

## BRIEF PROGRAM DESCRIPTION

Project Toward No Tobacco Use (TNT) is a comprehensive, classroom-based curriculum designed to prevent or reduce tobacco use in youth 10 to 15 years old in grades five through ten. Upon completion of this program, students will be able to describe the course of tobacco addiction, the consequences of using tobacco, and the prevalence of tobacco use among peers.

## SPECIFIC OUTCOMES

- Reduced initiation of cigarette use by approximately 26% when 1- and 2-year outcomes were averaged together.
- Reduced initiation of smokeless tobacco use by approximately 30%.
- Reduced weekly or more frequent cigarette smoking by approximately 60%.
- Eliminated weekly or more frequent smokeless tobacco use.

## AUDIENCE CHARACTERISTICS

**Age Range:** Youth ages 10 – 12

**Grade:** Ideally for 7th graders but has been implemented with 5th – 10th graders

**Gender:** Both Male and Female

## PROGRAM DETAIL

**Type of Program:** Prevention

**Audience Size:** Minimum 8/Maximum 40

**# of Lessons:** 12 (10 core lessons/2 booster)

**Length of Sessions:** 40 – 50 minutes each

**Duration of Implementation:** 10 core lessons should be delivered over a two-week period 2 booster lessons should be delivered 1 year later in a 2- day sequence.

**Training:** Preferred

## HOW IT WORKS

Implementing Project TNT involves the following activities:

- A comprehensive 10-day classroom based social influences program that examines media, celebrity, and peer portrayal of tobacco use.
- Training in active listening, effective communication, and general assertiveness development along with methods for building self-esteem.
- Education on the course of tobacco-related addiction and diseases; correction of inflated tobacco-use prevalence estimates.



- Learning tobacco-specific cognitive coping skills and assertive refusal techniques.
- Practicing ways to counteract media portrayals of tobacco use, including social activism letter writing to make a public commitment to not using tobacco products.
- Use of homework assignments, a classroom competition (i.e., the “TNT Game”), and a two lesson booster program.
- Longitudinal assessment material.

## IMPLEMENTATION ESSENTIALS

To replicate with fidelity:

- Deliver the 10 core lessons during a 2 week period, although they may be spread over 4 weeks as long as all lessons are taught.
- Deliver the two-lesson booster 1 year after the core lessons in a 2 day sequence. However, the booster sessions may be taught one per week.

## MATERIALS AND TRAINING

### *Required Materials*

- Teacher guide - \$45
- Student workbooks (set of 5) - \$19
- Videotape "Standing up for Yourself – Peer Pressure & Drugs"  
- \$79.95
- Videotape "Tobacco Use Social Images" - \$40

### *Optional Materials*

- Pre/Post Evaluation Instruments – Available by request

### *Training (Optional)*

- One- or Two-Day Implementation Training - \$1,100- \$2,000 (plus trainer's travel expenses)

## PROGRAM CONTACT

### *For program information, contact:*

Leah Meza  
University of Southern California  
Institute for Prevention Research  
Soto Street Building, SSB  
2001 N. Soto Street  
Los Angeles, CA 90089  
Toll-free: (800) 400-8461  
Direct: (323) 442-8202  
Fax: (323) 442-7254  
E-mail: leahmedi@usc.edu

### *For material information, contact:*

John Henry Ledwith  
ETR Associates  
4 Carbonero Way  
Scotts Valley, CA 95066  
Phone: (800) 325-3048 x204  
Fax: (831) 438-4284  
E-mail: jhl@etr.org

## ADDITIONAL INFORMATION

Website: <http://tnd.usc.edu>

Program Information Worksheet

SAMHSA's National Registry of Evidence-Based Program & Practices (NREPP) Review Documents