



STREET TEAM

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SECTION 1 BACKGROUND AND INTRODUCTION

1.1 Background

In California, the smoking prevalence rate among youth (ages 12-17) in 2005 was 15.4 percent¹ and the young adult (ages 18-24) smoking prevalence rate was 18.4 percent². Compared to the adult smoking prevalence rate of 14.3 percent³, youth and especially young adults were disproportionately affected by tobacco.

Furthermore, tobacco industry research discovered that the transition from the first cigarette to a pack-a-day smoking habit can occur up to the age of 25⁴. The teen and young adult years are a time of experimentation, providing the industry with the opportunity to lure new customers and keep smokers addicted. The tobacco industry spent \$13.11 billion in 2005 in advertising and promotional expenditures⁵ targeting potential tobacco users, much of which directly reaches youth and young adults. Each year the tobacco industry sponsors sporting events, bar/nightclub parties, and other activities that are attended by youth and young adults.

The National Youth Smoking Cessation Survey found that over three-quarters (77%) of smokers ages 16–24 have tried to quit smoking at least once and some (36%) as many as three times⁶. Over one-quarter (28%) of these young smokers reported that they were ready to quit “now” and another 34 percent within the next six months. According to the National Youth Tobacco Survey, few community cessation programs specifically serve young smokers.

Prevention and health promotion efforts using peers are gaining popularity in a variety of arenas including tobacco cessation. Peer education is the sharing of information for

¹ Campaign for Tobacco Free Kids Key State Specific Tobacco-Related Data & Ranking retrieved on August 20, 2008 from <http://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf>

² Centers for Disease Control and Prevention, US Department of Health and Human Services. Sustaining State Programs for Tobacco Control Data Highlights 2006, Table 2 retrieved on August 20, 2008 from http://www.cdc.gov/tobacco/data_statistics/state_data/data_highlights/2006/00_pdfs/DataHighlights06table2.pdf

³ Campaign for Tobacco-Free Kids *Key State-Specific Tobacco-Related Data & Rankings*. Retrieved August 20, 2008 from <http://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf>

⁴ Ling, P., Glanz, S. (2002) Why and how the tobacco industry sells cigarettes to young adults: evidence from industry documents. *American Journal of Public Health*. 92(6), 908–916.

⁵ Federal Trade Commission Cigarette Report For 2004 and 2005. Retrieved on August 20, 2008 from <http://www.ftc.gov/reports/tobacco/2007cigarette2004-2005.pdf>

⁶ Giovino, G.; Barker DC; Tworek C; Gable, J; Orleans CT. The National Youth Smoking Cessation Survey. Data based on presentation at the Addressing Tobacco in Managed Care Conference, Miami, Florida, April 2, 2004. Retrieved on August 20, 2008 from http://www.rwjf.org/files/research/NYSC%20Summary_RWJFinal.pdf

the purpose of educating between individuals who are not professionally trained instructors, but who share similar backgrounds, experiences, or behaviors. The concept is based on several psychological theories, which in general regard “social influence” as an important determinant for behavior⁷.

With this in mind, STAND created Street Team, a cadre of youth and young adults trained in cessation intervention to take free Quit Kits to the streets of Sacramento, at community events, and where young people hang out in order to provide peer tobacco cessation education to help young people kick the habit.

1.2 Introduction

In September 2005, STAND of Breathe California of Sacramento-Emigrant Trails received funding for a three year grant through Sacramento County Tobacco Litigation Settlement Funds to work on the Street Team project. The purpose of the project was to recruit youth and young adults to conduct street outreach on smoking cessation to peers. Outcomes for the project included:

1. Between 10-15 culturally diverse youth (ages 15-17) and young adults (18-24) will be recruited and trained as peer cessation/tobacco prevention educators and serve as a coalition/street outreach team; each Member will participate in a least three community events, festivals, activities where intervention and education will be conducted.
2. The coalition/street outreach team will implement 6-8 intervention/educational booths at community activities, festivals, events. and/or original events to provide interactive tobacco prevention and education activities.
3. At least 300 youth and young adults will receive tobacco cessation Quit Kits and peer tobacco cessation education at community activities, festivals, events, original events, and Planned Parenthood facilities.
4. A minimum of three media promotional or educational materials will be revised to recruit the coalition/street team, promote the project and events, and provide cessation resources.

The evaluation of the project included both process and outcome evaluation methods. These methods included: tracking member recruitment and training, participation in outreach activities, and direct interventions; member surveys; tracking Quit Kit distribution and follow-up; and, tracking media and marketing material development and distribution. This report discusses findings from the evaluation.

⁷ Youth Peer Education Toolkit, Standards for Peer Education Programmes, Youth Peer Education Network. 2005. Retrieved on August 20, 2008 from <http://www.fhi.org/en/Youth/YouthNet/Publications/peeredtoolkit/Standards.htm>

SECTION 2 STREET TEAM

2.1 *Street Team Members*

Objective #1: By August 31, 2008, 10-15 culturally diverse youth (ages 15-17) and young adults (18-24) will be recruited and trained as peer cessation/tobacco prevention educators and serve as a coalition/street outreach team, and each member will participate in at least three (3) community events, festivals, activities where interventions and education will be conducted.



In order to involve youth and young adult peers in the quitting process, STAND recruited culturally diverse youth and young adults on high school and college campuses through a variety of methods including: (1) working with high school and college campuses to include participation in the Street Team coalition (Members) as a community service project; (2) conducting presentations; and (3) implementing recruitment events. Youth and young adults who were interested completed an application and interview process. This process ensured diversity of members while providing youth and young adults with skills, such as experiencing the interview process. Selected applicants signed voluntary contracts committing to attend trainings and meetings, and participated in follow-up activities and at least three events. Member participation was tracked in a database.

Each year new Street Team members received an orientation, an informational manual/packet, and along with the returning Members, decided on a meeting schedule in order to maintain communication and collaboration. New Members attended mandatory cessation trainings to learn how to conduct 5-10 minute one-on-one cessation interventions with youth and young adult smokers. Returning members had the option of attending the trainings as refresher courses.

Utilizing the positive peer model approach and successful cessation methods that focus on youth and young adult smokers, the STAND Street Team developed training curriculum and training packets. The training curriculum included information on:

- Cultural competency
- Addiction
- Early stages of tobacco use
- Social smoking
- Empowering friends of smokers to help them quit
- Motivational interviewing

In addition, members had the option of attending different workshops including:

- Tobacco industry marketing
- Advanced leadership
- Team building
- Two tobacco 101 sessions.

STAND offered a strong incentive program to Street Team members where Members earned points through participation. Street Team members were involved in choosing the incentive, which included gift cards, prize packs, and concert tickets. During the three years of the project, Street Team members received specialized promotional items such as sweatshirts, flip flops and certificates of appreciation. Additionally, some graduating Street Team members received scrapbooks to commemorate their time commitment and contributions to the coalition.

During the three years of the project, STAND recruited and maintained between 9 and 21 Street Team members each quarter (Table 1), for an average of 14.5 Members. Many members continued with the project year after year. The number of quarters in which Members participated ranged from one to eleven, with an average of 4.8 quarters per Member. Two members participated in 11 quarters, two for nine quarters, two for eight quarters, and five for seven quarters. STAND had a successful retention rate with members, with 94 percent participating more than one quarter, 83 percent participating more than two quarters and 50 percent participating for more than one year.

Table 1 - Street Team Membership

Member ID	2005	2006				2007				2008			Total
	Sept-Nov	Dec-Feb	March-May	June-Aug	Sept-Nov	Dec-Feb	March-May	June-Aug	Sept-Nov	Dec-Feb	March-May	June-Aug	
AL		X	X	X	X	X	X	X	X	X	X	X	11
MS		X	X	X	X	X	X	X	X	X	X	X	11
SC	X	X	X	X	X	X	X	X				X	9
EO	X	X	X	X	X	X	X	X				X	9
SF	X	X	X	X	X	X	X					X	8
CM		X	X	X	X	X	X	X				X	8
NY		X	X	X	X	X	X	X					7
RC					X	X	X	X	X	X	X		7
EJ					X	X	X	X	X	X	X		7
JF		X	X	X	X	X	X					X	7
AL		X	X	X	X	X	X					X	7
SH						X	X	X	X	X	X		6
FL						X	X	X	X	X	X		6
TL						X	X	X	X	X	X		6
JM						X	X	X	X	X	X		6
AQ						X	X	X	X	X	X		6
SF	X	X	X	X								X	5
SL	X	X	X	X								X	5
HA		X	X	X								X	4
DG		X	X	X									3
HT		X	X	X									3
RY		X	X	X									3
BB						X	X	X					3
CP						X	X	X					3
CD									X	X	X		3
MH									X	X	X		3
JL									X	X	X		3
SS									X	X	X		3
SM	X	X											2
RI					X	X							2
EM					X	X							2
MT					X	X							2
DA	X												1
JA	X												1
MV	X												1
UN									X				1
Total	9	16	15	15	14	21	18	15	14	13	13	11	

During the three years of the project, STAND conducted 101 hours of training and Street Team members volunteered a total of 1,991.6 hours. To celebrate successes

and recognize their hard work, each semester appreciation events were organized for the Street Team members.

2.2 Street Team Events



Objective #2: By August 31, 2008, the coalition/street outreach team will implement 6-8 intervention/educational booths at community activities, festivals, events, etc. and/or original events to provide interactive tobacco prevention and education activities.

In order to counter tobacco industry sponsored events in Sacramento, STAND updated and maintained a database of community events, festivals, activities, and locations that youth and young adults frequent to provide tobacco education, prevention and cessation information. The Street Team assisted in identifying the most appropriate events and locations to provide interventions. Members conducted research on local community events using event planning forms and incentive points for locating viable, appropriate events. Additionally, previous successful events were attended.

Members developed educational games to make the event booths interactive. One game consisted of a magnetic dart board with different categories offering participants a chance to answer true and false questions depending on which area of the dart board they land. The other game let participants roll two oversized dice, one determines the question category, the second determines the prize. The categories for both games were chosen to be specific to the audience of 15-24 year olds. Categories included: Tobacco 101, Hookah, Tobacco Industry Targets You, What's in a Cigarette, Benefits of Quitting, Transnational and Global Issues, Tobacco and the Environment, and a Wild Card category.



Street Team members used existing, and developed new, promotional items including dog tags, stress gloop, drawstring bags, magic eight ball key chains, and Frisbee fliers to serve as prizes for the interactive/educational games. Additionally, culturally

appropriate tobacco control brochures, educational materials, and resources were provided. The booth also provided an interactive and fun way for the Members to educate their peers, using socializing in non-traditional locations. Participation was completely voluntary, and all materials and resources were free.

During the project, STAND developed partnerships with resources and vendors such as KSFM 102.5 (a popular radio station among young people in Sacramento), the Downtown Partnership, Project RIDE, Red Bull and Boo Koo energy drinks, McClellan High School, Universal Technical Institute and Western Career College, to participate in pre-existing community events. When necessary, the Members created original events as well, including the Downtown Plaza events.

Table 2 presents a list of events in which Street Team members participated, as well as the number of Members who participated and the number of interventions completed. Street team members participated in a total of 27 events conducting 279 interventions between November 2005 and July 2008 (Table 2). Members working these events ranged from two to ten Members, with an average of six Members per event. Not only did the events serve as a conduit to interventions, but also were a strategy to educate young people on the risks associated with tobacco and on tobacco industry marketing practices. During the three years of the grant, the Street Team members provided tobacco education to over 6,365 people during the 27 events. Each of the coalition/street outreach team members attended at least three events, with many attending most events. The events were promoted through the www.sacSTAND.org/streetteam website, the Street Team's MySpace page, handbills, fliers, and newspaper advertisements.

Table 2 – Street Team Events

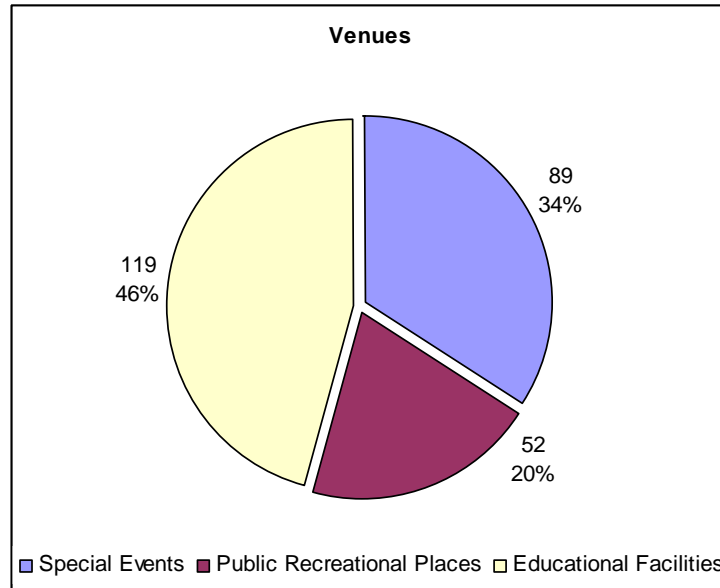
Event	Date	Members	Interventions
Downtown Plaza	11/20/2005	6	14
Sacramento News and Review Jammies	1/20/2006	5	0
Sacramento News and Review Jammies	2/11/2006	8	3
The Observer's Black Expo	2/25/2006	6	6
Cinco de Mayo	5/7/2006	4	14
Waterworld	6/23/2006	4	6
Concert in the Park	7/28/2006	7	12
Downtown Plaza	8/16/2006	5	9
Sacramento Raceway	10/29/2006	2	2
Downtown Ice Rink	12/2/2006	4	7
Downtown Ice Rink	1/6/2007	5	12
Downtown Plaza	3/10/2007	7	6
Universal Technical Institute (UTI)	4/9/2007	5	12
Downtown Plaza	4/14/2007	7	7
Cinco de Mayo	5/6/2007	9	15
McClellan High School	5/24/2007	6	14
Concert in the Park	6/22/2007	7	14
Western Career College	6/27/2007	7	16
Concert in the Park	7/27/2007	5	14
Downtown Plaza/Gyros Event	10/27/2007	2	4
High-Tech Institute (HTI)	11/28/2007	10	20
Universal Technical Institute (UTI)	2/13/2008	8	18
Maric College	4/9/2008	9	25
Rivercats game	5/1/2008	4	0
McClellan High School	5/29/2008	4	10
High-Technical Institute	6/11/2008	8	8
Sutter Teen Event	7/23/2008	8	11

Total: 279**Average:****Avg: 6.0****10.3**

The venues in which the Street Team participated were clustered into three types: educational facilities; special events, such as celebrations and concerts; and, public recreation places, such as shopping malls, water parks, and ice rinks. The venues in

which the most interventions were completed were educational facilities (46%), followed by special events (34%) and public recreational places (20%). (Figure 1)

Figure 1 – Interventions by Venue Type



Street Team members participated in on-line member surveys conducted by the program evaluator, two times the first year as the project was evolving and annually thereafter. The survey was designed to assess the Member’s experience volunteering with STAND, suggestions for improvement to the project, and any additional comments regarding structure, resources, trainings, workshops, etc. Findings from the survey are discussed in the next section.

Street Team Member Survey

The Street Team Member Survey was an Internet-based survey conducted through SurveyMonkey.com. Responses were reported in aggregate to STAND, thus ensuring Member confidentiality. STAND emailed the survey to between 11 and 15 members were emailed the survey (the number of Members at time of administration) with a 100 percent response rate at all four administrations (Table 3). The following section presents findings from the four surveys.

Table 3 – Member Survey Response Rate

	Spring 2006	Winter 2006	Spring 2007	Summer 2008
# of responses	12	13	15	11
Response rate	100%	100%	100%	100%

Most of the Street Team members (83%) reported volunteering for STAND an average of up to five hours a week, with 13 percent reporting 6-10 hours and four percent reporting 16 or more hours of volunteer work a week. Members reported the days and times in which they worked as a Street Team member by checking all the days and times that apply, so an unduplicated count is not possible. However, the day most reported was Saturday (Table 4) and the time most reported was between 4:00 and 6:00 pm.

Table 4 – When Street Team Worked

	8-10 am	10-12 noon	12 noon-2 pm	2pm-4pm	4pm-6pm	Total Days
Mon	2	2	3	3	11	21
Tues	1	2	2	4	7	16
Wed	1	3	3	3	9	19
Thurs	1	3	3	4	11	22
Fri	3	2	3	5	7	20
Sat	6	9	10	12	14	51
Sun	2	5	2	2	2	13
<i>Total Times</i>	<i>16</i>	<i>26</i>	<i>26</i>	<i>33</i>	<i>61</i>	

The survey design was to gather mostly qualitative feedback from the Members. Members shared what they thought about being a Member, stories of their experience, and share their most and least favorite parts of being a Member. The following section discusses a summary of the four survey findings by question.

Overall, what do you think about being a member of the STAND Street Team?

Almost all of the respondents reported being a Street Team member was *fun, great amazing* or *awesome*. The reasons given fell into the following categories:

- Social Benefits – Members reported they liked the camaraderie of the group, meeting and getting to know other Members, and being part of a group or “family.” Responses included:

It was pretty much amazing. I met great people, including the coordinators, and I felt like I really helped people by helping smokers quit.

I enjoyed the experience very much. I felt included, appreciated, respected, and loved.

I love the STAND Street Team and how well the group act as a whole together.

- Helping Others – Many of the members reported enjoyment in being a Street Team Member because it gave them a chance to help others. They reported:

I love being a Street Team Member! It is fun! I also enjoy knowing that I am making a difference and helping others!

Being a member of Street Team allows me to educate people on something that can easily consume young lives.

The reason why I joined the STAND Street Team in the first place was to reach out to at least one person.

- **Rewarding Experience** – Members stated the experience was rewarding because they were doing something they believed in.

It was a really a rewarding experience, getting to learn more about the tobacco industry and being able to tell people more about it.

Nothing less than the most rewarding and awesome experience of my high school years.

The fact that I can campaign against the nicotine corporations, get to know fun new people and help people to live healthier longer lives makes me proud to be a member of the STAND Street Team.

- **Active in the Community** – Many of the respondents reported they liked Street Team because it gave them a chance to give something valuable to the community.

I love being member of Street Team. I'm part of a lot of community groups and none of them seem as much fun or uplifting as the Street Team. There isn't a time where I don't feel like I've helped the community.

... It was a fun way to become active in the community.

An all out kickin' cool time. It felt good to be making a difference in the community.

Members also reported enjoyment in learning about the tobacco industry and how to help people quit, and in addition they gained leadership skills and became more open-minded. One member reported *I really felt that I grew as a person and became more open minded after speaking with so many different smokers.*

As a STAND Street Team Member, what did you enjoy doing the most? Least?

Members reported what they enjoyed the most and least as a Street Team member. Responses clustered around similar likes and dislikes. Responses are listed in order of popularity.

Enjoyed the Most

- Conducting the interventions
- Attending the meetings and workshops
- Working the events
- Spending time with other members
- Playing the tobacco games with young people at the events
- Talking with and meeting new people at the events

Members reported the team building workshop as the most enjoyable workshop because *everyone worked together* demonstrating that the *Street Team family was there to encourage and support me*.

Other feedback included:

It's hard to pick out just one thing. Team building and fun outings, needless to say, are always enjoyable. But going out and actually doing what the team does best, going into the community, definitely is the most rewarding and enjoyable.

I enjoyed everything!!! But I really enjoyed going to the events. You meet so many wonderful people and talk to the most interesting people about anything. And when you do an intervention you get this nervous but exciting feeling in your gut. I can't put into words how wonderful and magical the events are. It's almost like going to Disneyland.

Enjoyed the Least

Very few Members reported anything they disliked about being a Street Team member. Responses included:

- Dealing with difficult people, people who had attitudes, who “were scary,” or who “just wanted free stuff.”
- Meetings, either because it was hard to get everyone to attend due to busy schedules, or because they were either boring or full of too much information for one meeting.
- Conducting follow-ups with Quit Kit recipients because it was difficult to get a hold of Quit Kit recipients or because sometime the recipients were rude.

Other responses were typical to responsibilities in life, such as paperwork, schedules, cleanup, and emails.

Think of a time as a Street Team member when you felt really excited or energized... What happened? What made this experience a high point for you?

Members provided many examples of memorable experiences, from attending their first event to conducting their first intervention, to participating in the team building workshop. A few examples include:

I recall an intervention with a young couple that was expecting a child. She was six months pregnant and still smoking. I was excited for her desire to stop smoking. This intervention reminded me of why I joined the Street Team, which was to have some form of positive impact in the lives of others.

At an event, watching a guy's face when I was proving to him that hookah was actually really bad.

It was the first time I did a follow-up call and the person had dramatically reduced the number of cigarettes they smoked. It felt really good knowing that the Team and I had really helped this person with a serious problem.

I was doing a follow-up survey over the phone and had someone thank me because after the intervention they quit smoking and were quit for over three months.

I was really excited when I had done my first "Quit Kit" [intervention] at the 2006 Jammies. What made the experience better was that the person actually approached me after a month and told me that it [the Quit Kit and intervention] had worked for them!

Skills Development

During the final year of the project, Member Survey revisions included questions on skill development. All of the year three respondents (100%) reported the experience with Street Team gave them skills to help them in the future, either personally or professionally.

Street Team Members reported that they learned: to provide vision, direction, and encouragement to others (91%), to work as a team player, join in to complete tasks, and recognize the contributions of others (91%), to offer solutions to problems and accept accountability (82%), to respect cultural and personal differences (82%), and to effectively plan, organize, and facilitate meetings (64%). (Table 5)

Table 5 – What Member Learned through Experience

	Absolutely!	Somewhat	Not Really
To provide vision, direction, and encouragement to others.	91%	9%	0%
To work as a team player, join in to complete tasks, and recognize the contributions of others.	91%	9%	0%
To offer solutions to problems and accept accountability.	82%	18%	0%
To respect cultural and personal differences.	82%	18%	0%
To effectively plan, organize, and facilitate meetings.	64%	27%	10%

Recommendations by Members for increasing leadership skills and roles and responsibilities of the Team included incorporating leadership workshops into the training, giving the Members the responsibility of planning the events, and having Members facilitate the meetings.

Comments

To conclude the survey, Members made the following additional comments:

STAND Street Team has been a great opportunity for me to be part of peoples' lives. I myself smoked for 9 years. I've abstained from smoking for nearly six years. Being part of this team has been encouraging to me and I love helping others [to quit].

The best choice I've made was to join [STAND]. I love Leslie, Mey, and Gustavo so much! They make it so much fun and deserve every single award out there.

I have had the most wonderful time with STAND. There is never a dull moment. On top of that STAND is like my second family. The Stand office is like my sanctuary. I always feel welcome and cared about. When I'm at an event I feel like I made someone else feel happy and cared for. And it means a lot to me that I can feel comfortable in a group of people and that I can make others feel good as well. Back in middle school I was literally the loser of the bunch... But joining STAND gave me the opportunity to help people who are like me and it gave me a chance to let them know they aren't alone and there are people who are willing to help them. I also feel more accepted because I have gained self esteem thanks to STAND. Being a part of STAND has given me more than just the opportunity to help others, it has helped shape me into the person I am today. It gave me a better perspective on the world.

SECTION 3 INTERVENTION AND THE QUIT KITS

Objective #3: By August 31, 2008, at least 300 youth and young adults will receive tobacco cessation Quit Kits and peer tobacco cessation education at community activities, festivals, events, etc. and/or original events.



In order to provide no cost and culturally appropriate cessation resources, the coalition/Street Team produced 300 quit kits to distribute to youth and young adults at events. The Quit Kits consisted of a variety of resources including: a youth/young adult-friendly quit smoking booklet, a list of local cessation programs, the California Smokers' Helpline Take Charge Card, a pen, cost of smoking calculator, stress stick, honey sticks, cinnamon toothpicks, gum, mints, sugar-free candy, fireball, and sunflower seeds all offered in a water bottle. The information was age- and culturally-appropriate and based on previously successful Quit Kits distributed at Sacramento area public colleges.

Through a generous grant provided by Blue Cross of California, the project revised and redesigned the quit smoking booklet to make it more appealing to young smokers. The quit smoking booklet is now being distributed throughout the country and is available for purchase from the Tobacco Education Clearinghouse of California (TECC).

Additionally, STAND developed and distributed a modified version of the Quit Kit to over 200 people outside of the 15-24 year old age demographic. The modified Quit Kit included brochures, a list of local cessation programs, the California Smokers' Helpline Take Charge Card, honey sticks, gum or mints, straws, toothpicks, a stress ball, and peanuts or sunflower seeds all offered in a zip-lock bag.



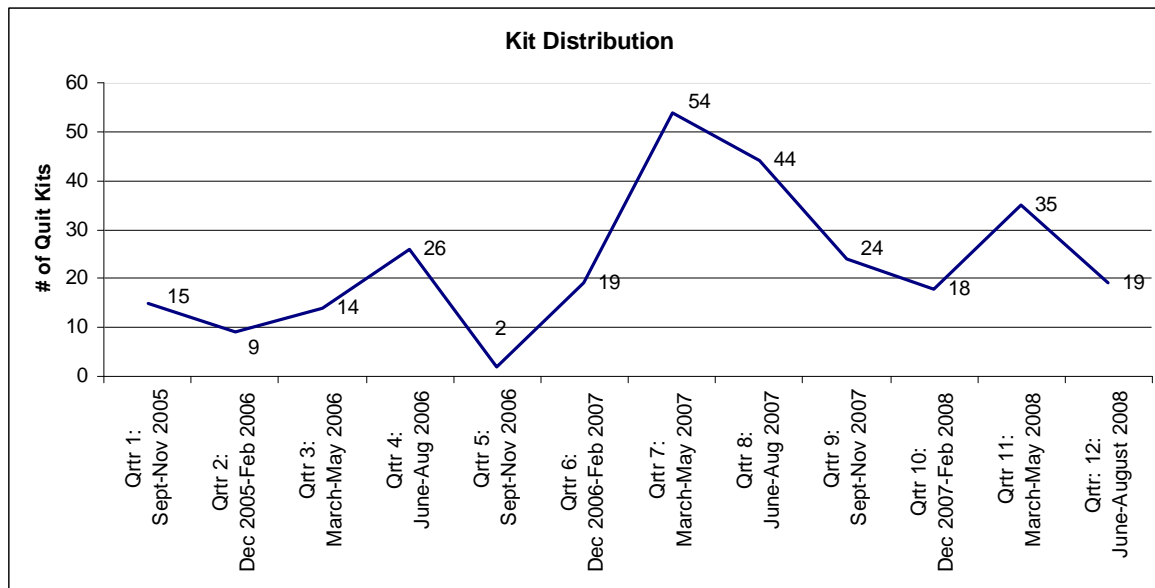
Street Team members provided 5-10 minute one-on-one cessation interventions at community events to youth and young adults interested in quitting. The Quit Kit/intervention recipient completed an intake card containing contact and demographic information. During the 27 community events and regular daily interactions, Street Team members provided free Quit Kits and peer cessation interventions to 279 youth and young adults.

To receive a Quit Kit, the participant completed an intake form to obtain demographic and baseline data as well as contact information, thus allowing follow-up contact to measure quit progress. Staff follow-up consisted of contacting recipients by telephone, email, and/or mail. The goal was to contact Quit Kit recipients three times after receiving the kit: at one month, three months, and six months. The following section discusses findings from intake and follow-up.

3.1 Quit Kit Distribution

During the three years of the grant, 279 interventions were completed resulting in the distribution of 279 Quit Kits. Distribution was dependent on participation in events and ranged from two kits per quarter to 54 kits per quarter (Figure 2).

Figure 2 – Quit Kit Distribution



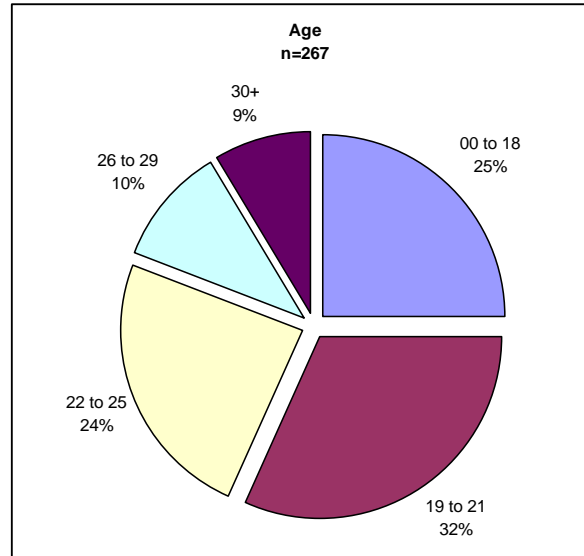
3.2 Baseline Data

Upon receipt of the Quit Kit, recipients completed a brief questionnaire to gather contact information and baseline data. The evaluator analyzed baseline data to describe the characteristics of the people reached by the Street Team Members. The following list is a summary of the characteristics of the Quit Kit recipients:

- 50 percent were male and 50 percent female.
- The largest age group to receive the Quit Kit was young adults age 19 to 21 (32%), followed by youth under 18 (25%), and young adults age 22 to 25 percent (24%) (Figure 3).

- Some adults over 30 (9%) received the Quit Kit. Even though this is not the target age group, STAND staff encourages all people to quit using tobacco so assistance was not denied.
- The average age of the Quit Kit recipient was 22.7 years of age.

Figure 3 – Characteristics of Quit Kit Recipients



Quit Kit recipients reported cigarettes (91%) as the most used form of tobacco (Figure 4). Other forms of tobacco included cigars, blunts, swisher, cigarillos (4.2%), smokeless tobacco (3.1%), and hookah (1.7%)

Figure 4 – Type of Tobacco Used

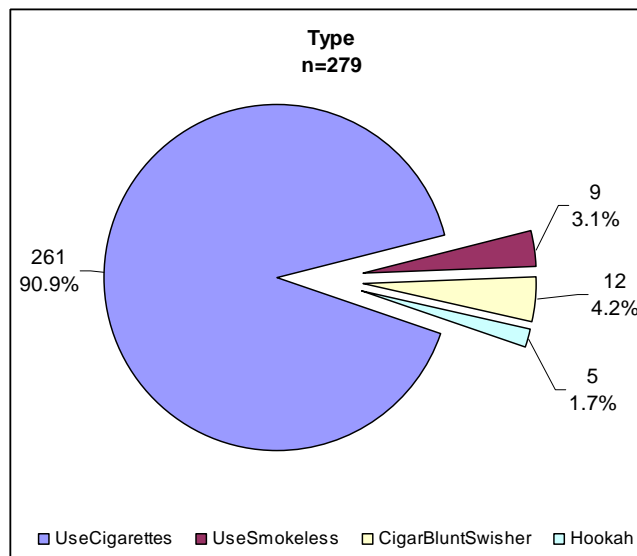


Figure 5 presents the number times per day tobacco was used, which ranged from 1 to 60 times per day, with the largest group using between 4 to 5 times per day (24%), followed by 11 to 20 times per day (19%), and 8 to 10 times (18% each). Tobacco users who used more than 20 times per day or only once per day were the smallest groups (7% and 4% respectively).

Figure 5 – Daily Tobacco Use

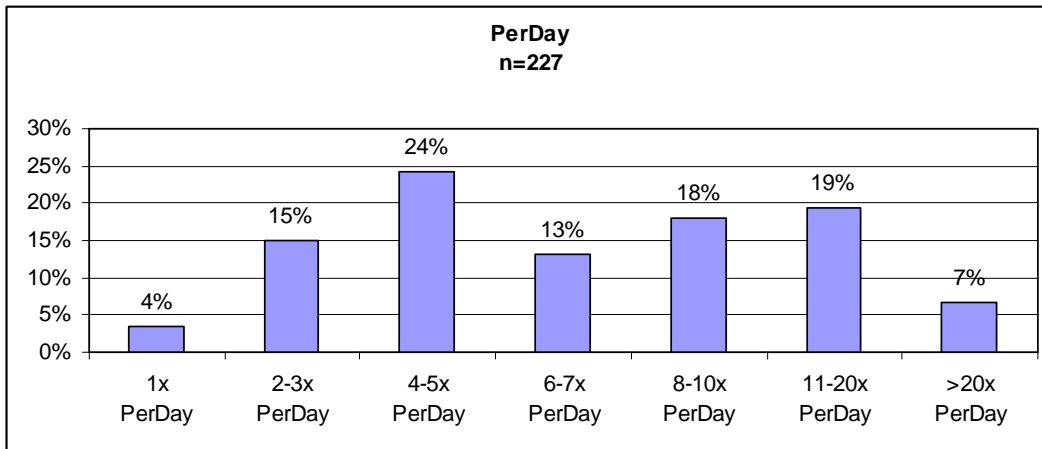
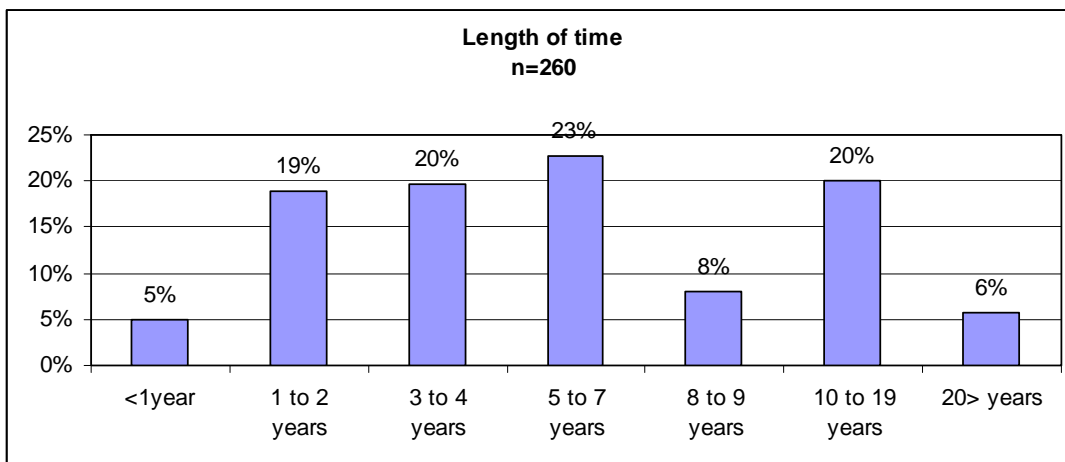


Figure 6 displays the length of time Quit Kit recipients reported using tobacco. Recipients between the age of 18 and 24 reported using tobacco between one and twelve years (an average of 4.8 years), with seven respondents reporting trying tobacco as young as four years old. Close to one-quarter (23%) reported using 5 to 7 years, followed by 3 to 4 years and 10 to 19 (20%) and 1 to 2 years (19%).

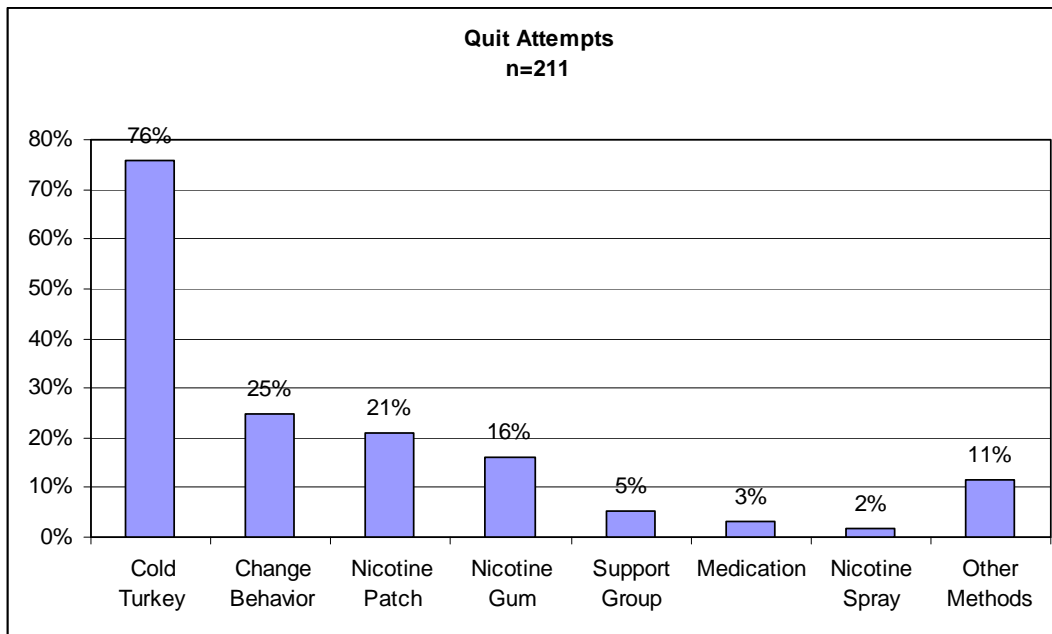
Figure 6 – Length of Time Using Tobacco



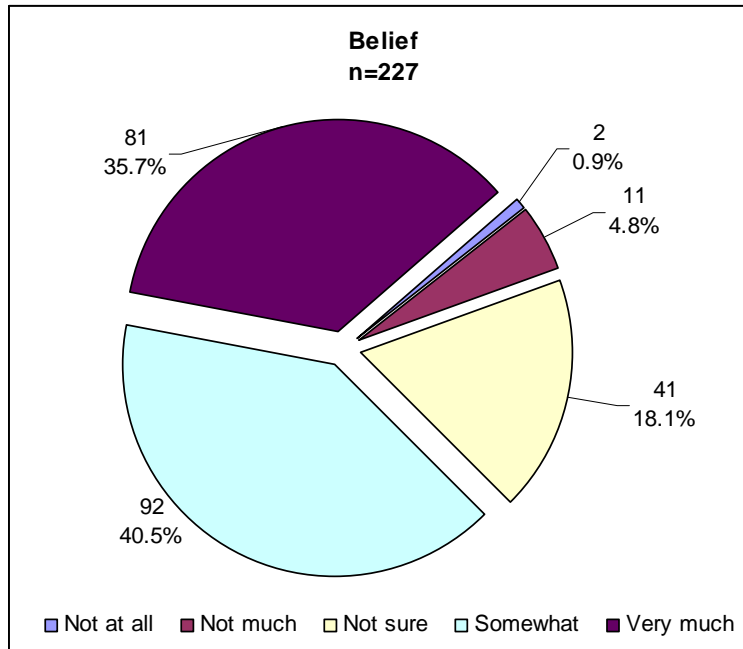
Almost all (81%) of the Quit Kit recipients reported previous attempts to quit, which included (Figure 7):

- 76% “cold turkey”
- 25% changing behavior
- 21% nicotine patch
- 16% nicotine gum
- 5% support group
- 3% medication
- 2% nicotine spray
- 11% other methods

Figure 7 – Previous Quit Methods



Upon receipt of the Quit Kit, recipients disclosed their belief in quitting. Figure 8 displays that the majority of the recipients (76%) thought they could quit using tobacco (36% “very much” and 41% “somewhat”), with one-fifth unsure (18%), and six percent thinking they could not (5% “not very much” and 1% “not at all”).

Figure 8 – Belief in Quitting

In summary, baseline data indicates that most of the Quit Kit recipients were young adult cigarette users who wanted to quit, felt they could quit, and had previous attempts at quitting. The majority reported using tobacco for several years and using tobacco several times a day. Individuals with these characteristics may be ideal candidates for cessation services because they are at a point in their tobacco use where they may be more receptive to the cessation materials provided in the Quit Kit.

3.3 Quit Kit Follow-up

Project staff conducted 268 follow-up attempts on Quit Kit recipients (the number due for follow-up) since the beginning of the project, with at least one successful follow-up on 151 recipients, a 56 percent follow-up rate: 16 percent having one follow-up contact; 22 percent having two follow-up contacts, and 18 percent having three follow-up contacts. Unsuccessful follow-up consisted of 44 percent of the cohort. Reasons for the unsuccessful follow-up varied from invalid phone numbers and/or invalid email addresses (44%), to not returning phone, email or mail messages and surveys (32%), to unknown reasons (24%).

To date, 117 recipients received a follow-up approximately one month after receiving the quit kit, 111 after approximately three months, and 75 after approximately six months. At one month, 50 percent of the recipients reported not using tobacco, at the three month follow-up 54 percent reported not using tobacco and at the six month follow-up 57 percent reported not using tobacco (Table 6). In total, the Quit Kit helped 92 young adults quit using tobacco, an overall quit rate of 61 percent. Once a Quit Kit

recipient reported successfully quitting tobacco additional follow-up attempts did not occur.

Table 6 – Quit Kit Recipient Current Tobacco Status

Still Smoking	1 month after receiving Quit Kit n=117	3 months after receiving Quit Kit n=111	6 months after receiving Quit Kit n=75
Yes	50%	46%	43%
No	50%	54%	57%

Detailed follow-up findings are presented for the two cohorts (follow-up, still smoking and follow-up, not smoking) in the following sections.

3.3.1 Follow-up, still using tobacco

Most of the recipients still using tobacco at follow-up reported reducing their use: 86 percent at one month, 92 percent at three month and 75 percent at six months. An unduplicated count of participants who reduced was 79 youth and young adults, a 92 percent reduction rate.

Quit Kit Intervention

Quit Kit recipients reported the usefulness of the Street Team Intervention, even if they were not successful in quitting. The intervention was reported as useful by 71 percent at one month, 84 percent at three months and 42 percent at six months, with an overall unduplicated rate of 55 percent. Between 75 and 92 percent of the recipients reported the Quit Kit as helpful in reducing use, depending on what follow-up period they responded to the survey. An unduplicated count showed the Quit Kit to be helpful to 92 percent of the youth and young adults who reduced their tobacco use. When asked *how the Quit Kit helped*, responses included:

- Provided objects to chew or suck on, such as seeds, gum, honey sticks, toothpicks, and lifesavers (55)
- Learned habit changing ideas and alternatives to using tobacco (25)
- Provided information, knowledge (21)
- Provided motivation (17)
- Provided stress reducers, such as stress ball (11)
- Provided information on the money saved by not smoking (10)
- Learned about the quitting process (8)

Recipients reported what additional information would help them quit. Most did not need any additional information. Those who did requested:

- More literature and information (11)
- Inexpensive or free nicotine replacement therapy (3)
- Pictures of “gross” lungs and clean lungs (3)
- A list of where to get more of the items in the quit kit (honey sticks & cinnamon toothpicks) (3)
- A quitting partner (1)
- Check-in calls from Street Team Member (1)

Table 7 presents responses to the question *Do you believe you can quit smoking?* Even though the recipients were still smoking, there was a strong belief they could quit: 53 percent at the one month follow-up; 61 percent at the three month follow-up; and, 44 percent at the six month follow-up.

Table 7 – Belief can quit

Belief can Quit	1 month n=47	3 month n=43	6 month n=28
Not Much	0%	0%	3%
Not Sure	16%	10%	19%
Somewhat	31%	29%	34%
Very Much	53%	61%	44%

Since recipients were still smoking, they reported their plan to quit. At one month, the majority (69%) reported currently trying to quit or cut down, with nine percent thinking about quitting and 12 percent thinking they should quit or cut down but were not ready. At the three month follow-up, the percent currently trying to quit increased to 73 percent, and the percent who thought they should quit but were not ready increased to 14 percent. At the six month follow-up, half (50%) of the group reported trying to quit while 16 percent were thinking about quitting (Table 8).

Table 8 – Quit Status

Quit Status	1 month n=47	3 month n=43	6 month n=28
I need to quit someday	10%	8%	13%
I think I should quit, but I not ready	12%	14%	22%
I am thinking about quitting	9%	6%	16%
I am trying to quit or cut down right now	69%	73%	50%

To close the follow-up, Quit Kit recipients added other comments. Comments included:

- *You guys rock...thanks for following up with me and most of all thanks for helping me quit!*

- *The quit kit was helpful in helping me realize what I need to do to quit.*
- *Thank you so much for your help, it has helped me a lot in trying to stop. I was smoking around six cigarettes a day when I talked to you guys and now I'm smoking between one and four a day, some days I can go without smoking for a whole day.*
- *I appreciate the survey follow-ups. It feels as though every time I receive a follow-up survey it refreshes my motivation.*

3.3.2 Follow-up, quit using tobacco

A total of 92 Quit Kit recipients reported quitting tobacco between the time they received the quit kit and up to six months after receiving the Quit Kit. At the one month follow-up 58 recipients (50%) reported successfully quitting tobacco, at three months 60 recipients (54%) reported quitting and at six months 43 recipients (57%) reported quitting.

Quit Kit recipients who quit using tobacco reported how long they had been tobacco-free, displayed in Table 9. At the one month follow-up, close to one-quarter (22%) reported quitting within the last week, and another 45 percent reported quitting within the last month. At the three month follow-up, over half (59%) reported quitting 1-3 months prior, which coincides with the time that the one month follow-up from STAND staff occurred, thus possibly relating the “checking-in” call from the Street Team member as reinforcement and reminder to quit.

Table 9 – Days since last cigarette

Length of Time Since Last Cigarette	One Month follow-up n=58	Three month follow-up n=58	Six month follow-up n=43
One week or less	22%	10%	19%
One to two weeks	16%	7%	7%
Two to four weeks	29%	5%	0%
One to two months	29%	36%	23%
Two to three months	0%	22%	12%
Three to four months	2%	14%	7%
Four to six months	0%	5%	21%
Over six months	2%	0%	12%

Quit Kit Intervention

Quit Kit recipients who were successful at quitting reported the helpfulness of the Quit Kit and Street Team intervention. Almost all reported the Quit Kit was helpful in assisting them to quit (97% at 1 month, 97% at 3 months and 93% at 6 months) as was the intervention conducted by the Street Team member (77% at 1 month, 79% at 3 months, and 83% at 6 months). An unduplicated count of the participants showed 92 percent reporting the Quit Kit as helpful and 73 percent reporting the discussion with the Street Team member as helpful. What the recipients found influential and helpful from the intervention conversation were:

- Having the Member point out how much money could be saved by quitting tobacco (22).
- Gaining an understanding of all of the health risks of smoking (20).
- Learning alternatives to smoking (14).
- Learning to identify the reasons and triggers for smoking (6).
- Having the opportunity to talk to and ask questions of someone who understands (4).
- Acquiring motivation and inspiration to quit (3).
- Obtaining stress reduction ideas (2).
- Introducing the concept of a quit buddy (2).

The discussion was an important component to the Quit Kit Intervention. Quit Kit recipients shared that *to be able to talk to someone about this [quitting] without having someone judge you helped*. Another recipient reported *the discussion we had about our children and the things we could be doing together instead of smoking, and where the extra money could be going was helpful*.

Quit Kit recipients identified specific items in the Quit Kit that helped them quit tobacco use. As displayed in Table 10, the helpfulness of the items varied between the one, three, and six month follow-up, possibly as a function of the recipient working through the stages of quitting. However, items to occupy the mouth were consistently reported as the most helpful. The top three most helpful items were:

- One month follow-up - sugar-free gum, toothpicks, and sunflower seeds, peanuts, and trail mix.
- Three month follow-up - sunflower seeds, peanuts, and trail mix, sugar-free gum, and honey sticks.
- Six month follow-up - sugar-free gum, toothpicks, and honey sticks.

Table 10 – Helpful Items in Quit Kit

Quit Kit Items	1 month n=56	3 month n=56	6 month n=40
Sugar-free gum	48%	50%	55%
Toothpicks	46%	36%	53%
Sunflower seeds/peanuts/trail mix	45%	52%	35%
Stress ball/stick	41%	39%	43%
Honey sticks	34%	48%	48%
Breath mints	29%	41%	35%
Cost of Smoking Calculator	25%	36%	23%
Quit Kit Workbook	18%	16%	28%
Money Bag	14%	25%	20%
Fireballs	13%	30%	25%
Brochures	11%	18%	15%
Coffee stir sticks	7%	11%	15%
Pen	7%	14%	13%
Rubber bands	5%	18%	15%
Take Charge 1-800-NO-BUTTS Card	2%	7%	5%

The item reported as least helpful at all three follow-ups was the Take Charge 1-800-NO-BUTTS card.

Other Quit Resources

At follow-up, recipients listed any other resources used to quit, as displayed in Table 11. Between one-third and one-half (38% at 1 month, 41% at 3 month, and 49% at 6 month) reported using other resources to help them quit. The most reported methods were support from friends and family (between 48% and 70%) and nicotine replacement therapy (30% and 43%).

Table 11 – Other Resources Used in Quitting

	1 month n=21	3 month n=23	6 month n=20
Family & Friends	62%	48%	70%
NRT	43%	30%	35%
Websites	10%	4%	10%
Support Group	6%	0%	6%
Quit Smoking Program	10%	4%	5%
1-800-NO-BUTTS	5%	4%	10%

Tobacco Free Future?

In closing the follow-up, Quit Kit recipients reported their plans for staying tobacco-free. At the one month follow-up, recipients were less certain of being tobacco free in the future than those who were followed up at three and six months (Table 12). When thinking short-term, almost all of the recipients (95% at 1 month, 3 months, and 6 months) thought they would still be tobacco-free in one week; however this certainty decreased when looking farther into the future, especially at the 1 month follow-up. This uncertainty may be a result of recently quit smokers struggling with urges and cravings.

Table 12 – Tobacco Free Future

	1 month n=58	3 month n=58	6 month n=43
Next week	95%	95%	95%
Next month	88%	95%	91%
Next year	81%	95%	93%
Rest of life	78%	93%	91%

Additional feedback from the Quit Kit recipients included that it helped *to have someone explain the Quit Kit, stress relieving options, and to talk to about how it all can help*. Another recipient report that *just having someone listen to me and understand me helped*. Yet for some, the intervention *just gave me more of a push to quit*. One respondent reported *the intervention made him realize how stupid smoking is*.

SECTION 4 PROMOTIONS AND EDUCATIONAL MATERIALS

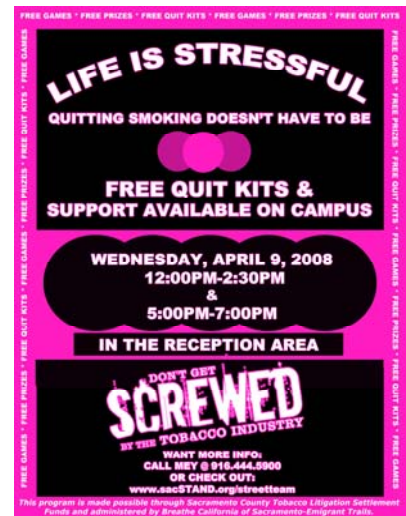


Objective#4: By August 31, 2008, a minimum of three media promotional or educational materials will be developed to recruit the coalition/street outreach team, promote the project and events, and provide cessation resources.

Multiple media materials (totaling 11 items) were developed and revised during the three years of the project to promote the coalition/street outreach team, the project, and events.

These materials included a project handbill, recruitment fliers and posters; event

handbills for Downtown Plaza, Sacramento Raceway, McClellan High School, Western Career College, and High Technical Institute events; Sacramento News & Review advertisements for the Downtown Plaza and Ice Rink events; posters for Western Career College, High Technical Institute, and Universal Technical Institute events; fliers for McClellan High School, Western Career College, High Technical Institute, and Universal Technical Institute events; and a-frame signs for Universal Technical Institute, Maric College and High Technical Institute.



Based on focus groups of young adults ex and current smokers, cessation messages were developed and were included on media materials. Cessation messages utilized included: money, vanity, and stress-related factors. The stress-related cessation messages were particularly utilized at the trade/vocational schools and were well-received by students, faculty and staff.





During the course of the project, a revolutionary quit smoking booklet was developed with input from young adult smokers and ex-smokers. The “Kick the ... Habit” booklet includes edgy interactive guide full of colorful graphics and provides information, support, ideas, and encouragement for young people ready to quit smoking. The booklet also includes reasons for quitting, quit plan, coping methods, resources, and 6 pocket-sized perforated tip cards. The booklet is being distributed through the Tobacco Education Clearinghouse of California and utilized throughout the United States.

The project website, designed by the Media Consultant, was developed and revised to serve as a cessation resource for youth and young adults including profiles of the coalition/street outreach team members; information on how to join the Street Team; upcoming events; quit tips; quit kit booklet, and facts and links; etc. All media materials included the website domain to promote the project and the on-line cessation resources.

SECTION 5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Members

STAND and Street Team members had a busy and productive three years. During that time, they recruited and trained 36 Street Team members, utilizing an average of 14.5 members each quarter. Member retention was high, with 94 percent volunteering more than one quarter and 50 percent volunteering more than one year, with members participating an average of 4.8 quarters. STAND offered 101 hours of training to Members, while Members logged 1,991.6 hours of volunteer work.

Street Team members participated in 27 events conducting 279 interventions with young people who use tobacco. During the events, Street Team members provided tobacco education to 6,365 people.

Members reported positive experiences with the Street Team and STAND. The rewarding aspects of the project were the social aspect of the work, helping people, and being active in their community. The most favorite aspects of the work were conducting the interventions, attending the meeting and workshops, and working at the events. Members gained skills to help them in the future, including how to provide vision, direction and encouragement to others and how to be a team player, join into complete tasks, and recognize contributions of others.

Quit Kit and Interventions

Street Team members conducted 279 interventions and distributed 279 Quit Kits. The average age of the recipient of the intervention and Quit Kit was 22.7. Most of the recipients were cigarette smokers, with some using cigars, blunts, swishers, smokeless tobacco, and hookah. Most of the users had used for several year using between one to sixty times a day, with the largest group using between four to five times a day.

Street Team members conducted follow-up on 56 percent of Quit Kit, with 92 young adults reporting they had quit using tobacco, a 61 percent quit rate. Of those who were still using, 92 percent reported cutting back their use. Almost all (92%) of those who quit and those who reduced their use reported the Quit Kit was helpful.

Verbal feedback at follow-up was positive both about the intervention and the Quit Kit. Many reported that the intervention gave them the motivation they needed to try and quit, especially since most (82%) had previously tried to quit.

5.2 Recommendations

STAND staff has utilized continual feedback during the three years of the project to improve the project design. Some of these changes involved modifying materials,

changing venues, and expanding follow-up techniques. Based on the findings from this report, other recommendations include:

- **Replicability** – Developing guidelines or best practices for replicability. Best practices should include recruitment and training methods and curricula, detailed peer-to-peer support, detailed staff-to-peer support, definitions of how Members were used in the incentive and information development process, examples of materials and incentives developed, and detailed information of follow-up techniques.
- **Post Quit Kit Support** – Feedback from Quit Kit recipients indicated that some participants would benefit from support after receiving the intervention and Quit Kit. Offering optional support may motivate more tobacco users to quit.
- **School Events** – More interventions were conducted at educational facilities than other venues. With the numbers reached at these venues, it is recommended that the project continues its presence at these locations and expands to others.

STAND staff had a productive three years with the Street Team. Members stayed with the project quarter after quarter and reported positive feedback about the project. Quit Kit recipients also reported positively about the interventions and the Quit Kit. In summary, the Street Team project helped teach young adults valuable skills while helping tobacco users quit.

ATTACHMENTS

STREET TEAM EVENT NAME: _____

QUIT KIT RECIPIENT INFORMATION CARD

- By taking this kit, I am agreeing to seriously think about how and when to quit tobacco.
- I am also agreeing to have someone contact me in about a month to find out if the kit was helpful, and to receive my \$15 gift card.

(Please check only one)

1. Do you believe you can quit using tobacco? Not at all Not very much Not Sure Somewhat Very much

2. Name: _____ 3. Date: _____

4. Male Female 5. Age: _____ 6. School (if applicable): _____

7. Address: _____
#/Street City Zip Code

8. Home Phone #:(_____) _____ 9. Cell Phone #:(_____) _____

10. Email: _____

11. What type of tobacco do you use: Cigarettes or Other: _____

Brand(s): _____

How long have you used tobacco: _____ years _____ months

How many times per day do you use tobacco: _____

12. How have you tried to stop tobacco use before? (check all that apply)

- Never Tried Cold Turkey Support Group/Class Changing Behavior
- Nicotine Patch Nicotine Gum Nicotine Spray or Inhaler Medication (i.e. Zyban)
- Other _____

I would prefer to be contacted for a follow-up by:

Home Phone- best time to call is: _____

STREET TEAM EVENT NAME: _____

QUIT KIT RECIPIENT INFORMATION CARD

- By taking this kit, I am agreeing to seriously think about how and when to quit tobacco.
- I am also agreeing to have someone contact me in about a month to find out if the kit was helpful, and to receive my \$15 gift card.

(Please check only one)

1. Do you believe you can quit using tobacco? Not at all Not very much Not Sure Somewhat Very much

2. Name: _____ 3. Date: _____

4. Male Female 5. Age: _____ 6. School (if applicable): _____

7. Address: _____
#/Street City Zip Code

8. Home Phone #:(_____) _____ 9. Cell Phone #:(_____) _____

10. Email: _____

11. What type of tobacco do you use: Cigarettes or Other: _____

Brand(s): _____

How long have you used tobacco: _____ years _____ months

How many times per day do you use tobacco: _____

12. How have you tried to stop tobacco use before? (check all that apply)

- Never Tried Cold Turkey Support Group/Class Changing Behavior
- Nicotine Patch Nicotine Gum Nicotine Spray or Inhaler Medication (i.e. Zyban)
- Other _____

I would prefer to be contacted for a follow-up by:

Home Phone- best time to call is: _____

SECTION B

If you are **Not Smoking or Using Tobacco Products:**

1. How many days since your last cigarette? _____ **CONGRATULATIONS!!!**
(Enter number of days)
2. Do you plan to be tobacco-free during the:
- | | Yes | No | Maybe |
|--------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Next week? | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| Next month? | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| Next year? | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
| Rest of your life? | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₃ |
3. At the event when you received the Quit Kit, someone talked to you about quitting. On a scale of one to five, with one being not useful at all and five being very useful, how useful was that discussion in assisting you to stop smoking? (circle only one)
- | Not useful | | | | | Useful |
|------------|---|---|---|---|--------|
| 1 | 2 | 3 | 4 | 5 | |
4. What part of that discussion was most useful?

5. Was the Quit Kit helpful in assisting you to stop smoking? ₁ Yes ₂ No
6. What part of or item in the Quit Kit was most useful in assisting you to stop smoking? (check all that apply)
- | | | |
|---|--|---|
| Things to take place of tobacco | Things to keep hands busy | Financial Benefits of Quitting |
| <input type="checkbox"/> ₁ Honey sticks | <input type="checkbox"/> ₈ Rubber bands | <input type="checkbox"/> ₁₄ Cost of Smoking Calculator |
| <input type="checkbox"/> ₂ Fireballs | <input type="checkbox"/> ₉ Stress ball/stick | <input type="checkbox"/> ₁₅ Money Bag |
| <input type="checkbox"/> ₃ Sugar-free gum | <input type="checkbox"/> ₁₀ Pen | |
| <input type="checkbox"/> ₄ Breath mints | Written Information | |
| <input type="checkbox"/> ₅ Sunflower seeds/peanuts/trail mix | <input type="checkbox"/> ₁₁ Quit Kit Workbook | |
| <input type="checkbox"/> ₆ Coffee stir sticks | <input type="checkbox"/> ₁₂ Brochures | |
| <input type="checkbox"/> ₇ Toothpicks | <input type="checkbox"/> ₁₃ Take Charge 1-800-NO-BUTTS Card | |
7. Did you utilize any other quit resources? ₁ Yes ₂ No
8. Check the method(s) used to assist you in quitting
- | | Method(s) Used
(check all that apply) | Most Effective Method(s)
(Check 2 only) |
|--|--|--|
| Quit Kit | <input type="checkbox"/> ₁ | <input type="checkbox"/> ₁ |
| Quit Smoking Program (specify) _____ | <input type="checkbox"/> ₂ | <input type="checkbox"/> ₂ |
| Support Group | <input type="checkbox"/> ₃ | <input type="checkbox"/> ₃ |
| Websites (specify) _____ | <input type="checkbox"/> ₄ | <input type="checkbox"/> ₄ |
| Friend/Family | <input type="checkbox"/> ₅ | <input type="checkbox"/> ₅ |
| 1-800-NO-BUTTS | <input type="checkbox"/> ₆ | <input type="checkbox"/> ₆ |
| Nicotine Replacements (patch, gum, medications, etc.)
(specify) _____ | <input type="checkbox"/> ₇ | <input type="checkbox"/> ₇ |
| Other (specify) _____ | <input type="checkbox"/> ₈ | <input type="checkbox"/> ₈ |
9. Are there any additional comments or questions you have?

Thank you very much for your participation and congratulations on your quit status.
We will be contacting you in about 2-3 months for further follow-up.