



2007-2008 N-O-T PROGRAM SUMMARY

Not On Tobacco (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.

126 schools/youth serving organizations across the state applied for funding, reaching 1,300 youth. These programs served urban, suburban, and rural locales in 29 counties (see below). Almost 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 or charter schools, 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 to reach more teens.

The demographic of N-O-T participants, including those who reported quitting, was a direct representation of the demographic in Colorado. This suggests that N-O-T is effective across gender and ethnicity (see graph).



Smoking Behavior

- The average age at which N-O-T participants started smoking was 12.
- On average, students had been smoking for four years when they joined N-O-T.
- Prior to joining the N-O-T group almost 50% of participants smoked everyday (10 cigarettes being the average daily amount smoked.)

Smoking Background

- 67% reported that they had tried to quit smoking at least once before.
- 68% reported they have a parent or guardian who smokes.
- 95% reported having close friends who smoke.

Behavior Change

- Almost 80% of the N-O-T participants who completed the program either quit or cut back their tobacco use. Cutting back is an important step toward quitting in the future.
- 97% of the participants who completed the program reported improved confidence in their self image and/or their ability to handle stress.
- Almost half reported making better grades and/or attending school more often.
- 74% of those who completed the program reported improved diet and/or exercise habits as a result of the program.

Program Feedback

- N-O-T’s retention rate remains high for the third year in a row. Over 70% of teens who join N-O-T complete the 10-week program.
- 91% of the facilitators found the N-O-T program easy to implement.
- 98% of participants reported that they would recommend N-O-T to a friend.

