

## 2008-2009 N-O-T PROGRAM SUMMARY



### What is N-O-T?

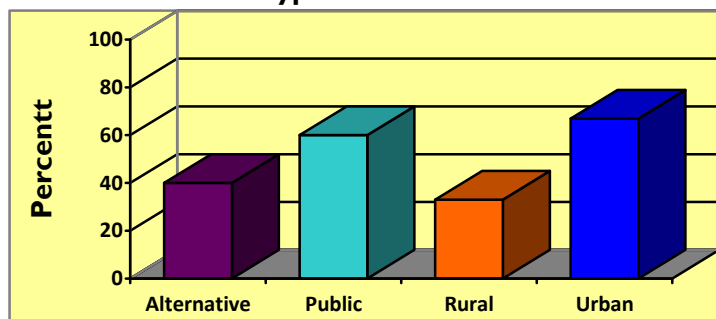
N-O-T (Not On Tobacco) is the American Lung Association's voluntary smoking cessation program for high school students. Over the ten-week program, participants learn to identify their reasons for smoking, healthy alternatives to tobacco use, and people who will support them in their efforts to quit.

125 schools/youth serving organizations across the state applied for funding, reaching 1,665 youth. These programs served urban, suburban, and rural locales in 30 counties. Nearly 200 school personnel including teachers, counselors, and nurses facilitated the N-O-T program this year. Almost one half of the schools/youth serving organizations that ran the program were alternative schools or settings, serving a student population at greater risk for substance abuse, truancy, low academic achievement, and delinquent behavior. With sustained support and funding, N-O-T will continue to grow and reach more teens.

### Smoking Behavior of N-O-T Participant

- ✚ The average age at which N-O-T participants started smoking was 12.5.
- ✚ Students had been smoking, on average, for four years when they joined N-O-T.
- ✚ Prior to joining the N-O-T group almost 50% of participants smoked 10 cigarettes everyday.
- ✚ 2/3 of participants reported that they tried to quit smoking at least once before.

Type of School



### Smoking Background of Participants

- ✚ 2/3 of participants reported having parents/guardians who smoke.
- ✚ 40% of those participants with parents that smoke were allowed to smoke in their home.
- ✚ Nearly all participants reported having close friends who smoke.

### N-O-T REALLY works!

- ✚ 82% of the participants who completed the program reported improved confidence in their self image and/or their ability to handle stress.
- ✚ Participant demographics directly represent the population in Colorado.
- ✚ Of those participants who joined N-O-T for the first time and successfully quit smoking while in the program almost 60% reported trying to quit in the past.
- ✚ 83% of the participants who completed the program reported quitting and/or reducing their smoking. Participants who reduced cut back, on average, by 13 cigarettes (over half a pack).
- ✚ 30% reported making better grades and/or attending school more often.
- ✚ 60% of those who completed the program reported improved diet and/or exercise habits as a result of the program.
- ✚ 83% of those that quit smoking completely reported that they are not likely to smoke in the next 12 months.

### Is N-O-T Sustainable?

- ✚ N-O-T's retention rate remains high for the fourth year in a row. Over 70% of teens who join N-O-T complete the 10-week program.
- ✚ Nearly 90% of the program facilitators found the N-O-T program easy to implement.
- ✚ Almost half of all schools running the N-O-T Program have implemented it for 4 consecutive years.
- ✚ 98% of participants reported that they would recommend N-O-T to a friend.