

Animating Tobacco Control in Youth

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Control Symposium

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Randomized Control Trial

- Funded by TRDRP SARA (grant 13HT-3201)
- 20 middle schools in LAUSD - 40 teachers in health classes
- Classroom Animation Studio (10 lessons conducted in classroom; 3 groups)
- Pre, 6 month, and 1 year follow-up data

Involving Youth in Animation

- Can help create impactful tobacco control messages
- Can help youth commit to a smoke-free lifestyle
- Can be challenging and provide opportunities

Outcomes

- Reduce current (30-day and daily) use of tobacco
- Influence predictors of tobacco use among youth (intent, social norms, school connectedness)
- Influence students susceptible for using tobacco more than other students

Youth-driven Messages

- PSA messages for peers by peers
 - Salient messages
 - Short-term consequences
- Media literacy
 - Tobacco company use of media targeting youth
 - Media manipulation

Choice to Stay Smoke-free

- Little didactic strategy utilized
- Use of Socratic method (students arrive at the answer through conversations about tobacco)
- Experiential learning reinforces learning objectives (knowledge, attitudes, behaviors)
- Peer to peer messages reinforce decisions

Challenges and Opportunities

- Working with schools
- Focusing on “the message”
- Opportunities for dialogue with students about choices
- Opportunities for youth to use PSAs to promote the choice not to smoke to peers

Resource

http://www.royerstudios.com/AnimPrograms_Home.htm