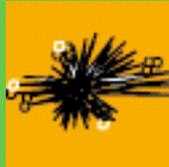


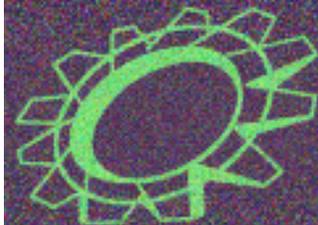
Interactive Internet Programs to Reduce Tobacco Use



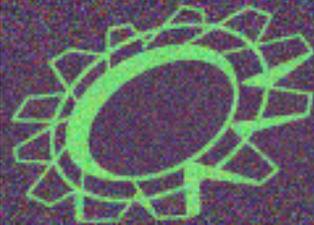
David B. Buller, Ph.D.
Harold Simmons Senior Scientist
for Health Communication
The Cooper Institute

Goals of Presentation

- Highlight advantages of the Internet communication
- Describe Cooper Institute's Web-based programs to reduce tobacco use
 - *Consider This*
 - *Tobacco Control Partners*
- Present a planned program for active duty service members
 - Web-based Quit Tobacco Program



Advantages of Internet Communication



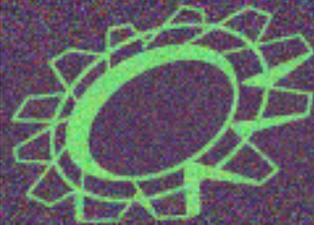
Advantages of Internet Communication

- Internet is hailed as an improved channel for disseminating health information to at-risk populations.
- Advantages:
 - Cost-effective
 - Bridge diverse populations
 - Overcome literacy problems
 - Improve learning (audiovisual, 3-D)
 - Potential to individualize information
 - Keen interest in health information



Advantages of Internet Communication (continued)

- Interactivity in Web-based communication
 - Interdependent message exchange
 - Structural properties (contingency, synchronicity, richness of nonverbal contextual information);
 - Dynamic features (individual involvement, mutuality, individuation)
 - Effective based on program features, communication function, and user characteristics

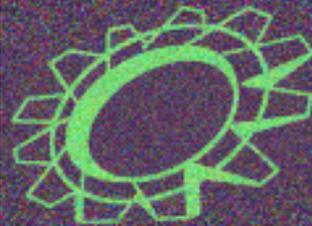


Cooper Institute's Web-based Programs to Reduce Tobacco Use



Consider This Program

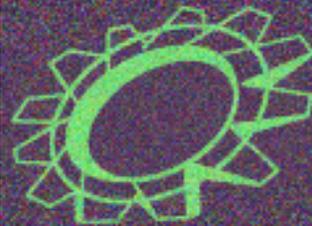
- Web-based multimedia program designed to reduce smoking by children experimenting with cigarettes and prevent onset of smoking by nonsmokers
- Funding Source:
National Cancer Institute



Consider This Program

(continued)

- Intended for use by teachers with children in grades 6-9 in school computer labs
- Components:
 - Educational modules
 - Discussion area
 - Hypertext links to web resources
 - Supplemental in-class assignments



www.considerthisusa.net

?
HELP

1
CONTROL

2
MEDIA

3
FRIENDS

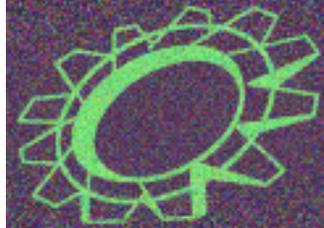
4
WELL-BEING

5
DECISIONS

6
INFLUENCE

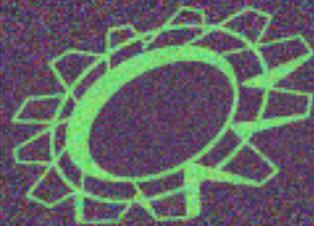
MESSAGE FOR YOU: You have completed Modules 1 and 5

consider  this



Content Tailored to Smoking Experience

- Stable nonsmokers
- Vulnerable nonsmokers
- Ex-smokers
- Experimenters
- Regular smokers



Virtual Host

monitor

HOW DOES SMOKING AFFECT YOUR:

BRAIN

LUNGS

HEART

BLOOD VESSELS

AND...

HOW DO PEOPLE BECOME DEPENDENT ON SMOKING?



considerthis.org
virtual host



Aspects of Addiction

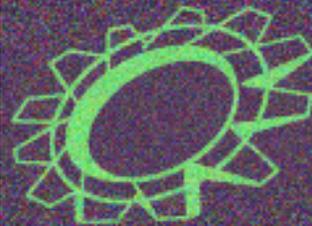
ASPECTS OF ADDICTION

IN THIS GAME, YOU'LL SEE SCENARIOS THAT TALK ABOUT THE ASPECTS OF ADDICTION. FIGURE OUT WHICH ASPECT EACH SCENARIO ILLUSTRATES. BUT BE PRECISE. THE COMPUTER IS FIGURING OUT HOW LONG IT TAKES YOU, AND HOW MANY ANSWERS YOU GET WRONG. THE FEWER YOU GET WRONG, THE MORE POINTS YOU GET. ONE HINT: YOU CAN REVIEW THE ASPECTS OF ADDICTION BEFORE YOU START BY CLICKING THE CHAINS TO THE RIGHT.

BIOLOGICAL

PSYCHOLOGICAL

SOCIAL



Values Clarification Exercise



The image shows a digital interface for a values clarification exercise. It features five blue rounded square buttons with white circles containing the numbers 1, 2, 3, 4, and 5, arranged in two rows. To the right of these buttons is a larger blue rounded square containing an illustration of three people (two men and one woman) in a conversation. Below the illustration is a speech bubble with the text "Acceptance BY Others". Below the speech bubble is a blue button with the word "Define" in white, flanked by double-headed arrows. Below the "Define" button is the text "What do you want?" in a large, bold, yellow font, with a question mark in a blue circle at the end. The entire interface is set against an orange background.

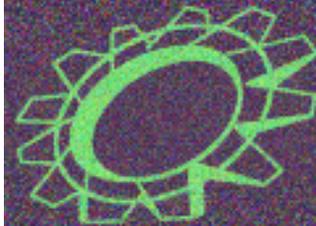
1 2 3

4 5

Acceptance BY Others

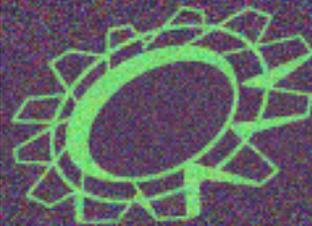
Define

What do you want?



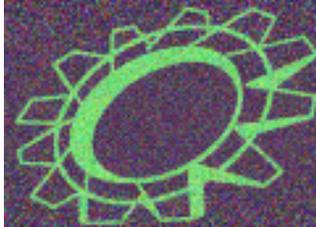
Evaluation of *Consider This*

- Pair-matched group-randomized pretest-posttest controlled trials in the United States and Australia
- U.S. Trial: 22 middle schools
1,004 students in grades 6-8
52% female
- Australia Trial: 25 secondary schools
1,510 students in grades 7-9
52% female



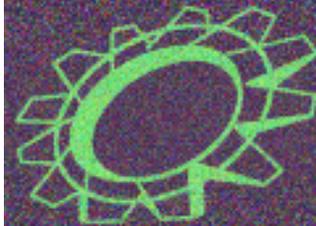
Implementation Success

Modules	U.S. Trial	Aus. Trial
0	11%	4%
1	0%	1%
2	4%	7%
3	3%	12%
4	10%	19%
5	14%	18%
6	58%	39%



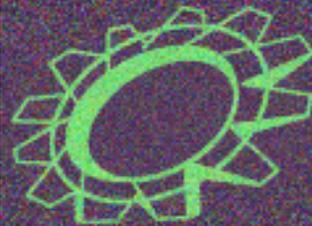
Outcomes of U.S. Trial: 30-days Smoking Prevalence

Whole cigarette in past 30 days	Pretest	Posttest
Intervention	3.9%	6.1%
Control	2.2%	1.9%
$p = 0.121$ (overall)		
$p = 0.706$ (6 v. 8)		
$p = 0.593$ (7 v. 8)		



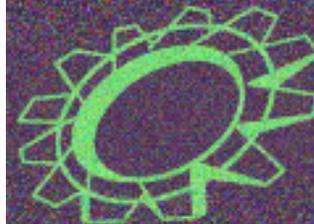
Outcomes of U.S. Trial: Attitudinal Variables

- Exposure to *Consider This* decreased perceived norm for:
 - adults smoking ($p = 0.032$)



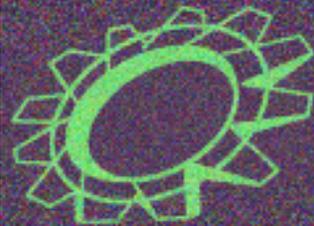
Outcomes of Australian Trial: 30-days Smoking Prevalence

Whole cigarette in past 30 days	Pretest	Posttest
Intervention	13.1%	12.7%
Control	11.2%	14.2%
$p = 0.038$ (overall)		
$p = 0.202$ (7 v. 9)		
$p = 0.009$ (8 v. 9)		



Outcomes of Australian Trial: Attitudinal Variables

- Exposure to *Consider This* decreased perceived norm for:
 - students trying cigarettes ($p = 0.002$)
 - students smoking at least once a week ($p = 0.013$)
 - adults smoking ($p = 0.00003$)



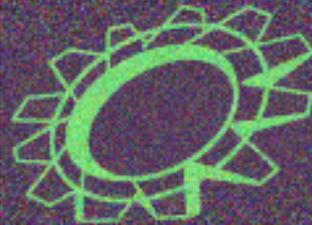
Citations

- Buller DB et al. In Rice R & Atkin C (eds.), *Public Communication Campaigns* (3rd ed.). Thousand Oaks, CA, Sage, 2001.
- Hall JR et al. *Electronic Journal of Communication*, 11, 2001.



Tobacco Control Partners Program

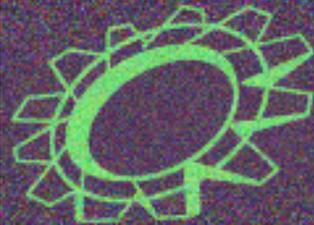
- Web site with tools to provide technical assistance to community tobacco control coalitions
- Designed for the broadband Internet environment
- Funding Source:
National Cancer Institute



Tobacco Control Partners Program

(continued)

- On-line resources
 - Frequently Asked Questions (FAQs)
 - Forms and documents
 - Links to resources from other organizations
- Calendar of tobacco-related events
- On-line training
- Discussion groups
- News service
- Webcasting



Homepage

Internet Explorer window: Tobacco Control Partners - Home
Address: http://test.tobaccocontrolpartners.org/index.asp

Navigation: Home, Latest News, Support, Calendar, Forums, Site Map

TOBACCO CONTROL PARTNERS of COLORADO

Welcome

State & Community Data | Learning Center | Resource Center | Contractor Tools

CLICK TO MAKE THIS YOUR HOMEPAGE (Internet Explorer only)

TIP of the DAY!

[Manage Site Welcome Messages](#)

Welcome to Tobacco Control Partners
Dear Rob,
Welcome to the new version of Tobacco Control Partners. Please let us know if there's anything we can do to improve the site for you.

Sincerely,
The Tobacco Control Partners Site Development Team

What's New?

- [Comprehensive Tobacco Control RFA - 2003-04 and Toolkit](#)
- [Health Policy Coach Website](#)
- [2002-STEPP Annual Report and Attachments](#)

Monthly Poll

How confident are you that the information that you need to do your job is readily accessible on this website?

Extremely Confident	5 votes
Somewhat Confident	4 votes
Not At All Confident	1 votes
Don't know	0 votes

Calendar

February 2003

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

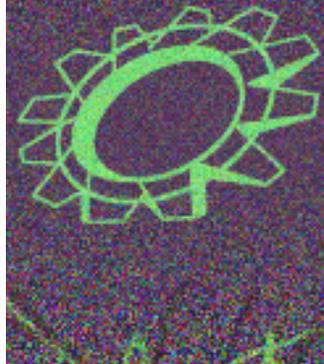
Today is February 19, 2003

Upcoming Events:

- 2/20/2003 6:00 PM Tobacco Cessation in the Dental Practice
- 2/25/2003 1:00 PM Colorado Tobacco Attitudes and Behaviors Survey Results Conference Call
- 2/27/2003 12:00 PM Health Information Resources for Latinos

[Add Event](#)

My Learning Center



Calendar

© - Tobacco Control Partners - Event Calendar

Address: http://test.tobaccocontrolpartners.org/EventCal/events.asp?view=month

TOBACCO CONTROL PARTNERS of COLORADO

Calendar

Home Latest News Support
Calendar Forums Site Map

State & Community Data Learning Center Resource Center Contractor Tools

Event Calendar

February 2003

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

Feb 2003

Add New Event
View by Week

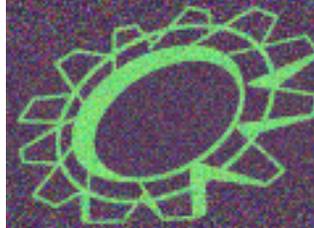
Upcoming Events

2/20/2003
6:00 PM Tobacco Cessation in the Dental Practice

2/25/2003
1:00 PM Colorado Tobacco Attitudes and Behaviors Survey Results Conference Call

2/27/2003
12:00 PM Health

Internet zone



Learning Center

Tobacco Control Partners of COLORADO

Learning Center

- Home
- Latest News
- Support
- Calendar
- Forums
- Site Map

State & Community Data | Learning Center | Resource Center | Contractor Tools

BUILD A COALITION

Building and maintaining a community-based coalition -can be one of the most effective approaches a community can take to address tobacco prevention and support. It's a classic case of "two heads being better than one." You see, Tobacco companies have spent billions of dollars advertising, promoting and norming tobacco consumption. You can't fight that kind of marketing strategy alone. But by bringing together diverse volunteers, groups and resources in a grassroots, community-based coalition, you can set about the business of changing tobacco consumption norms and public policy at the local level.

For some of you, building a coalition is something new: Use this lesson as your guide. For others, this is familiar territory: use this lesson to help evaluate your current coalition's success.

This module is organized around the forming, storming, norming, performing, reforming model, which emphasizes the importance of continual growth and reassessment in coalition dynamics:

Forming
Defining the coalition, developing the team and identifying and recruiting the right members.

Storming
Creating vision and mission statements, deciding on the right structure and leadership, and organizing around an appropriate structure.

Norming
Managing volunteers and activities including how to match volunteers with the right activities, communicating effectively, developing conflict resolution skills and running good meetings.

Related Topics

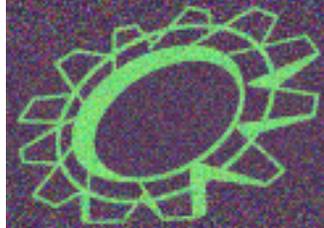
Web Links:
[Building Coalitions](#)
[Facilitator Guide](#)

[Community Toolbox](#)

Downloads:
[Building and Maintaining Effective Coalitions](#)

Coalition Magic: From Meetings to Milestones (Presentation at STEPP Conference, May 2002)

Publications:
[Developing Effective](#)



Forums

© Tobacco Control Partners Discussion Forum

Back Forward Stop Refresh Home Source AutoFill Print Mail

Address: http://test.tobaccocontrolpartners.org/forum/default.asp

Google TCP Test site TCP Core Site SaDayWay Live AR site Free find sample_broadcast_speaker stats

TOBACCO CONTROL PARTNERS of COLORADO

Forums

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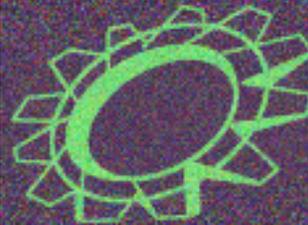
State & Community Data Learning Center Resource Center Contractor Tools

Tobacco Control Partners Discussion Forum

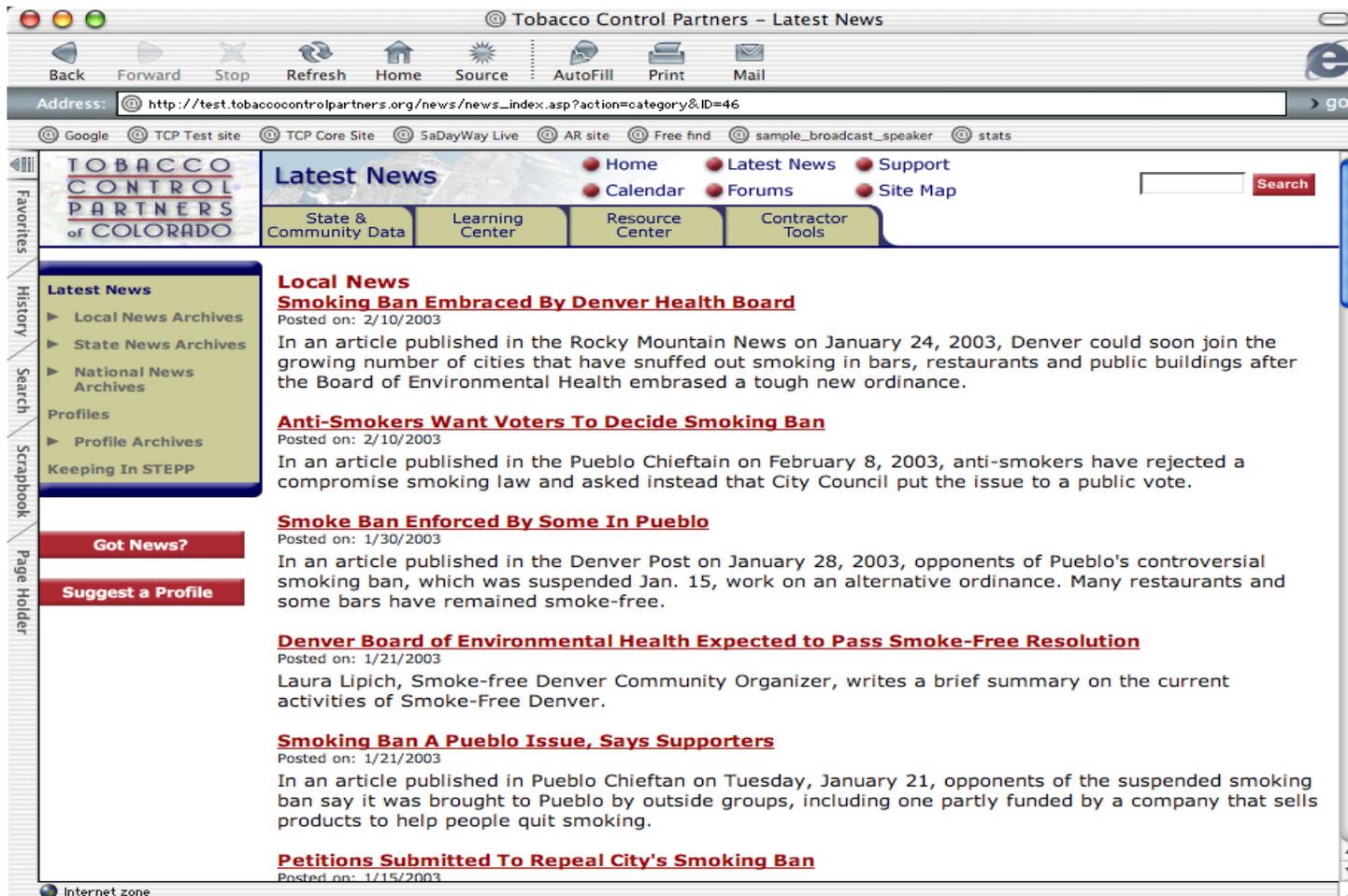
[Admin Options] [HOME] [PROFILE] [ACTIVE TOPICS] [ALL SUBSCRIPTIONS] My
[SUBSCRIPTIONS] [MEMBERS] [SEARCH] [FAQ] [RULES/DISCLAIMER]

Forum	Topics	Posts	Last Post	Moderator(s)
- Cessation				
<p>Adult Advocates across Colorado are committed to supporting tobacco users in their efforts to break the habit; however, reducing tobacco use prevalence can be one of the most difficult tasks of a county coalition. Potential discussion topics include: Are tobacco users responding to local and/or state efforts to assist them in quitting? Ideas for evaluating Quit Kits; and strategies for educating providers about the 5As.</p>	2	10	01/24/2003 10:32:57 AM by: awojciak →	
<p>Pregnant Women While rates of pregnant women who use tobacco have dropped over the years, this is still a group of critical importance to target for cessation resources. Potential discussion topics include: Do pregnant women who use tobacco have unique needs or require unique cessation interventions? Who are key community partners, i.e., Nurse Family Partnership, WIC? What's working across the state?</p>	0	0	10/30/2002 11:00:20 AM	
<p>QuitNet/Quitline This forum is open to discussion on issues related to the Quitline or QuitNet. Discussions could include local level ideas on promoting the Quitline/QuitNet such as what Chuck activities had a good response, how to integrate promotion of the Quitline/QuitNet with in your local health agency, etc.</p>	2	9	01/02/2003 3:02:33 PM by: awojciak →	
<p>Youth There are a limited number of youth cessation programs that have been evaluated and meet the needs of youth who want to quit, but there are many things that can be done to help youth quit tobacco. Discussions could include how to best encourage schools and Community-based organizations to implement the N-O-T program, how to help them apply for funding, how to get pediatricians trained on the 5A#8217;s, how substance abuse treatment programs could incorporate smoking cessation, etc.</p>	1	2	11/15/2002 2:22:39 PM by: bax →	

Internet zone



News Service



Tobacco Control Partners - Latest News

Address: http://test.tobaccocontrolpartners.org/news/news_index.asp?action=category&ID=46

Navigation: Back, Forward, Stop, Refresh, Home, Source, AutoFill, Print, Mail

Search: Search

Home | Latest News | Support | Calendar | Forums | Site Map

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Latest News

- Local News Archives
- State News Archives
- National News Archives
- Profiles
- Profile Archives
- Keeping In STEPP

Local News

Smoking Ban Embraced By Denver Health Board
Posted on: 2/10/2003
In an article published in the Rocky Mountain News on January 24, 2003, Denver could soon join the growing number of cities that have snuffed out smoking in bars, restaurants and public buildings after the Board of Environmental Health embraced a tough new ordinance.

Anti-Smokers Want Voters To Decide Smoking Ban
Posted on: 2/10/2003
In an article published in the Pueblo Chieftain on February 8, 2003, anti-smokers have rejected a compromise smoking law and asked instead that City Council put the issue to a public vote.

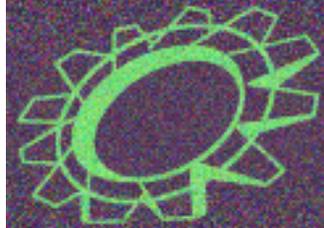
Smoke Ban Enforced By Some In Pueblo
Posted on: 1/30/2003
In an article published in the Denver Post on January 28, 2003, opponents of Pueblo's controversial smoking ban, which was suspended Jan. 15, work on an alternative ordinance. Many restaurants and some bars have remained smoke-free.

Denver Board of Environmental Health Expected to Pass Smoke-Free Resolution
Posted on: 1/21/2003
Laura Lipich, Smoke-free Denver Community Organizer, writes a brief summary on the current activities of Smoke-Free Denver.

Smoking Ban A Pueblo Issue, Says Supporters
Posted on: 1/21/2003
In an article published in Pueblo Chieftain on Tuesday, January 21, opponents of the suspended smoking ban say it was brought to Pueblo by outside groups, including one partly funded by a company that sells products to help people quit smoking.

Petitions Submitted To Repeal City's Smoking Ban
Posted on: 1/15/2003

Internet zone



Resource Center

© Tobacco Control Partners - Keeping In STEPP f...

Address: http://test.tobaccocontrolpartners.org/news/news_mm0301.asp

Google TCP Test site TCP Core Site SaDayWay Live AR site Free find sample_broadcast_speaker stats

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KEEPING IN STEPP

Click on the links below to download the Keeping In STEPP document

(note: all PDF documents will open a new window)

[January 27, 2003](#)

Program Updates Articles:

- "Second Chance" Revision Meeting
- Indirect Cost Cap
- Tobacco Control and Prevention Coalitions Self-Assessment Survey
- Statewide STEPP Conference - May 2003
- Call for Exhibitors
- REVISED Health Care Provider Fax Referral Form for the Colorado Quitline
- **Reminder!** The RFA toolkit-Section 2 is now on the Tobacco Control Partners Website
- SmokefreeColorado.org
- The following information is for Local Health Department Youth Representatives. The information has also been mailed to Get RIEAL Adult Sponsors.

FYI:

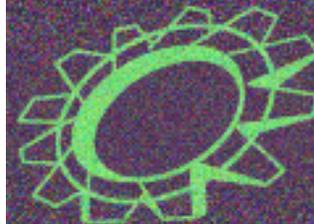
- Funding Opportunity - World No Tobacco Day
- Contacting Rick Bender
- Secondhand Smoke Advertisements

Upcoming Events:

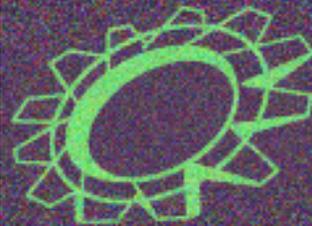
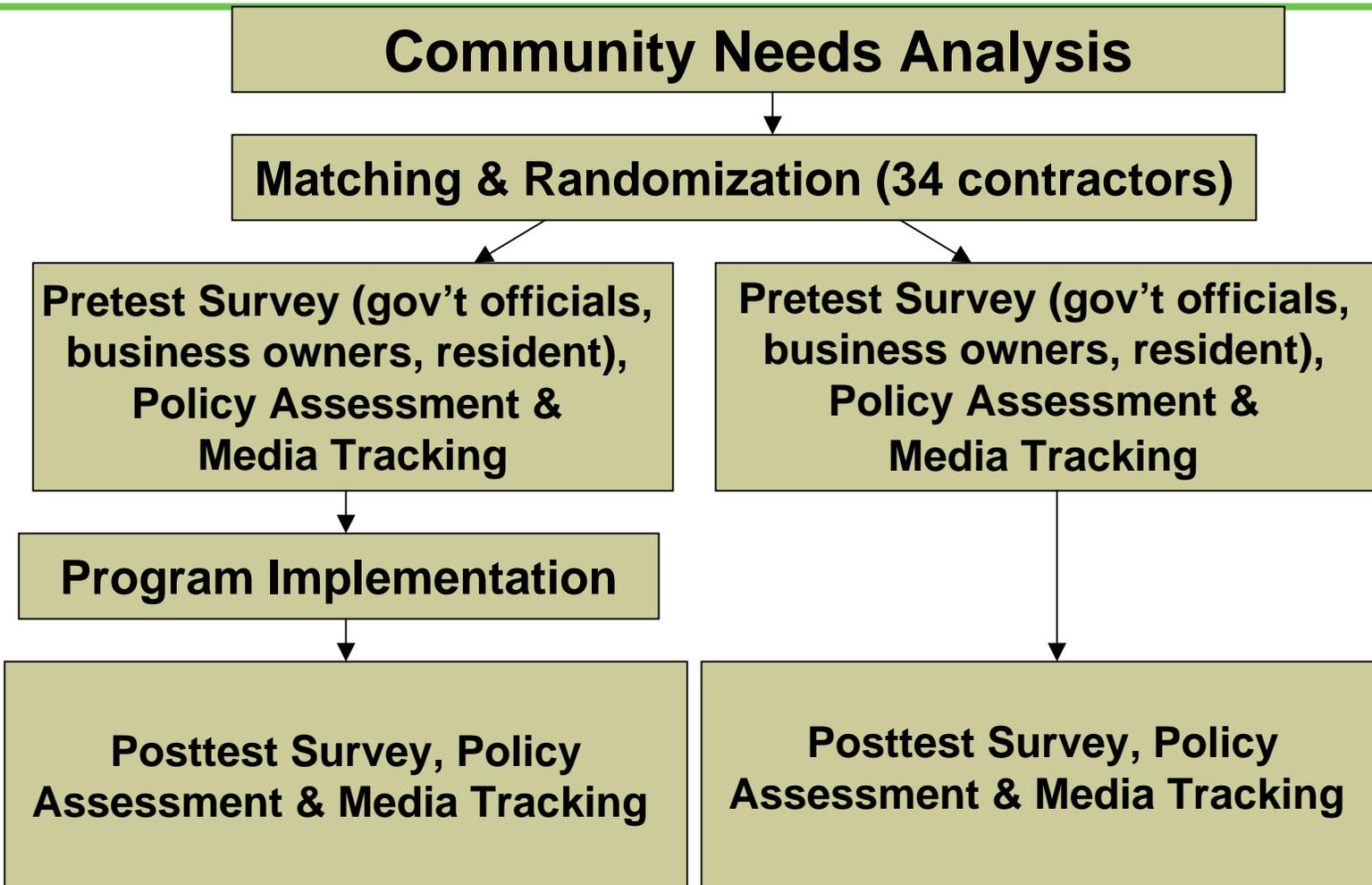
- None

Attachments:

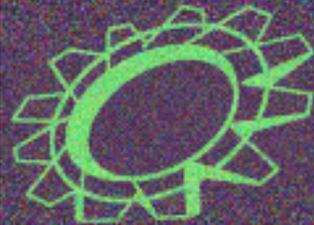
Internet zone



On-going Evaluation of *Tobacco Control Partners Program*

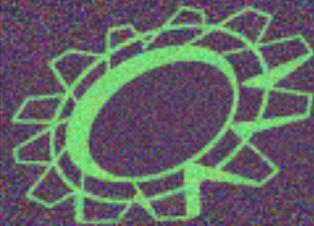


Planning for Web-based Quit Tobacco Program for Active Duty Service Personnel



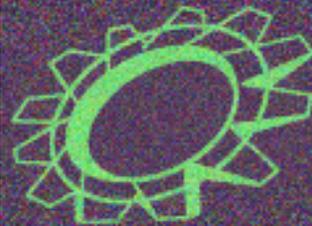
Specific Aims

- To deliver on-line tailored cessation materials and real-time cessation counseling for ADS members who use tobacco
- To evaluate the effect of the Web-based program on quitting compared to a print program



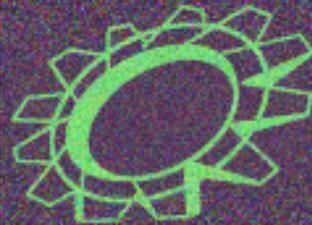
Specific Aims

- To compare the cost-effectiveness of the Web-based program to the print program per tobacco user who:
 - is contacted
 - completes program
 - quits tobacco use



Features of Web-based Program

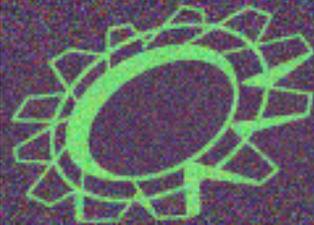
- On-line expert system for tailoring tobacco cessation content
 - Introduction to program
 - Tobacco use screener
 - To triage tobacco users to appropriate areas of program based on readiness to quit
 - On-line automated cessation activities
 - Precontemplators
 - Contemplators and preparers
 - Tobacco users in action



Features of Web-based Program

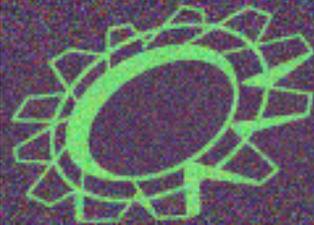
(continued)

- Follow-up real-time counseling
 - Motivational interviewing techniques
 - “Live” cessation counselors
 - Email or point-to-point chat software
 - Review quit and relapse plans; problem solve plan implementation; refer to on-line resources
 - Automated follow-up email reminding users of quit and relapse plans



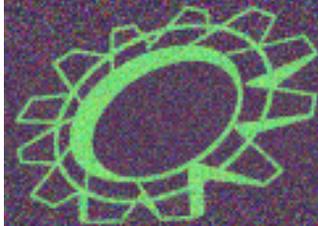
Evaluation Design

- Recruit ADS member from health care, dental treatment and wellness facilities in U.S.
- Eligibility criteria:
 - Currently use cigarettes or smokeless tobacco
 - Express interest in counseling
 - Consent to be in study



Evaluation Design (continued)

- Randomly assign ADS members to receive Web-based program or print program
- Print program
 - Cover letter tailored on readiness to quit
 - Two self-help cessation documents



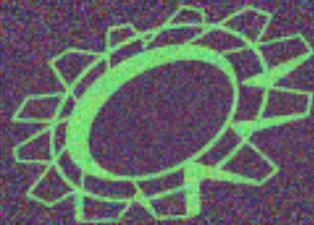
Evaluation Design (continued)

- Assessment schedule
 - On-line Tobacco Use Appraisal (at enrollment)
 - Follow-up Telephone Surveys (at 12- & 52-weeks after randomization)
- Primary outcome
 - Sustained abstinence of tobacco use as reported by ADS members



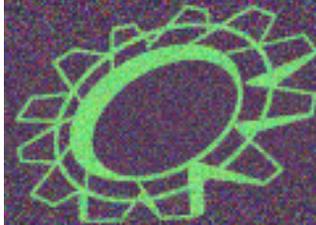
Current Status of Project

- Application submitted to DOD/CDMRP in April 2003
 - 18 military installations agreed to participate in project (16 Air Force; 1 Army; 1 Navy)
 - Favorable review but must revise
 - Global scores: 2.2 weighted; 2.1 unweighted



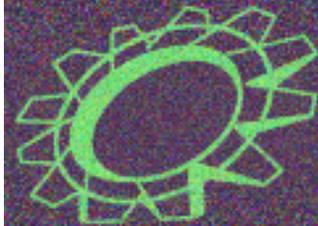
Current Status of Project (continued)

- Revised application to be submitted to DOD/CDMRP in March 2004
 - Improve recruiting procedures
 - Increase staff motivation, monitoring, and feedback
 - Justify participation rate of ADS members (60% who are eligible?)
 - Motivate younger ADS members to participate
 - Assess reach of intervention
 - Ascertain number of ADS members who attend health, dental treatment and wellness facilities that are tobacco users



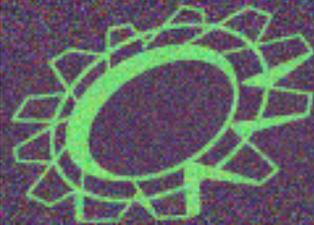
Relevance to the Military

- A moderate-cost program to reduce the high use of tobacco to improve force fitness and health and reduce health care and lost productivity costs
- A program that could apply to all ADS members who use tobacco
- A program that could be used by ADS members at distant installations
- A program that takes advantage of the military's broadband Internet environment



Closing Comments

- Internet is a feasible channel for delivering tobacco use reduction programs.
- The military's broadband Internet environment will support such programs.



Closing Comments

- There is emerging evidence that health-enhancing programs can be effective when delivered over the Internet.
- The Internet can deliver individually-tailored content in a potentially cost-effective manner over large distances to large audiences of users.

