



LEAVE THE PACK BEHIND

Campus-Based Brief Tobacco Intervention Bulletin

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Special Interest:

- **Social Smoking**
- **Medical Intervention to Stop Smoking in Young Adulthood (MISSYA)**
- **wouldrather... Contest**
- **Motivational Interviewing Corner**

Contributors:

Amanda Kirkwood, MA
Sharon Lawler, RN, MEd
Kelli-an Lawrance, PhD
Lindsay Taylor, BA

For more information on any of these topics, please contact
Leave The Pack Behind
at LTPB@brocku.ca

Social Smoking

Although daily smoking occurs among students, social smoking – characterized by occasional smoking (particularly on weekends) with other people – is much more common.¹ Research has suggested three trajectories associated with this smoking pattern.²

Social smokers will either:

- quit
- sustain their occasional use or
- escalate to regular use.

Song & Ling³ suggest that young adults be screened for this type of smoking behaviour. They also say it is important to differentiate between young adult social smokers who label themselves 'social smokers' and those who report that they only smoke with others because their interest may differ.

In the context of asking young adults about their use of tobacco, you may want to include these questions to screen for this behaviour type:

ASK: "Are you a social smoker?"
If they say 'yes', they are considered a self-identified social smoker.

Implication: It may be harder to assist self-identified social smokers to quit. These smokers believe they are less nicotine dependent and that their smoking is not harmful. They often have low intentions to quit.³

Recommendation: Engage the smoker in a conversation about smoking using Motivational Interviewing techniques to address resistance/ambivalence about quitting.

Social smokers may have difficulty stopping smoking, especially if they use alcohol while smoking. Your assistance may increase social smokers' chances of quitting.



ASK: "Do you only smoke when others are smoking?"
If they say 'yes', they are considered a behaviourally-defined social smoker.

Implication: It may be easier to assist behaviourally-defined social smokers because they are more likely to have intentions to quit.³

Recommendation: Encourage the smoker to quit smoking completely. Offer the appropriate advice and treatment regimen. Offer this person free nicotine replacement therapy and an orange LTPB quit kit.

Medical Intervention To Stop Smoking In Young Adulthood

With funding from Health Canada, Leave The Pack Behind is running a project called Medical Intervention to Stop Smoking in Young Adulthood. The MISSYA project has supplied all campus clinics with full-course treatments of Nicotine Replacement Therapy (NRT). The full-course treatments of NRT include multiple strengths of both the patch and the gum. Please look for the NRT in your clinic and offer it to your patients who smoke.

Leave The Pack Behind has also offered educational workshops detailing effective use of NRT with young adult smokers. Already, over 80 health professionals from 25 colleges and universities have attended a workshop. Attendees felt that there were useful strategies and resources provided at the training that will make them more successful at encouraging smokers to quit.

For more info about MISSYA and training opportunities, please contact Shona Riggi at 905.688.5550 x5472/sriggi@brocku.ca



Leave The Pack Behind's wouldrather... contest helps smokers to quit. Last year, all 631 smokers who registered in the Quit For Good category of the contest were invited to join a self-report study. About half agreed to do so, with no meaningful differences between those who participated and those who declined. Based on intention-to-treat analysis, 27% of the contestants reported total abstinence for the entire 6-week contest period. At 3-month follow-up, 20% of Quit For Good contestants were still completely smoke-free.

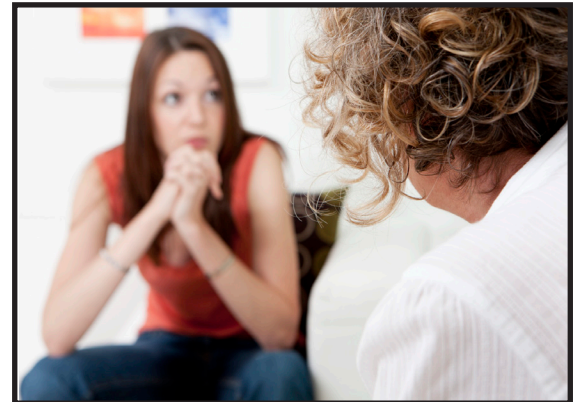
In an effort to determine whether specific components of the contest facilitated quitting, all contestants were asked whether they valued the chance of winning a prize, being a part of a community of quitters, having a support buddy, and receiving regular motivational e-mails during the contest. Although contestants rated these components as very valuable, their ratings were unrelated to their quitting success.

Conclusion: While the mechanisms by which contests promote cessation remain unclear, evidence from this and other studies indicates that contests are highly effective at supporting young adult smokers to quit. Encouraging patients who smoke to enter the 2011-12 wouldrather... contest, and offering them free NRT, will increase their chances of successfully quitting.

Motivational Interviewing Corner

Volume 12 focused on developing rapport and exploring a smoker's point of view using reflective listening skills (**O**pen ended questions, **A**ffirmations, **R**eflections, and **S**ummaries). This bulletin focuses on resistance talk that you may hear from precontemplators.

Resistance often occurs when a patient's readiness to change is overestimated. Research shows that Motivational Interviewing (MI) techniques with students can increase patient readiness and increase confidence levels to quit smoking.⁴ MI techniques have also been found to increase the number of quit attempts and reduce the number of days smoked among students.⁵



One of the simplest MI techniques to manage resistance talk is to provide a reflection. Young adults might expect that you would provide a persuasive or directive response to their resistance; however, if you take a neutral stance, it will be difficult for them to fight back. Here are a few examples of resistance talk you may hear and reflective statements to provide as a response.

	Smoker	Your Response
Resistance	"I don't need to discuss my smoking. I don't think smoking is a problem."	<i>"If you were concerned about your smoking, you might want to talk about it more."</i>
Sustain talk	"You can tell me all you want; I'm not going to stop smoking with my friends."	<i>"Being able to smoke with your friends is important to you."</i>
	"I've tried to stop before. It doesn't matter, nothing helped."	<i>"I understand your frustration with not being able to find a strategy that works. But I am also seeing your persistence. You seem to be a person who keeps trying, even though it may be hard."</i>
Silence	Silence	<i>"You are not sure if you want to talk to me about this."</i>

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