



**THE PREMIER TEEN SMOKING
CESSATION PROGRAM**



**Not-On-Tobacco Program designated as a
Model Program
by the Federal Substance
Abuse and Mental Health Administration.**

The American Lung Association’s “Not On Tobacco (N-O-T)” Program has become the first smoking cessation intervention for youth to be designated as a Model Program by the Federal Substance Abuse and Mental Health Administration (SAMSHA).

To earn a SAMHSA model program designation the program must first be rigorously tested and researched in community schools, social service organizations and work places across the country. The program must provide solid proof that it has prevented or reduced substance abuse and other related high risk behaviors and must be reviewed by the SAMHSA National Registry of effective programs.

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<http://www.alawv.org/SAMSHA.htm>

Benefits of **N-O-T**

Designed to help teens:

- ✓ Quit smoking
- ✓ Reduce their smoking
- ✓ Increase healthy lifestyle behaviors
- ✓ Improve life management skills

Key Features of **N-O-T**

- Based on solid research and evaluation
- Created specifically for youth
- Comprehensive facilitator training including referral for other help
- Gender-sensitive curriculum
- Built-in evaluation component for local tracking
- Turn-key program materials and incentives

Females and Males Show Different Smoking Behaviors

Females

- Feel confident, outgoing, socially skilled
- Smoke to control weight
- Smoke to reduce negative emotions

Males

- Feel less secure in social situations
- Relapse more when they feel good
- Less intense withdrawal
- More confident in quit attempts



N-O-T is for...

- Regular teen smokers who are addicted to nicotine
- Youth who want a group program
- Those who volunteer to participate



- Cigarette Smoking is **6 times** more addictive than cocaine or heroin.

Jeffrey Wigand Ph.D., MAT, Ph.S.

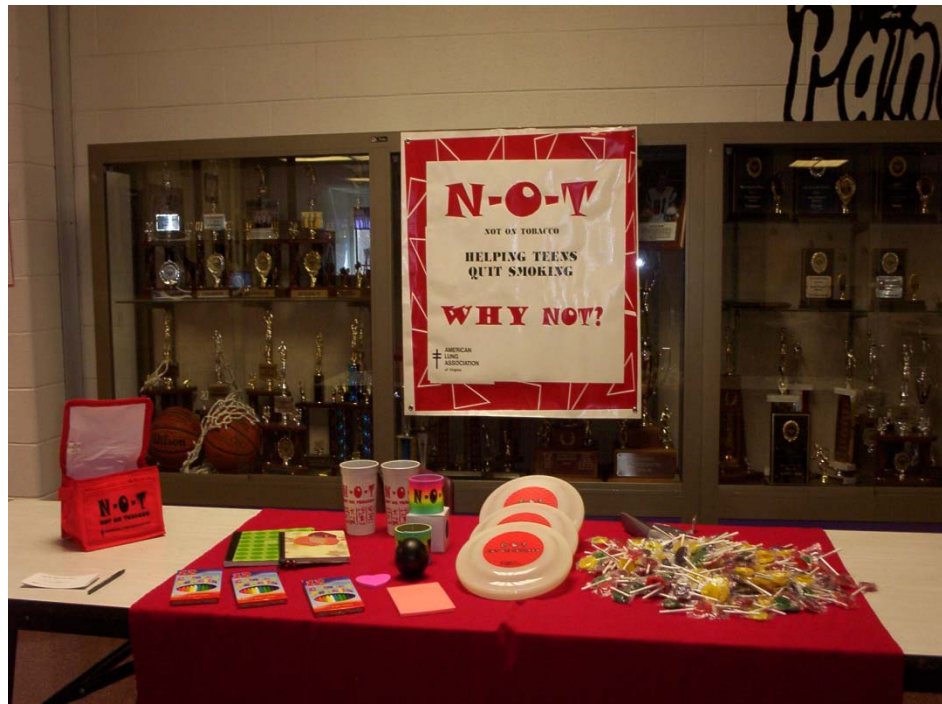


Nicotine Addiction in Teens

- ✓ Nicotine is the addictive drug in tobacco
- ✓ Teens become addicted quickly
- ✓ Addiction involves physical, psychological, and social dependence
- ✓ 67% of teens say they want to quit and 70% wish they had not started

SOURCE: YOUTH RISK BEHAVIOR SURVEY, 1999

Lick The Habit Recruitment Event



How to Host a “Lick the Habit” Recruitment Event

During the week or two before the event, advertise the “Lick the Habit” recruitment event. Posters and flyers can be displayed in strategic locations throughout the school/agency. Announcements should be made over the Public Address System and in classrooms.

The N-O-T recruitment table has been successfully set up in the cafeteria during lunch periods but can be used anytime large numbers of students are together.

Staff the recruitment table, and ask prior N-O-T participants to help, if possible.

Put N-O-T lollipops on the table and give one to every student who stops by the table. Collect registration forms from students and place them in a container for prize drawings.

Ask the students who approach the table: “Do you know any students who smoke and might like quit? Whether you smoke or not, you are still eligible to win a prize, so please complete a registration form.”

After the event, contact those students interested to assess their interest level and hopefully sign them up for the N-O-T Program.

Everyone loves a lollipop and what better way to help someone to

LICK THE HABIT!



N-O-T Program Components

- Ten (10) weekly sessions
- Four (4) optional booster sessions
- Each session approximately 50 minutes



Overview of **N-O-T** Program

- First 5 sessions – Preparation
- Quit Day - day after Session 5
- Sessions 6-10 - Relapse Prevention and Reinforcement



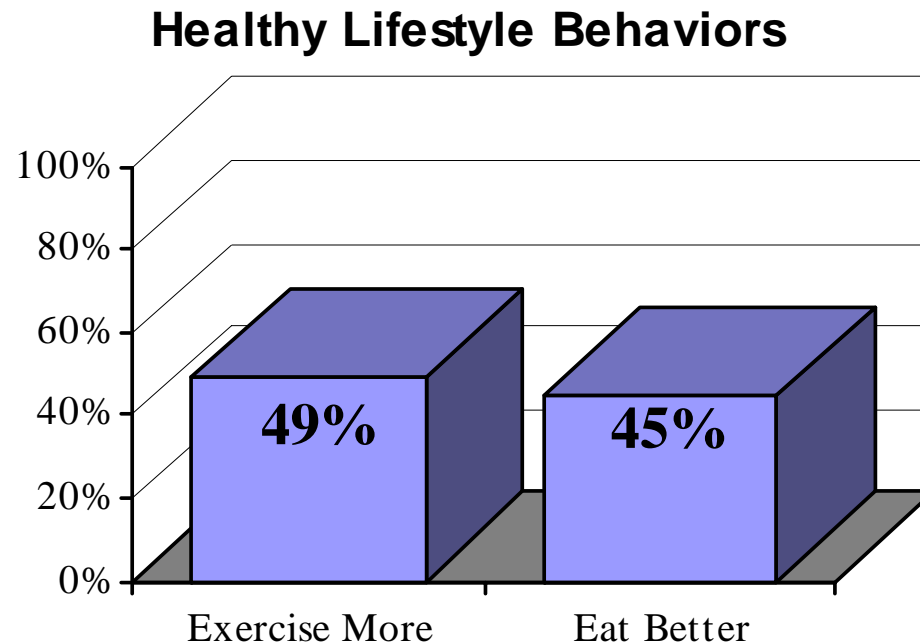
AMERICAN LUNG ASSOCIATION OF VIRGINIA
N-O-T: NOT ON TOBACCO
VIRGINIA SUMMARY REPORT 2004-2005

The American Lung Association of Virginia provided **N-O-T** to 915 teens in 70 schools throughout the state of Virginia.

- 403 (57%) teens stopped smoking
- 506 (85%) teens reduced or stopped smoking on weekdays
- 507 (80%) teens reduced or stopped smoking on weekend days

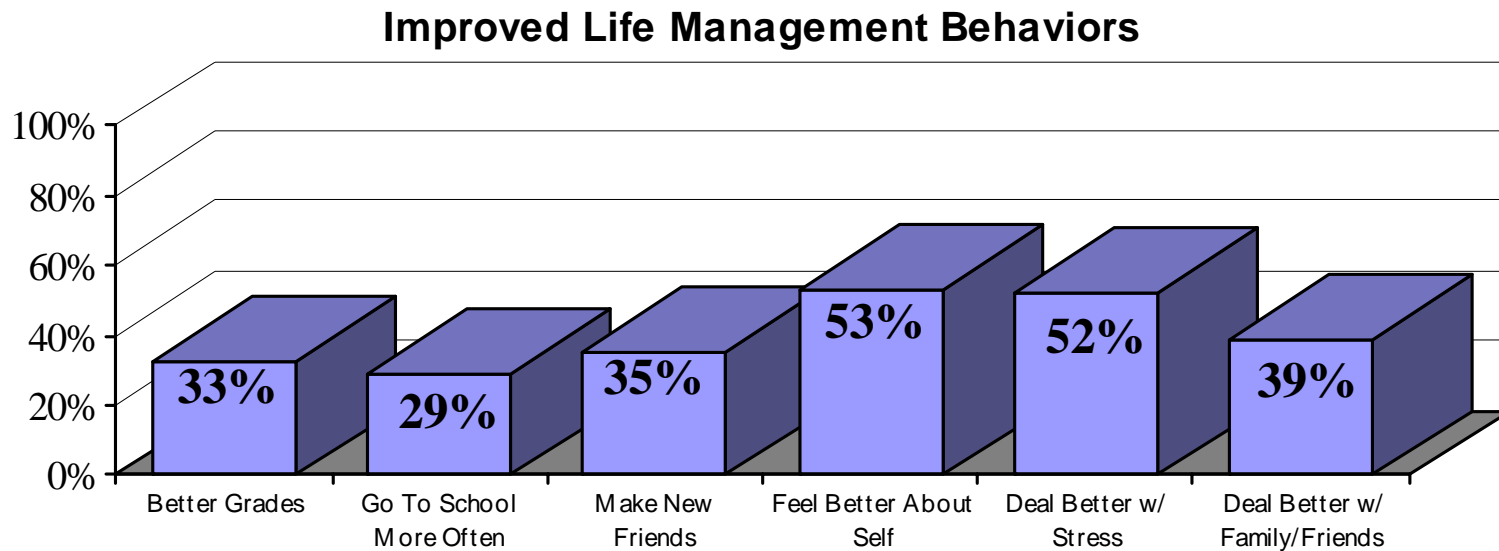


Healthy Lifestyle Behaviors: Nearly half of the teens who participated in the **N-O-T** program report exercising more and eating better.





Improved Life Management Skills: More than half of the teens that participated in the **N-O-T** program reported feeling better about themselves and could deal better with stress.



An occupied seat...
does not ensure learning
is taking place.



When addicted to tobacco the
maximum period of time
that one can concentrate is four
minutes.



Statements from graduates of the **N-●-V** Program

- “The **N-●-V** Program put me in the position to confront the reality that I had to quit.”

*KB Buchanan County
Virginia '06*

- “I really love the **N-●-V** Program. It made me really think about how it affected me and the people around me and all the consequences that went along with smoking.”

*ND Buchanan County
Virginia '06*

Statement from a Facilitator of the **N-O-V** Program

- I have to say that working in the **N-O-V** groups has been the highlight of my year.
 - Connie Elkins
 - Facilitator, Tazewell County, VA



N-O-T Facilitators

- Maintain a tobacco-free lifestyle.
- Have the ability to facilitate a group of adolescents in a nonjudgmental, caring manner.
- Are respected and valued by teens.
- Are genuine and warm.
- Have some knowledge of nicotine addiction and difficulty in quitting.



Questions?