

## **A094 AGSC**

### **Implementing a tobacco use prevention media literacy program: Lessons learned**

#### **Abstract**

Increased tobacco use among young adults combined with the lack of tobacco use prevention interventions for young adults justifies the need for such interventions; this necessity is intensified for African American young adults who are targeted by the tobacco industry. AD IT UP is a theory-based media literacy program that was developed to educate students about marketing efforts to promote tobacco use. The purpose of this IRB-approved study was to test the effectiveness of AD IT UP in preventing tobacco use among TSU college freshman and to identify challenges in implementing AD IT UP. Students in Service to Leadership (UNIV 1000) and Honors Orientation (HONR 1002) courses were invited to complete AD IT UP and pre- and post-surveys. About 1600 students enrolled in the orientation classes, 161 of which completed the baseline survey. At baseline over 13% of students had used an e- cigarette, 18% had smoked hookah in the last 30 days, and over 16% had intent to use hookah in the next 30 days. The low participation rates did not yield enough information to prove effectiveness for the program. Nonetheless, important lessons learned from the project include freshmen's unfamiliarity with participating in research, a baseline of tobacco use among TSU freshmen, and inadequate preparation of instructors. Based on observations, a 2<sup>nd</sup> phase of the project includes more extensive orientation of instructors and students with the opportunity to participate in evaluating AD IT UP implementation. The next phase of this project will incorporate Implementation Science strategies to engage instructors and students to encourage more participation. Additionally, this study will serve as a basis for a grant proposal to implement tobacco use prevention interventions for young adults in college.