



The Youth Tobacco Evaluation Project

**Descriptive Results from a Quantitative Evaluation of New Mexico Youth Tobacco
Prevention Programs**

**The University of New Mexico
Center on Alcoholism, Substance Abuse, and Addictions
And
Center for Health Promotion and Disease Prevention**

In Partnership with

**The American Legacy Foundation
and
The Centers for Disease Control Foundation**

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Disclaimer

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EXECUTIVE SUMMARY

Despite recent developments in the field of youth development and empowerment, very little evaluation has been done that provides solid information about the effective elements of youth-oriented programs. The Centers for Disease Control and Prevention have formally recognized the importance of youth programs in tobacco prevention efforts through the establishment of specific program goals and strategies, and evaluation is recognized as a key element in effective program planning and development. Formative evaluation can provide important information to program planners, administrators, and participants for their strategic planning and development. Evaluations offer insights into the needs, desires, and assets of community programs, identify barriers and facilitators to program activities and effectiveness, stimulate dialogue and raise awareness regarding youth tobacco issues, and gather success stories about effective programs. Formative evaluation can also help planners and administrators understand how to measure progress and what key process measures can be used as benchmarks in program monitoring.

This report is the result of a survey conducted as part of a larger evaluation project funded by the American Legacy Foundation, the Youth Tobacco Evaluation Project (YTEP), which assessed New Mexico youth tobacco prevention programs. A total of 117 youth from over 18 New Mexico communities participated in this survey.

This evaluation was developed through a participatory process that involved stakeholders from state agencies, youth programs, and research staff from the University of New Mexico. These stakeholders assisted in creating a framework for the evaluation, including the identification of crucial domains for investigation. This, in turn, provided guidance in the development of specific instruments, including interview and observation guides that served to structure data collection procedures.

This evaluation focused its efforts on exploring the following general questions:

- ◆ What types of training take place in New Mexico youth tobacco prevention programs?
- ◆ What skills do youth gain from their participation in New Mexico youth tobacco prevention programs?
- ◆ To what extent are program planning and implementation activities led by youth? What are the characteristics of youth leadership in these programs?
- ◆ What types of tobacco control activities are conducted by youth through New Mexico youth tobacco prevention programs? What impact do these activities have on individual youth and communities?

This report, based upon responses from a 68 item survey, provides a descriptive summary of New Mexico youth tobacco prevention programs. It is clear from this

evaluation that there are a number of important processes taking place in New Mexico tobacco prevention programs which are related to skills and training, program planning and implementation, youth leadership, and program activities. The major findings from the survey are:

- The main reasons youth join programs are because they want to learn new skills, because they have a family member or close friend that has been negatively affected by tobacco, or because a friend asks them to join.
- Over half of the youth we surveyed have at least one close friend that smokes.
- Many of the youth involved in tobacco prevention programs live with someone who smokes, often a parent.
- Over a third of the youth who participated in our survey have had a family member die from a smoking-related disease.
- Overall, youth program participants overwhelmingly reported satisfying, close, caring relationships with their adult caregivers.
- Youth overwhelmingly reported experiencing positive relationships with adults in their programs and felt that they could talk to adults about their problems and that adults fill needed program roles and were respectful.
- Youth largely felt that adults allowed them to have a say in their program and gave them opportunities to participate in program activities.
- The activities that youth are most commonly involved in are attending conferences, giving presentations to other teens or adults about tobacco use and environmental tobacco smoke, and recruiting other teens to participate in their program.
- Overall, youth felt most confident in their abilities to work as part of a team to make tobacco use less appealing to teens, to make teens more aware that tobacco control is an important issue, to assist their program in coming up with more effective strategies to reduce tobacco use, and to successfully promote tobacco free policies.
- On average, youth have been involved in about 4 organizations or groups, have held a leadership position in a group at least once, and are currently involved in about 2 groups.
- Overall, youth are extremely satisfied with the work their program has accomplished, with the amount of freedom that they have to carry out program activities, and with the opportunities they have to take part in making program decisions.

INTRODUCTION

The American Legacy Foundation was formed under the multi-state Master Settlement Agreement dated November 28, 1998, between the Attorneys General of 46 states, the District of Columbia, and U.S. territories and the tobacco industry and participating manufacturers. The American Legacy Foundation conducts national public education campaigns to prevent youth smoking and to educate consumers about tobacco-related diseases. As part of its mission, the American Legacy Foundation commissions studies, funds research and publishes reports on factors that influence youth smoking and substance abuse.

The American Legacy Foundation has partnered with the CDC Foundation and provided funds to support three CDC funded Prevention Research Centers to conduct applied research that will increase the capacity of state health departments to conduct tobacco-related research and activities, thereby refining concepts of “best practices” in tobacco use prevention and control.

This report, based on quantitative data, provides a descriptive summary of findings from the Youth Tobacco Evaluation Project (YTEP), a three-year grant funded by the American Legacy Foundation (ALF) to investigate youth empowerment tobacco programs. The overall goal of this project was to evaluate key youth development strategies for tobacco control in New Mexico. This participatory evaluation was conducted in collaboration with the New Mexico Department of Health (NMDOH) Tobacco Use Prevention and Control Program (TUPAC) and other organizations involved in youth-oriented tobacco control efforts in New Mexico.

YTEP sought to achieve the following specific aims:

1. To establish a participatory evaluation advisory committee comprised of representatives from agencies, organizations, and programs involved in youth tobacco prevention activities in New Mexico;
2. To identify, in collaboration with the evaluation advisory committee, information to assess and general evaluation procedures;
3. To evaluate the statewide tobacco youth advocacy coalition, Y.E.A.H!;
4. To evaluate and compare New Mexico local youth advocacy coalitions’ training procedures, skills of advocates, extent of youth-led direction in program planning and implementation, and youth-conducted tobacco control activities;
5. To evaluate the statewide New Mexico Youth Power Conference Tobacco Track through process evaluation of the annual conference and follow-up surveys of youth participants to describe activities conducted by youth after the conference;
6. To share project progress and lessons learned at least twice a year with ALF, the Centers for Disease Control and Prevention (CDC) Foundation, the CDC Office on Smoking and Health, and other participating Prevention Research Centers and the NMDOH; and
7. To disseminate the findings and lessons learned from YTEP through New Mexico organizations, ALF, CDC, conferences and journals.

METHODOLOGY

Initial project activities focused on the development of an overall evaluation framework. YTEP was organized around a set of interrelated goals that included the establishment of a participatory evaluation advisory committee. This committee, which included youth and other stakeholders from tobacco prevention agencies and organizations, was utilized as a resource for shaping the broad outlines of this evaluation. The committee offered advice on the type of information to assess, data to collect, questions to ask, and general evaluation procedures. From 2000-2003 YTEP convened a total of five advisory meetings, two with youth and three with adults.

Evaluation framework development was a major agenda item at the first of these meetings. The framework development process was organized through a Nominal Group Technique. As part of this process advisory committee members, including TUPAC staff members, were asked the question: What are the best measures of a youth tobacco prevention program’s activities and effects? The result was a list of concepts or domains that were utilized to organize the questionnaire described in this document. These domains are outlined in Table 1.

Table 1: Advisory Committee Responses: The Best Measures of a Youth Tobacco Prevention Program’s Activities and Effects

<ul style="list-style-type: none"> • Youth Empowerment • Youth Ownership • Youth-led direction • Youth Advocacy • Youth Assertiveness • Support • Knowledge of Resources • Community Changes • Individual Changes • Program Profile 	<ul style="list-style-type: none"> • Active Participation • Activities • Participant/Administrator Characteristics • Social Competence Skills • Participatory Competence Skills • Conflict Resolution Skills • Decision Making Skills • Problem Solving Skills • Recruitment • Training Procedures
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Quantitatively, these domains were incorporated to one degree or another into a 68 item questionnaire that included items in each of the following domains:

- Program characteristics
- Youth exposure to tobacco
- Youth and adult relationships, including youth relations with their primary caregiver and with adult mentors
- Active participation in program activities
- Empowerment efficacy
- External organizational involvement
- Participant satisfaction

- Self-esteem
- Demographics

Recruitment of participants was carried out with the cooperation of TUPAC. TUPAC provided a contact list of Youth Empowerment Tobacco Prevention programs. In order to be considered for selection to participate in the questionnaire component of the YTEP evaluation, programs had to meet the following criteria: they had to specifically state in their scopes of work that they utilized youth empowerment or advocacy procedures, and they had to have been in existence for longer than a year. Using this procedure several potential programs were identified and two members of the YTEP research team met with the director of TUPAC to review a memorandum of agreement that programs would be asked to complete. Following approval from TUPAC, the selected programs were sent recruitment letters that included information regarding the purpose of the evaluation and a request for their participation. This project received full board approval from the University of New Mexico Human Subjects Review Committee.

Survey administration was coordinated with adult program coordinators and took place in conjunction with regularly scheduled program meetings, activities, or other events. Actual implementation of the survey was conducted by a field research assistant. Active consent was required from all youth participants in the YTEP project. Participants received \$10.00 for completing a questionnaire, and a total of 117 youth completed questionnaires.

The questionnaire was piloted among 5 youth who, in turn, provided us with participatory feedback about the content and structure of the instrument. Specifically, students stated they “liked that it was short, to the point, and didn’t put them to sleep.” They also commented that they “were surprised...they expected more questions about tobacco.” Finally, they remarked that “it was a good test, and that they could tell we put a lot of effort into it.” Based upon the participatory feedback from the youth, the instrument was adopted without revisions for use with YTEP participants. These 5 surveys were not included in the final analysis presented here.

A total of one hundred and twelve youth comprised the sample used for the final statistical analyses. Of the 112 youth, 48 were Hispanic, 18 were American Indian, three were African American, 58 were Anglo and nine indicated they were of “other” ethnicity. The total number of ethnic endorsements exceeds 112 because participants could check all ethnic categories that applied to them. In addition, 34 were male and 75 were female, and participants’ ages ranged from 11-22 years.

DATA MANAGEMENT AND RESULTS

Quantitative data were entered into the Statistical Package for the Social Sciences Version 11 (SPSS). All descriptive analyses were conducted using SPSS.

Section A. Program Characteristics

Question 1: What Program/Coalition Are Involved In?

	Freq.	Percent
Shout	6	5.4
Hardcore	3	2.7
Socorro Teens Against Tobacco	11	9.8
HEARTS	10	8.9
Smoking Peer Educators	1	.9
YCAT	21	18.8
Talking Talons	4	3.6
SCAT—Students Concerned about Tobacco	2	1.8
FACT	2	1.8
Golden Spread Coalition	7	6.3
Triple T, Los Lunas	4	3.6
Squads/STATS	7	6.3
Eight Northern Indian Pueblos	3	2.7
Cibola Tobacco Awareness	1	.9
SWAT	8	7.1
TATU	1	.9
Rio Rancho/TUPAC	2	1.8
Reserve Teen Health	6	5.4
Silver High School Tobacco Peer Educators	2	1.8
Grant County Tobacco Free Coalition	1	.9
Smart Moves	3	2.7
Youth Empowerment Services	2	1.8
TCCS and YES	4	3.6
Total	111	99.1
Missing	1	.9
Total	112	100.0

Question 2: How Long Have You Been Involved With This Program?

	Freq.	Percent
Less than 6 months	49	43.8
6 months to a year	20	17.9
Longer than 1 year but less than 2 years	18	16.1
Longer than 2 years	25	22.3
Total	112	100.0

Question 3: What Is The Main Reason You Became Involved In This Program?

	Freq.	Percent
To spend time with friends	9	8.0
Meet new friends	3	2.7
Friend asked me to join	19	17.0
Adult asked me to join	10	8.9
Family member asked me to join	6	5.4
Family member or close friend has been negatively affected by tobacco	20	17.9
To learn new skills	21	18.8
Get involved in a political issue	13	11.6
Other	11	9.8
Total	112	100.0

Question 4: How Long Have You Participated In This Program?

	Freq.	Percent
Less than 6 months	50	44.6
6 months to a year	20	17.9
Longer than 1 year but less than 2 years	20	17.9
Longer than 2 years	20	17.9
I have not participated	2	1.8
Total	112	100.0

Points to Note

- Over 18 communities from throughout New Mexico are represented in these data.
- Most youth who participated in our questionnaire are relative newcomers to their programs.
- The main reasons youth join programs are because they want to learn new skills, because they have a family member or close friend that has been negatively affected by tobacco, or because a friend asks them to join.

Section B. Tobacco Exposure

Question 5: How Many Of Your Four Closest Friends Use Tobacco?

	Freq.	Percent
None	36	32.7
One	29	25.9
Two	13	11.6
Three	9	8.0
Four	9	8.0
Not sure	14	12.5
Total	110	98.2
Missing	2	1.8
Total	112	100.0

**Question 6: If A Friend Offered You A Cigarette,
Would You Be Able To Resist Smoking It?**

	Freq.	Percent
Yes	101	90.2
No	11	9.8
Total	112	100.0

Question 7: Have You Used Tobacco Products Within The Past 30 Days?

	Freq.	Percent
Yes	9	8.0
No	103	92.0
Total	112	100.0

Question 8: Does Anyone Who Lives In Your Home Use Tobacco Now?

	Freq.	Percent
Yes	65	58.0
No	47	42.0
Total	112	100.0

Question 9: If Someone In Your Family That You Live With Uses Tobacco Products, What Is Their Relation To You?

	Freq.	Percent
Mother	21	30.4
Father	27	24.1
Sister	4	3.6
Brother	6	5.4
Other	11	9.8
Total	69	61.6
Missing	43	38.4
Total	112	100.0

Question 10: Has Anyone In Your Family Including Parents, Grandparents, Aunts, Uncles, And Cousins Died From Smoking-Related Diseases?

	Freq.	Percent
Yes	38	33.9
No	52	46.4
Don't know	14	12.5
Total	104	92.9
Missing	8	7.1
Total	112	100.0

Points to Note

- Over half of the youth we surveyed have at least one close friend that uses tobacco.
- Many of the youth involved in tobacco prevention programs live with someone who uses tobacco.
- Many of the youth involved in tobacco prevention programs live with a parent who smokes or uses tobacco.
- Over a third of the youth who participated in our survey has had a family member die from a smoking-related disease.

Section C. Primary Caregiver/Youth Relations and Youth/Adult Mentor Relations

Primary Caregiver/Youth Relations

Question 11: Most Of The Time, Your Female Caregiver Is Warm And Loving Toward You

	Freq.	Percent
Strongly agree	74	66.1
Agree	28	25.0
Neither agree nor disagree	5	4.5
Disagree	3	2.7
Strongly disagree	2	1.8
Total	112	100.0

Question 12: Overall, You Are Satisfied With Your Relationship With Your Female Caregiver

	Freq.	Percent
Strongly agree	69	61.6
Agree	29	25.9
Neither agree nor disagree	6	5.4
Disagree	4	3.6
Strongly disagree	4	3.6
Total	112	100

Question 13: How Close Do You Feel To Your Female Caregiver?

	Freq.	Percent
Not at all	3	2.7
Very Little	2	1.8
Somewhat	10	8.9
Quite a bit	33	29.5
Very Much	63	56.3
Total	111	99.1
Missing	1	.9
Total	112	100

Question 14: How Much Do You Think She Cares About You?

	Freq.	Percent
Not at all	0	0
Very Little	2	1.8
Somewhat	4	3.6
Quite a bit	7	6.3
Very Much	99	88.4
Total	112	100

**Question 15: Most Of The Time, Your Male Caregiver Is Warm And Loving
Toward You?**

	Freq.	Percent
Strongly agree	46	41.4
Agree	48	42.9
Neither agree nor disagree	7	6.3
Disagree	4	3.6
Strongly disagree	6	5.4
Total	111	99.1
Missing	1	.9
Total	112	100

**Question 16: Overall, You Are Satisfied With Your Relationship With Your Male
Caregiver**

	Freq.	Percent
Strongly agree	43	38.4
Agree	38	33.9
Neither agree nor disagree	11	9.8
Disagree	11	9.8
Strongly disagree	9	8.0
Total	112	100

Question 17: How Close Do You Feel To Your Male Caregiver?

	Freq.	Percent
Not at all	7	6.3
Very Little	6	5.4
Somewhat	22	19.6
Quite a bit	29	25.9
Very Much	48	42.9
Total	112	100

Question 18: How Much Do You Think He Cares?

	Freq.	Percent
Not at all	4	3.6
Very Little	4	3.6
Somewhat	4	3.6
Quite a bit	17	15.2
Very Much	83	74.1
Total	112	100

Points to Note

- Overall, youth program participants overwhelmingly reported satisfying, close, caring relationships with their adult caregivers.
- A small, but important percentage of youth program participants reported less satisfying relationships with their adult caregivers.

Youth/Adult Mentor Relations

Question 19: If You Have A Problem, You Talk To Adults In This Program

	Freq.	Percent
Yes	82	73.9
No	29	25.9
Total	111	99.1
Missing	1	.9
Total	112	100

Question 20: Adults Fill The Roles We Need In This Program

	Freq.	Percent
Yes	101	91.8
No	9	8.0
Total	110	98.2
Missing	2	1.8
Total	112	100

Question 21: Adults Respect You In This Program

	Freq.	Percent
Yes	110	98.2
No	2	1.8
Total	112	100

Question 22: Adults Allow You To Have A Say In This Program

	Freq.	Percent
Yes	108	96.4
No	3	2.7
Total	111	99.1
Missing	1	.9
Total	112	100

Question 23: Adults Give You The Opportunity To Participate In Every Program Event That You Are Able To

	Freq.	Percent
Yes	107	95.5
No	4	3.6
Total	111	99.1
Missing	1	.9
Total	112	100

Question 24: How Long Have The Adult Sponsors That You Have Been Working With Been Involved With This Program?

	Freq.	Percent
1-6 months	19	17.0
7-12 months	16	14.3
13-23 months	20	17.9
24 months or longer	53	47.3
Total	108	96.4
Missing	4	3.6
Total	112	100

Points to Note

- Youth overwhelmingly reported experiencing positive relationships with adults in their programs.

- Overall, the vast majority of youth felt that they could talk to adults about problems, that adults fill needed program roles and were respectful.
- Youth largely felt that adults allowed them to have a say in their program and gave them opportunities to participate in program activities.
- Youth reported that most adults had been involved in their program for over a year.

Section D. Active Participation

Question 25: You Attended A Youth Conference

	Freq.	Percent
Always	23	20.5
A lot of the time	30	26.8
Sometimes	29	25.9
Rarely	15	13.4
Never	14	12.5
Total	111	99.1
Missing	1	.9
Total	112	100

Question 26: You Talked At State Legislative Meetings And/Or Sessions

	Freq.	Percent
Always	10	8.9
A lot of the time	14	12.5
Sometimes	16	14.3
Rarely	14	12.5
Never	58	51.8
Total	112	100

**Question 27: You Distributed Posters And/Or Flyers
To Local Organizations And Schools**

	Freq.	Percent
Always	11	9.8
A lot of the time	30	26.8
Sometimes	29	25.9
Rarely	12	10.7
Never	30	26.8
Total	112	100

Question 28: You Wrote An Article For A Local Newspaper

	Freq.	Percent
Always	5	4.5
A lot of the time	7	6.3
Sometimes	20	17.9
Rarely	14	12.5
Never	66	58.9
Total	112	100

**Question 29: You And Other Teens Went To Stores And Tried To Buy Cigarettes In
Order To Make Sure The Clerks Were Not Selling To Minors**

	Freq.	Percent
Always	7	6.3
A lot of the time	6	5.4
Sometimes	13	11.6
Rarely	13	11.6
Never	72	64.3
Total	111	99.1
Missing	1	.9
Total	112	100

Question 30: You Wrote To A Government Official

	Freq.	Percent
Always	5	4.5
A lot of the time	9	8.0
Sometimes	17	15.2
Rarely	12	10.7
Never	69	61.6
Total	112	100

Question 31: You Visited A Government Official Such As A State Senator, Mayor, City Council Member, Etc.

	Freq.	Percent
Always	8	7.1
A lot of the time	19	17.0
Sometimes	24	21.4
Rarely	13	11.6
Never	48	42.9
Total	112	100

Question 32: You Gave A Presentation To Other Teens Or Adults About Tobacco Use And Environmental Tobacco Smoke (ETS)

	Freq.	Percent
Never	20	17.9
Rarely	14	12.5
Sometimes	25	22.3
A lot of the time	28	25.0
Always	25	22.3
Total	112	100

Question 33: You Helped Organize And Carry Out A Smoke-Free Family Event

	Freq.	Percent
Never	37	33.0
Rarely	21	18.8
Sometimes	29	25.9
A lot of the time	13	11.6
Always	10	8.9
Total	110	98.2
Missing	2	1.8
Total	112	100

Question 34: You Helped Write A Survey And Distribute It To Restaurants In Order To Examine If They Are Smoke-Free

	Freq.	Percent
Never	63	56.3
Rarely	13	11.6
Sometimes	15	13.4
A lot of the time	4	3.6
Always	15	13.4
Total	110	98.2
Missing	2	1.8
Total	112	100

Question 35: You Helped Develop And Distribute A Guide Of Smoke-Free Restaurants In The City Or Region Where Your Program Is Located

	Freq.	Percent
Always	17	15.2
A lot of the time	10	8.9
Sometimes	16	14.3
Rarely	16	14.3
Never	51	45.5
Total	110	98.2
Missing	2	1.8
Total	112	100

Question 36: You Participated In YEAH! Tele-Conferences Within The Past Year

	Freq.	Percent
Always	12	10.7
A lot of the time	10	8.9
Sometimes	19	17.0
Rarely	16	14.3
Never	54	48.2
Total	111	99.1
Missing	1	.9
Total	112	100

Question 37: You Participated In YEAH! Internet Chats Within The Past Year

	Freq.	Percent
Never	66	58.9
Rarely	14	12.5
Sometimes	11	9.8
A lot of the time	8	7.1
Always	12	10.7
Total	111	99.1
Missing	1	.9
Total	112	100

Question 38: You Helped Recruit Other Teens To Participate In This Program

	Freq.	Percent
Always	19	17.0
A lot of the time	23	20.5
Sometimes	34	30.4
Rarely	19	17.0
Never	17	15.2
Total	112	100

Question 39: You Attended A YEAH! Regional Or State-Wide Training Within The Past Year

	Freq.	Percent
Always	20	17.9
A lot of the time	14	12.5
Sometimes	13	11.6
Rarely	10	8.9
Never	55	49.1
Total	112	100

Points to Note

- The activities that youth are most commonly involved in are attending conferences, giving presentations to other teens or adults about tobacco use and environmental tobacco smoke, and recruiting other teens to participate in their program.
- The activities that youth are less commonly involved in are conducting compliance checks (trying to buy cigarettes in order to make sure the clerks were not selling to minors), writing articles in local newspapers, writing government officials, writing and distributing surveys to restaurants in order to examine if they are smoke-free, and speaking at state legislative meetings and/or sessions.
- Youth appear to be under utilizing opportunities to participate in YEAH! networking and training activities.

Section E. Empowerment Efficacy

Question 40: You Believe That You Can Work As Part Of A Team To Make Tobacco Use Less Appealing To Teens

	Freq.	Percent
Strongly agree	77	68.8
Agree	31	27.7
Neither agree nor disagree	3	2.7
Disagree	0	0
Strongly disagree	1	.9
Total	112	100

Question 41: You Believe That You Can Make Teens More Aware That Tobacco Control Is An Important Issue Facing Youth Today

	Freq.	Percent
Strongly agree	62	55.4
Agree	45	40.2
Neither agree nor disagree	4	3.6
Disagree	0	0
Strongly disagree	1	.9
Total	112	100

Question 42: You Believe That You Can Assist The Program In Coming Up With More Effective Strategies To Reduce Tobacco Use

	Freq.	Percent
Strongly agree	54	48.2
Agree	52	46.4
Neither agree nor disagree	6	5.4
Disagree	0	0
Strongly disagree	0	0
Total	112	100

Question 43: You Believe That Your Participation In The Program Will Create Change Around Tobacco Use Within The Next Year

	Freq.	Percent
Strongly agree	42	37.5
Agree	47	42.0
Neither agree nor disagree	22	19.6
Disagree	1	.9
Strongly disagree	0	0
Total	112	100

**Question 44: You Believe That You Can Influence Teens' Decisions
To Use Tobacco**

	Freq.	Percent
Strongly agree	38	33.9
Agree	47	42.0
Neither agree nor disagree	22	19.6
Disagree	1	.9
Strongly disagree	4	3.6
Total	112	100

Question 45: You Believe That You Can Successfully Promote Tobacco Free Policies

	Freq.	Percent
Strongly agree	37	33
Agree	58	51.8
Neither agree nor disagree	16	14.3
Disagree	0	0
Strongly disagree	1	.9
Total	112	100

Points to Note

- Overall, youth felt most confident in their abilities to work as part of a team to make tobacco use less appealing to teens, to make teens more aware that tobacco control is an important issue, to assist their program in coming up with more effective strategies to reduce tobacco use, and to successfully promote tobacco free policies.
- Youth were relatively less confident in their beliefs that their participation in the program would create change around tobacco use within the next year or that they could influence teens' decisions to use tobacco.

Section F. External Organizational Involvement

Question 46: What Other Organizations Have You Ever Been Involved In?¹

	Freq.	Percent
0	1	6.3
1	14	12.5
2	12	10.7
3	14	12.5
4	16	14.3
5	14	12.5
6	12	10.7
7	12	10.7
8	5	4.5
9	4	3.6
Total	110	98.2
Missing	2	1.8
Total	112	100

¹ The reported frequencies for question 46 represents the number of youth who have ever been involved in one organization, two organizations, three organizations, etc. Organizations were defined as school sponsored athletic team, academic club or society (honor society, language club), intramural sports team, service or philanthropic activity (volunteering, tutoring), governance (student government, student council, student judiciary), student publication (newspaper, magazine, yearbook), performing group (choir, drama production, debate team), faith-based group (church youth group or other faith-based activity), or community program/group (boy's and girl's club, scout club, 4-H), other.

Question 47: Have You Ever Held An Office In This Group/Organization Or A Position Equivalent To Any Of The Following Offices?²

	Freq.	Percent
0	21	18.8
1	54	48.2
2	13	11.6
3	13	11.6
4	7	6.3
5	1	.9
Total	103	97.3
Missing	3	2.7
Total	112	100

² The reported frequencies for question 47 represent the number of youth who held one office position, two office positions, etc. Office positions were defined as president/chairperson/team captain/editor, vice-president/vice chairperson, secretary, treasurer, committee member/task force member/project chairperson.

**Question 48: What Other Type(S) Of Organizations Are You Currently
An Active Member Of?³**

	Freq.	Percent
0	10	8.9
1	33	29.5
2	23	20.5
3	13	11.6
4	10	8.9
5	10	8.9
6	5	4.5
7	4	3.6
8	1	.9
Total	109	97.3
Missing	3	2.7
Total	112	100

Points to Note

- On average, youth have been involved in about four organizations or groups, have held a leadership position in a group at least once, and are currently involved in about two groups.

³ The reported frequencies for question 48 represent the number of youth who are currently active members of one organizational group, two organizational groups, etc. Organizational group was defined as school-sponsored athletic team, academic club or society (honor society, language club), intramural sports team (YMCA, camp/park recreational program), service or philanthropic activity (volunteering tutoring), governance (student government, student council, student judiciary), student publication (newspaper, magazine, yearbook), performing group (choir, drama production, debate team), faith-based group (church youth group or other faith-based activity), community program/group (boys and girls club, scouts club, 4-H), etc.

Section G. Participant Satisfaction

Question 49: Overall, You Are Satisfied With The Work Your Program Or Coalition Has Accomplished

	Freq.	Percent
Strongly agree	55	49.1
Agree	47	42.0
Neither agree nor disagree	7	6.3
Disagree	3	2.7
Strongly disagree	0	0
Total	112	100

Question 50: You Are Satisfied With The Amount Of Freedom You Have To Carry Out Program Activities

	Freq.	Percent
Strongly agree	48	42.9
Agree	56	50.0
Neither agree nor disagree	6	5.4
Disagree	2	1.8
Strongly disagree	0	0
Total	112	100

Question 51: You Are Satisfied With The Chances You Have To Take Part In Making Decisions In This Program

	Freq.	Percent
Strongly agree	54	48.2
Agree	52	46.4
Neither agree nor disagree	4	3.6
Disagree	2	1.8
Strongly disagree	0	0
Total	112	100

Points to Note

- Overall, youth are extremely satisfied with the work their program has accomplished, with the amount of freedom that they have to carry out program activities, and with the opportunities they have to take part in making program decisions.

Section H. Self Esteem⁴

Question 52: On The Whole, I Am Satisfied With Myself

	Freq.	Percent
Strongly agree	54	48.2
Agree	54	46.4
Disagree	3	3.6
Strongly disagree	1	1.8
Total	112	100

Question 53: At Times I Think That I Am No Good At All

	Freq.	Percent
Strongly agree	4	3.6
Agree	32	28.6
Disagree	42	37.5
Strongly disagree	34	30.4
Total	112	100

Question 54: I Feel That I Have A Number Of Good Qualities

	Freq.	Percent
Strongly agree	55	49.1
Agree	53	47.3
Disagree	3	2.7
Strongly disagree	1	.9
Total	112	100

Question 55: I Am Able To Do Things As Well As Most Other People

	Freq.	Percent
Strongly agree	53	47.3
Agree	54	48.2
Disagree	5	4.5
Strongly disagree	0	0
Total	112	100

⁴ The questions making up this measure were adapted with permission from the Rosenberg Self Esteem Scale, and negatively worded items were reverse scored to reflect greater self esteem.

Question 56: I Feel I Do Not Have Much To Be Proud Of

	Freq.	Percent
Strongly agree	5	4.5
Agree	14	12.5
Disagree	39	34.8
Strongly disagree	54	48.2
Total	112	100

Question 57: I Certainly Feel Useless At Times

	Freq.	Percent
Strongly agree	4	3.6
Agree	30	26.8
Disagree	48	42.9
Strongly disagree	30	26.8
Total	112	100

**Question 58: I Feel That I Am A Person Of Worth,
At Least On An Equal Plane With Others**

	Freq.	Percent
Strongly agree	50	44.6
Agree	58	51.8
Disagree	4	3.6
Strongly disagree	0	0
Total	112	100

Question 59: I Wish That I Could Have More Respect For Myself

	Freq.	Percent
Strongly agree	11	9.8
Agree	39	34.8
Disagree	41	36.6
Strongly disagree	21	18.8
Total	112	100

Question 60: All In All, I Am Inclined To Feel That I Am A Failure

	Freq.	Percent
Strongly agree	1	.9
Agree	11	9.8
Disagree	36	32.1
Strongly disagree	64	57.1
Total	112	100

Question 61: I Take A Positive Attitude Toward Myself

	Freq.	Percent
Strongly agree	55	49.1
Agree	49	43.8
Disagree	8	7.1
Strongly disagree	0	0
Total	112	100

Points to Note

- Overall, youth overwhelmingly expressed high levels of self-esteem. They are satisfied with themselves, feel that they have good qualities and are able to do things as well as most people, and feel they are persons of worth. They respect themselves and have a positive attitude.
- A small but important minority of youth expressed more negative feelings about themselves.

Section I. Demographics

Question 62: How Old Are You?⁵

	Freq.	Percent
11	2	1.8
12	2	1.8
13	6	5.4
14	23	20.5
15	19	17.0
16	20	17.9
17	23	20.5
18	8	7.1
19	3	2.7
20	0	0
21	0	0
22	1	.9
Total	107	95.6
Missing	5	4.4
Total	112	100

Question 63: You Are...(Gender)

	Freq.	Percent
Male	34	30.4
Female	75	67.0
Total	109	97.4
Missing	3	2.6
Total	112	100

⁵ Mean age is 15.46 years.

Question 64: You Are...(Ethnicity/race)⁶

	Freq.	Percent
Hispanic	48	35.3
American Indian	18	13.2
African American	3	2.2
Asian American	0	0
Anglo/White	58	42.6
Other	9	6.7
Total	136	100

Question 65: What Is The Highest Grade Of School That You Have Completed?

	Freq.	Percent
5 th	1	.9
6 th	4	3.6
7 th	7	6.3
8 th	16	14.3
9 th	29	25.9
10 th	17	15.2
11 th	25	22.3
12th or GED	12	10.7
Some college	1	.9
Total	112	100

⁶ Total exceeds 112 because participants could check more than one ethnic category.

**Question 66: In Terms Of Your Grades,
How Well Would You Say That You Do In School?**

	Freq.	Percent
Mostly As	50	44.6
Mostly Bs	43	38.4
Mostly Cs	16	14.3
Mostly Ds	3	2.7
Total	112	100

Question 67: What Is Your Mother's Highest Education Level?

	Freq.	Percent
Elementary	3	2.7
Junior High	3	2.7
High School	56	50.0
College	37	33.0
Graduate School	13	11.6
Total	112	100

A Point to Note

- The “average youth” that participated in our survey was: about 15 years old, female, Anglo/white, made mostly As in school, and had been in their program 6 months or less.

DISSCUSSION

The data presented here come from 112 youth representing over 18 communities from throughout New Mexico. Since this sample was not attained through a more rigorous sampling procedure the results provided here must be interpreted with caution. There is no way to know, for instance, to what extent the data here are generalizable to all New Mexico youth or even to New Mexico youth involved in tobacco prevention programs.

Certain characteristics of the sample should be noted as they may influence the findings offered here. Most youth who participated in our survey are relative newcomers to their programs. Thus, they may not have had the depth of experience in program activities that more established members may have had. The sample was also predominantly female, Anglo/white, and performed high academically. In addition, this group of youth appears to be fairly active and involved – they have been part of other organizations in the past, have served in leadership positions, and are currently involved in other groups as well. Many of the surveys were collected at statewide YEAH events and this may have biased the list of activities mentioned since not all program participants are able to attend these events.

With these caveats in mind there are several points of recommendation suggested by these data. First, the factors motivating youth to join programs should be examined as they may have relevance both to recruitment strategies and training needs. Programs might consider the following:

- Marketing their programs to youth by emphasizing the opportunities their programs provide to learn new skills;
- Developing social network recruiting chains that encourage current program members to bring friends into the program; and
- Providing training to youth participants that specifically helps them to develop ways to talk to family members and friends about quitting tobacco use.

This last point is particularly important in light of the data which suggest that over half of the youth we surveyed have at least one close friend that smokes and that many of the youth involved in tobacco prevention programs live with someone who smokes, often a parent. In addition, it is worth reiterating in this context that over a third of the youth who participated in our survey has had a family member die from a smoking-related disease.

Second, it is apparent that youth in these programs experience satisfying, close, caring relationships with adults – both with their caregivers and with their program mentors. At the same time, a small percentage of youth program participants reported less satisfying relationships with their adult caregivers. This may suggest that to some extent programs consist of two groups – a vast majority who report positive relationships and a smaller group that has more negative evaluations. Programs may want to consider if this second group has specific needs that can be addressed within the program's

mission, such as recruitment, retention, and skills training, and how the program might go about addressing them. It is these youth that may be at greatest risk for tobacco use and other risk behaviors.

Third, youth are involved in a number of different tobacco activities but programs may want to consider broadening the range of these actions. Youth are most commonly involved in attending conferences, giving presentations, and recruiting. While this relatively limited range of activities may be a result of the fact that most of the respondents were newcomers, programs may want to consider broadening their activities to include more compliance checks, writing campaigns, and focused advocacy activities. Furthermore, it appears that YEAH! is a relatively under utilized resource but here again the relative newcomer status of many of the respondents may be a factor. In other words, many youth may simply not have had an opportunity to participate in YEAH! because they had only joined their respective program within the last 6 months.

The data regarding self-esteem deserve further consideration. On the one hand it is encouraging to note that youth overwhelmingly expressed high levels of self-esteem. But when we take into consideration the finding that many of the youth who responded to our survey also displayed high academic achievement, experienced positive adult relationships, and were actively involved in other programs this should be no surprise. In light of this information it may be appropriate to ask: Are these programs largely attracting the most capable youth and only to a lesser degree bringing in those youth most at risk and who could possibly benefit from the adult support, peer relationships, training, and activities offered by these programs? The data reported here cannot provide a definitive answer. But they do suggest that this is an issue that program planners may wish to consider. This may involve examining program recruitment and retention procedures with attention to specific goals that may have not been fully considered.

Appendix A: Compilation of Open-Ended Responses to Question 68

What Else Would You Like To Tell Us About Your Involvement In The Tobacco Prevention Program Or Coalition?

Domain: General Comments

Five comments made reference to group membership, and included statements such as:

- Being a part of a group like this is very important.
- I am excited to be in this group.
- I like this group because the kids are fun and accept me.
- I love being part of my group.
- Met people.

Four statements referred to the quality of program.

- This is a great program.
- I think this program is a good program all in all.
- It is a very good program that has succeeded in at least making 5 known kids that smoke, go smoke free.
- It is a very good program.

Twelve other statements reflected the enjoyment and self-fulfillment of participants involved in the prevention programs.

- I really enjoyed it.
- It's been fun.
- The meetings were really fun.
- We have fun.
- I think it is very fun to be in.
- I had fun, and I hope that I make a difference.
- I have helped in many ways.
- I have done a good job doing my part.
- I love what I have been doing for the past 7 years, being involved, and because of that I plan on beginning college courses to do this continuously.
- It has been great so far.
- It is the most important thing in my life.
- I feel it will be a good experience for me.

Domain: Educational Responses

Ten comments dealt with participants learning from the programs' educational efforts.

- I've learned so much from the other members about ETS and tobacco products.
- I've learned a lot about tobacco.
- I have learned about all of the dangerous chemicals in cigarettes. I now know all of the dangers of smoking and all of the hardships that former smokers face.
- In this program, I have been exposed to public policy and it has taught me a lot about speaking and playing a role in my community.
- I have learned considerable amounts about tobacco.
- This program is very educating.
- This is very educating and I have learned so much.
- I've learned a lot.

- I'm still not an expert at the thing I need to know to present in the classroom, but I'm learning.
- I learned a lot and had fun.

One comment reflected a higher level of a participant's cognitive capacity (thinking ability).

- Before I joined this program I could not understand why people smoke if they knew they were going to die. I was very closed-minded. Now I understand and am more empathic towards them.

Another comment dealt with the technical methods of instruction the program used.

- This program's use of animals is very innovative and effective. More programs should explore the methods practiced by this program.

Domain: Participation

Four comments dealt with the general involvement of individuals in programs.

- My involvement is the construction and research for the presentations.
- My involvement, as well as that of others, has helped STAT grow.
- I am not very involved yet because I have only been participating for about one week.
- I know that I will be involved much more as I continue the program.

Four comments dealt with the overall activities of programs.

- My group needs to be more active and open towards meeting time in doing group activities outside of school.
- Of all the years I've been in YCAT, this is the most active.
- The activities and discussions that I have participated in are very appealing to me, and I believe that any teen interested in not smoking would be pleased.

Six comments referred to specific activities that program members have participated in.

- I've done a press conference/rally.
- I have participated in many presentations and activities such as operation storefront, where we took photographs of smoking advertisements, and gave oral presentations to middle schoolers.
- I am the media coordinator. I do all media-related events, these include radio spots, newspaper ads, newspaper inserts, letters to the editor, movie theatre ads, magazine "On Target" articles. I feel this is an invaluable piece of tobacco prevention.
- I've spoken to elementary schools, middle schools, and I've done radio interviews on tobacco prevention along with the newspaper and I was on the news. I've also conducted a variety of surveys throughout my 4 years of being in the program. We started a youth program to keep teens out of trouble.
- I'm glad that we came to this legislative training because now we can develop more ideas for our program.
- We don't just talk about tobacco, we also do things about drugs, sex, alcohol and violence.

Domain: Leadership

Two comments about leadership dealt with offices that members of the programs occupied.

- Two of my best friends are the president and vice president, and I am the secretary.
- I am currently treasurer of the HEARTS team.

One comment about leadership referred to expanding leadership among program members.

- I expanded my leadership.

Domain: Tobacco Exposure

Two comments focused on the tobacco exposure youth had encountered.

- My sister, brother-in-law, and grandparents all smoked in their lifetimes. Both of my grandfathers died from it.
- I began to go to meetings and get involved in the coalition because my mother was a smoker, as well as my father's friend.

Domain: Adult Support

Two comments dealt with support from the adult sponsors of the programs.

- A program like this could not be possible without great supporters that allow you to do what you think will help others. Many times the supporters are not people you can easily talk to when I do something with their support. If I have an idea that is difficult to accomplish by myself they will go above and beyond what they can do to make it happen. They are our legs and the backbone of these types of programs.
- The advisors I had were supportive of my ideas and even helped me expand my sense of leadership.

One comment dealt with autonomy granting from adult sponsors of the programs.

- I've seen the adults in this group pretty much leave the decisions up to us.

One comment reflected more initiative to get teens involved in program activities.

- Our sponsors could make more of an effort to get us (the kids) involved in more activities.