

2010-2011 N-O-T PROGRAM SUMMARY



2010-11 Participation

Since its inception N-O-T has helped over 11,000 Colorado youth quit or reduce their smoking. This year N-O-T reached 63 schools/youth serving organizations across the state serving urban, suburban, and rural locales in 24 counties. Over 80 school personnel including teachers, counselors, and nurses volunteered as N-O-T facilitators. Nearly 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.

- ✦ Before joining the N-O-T program, many participants reported not having an adult who cared about them. By the end of the program, 77% of participants felt they had someone who supported and cared for them. N-O-T helps teens quit smoking AND feel connected.
- ✦ For 6 years in a row 70% of teens who joined a N-O-T group completed the 10-week program revealing continued program sustainability and participant commitment.

www.notcolorado.org
1-800-LUNG-USA

What is N-O-T?

Not On Tobacco (N-O-T) is the American Lung Association's **voluntary, smoking cessation program** for **high school aged students**. Over the **ten-week** program, participants learn to **identify** their **reasons** for smoking, **healthy alternatives** to tobacco use such as **exercise and healthy diet choices**, and people who will **support** them in their efforts to **quit**. The American Lung Association in Colorado (ALAC) is very pleased with the 2011 program results. We are proud to have completed our **10th year** of N-O-T. Ultimately, the success and sustainability of the program results in healthier Colorado teens.

N-O-T Successes

- ✦ Approximately 25% of this year's participants who completed the program reported being smoke-free by session 10. This is the highest success rate of all teen cessation programs.
- ✦ 71% of participants who did not quit smoking reported reducing their tobacco use.
- ✦ The N-O-T program uses a culturally competent curriculum. 40% of participants represented minority populations.
- ✦ When asked, 100% of N-O-T participants said they would recommend N-O-T to a friend.

Smoking Background of Participants

- ✦ The average age which N-O-T participants started smoking was 11.5 years old.
- ✦ Participants who dropped out of the program before the 10th session started smoking an average of one year before those who completed the program, supporting findings that show the earlier a teen starts smoking, the less successful he or she will be at quitting.
- ✦ Of those who were unable to quit, 75% live with someone who smokes.
- ✦ 74% of participants had failed quit attempts before joining the N-O-T group.
- ✦ Before starting the program participants were smoking over an average of a 1/2 pack of cigarettes every day.

HOW ELSE DID N-O-T HELP?

