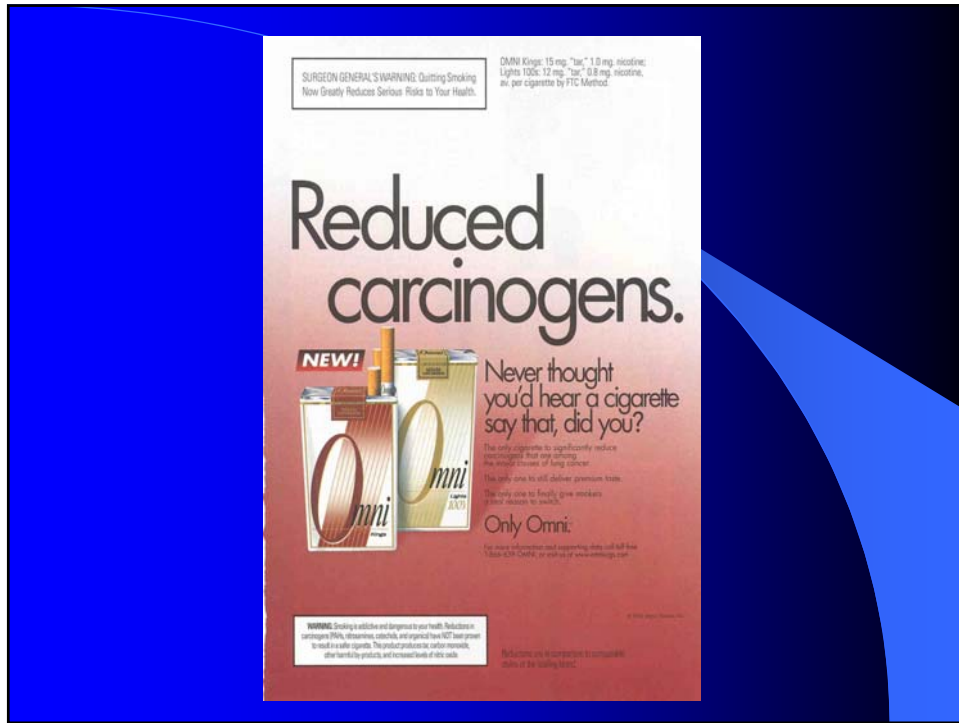
Misperceptions About Smoking

Misperceptions About Smoking

Light Cigarettes

Light Cigarettes

- **Introduced in the 1950s**
- **Marketed as the healthier choice**
- **No evidence that light cigarettes are healthier**

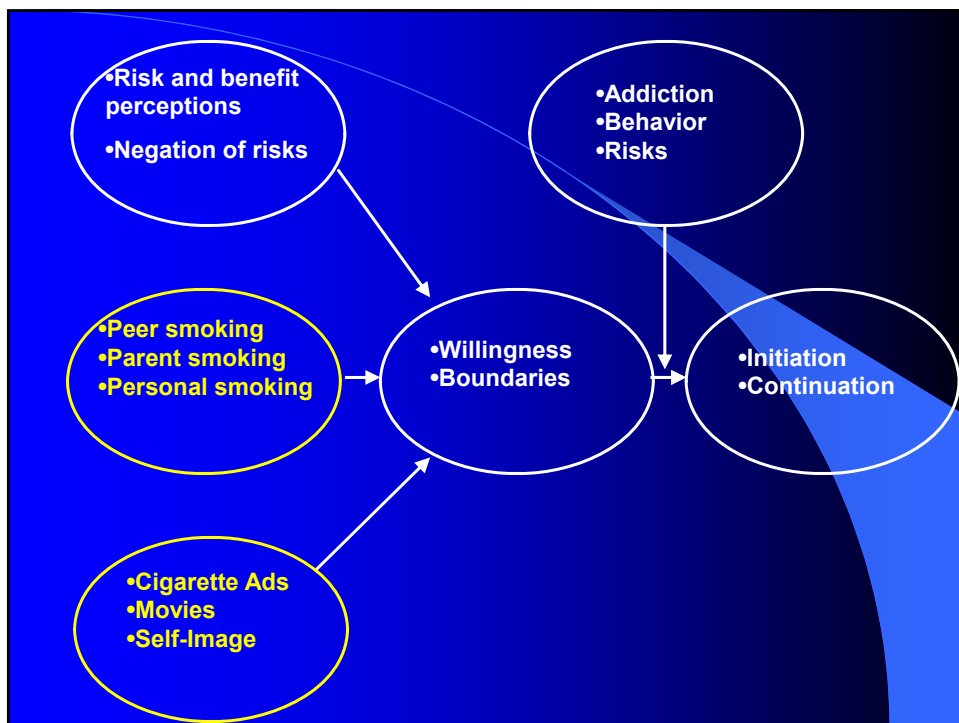
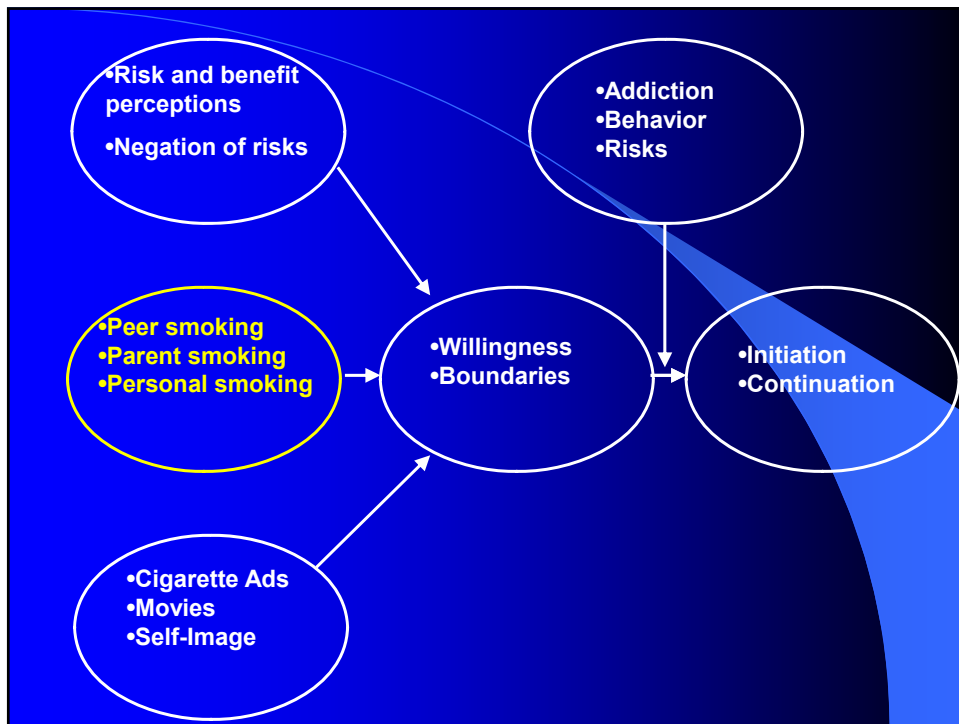


Light Cigarettes

- Adolescents thought it would take longer to become addicted to light cigarettes and would be easier to quit smoking light cigarettes
- Adolescents believe light cigarettes are less likely to cause lung cancer, heart attacks, and death from a smoking-related disease



**What Shapes These
(Mis)Perceptions?**



Peer Smoking

Peer Smoking

- Having 6 or more friends who smoke predicted lower perceptions of short-term risk, but not long-term risk
 - Adolescents may not observe their friends experiencing negative short-term consequences of smoking

Peers

“I think, why people really smoke, it’s like a social [thing], “I need to smoke too,” you know? It’s like have something in common.”

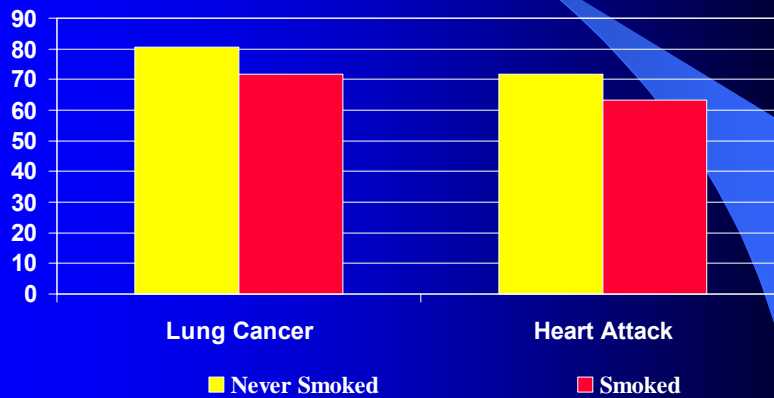
Parental Smoking

Parental Smoking

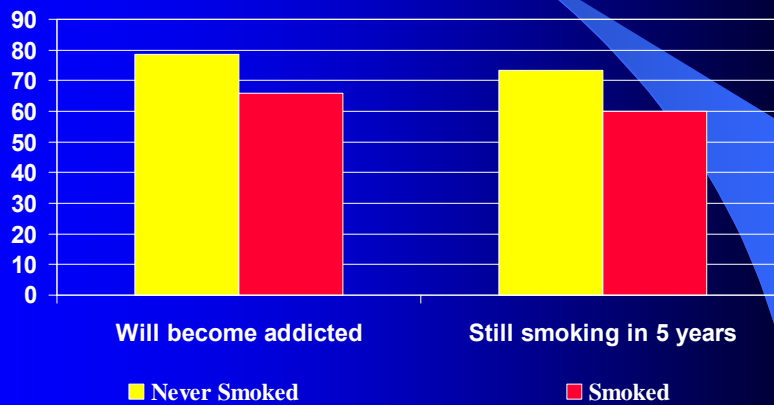
- Parental smoking did not predict perceptions of risks or benefits
 - Perhaps parental smoking does not affect teen smoking via perceptions of risks and benefits

Personal Smoking Experiences

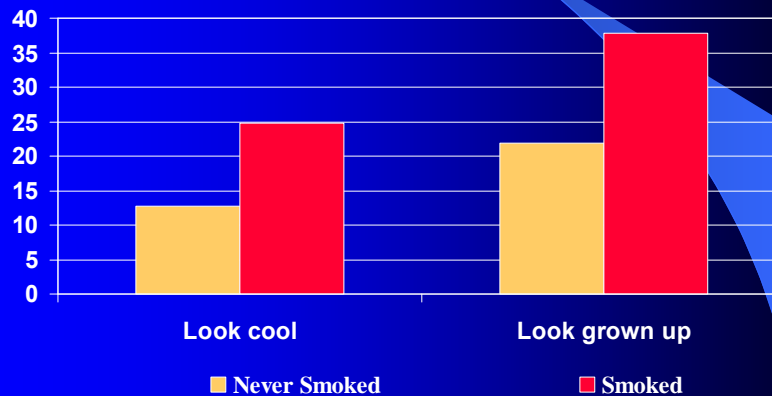
Differences in Perceptions Long-Term Physical Risks



Differences in Perceptions Addiction Risks



Differences in Perceptions Social Benefits



Personal Influences on Perceptions

- **Compared to non-smokers, smokers...**
 - Estimated their chance of experiencing a negative outcome as less likely
 - Reported their chance of addiction as less likely
 - Perceived their chance of experiencing a benefit as more likely
- **Perceptions of lower risk and greater benefit promote smoking initiation among adolescents**

Need To Experience to Make An Informed Decision

“I think everyone should...just to see what it is like and figure out for themselves whether or not they like.”

Reflection on Experiences

“Well the first time was more curiosity and this time it was kind of, I guess curiosity again just to see how it would be different from the first time.”

Reflection on Experiences

“Well, my friend, he smokes like it is nothing, so...is there something wrong with me or should I keep trying and maybe it'll get better?”

Purposeful Peer/Activity Choice

“I try to stay out of situations where it might come up. I try to choose the right friends who don't do it and go to places where it most likely won't be happening.”

Smoking ≠ Smoking?



Definition of Smoker Types

- **Characteristics:**
 - Frequency of smoking
 - Amount of cigarettes smoked
 - Places smoke
 - Length of time smoking

Definition of Smoker Types

- Characteristics:
 - Frequency of smoking
 - Amount of cigarettes smoked
 - Places smoke
 - Length of time smoking
- Types of smokers:
 - Non-smoker
 - Smoker
 - Regular Smoker Smoker
 - Addicted Smoker
 - Heavy Smoker
 - Casual Smoker
 - Experimental
 - Social Smoker

Summary of Results

- Wide variability in definitions of smoker types
- Adolescents' definitions don't match ours
- Examples:
 - High frequency of smoking is required in order to be considered a *smoker*
 - Non-smokers may have smoked
 - Addicted smokers must smoke daily

Qualitative Themes: Definitions of a Smoker

- **Regularity and consistency included in definition of a smoker**
- **Experimentation was not considered “smoking”**
- **Nicotine addiction is involved in being a smoker**

Regularity and Consistency

- **“Someone who has cigarettes and smokes. Probably someone that does it regularly like a regular routine.” (female, never smoker)**

Regularity and Consistency

- “Someone who smokes tobacco or anything. Constantly like every day or every other day...if you do it consistently like day after day.” (male, ever smoker)

Experimentation ≠ Smoking

- “I don’t consider someone a smoker if they try it like once or twice, but if they do it consistently I’d say...well, yeah, if they smoke like a few a day then yeah, I’d consider them a smoker, of course, because it’s not just a one time thing, doing it like consistently” (male, ever smoker)

Experimentation ≠ Smoking

- “I guess someone who continually smokes, has the habit of it. I don’t think somebody who does it one time would be considered a smoker. It has to be a habit, I guess.” (male, ever smoker)

Qualitative Themes: Definitions of Addiction

Regularity

- “Like a person that is like addicted to it, that smokes like every day or smoking all the time” (female, never smoker)

Regularity

- “I guess someone who smokes regularly. I’m not sure like how many times a day or week, but like I don’t think they’re addicted but they feel the need to smoke. I think it could be from like a couple times a week to every day.” (female, never smoker)

Don't Know

- “Smoking addiction? I don't really know anything about it.”

Don't Know

- “Addiction? I don't really know that much. I can say, I guess, if you smoke a lot, you're...I honestly don't know that much, like about the statistical information and then...I imagine if you smoke enough you become addicted.”

Nicotine is Involved

- “I don't know, I guess it's more like some kind of chemical in it that makes you...nicotine or something, that makes you addicted...I don't know, I really don't know how it works because...I can't really say.”

Nicotine is Involved

- “I don't really know. I have no idea, the whole nicotine thing. I don't know that much about the whole addiction thing, really, I just know that nicotine is...you get addicted to it easily and then it's hard to stop.”

Role of Advertising and the Media

Teens Exposed to Smoking in the Movies are More Likely to Try Cigarettes

Influence of the Media

“I mean, honestly, sometimes I feel like the media does portray it [smoking] as a cool thing.”

Influence of the Media

“When you watch movies...they basically create what’s the cool image for us.”

Influence of the Media

“In movies it seems like when they do somethin’ bad, like if they do a killing or something, sometimes they pick up a cigarette and they just relax. The kids see all that right away and figure oh, that relaxes.”





Influence of the Media: Solution

“I would really push for, like, trying to get smoking out of the entertainment industry. There’s way too many smokers in television and in movies...who become idols and role models.”



SMOKE FREE MOVIES

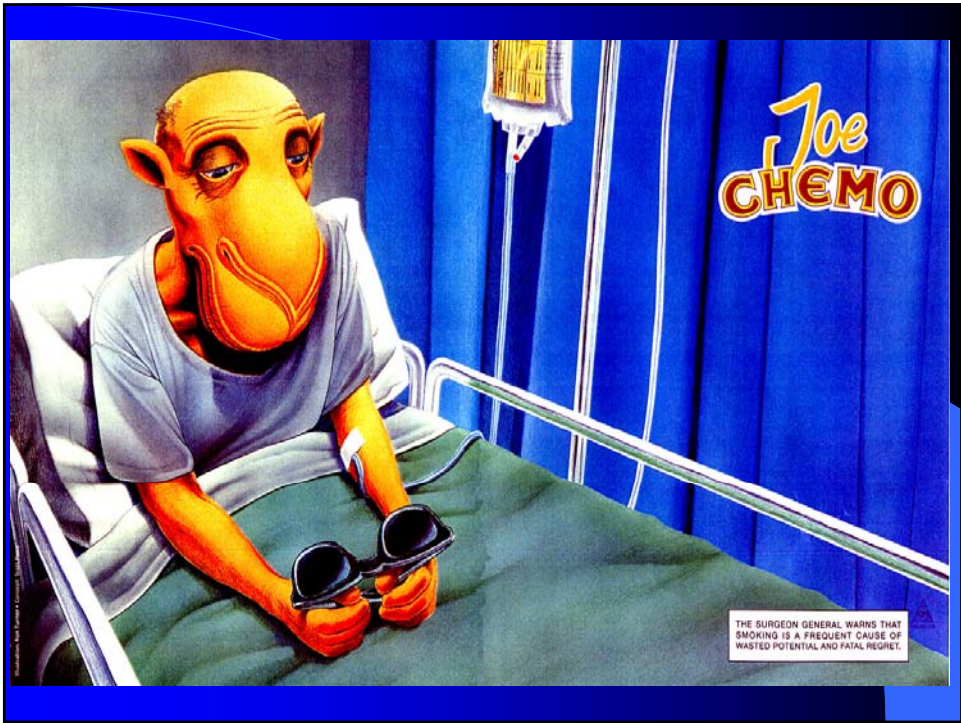
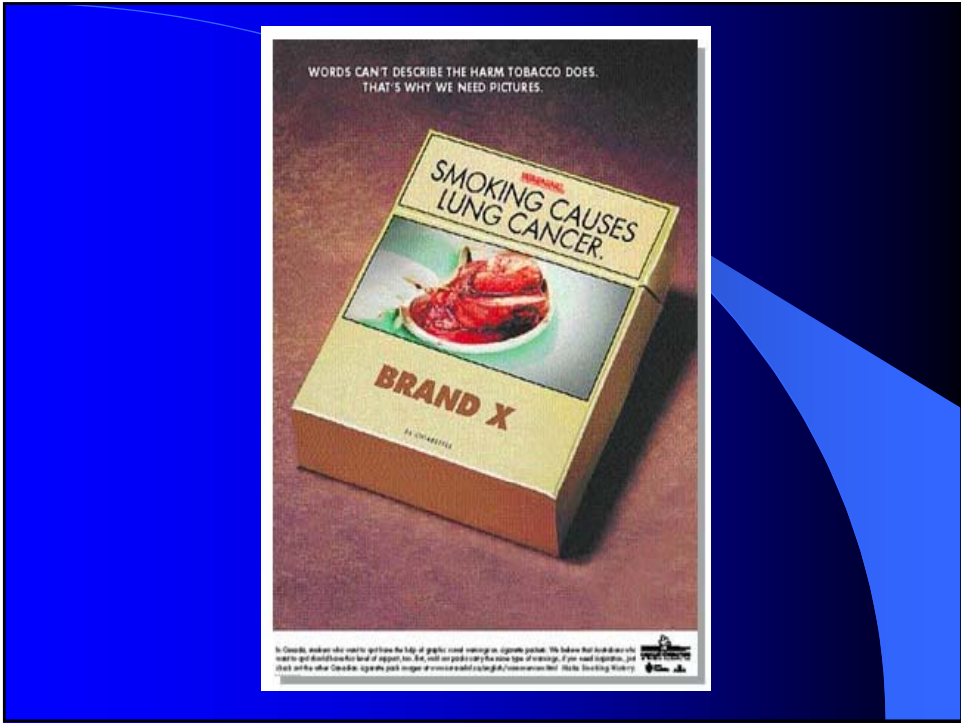
SmokeFreeMovies.ucsf.edu

An R rating for movies with smoking

- Producers would leave smoking out of G / PG / PG-13 movies
- Reduce the level of youth exposure to onscreen smoking
- Lower dose means lower response:
Less youth smoking

Intervention Efforts Less Effective Efforts

- Appealing solely to adolescent cognitions
- Just focusing on risks, and especially long-term health risks
- Just telling adolescents not to smoke
- Assuming that adolescents who smoke “occasionally” define themselves as smokers
- Single-focused efforts





Smoke now,
get lung cancer later!

Intervention Efforts **More Effective Efforts**

- Focus on heuristic process
- Focus on outcomes more relevant to adolescents
- Understanding that adolescents feel the need to experiment to make decisions
- Include social influences
 - Peers; Media
- Recognize that adolescents don't like to be manipulated

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My Contact Information

- bonnie.halpernfelsher@ucsf.edu
- 415-502-4967

Questions & Answers

- Feel free to ask questions via the **chat box**.



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Contact the SCLC

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Closing Remarks

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