

## Strategy effectiveness and tips for success in youth smoking prevention

Area	Strategy	Recommendations and Effect
<b>Schools</b>	School-based curriculum (health-related or tobacco-specific)	Mixed results; generally considered ineffective beyond delaying smoking initiation. Effectiveness improved when program is connected with other community and school initiatives, and when focused on development of skills to resist social pressures.
	Comprehensive school-based programs (curriculum, policies, etc.)	Considered to be more effective than school-based curriculum alone.
<b>Community Interventions</b>	Community efforts involving multiple strategies, i.e. local coalition approach	Research results on comprehensive community-based approaches involving changes in social environment and shared goals and strategies are encouraging.
<b>Mass Media/Public Education</b>	Youth activism; youth-led movements	A new strategy; not enough data to determine effectiveness. Theoretically, a large-scale movement could impact norms and thus attitudes and in time, behavior.
	Isolated “one shot” event such as a speaker or booth at health fair	May increase knowledge in the short term, but generally ineffective beyond short-term knowledge change.
	Large-scale mass media campaigns	Effective in reducing tobacco use initiation especially when combined with other interventions. Too expensive for local level, but coalitions could tie into statewide campaigns.
<b>Tobacco Advertising</b>	Advertising bans and restrictions	Important to monitor the industry’s activity in this area. Some studies suggest effect on smoking behavior, others do not. Partial bans are generally thought ineffective as they afford tobacco companies the opportunity to shift ad dollars to other forms of promotion.
	Funding ethics – prohibit tobacco sponsorship of events	No data available on this specific strategy. Probably similar to ad bans and restrictions effects.
<b>Youth Access</b>	Compliance check programs	Aggressive programs with significant penalties may be effective in reducing illegal sales, but are difficult to implement. “Wisconsin Wins” type programs hold promise.
	Penalties for possession	Not enough data to determine effectiveness.
<b>Taxes</b>	Excise tax increase on cigarettes	Recommended. Effective for both youth and adult smoking behavior. Shown to decrease smoking rates among youth. Effective with or without other interventions such as mass media.
<b>Smoking Restrictions</b>	Smoking bans in private homes	Promising but too little data to recommend (or not) for youth behavioral outcomes.
	Smoking bans and restrictions in public places	Recommended. Effective for adult smoking behavior, less extensive research on youth behavior but suggests positive impact.