



THE ROLE OF A MENTOR AND CHAMPION IN IMPLEMENTING ASPIRE (A SMOKING PREVENTION INTERACTIVE EXPERIENCE)

A two-phase collaboration between the HealthCorps'
"Living Lab" Program and MD Anderson Cancer Center

The University of Texas M. D. Anderson Cancer Center

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PROJECT DESCRIPTION

Primary aim: to ascertain whether an in-school representative serving as a role model significantly helped students complete the ASPIRE program, develop coping skills and become tobacco free advocates for family and friends.

HealthCorps Overview

- HealthCorps. An in-school program that utilizes a full-time mentor to give teens life-saving tools to improve physical and mental health so they can learn to live more productive and happier lives.
- The coordinator is a health champion who facilitates overall school wellness and helps students develop mental resilience and self-efficacy with respect to health behaviors.

ASPIRE: AN INTERACTIVE MULTIMEDIA SMOKING PREVENTION CURRICULUM FOR CULTURALLY DIVERSE HIGH SCHOOL STUDENTS

Program Description

- Collaborative effort by M D Anderson Cancer Center and U.T. Health Science Center
- Funding: National Institute of Health/National Cancer Institute.
- Theory guided curriculum: PRECEDE model and Transtheoretical Model of Change
- Evidence based program.
- Randomized trial of 16 inner city high schools in Houston



Online Version of ASPIRE

www.mdanderson.org/aspire

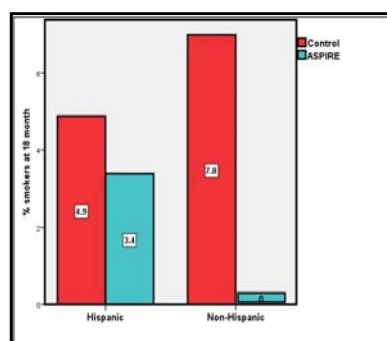
Endorsements: SAMHSA, National Cancer Institute's RTIPs Database and the Cochrane Review

Languages: English, Spanish, Romanian, Hungarian

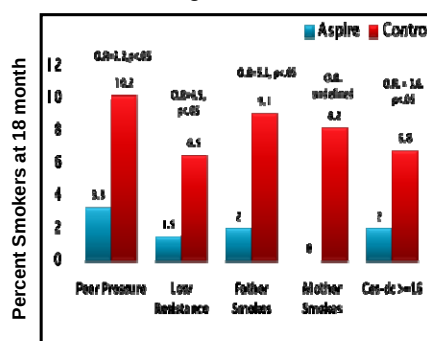
SMOKING INITIATION AT 18 MONTHS

PRIMARY HYPOTHESIS At 18 MONTH FOLLOW-UP STUDENTS RANDOMLY ASSIGNED TO ASPIRE WILL DEMONSTRATE A LOWER SMOKING INCIDENCE RATE THAN CONTROLS

Smoking Initiation at 18 month by Condition



Smoking initiation among high risk students



* Prokhorov et al (2008). Impact of a smoking prevention interactive experience (ASPIRE), an interactive, multimedia smoking prevention and cessation curriculum for culturally diverse high-school students. *Nicotine & Tobacco Research*, 10(9), 1477-1485.

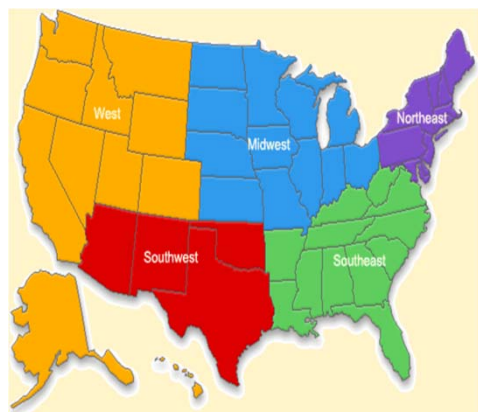
ASPIRE – NATIONAL AND GLOBAL REACH

Grassroots Marketing
E-blasts

Social Media
YouTube, Facebook
MySpace

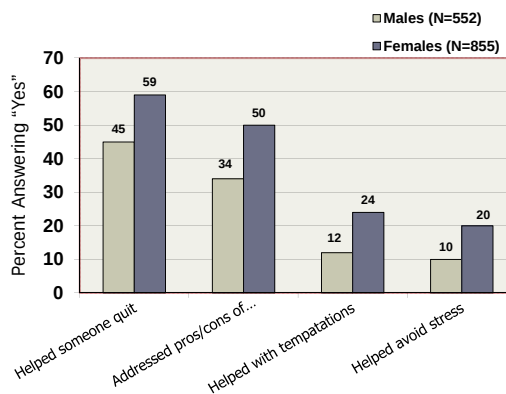
Public Relations
Online, national, regional

2017: 33 states: 64064 youth



ASPIRE: STUDENT ADVOCACY BY GENDER

- Evidence: Adolescents assist smokers in their social environment quit.
- About half of our sample did.
- Discussing pros and cons of smoking most frequent way of assisting.
- Girls were significantly more active in rendering support.
- Barriers to assisting were not significant overall.



CONCLUSION

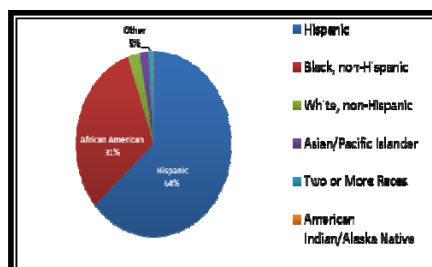
Engaging adolescents and equipping them with knowledge and skills a promising strategy for tobacco control efforts

IMPLEMENTATION AND EVALUATION OF ASPIRE AT SHARPSTOWN HIGH SCHOOL

Large body of research suggests social support and smoking cessation

ASPIRE results also indicate 50% of non-smokers assisted smokers in their social environment

Hence we investigated the role of a “resident champion” in promoting youth advocacy



Phase I – Testing Phase

121 students in 5 health classes enrolled in ASPIRE

ASPIRE was aligned with the smoking prevention curriculum.

HEALTH CHAMPION (MAX BLUMENTHAL) AND STUDENTS

The health Champion supported and encouraged students by:

Being a friend, teacher and mentor.

Initiating a conversation about tobacco use and its health effects

Actively engaging students by soliciting questions to spark discussion.

Starting every class with a recap about previous modules.

Rewarding students with incentives upon successful completion of module



PHASE I STUDENT FEEDBACK

ASPIRE offered a change of pace and an interactive experience different from the traditional style of the classroom instruction

Students were engaged and worked diligently on ASPIRE

Students openly admitted new forms of tobacco and nicotine product use including hookah, e-cigarettes. Marijuana.

Concern about friends or relatives who smoke. (e.g. "I wish my dad could take this program.")

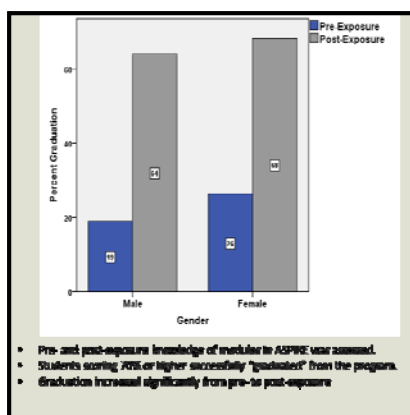
Students finished the program feeling knowledgeable and desiring to share the information with others.

The pre-existing rapport between the HealthCorps Coordinator and students made Phase 1 project successful.

RESULTS: 87% completed the post-test compared to ASPIRE national rollout with 50% post-completion. 86% improved knowledge on post test

PHASE II - EVALUATION PHASE POST-EXPOSURE RESULTS

Tobacco Related Knowledge



Motivational Appeal and Educational Relevance

	Agree/Strongly Agree %	Disagree/Strongly Disagree %
I learned new facts about risks associated with smoking	98%	2%
I better understand how smoking affects your health	97%	3%
ASPIRE taught me to (never start /stop smoking)	94%	6%
ASPIRE helped me deal with friends' influence to smoke	85%	15%
ASPIRE made me worry about my family/friends who smoke	91%	9%
I plan to share this game with my family/friends	87%	13%

Primary Outcomes: Completion rates, motivational appeal of ASPIRE, knowledge, susceptibility

COGNITIVE SUSCEPTIBILITY TO SMOKING

Cognitive susceptibility a strong predictor of smoking initiation (Pierce et al).

A substantial proportion of students were susceptible to smoking initiation (29%).

Factors significantly associated with susceptibility:

- Ethnicity(38% Hispanics vs 15% non-Hispanics)
- Grade(53% of 9th graders vs 14% of 12th graders)
- Academic performance(16% with A's/B's vs 60% with C's/D's)

Post-Exposure Change in Cognitive Susceptibility

ASPIRE was effective in reducing susceptibility to smoking.

At post-exposure 41% of susceptible participants became non-susceptible.

Pierce et al, Validation of susceptibility as a predictor of which adolescents take up smoking in the U.S. Health Psychology 1996

CONCLUSION

An onsite health champion significantly improved the impact of ASPIRE on completion, advocacy and tobacco related knowledge

Noticeable changes in cognitive susceptibility to smoking, a strong predictor of smoking initiation among youth.

Empowering students with knowledge and skills to become advocates of change creates an exponential increase in knowledge about tobacco.

PLANS for IMPROVEMENT

A new version of ASPIRE will address new and emerging tobacco and nicotine products. E-cigarettes, Hookah, Marijuana

Project Debunk(FDA funded study). A text message library for mobile phones containing information about new and emerging tobacco products