

# Priorities for Adolescent Smoking Prevention and Cessation Research and Practice

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# Research and practice questions

- Which young people smoke and why?
- Which interventions are effective in preventing and/or reducing youth smoking?

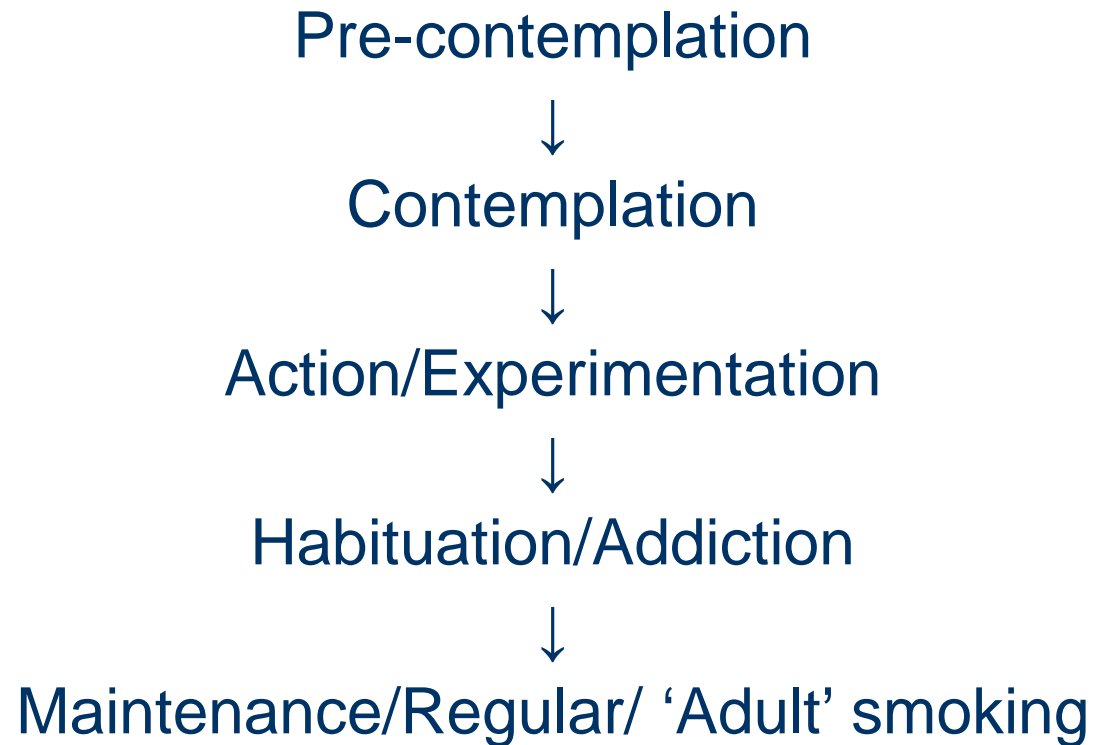
**What do we know and what more do we need to know to be more effective?**

# Research and practice questions

- *Which young people smoke and why?*
  - what do we mean by young people?
  - what are the key influences?
  - do these differ by age, gender, SES, ethnicity?
  - do they interact and in what ways?



# Becoming a smoker is a process



# Becoming a smoker

- Not always uni-directional progression
- Variable length and time
- Dependence/addiction can be rapid
- Extends into late teens
- Young people v adult v our understandings:
  - being a smoker
  - addiction
  - quitting

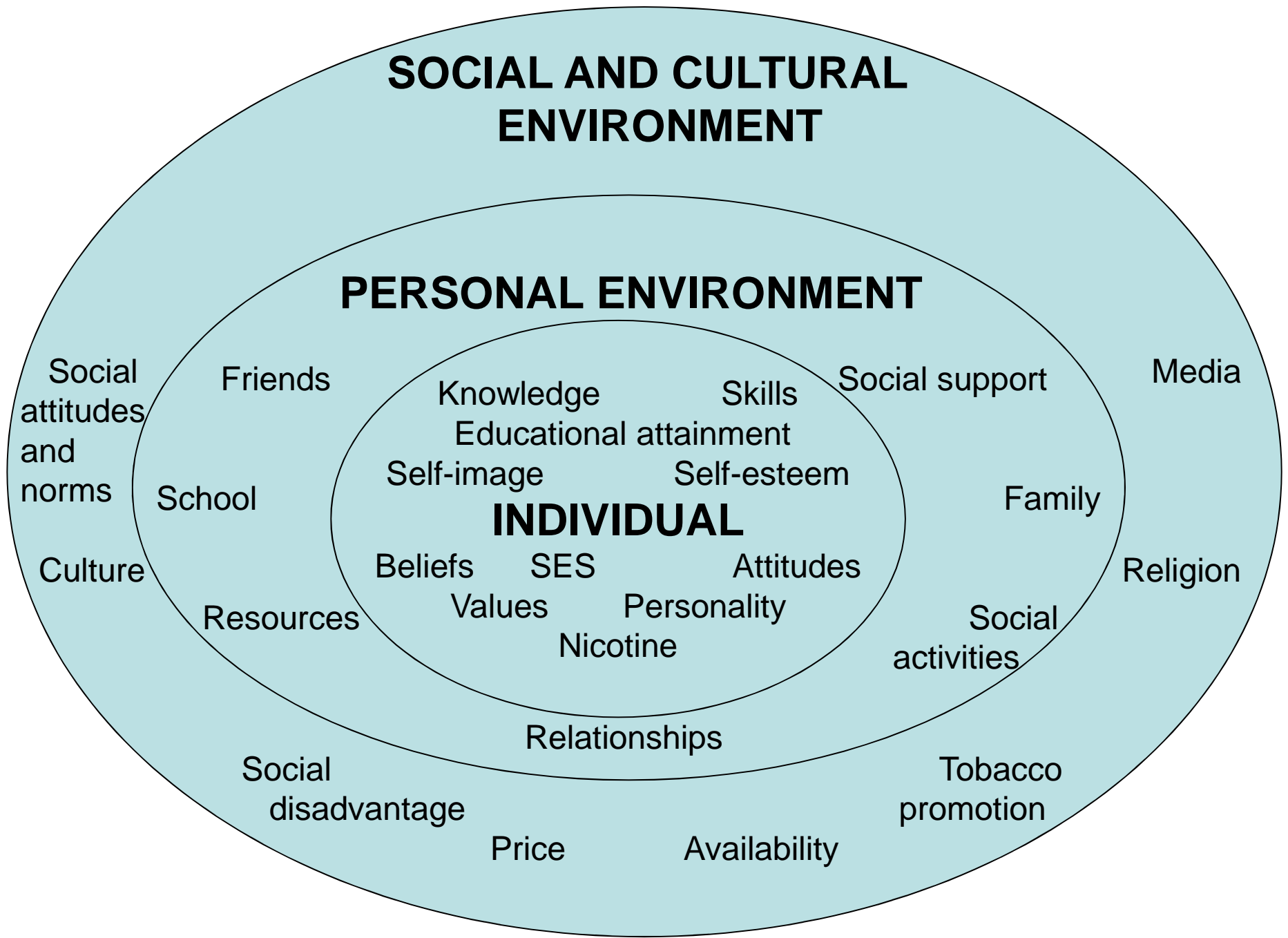
# Being a smoker

- Casual/social smoker v Smoker:
  - pattern and amount of smoking
  - buying own
  - want or need
- Habit v Addiction
  - want or need
  - quitting experiences
  - withdrawal
- Implications- interpretation of research
  - blurring between prevention and cessation

# Why young people smoke

- Aspirational (desirable, fashionable)
- Acceptable (socially, culturally)
- Functional (role, meaning)
- Accessible (available, affordable)
- Addictive (long term behaviour)





**SOCIAL AND CULTURAL ENVIRONMENT**

**PERSONAL ENVIRONMENT**

**INDIVIDUAL**

Social attitudes and norms

Culture

Friends

School

Resources

Social disadvantage

Knowledge

Educational attainment

Self-image

Beliefs

Values

SES

Nicotine

Skills

Self-esteem

Attitudes

Personality

Social support

Family

Social activities

Relationships

Tobacco promotion

Media

Religion

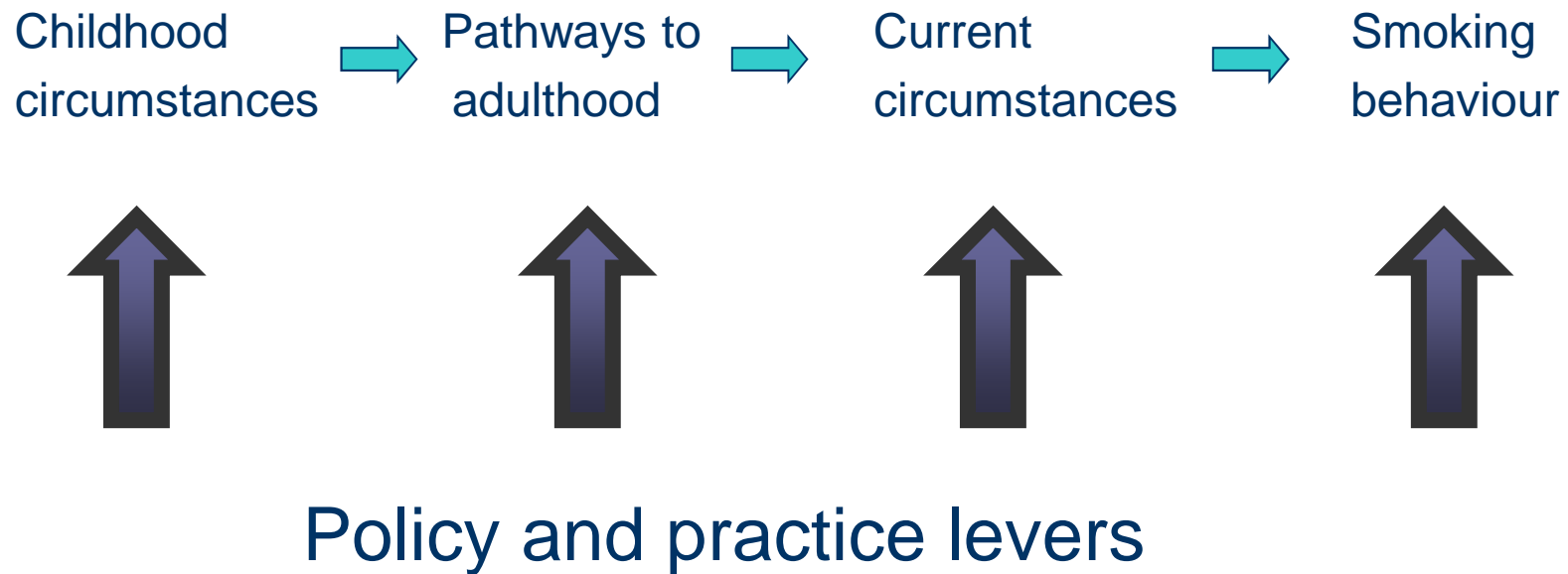
Price

Availability

# Research gaps

- Inequalities- gender
  - SES
  - ethnicity
- Process and trajectories eg key transitions, older teens, life-course perspective
- Young person centred v tobacco centred
- Context and culture- micro/macro, dynamic
- Inter-relationships

# Tobacco and young people- a life course inequalities framework



# Research gaps

- Inequalities- gender
  - SES
  - ethnicity
- Process and trajectories eg key transitions, older teens, life-course perspective
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# Some policy, programme, practice implications

- Address all three levels of influence
- Congruent with adolescent girls' and boys' gendered experiences of smoking (eg role, meanings) and wider social worlds eg media, peer education, schools
- Integrate within wider health promotion to support youth in transitions eg creating desirable alternatives for identity construction for girls
- Link with addressing inequalities

# Research and practice questions

*Which interventions are effective in preventing and/or reducing youth smoking?*

- Aspirational (desirable, fashionable)
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## Aspirational (Research)

- Stop all tobacco marketing- point of sale, packets  
Evaluate impact, new tobacco industry tactics
- Reduce positive media images of smoking  
Young people's exposure, impact
- Health promotion campaigns and programmes at national and local level

# Health promotion (Research)

- Comprehensive, well resourced, sustained
- National level- mass media campaigns  
Messages, tailoring, exposure, tone
- Local level - educational setting (eg school, college)  
- community setting (eg youth)  
Pilot v demonstration v dissemination (eg practicality, feasibility, sustainability, cost), older teens
- New media- viral marketing, internet, texting  
Innovation, evaluation



## Acceptability (Research)

- Reduce adult smoking
- Media campaigns- adults and young people
- Smokefree public places
- Smokefree homes

Impact on children and young people- attitudes, social norms, behaviour

## Access and availability (Research)

- Price
- Size of pack
- Age of sale- enforcement, sources, behaviour
- Illegal/smuggled
- Family and friends- can we change attitudes and/or behaviour?

Impact gender, SES, age

# Addiction/Cessation (Research)

- Cessation and young people- no clear UK evidence on effectiveness- **new studies?**
- Challenges –**reach and effectiveness**
- **Cost-effectiveness**
- **Cessation v health promotion**
- **Age, gender, SES, addiction/consumption**
- **Understanding addiction, cessation motivation, process, relapse behaviour.**

# Research and practice questions

- *Which interventions are effective in preventing and/or reducing youth smoking?*
  - prevention and/or cessation?
  - what works for whom in which circumstances?
  - pilot v demonstration v dissemination
  - levels: policy, practice, national, local
  - economics eg cost-effectiveness
  - understanding complexity eg additive or synergistic effects
  - reducing inequalities