Does a TPB-based intervention modify TPB-related beliefs ? P2P, a program against youth smoking.

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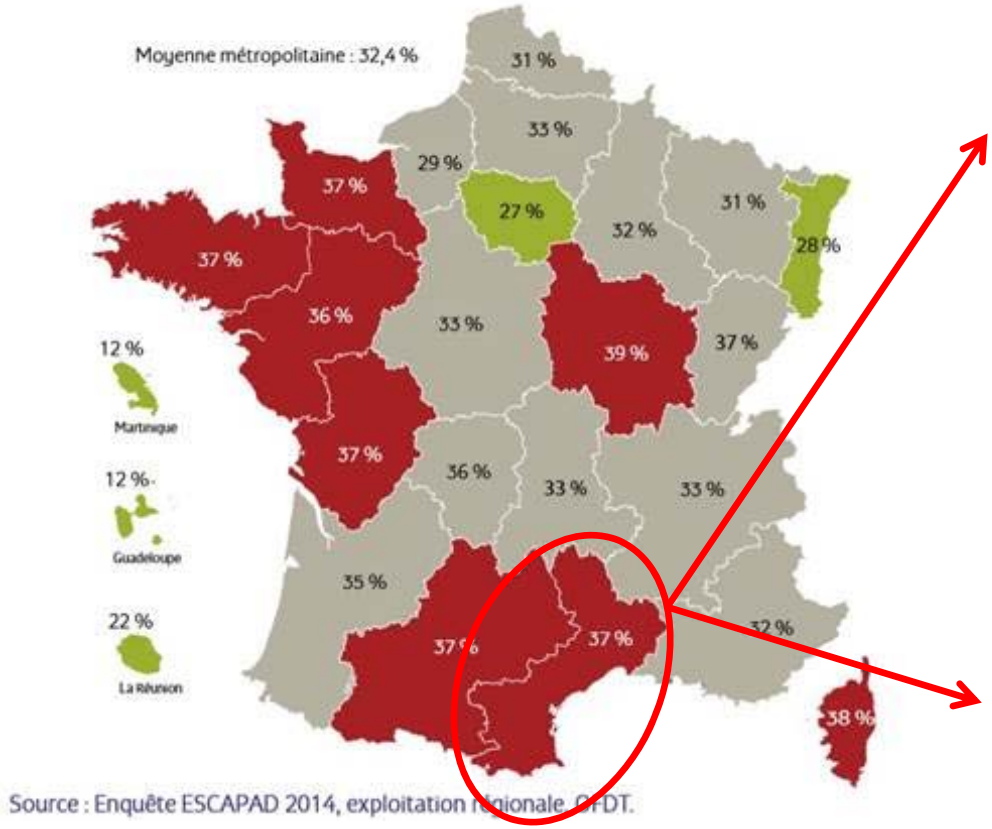
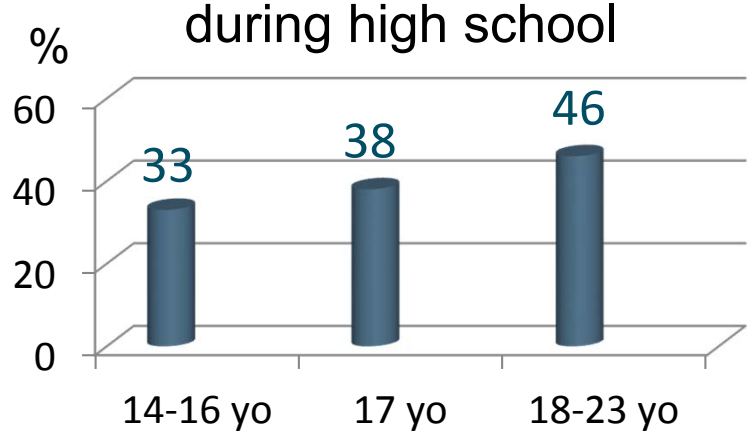
Context : adolescents and tobacco in Languedoc-Roussillon (France)

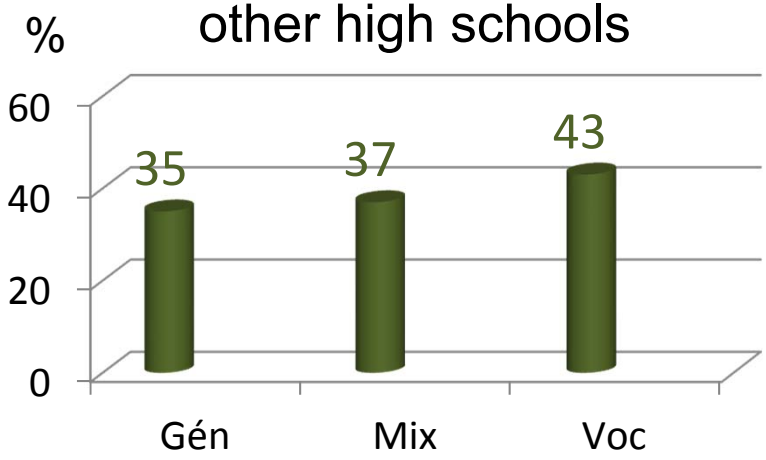
For 17 years old
Daily smoking in France = 32,4%



Increase of tobacco use during high school



More in vocational than other high schools



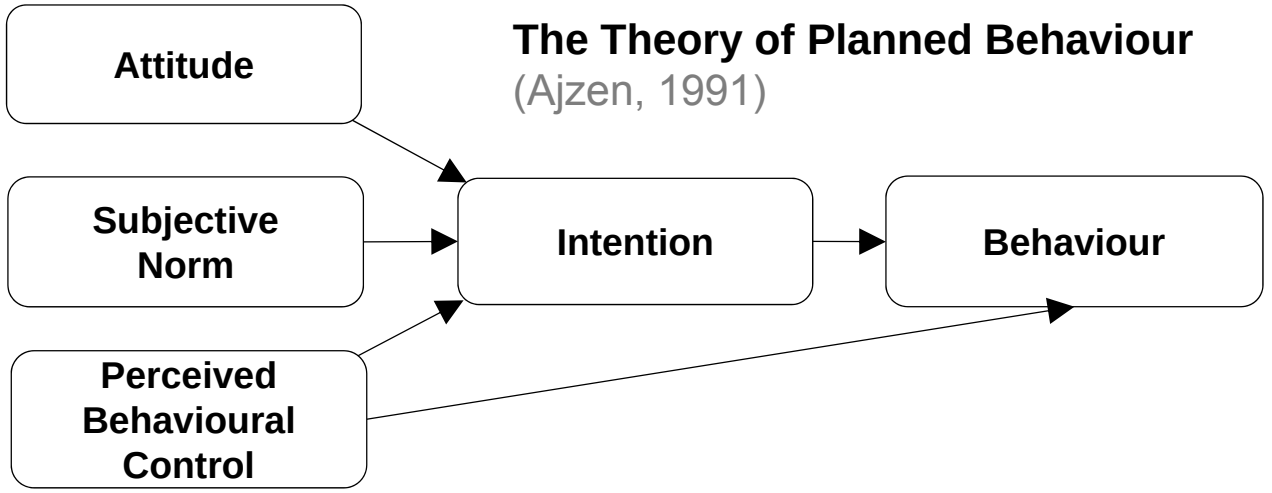
Stoebner et al. 2006, n=11 985

Main objective

Submit an intervention in vocational schools of Languedoc-Roussillon to **avoid the increase in the prevalence of daily smoking** between the start of the year11 and the end year12

Theoretical base for our intervention

- Theoretical base = efficacy and replicability (Michie & Abraham, 2004 ; Webb et al, 2010)



The Theory of Planned Behaviour
(Ajzen, 1991)

- Overall, TPB explains 35-55% of the intention variance and 25-35% of the behaviour variance (Armitage & Conner, 2001 ; Cooke & French, 2008 ; Godin & Kok, 1996)

P2P, a TPB-based intervention by peers

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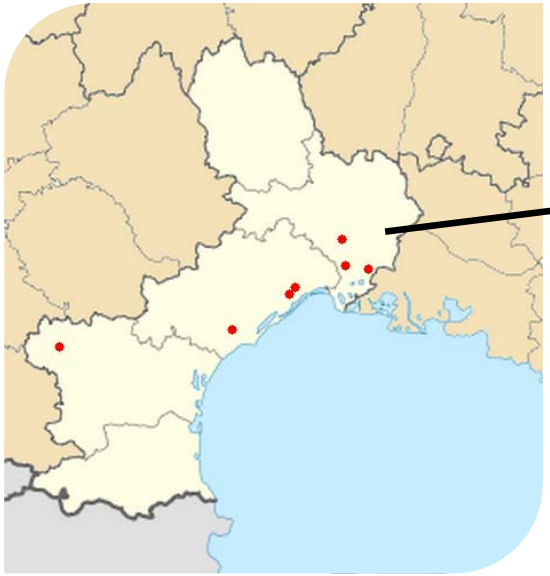
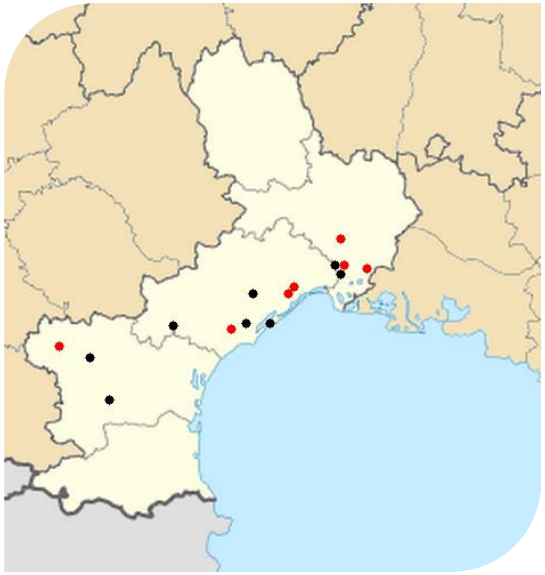


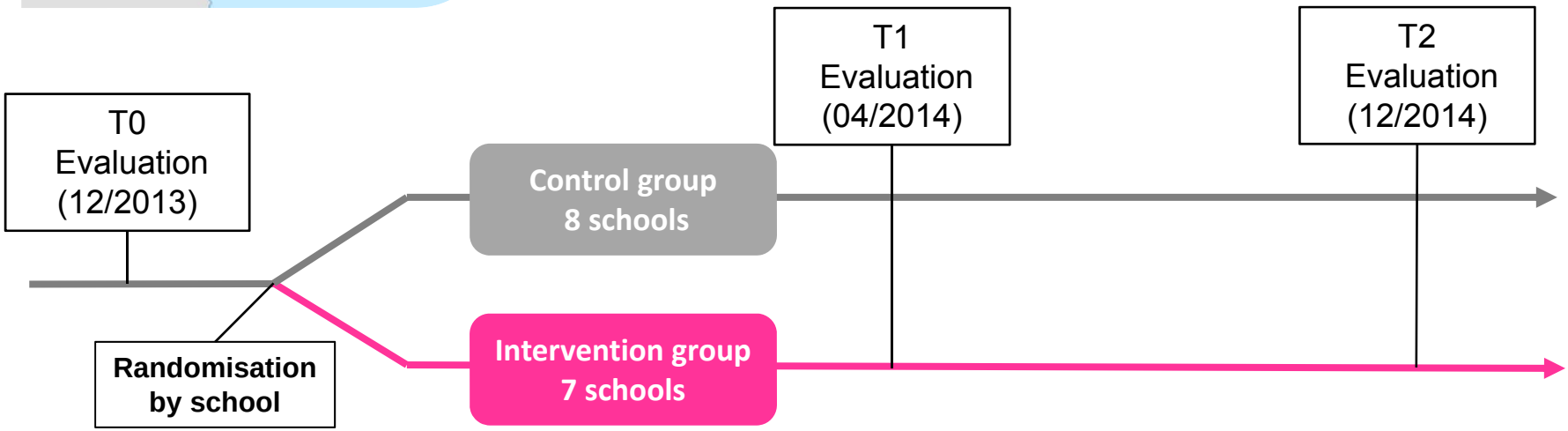
- **Voluntary students in 7 vocational high schools** with help of practitioners during 6 sessions, for legality, feasibility and material questions
- **Designed their own intervention** during 3 months to impact their schoolmates' **attitudes, social norms and behavioural control about tobacco**
- Then, **performed it in their school** (short-movies, posters, debates, exhibitions, games,…)

P2P, design of the trial



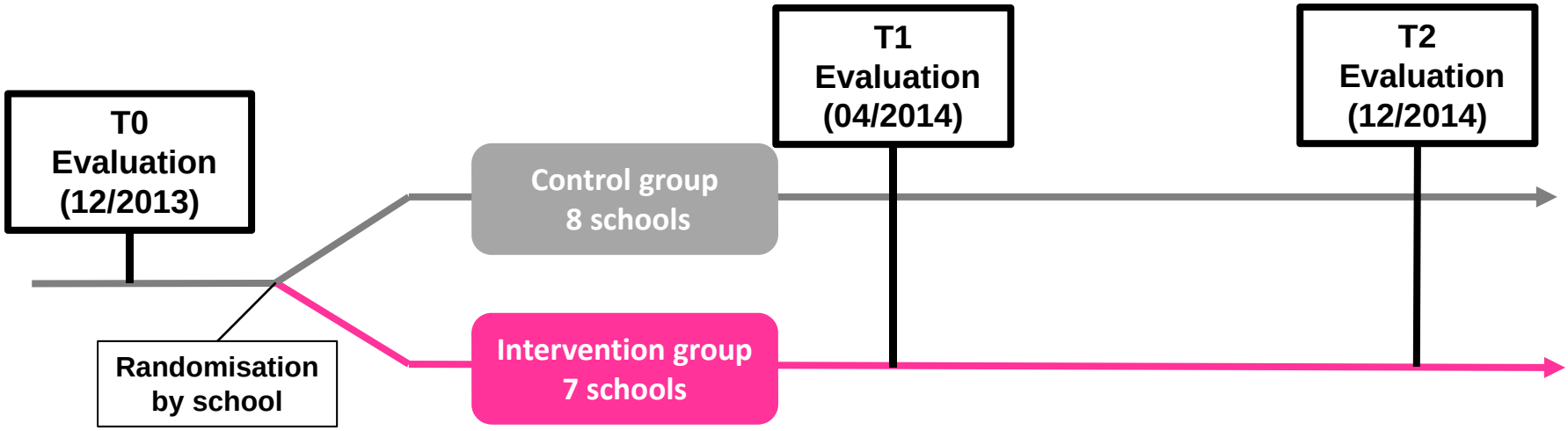
At T0, *n*=1544 Year11 in 15 vocational high schools (**8 control / 7 intervention**)

Control	*n*=926	(Girls=34%, M_{age}=16,8, SD_{age}=0,8)
Intervention	*n*=835	(Girls=18%, M_{age}=16,7, SD_{age}=0,8)



P2P, measurement

- TPB : indirect measures of attitudes, social norms, behavioural control and intentions to smoke the next month, following instructions by Ajzen (2006) and Francis et al. (2006)
- Socio-demo (age, gender, parental economic status and parental education)
- Smoker habits (daily, occasionally, no-smoker)
- CO-Tester (objective measure of carbon monoxid)

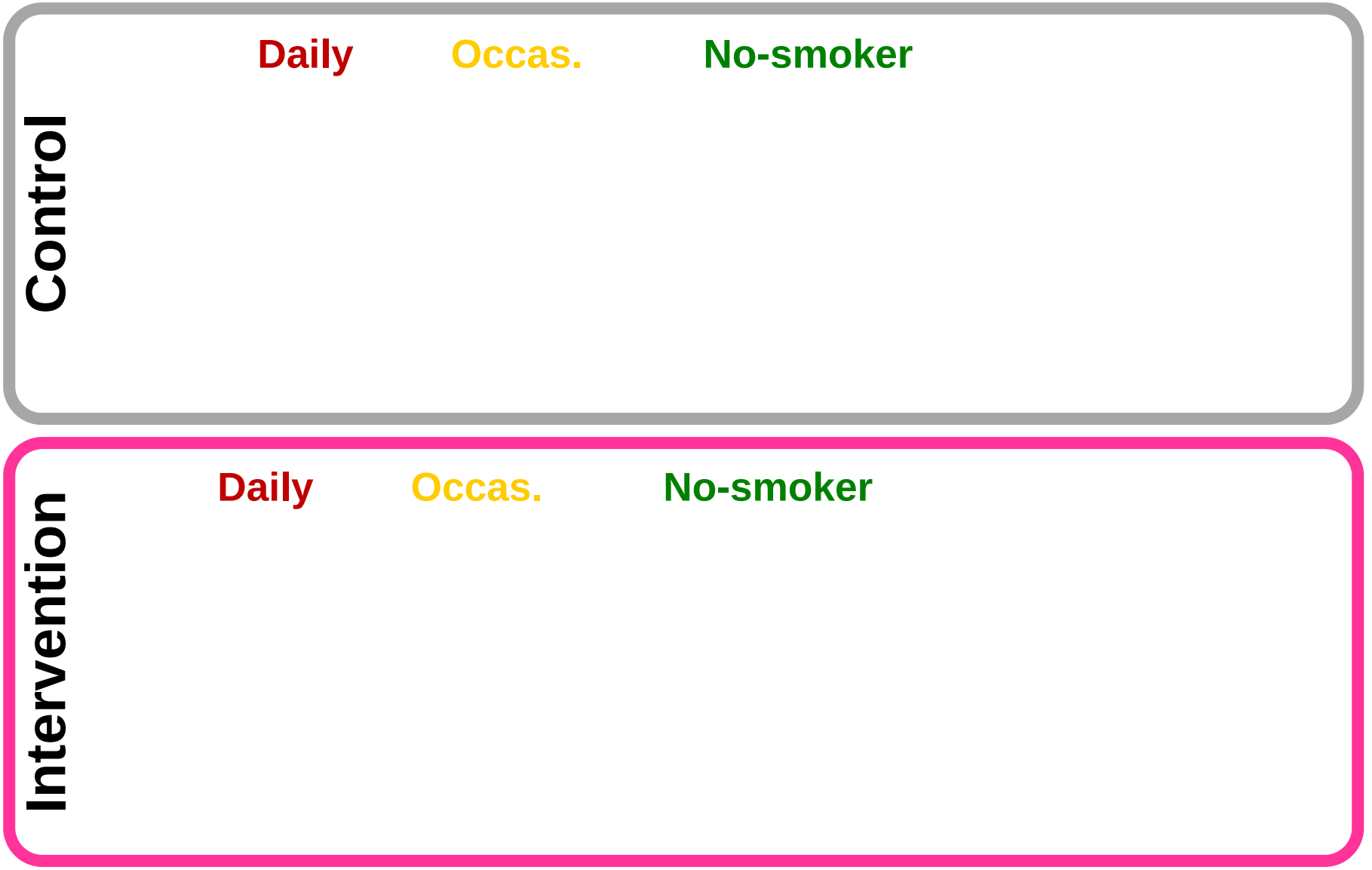


Descriptive results

Characteristics at baseline (presents at the 3 times of evaluation)

N		687
Sex	Female	36%
	Male	64%
Age		16,7 (0,8)
Smoker habits	No	62%
	Occasionally	12,7%
	Daily	25,3%
CO(ppm)		2,87 (4,81)
TPB determinants	Attitudes	11,34 (6,97)
	Social Norms	3,00 (5,44)
	Behavioural control	3,50 (8,45)
	Intentions	5,39 (2,16)

Evolution of smoker habits



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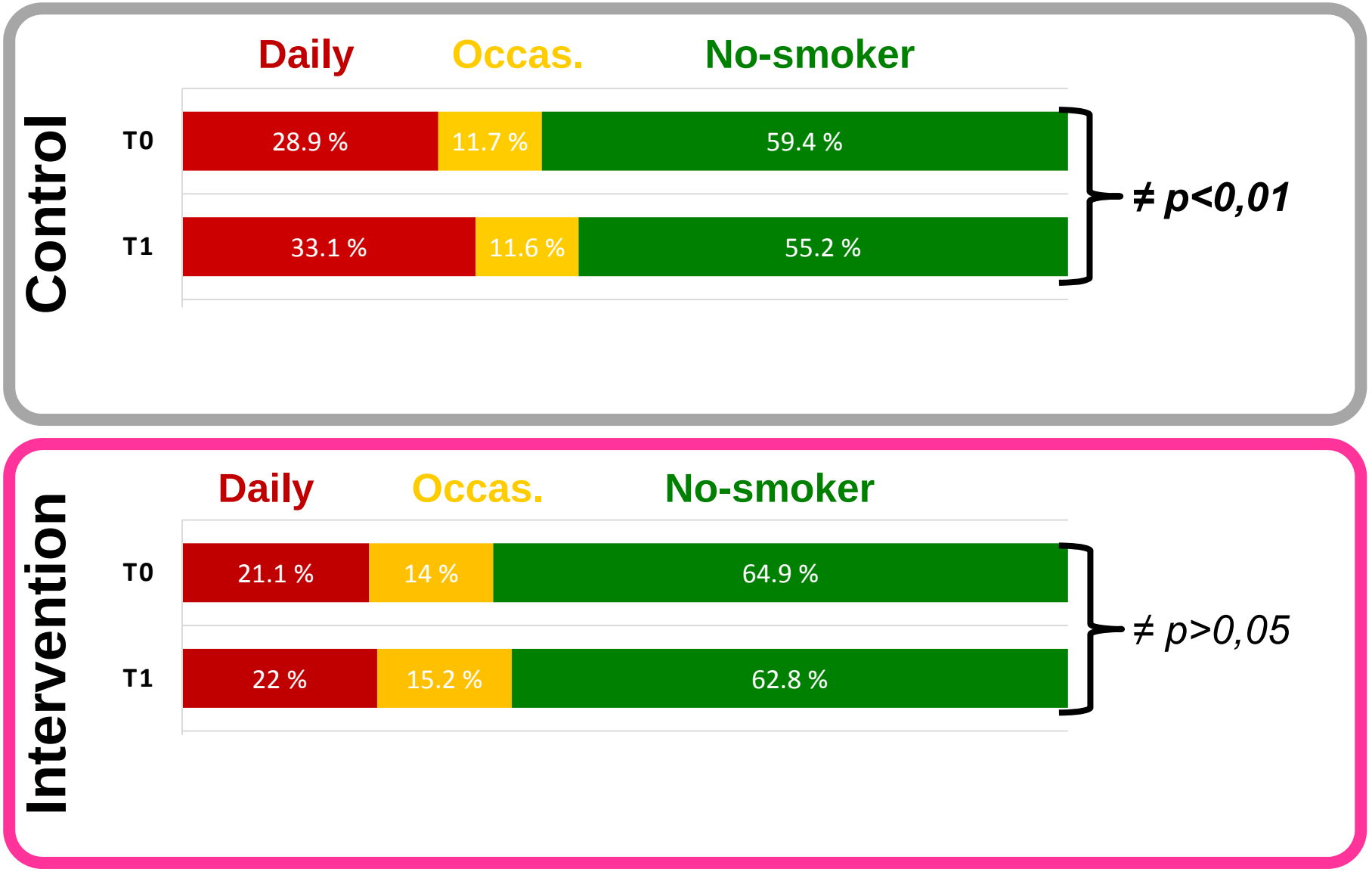
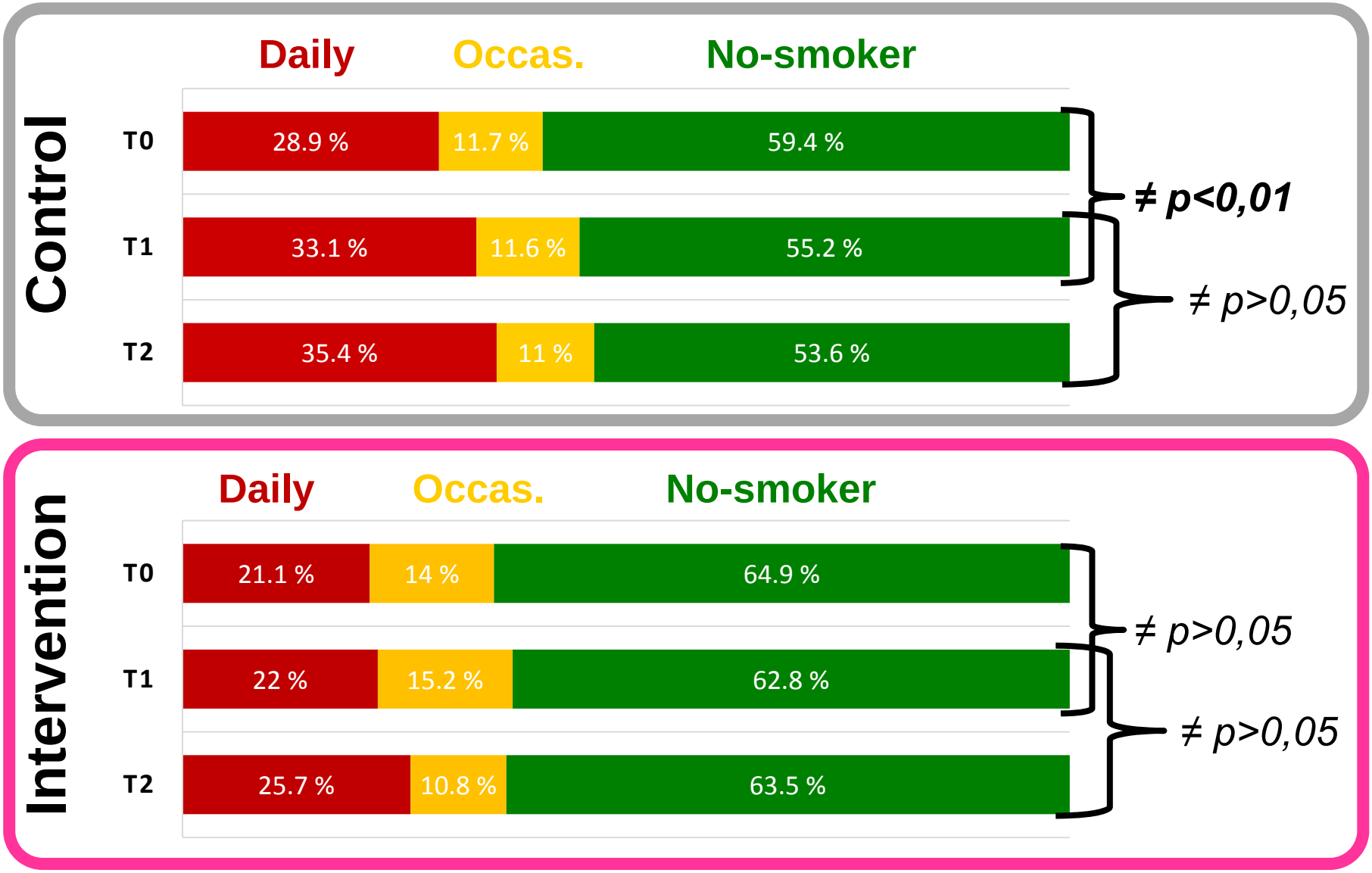
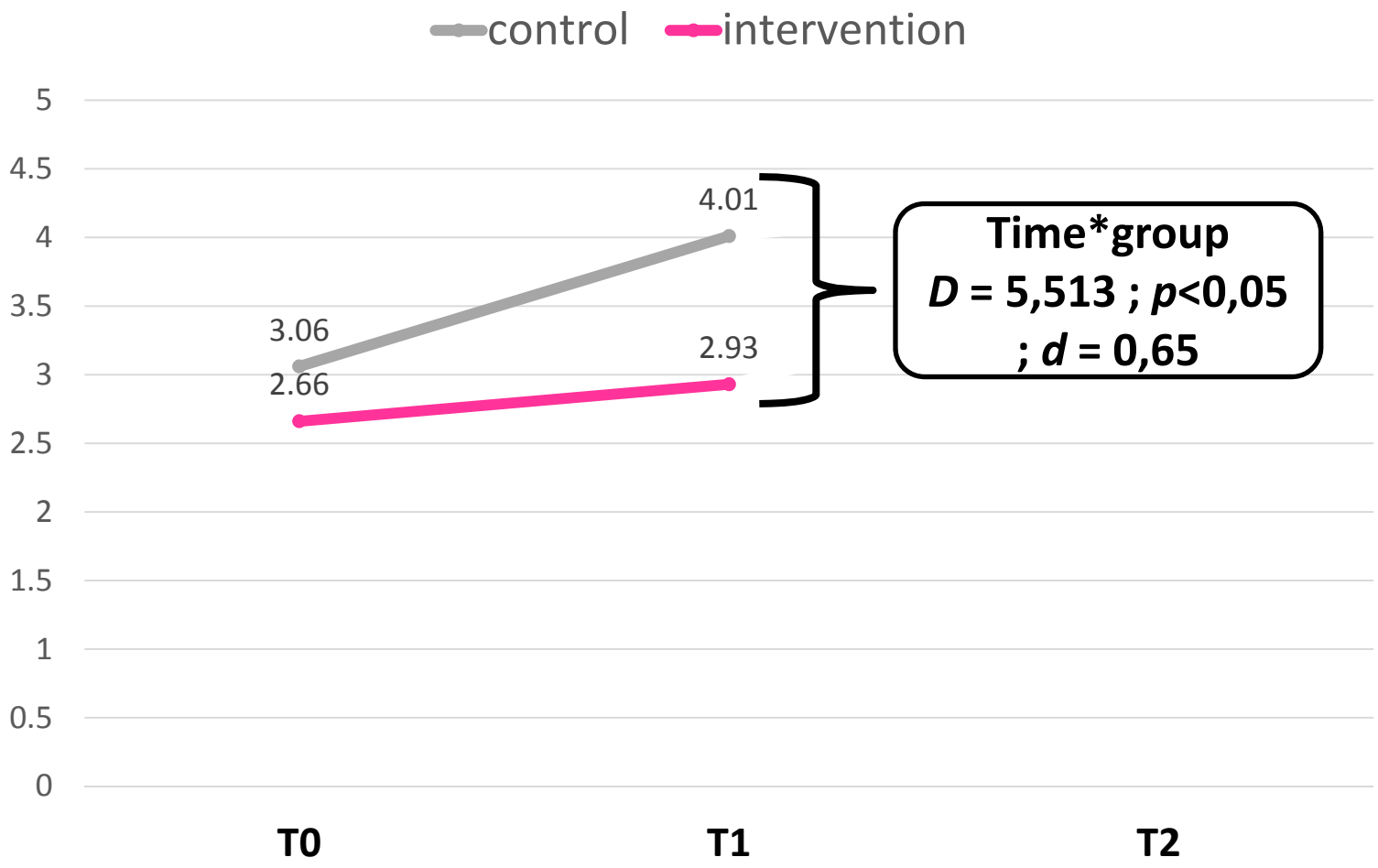


Evolution of smoker habits



Evolution of CO-Tester



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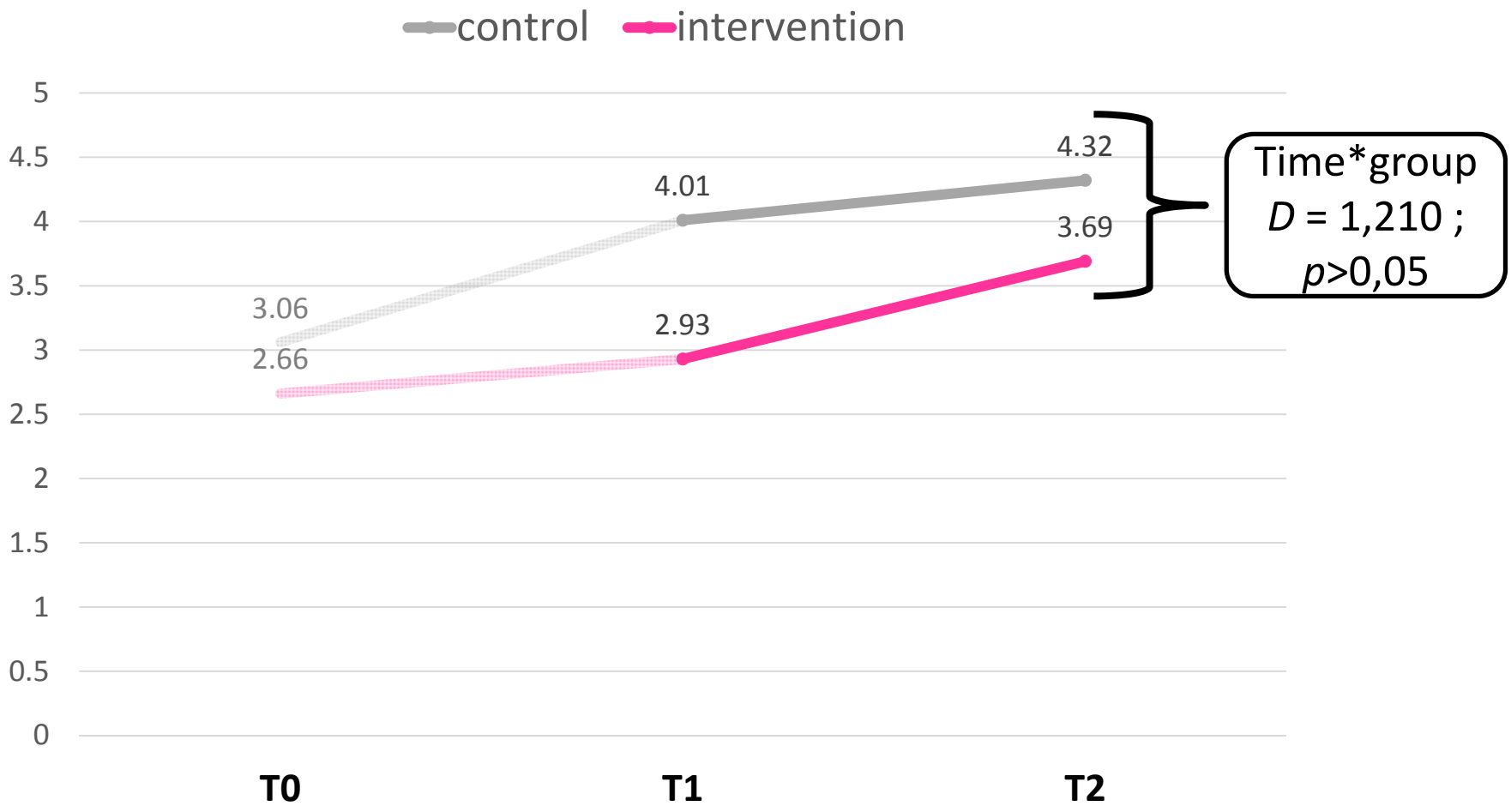

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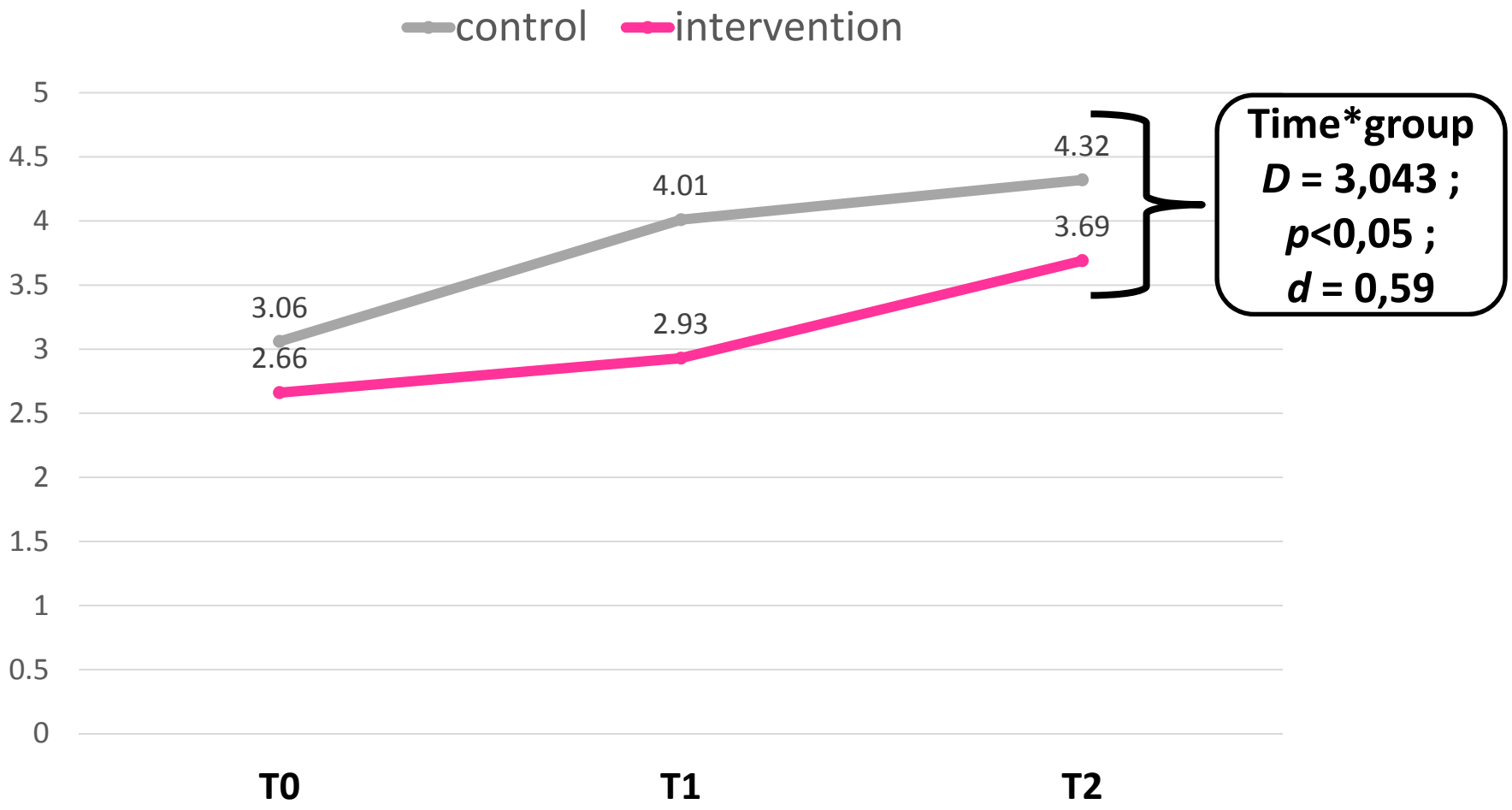
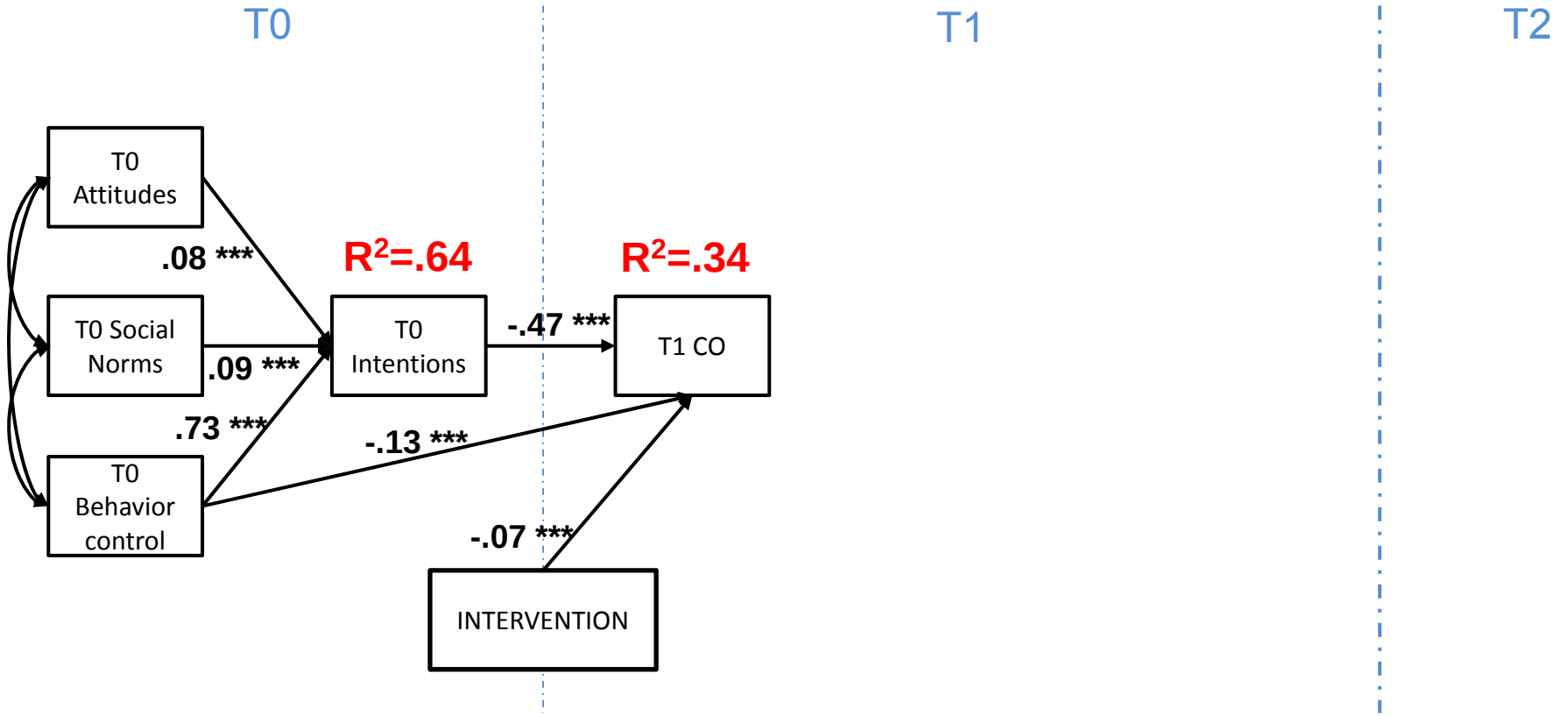
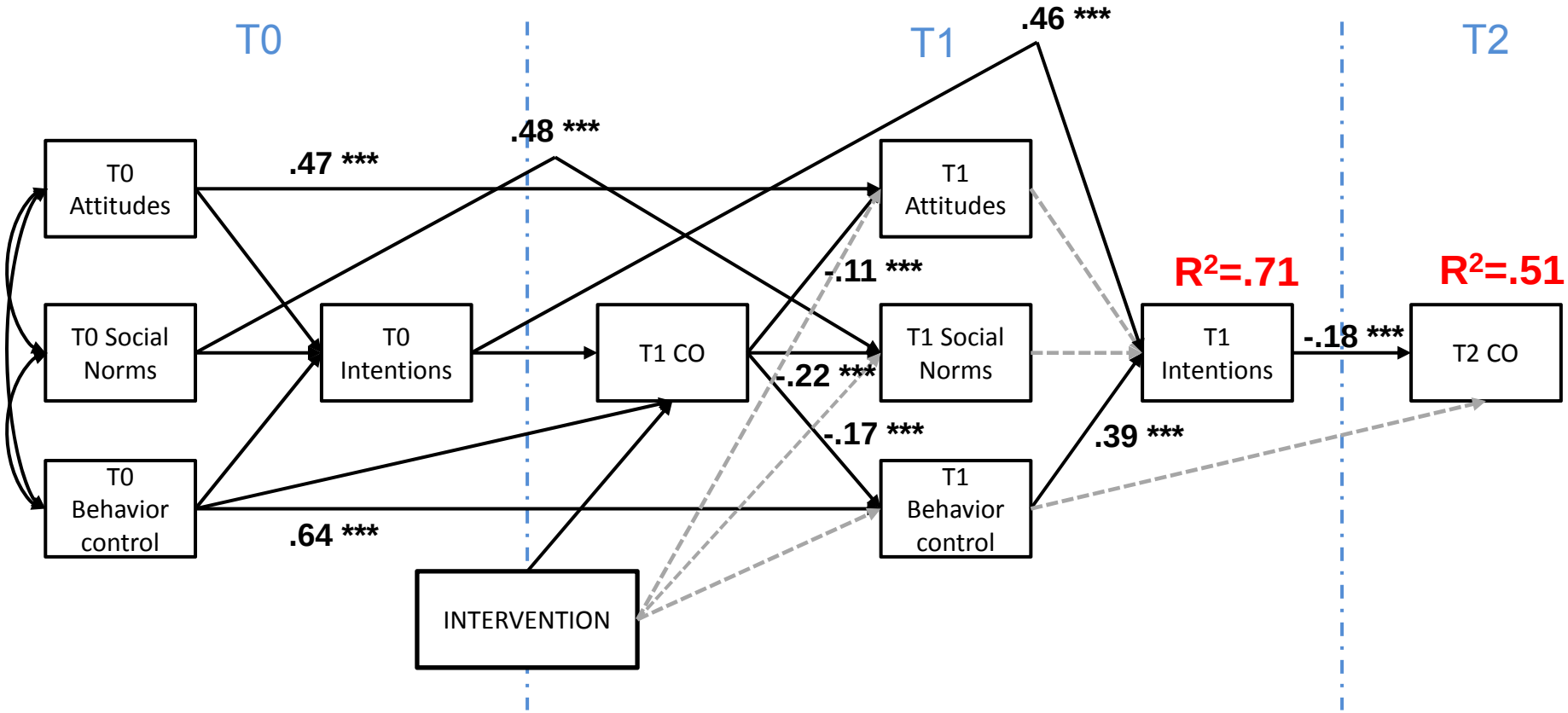


Modeling the TPB



- X^2 (6) = 9,71, p = 0,14 ; NFI = 0,992 ; RMSEA = 0,030

Modeling the TPB



- X^2 (29) = 139,79, p < 0,01 ; NFI = 0,962 ; RMSEA = 0,075

Conclusion

- Efficacy of P2P to avoid increase of tobacco verified by objective measure

- But seems unlikely to maintain for months after the intervention
  - To be done every year ? (effect of 2nd year of P2P in progress)
  - To complete P2P with another action out of school community

- Major importance of perceived control for young people, specific to the context of tobacco (Moan, 2005)

- Poor relationship attitudes-intention -> non-effect of the prevention by the communication of the risks

Limits and perspective

- Initial difference between control and intervention group
- Analyzed sample / initial sample

- End of P2P analyses in progress
- Cost-efficacy evaluation for P2P to be done
- Need for framework, tools for quality of theoretical implementation

Thank you for your attention

Grants INCa, SIRIC