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Title: Occurrence, health impact and motivation to quit smoking among young people and effectiveness of tobacco control programs

Prof. Natalia 16593 Astafieva astang@mail.ru MD ¹, O. 16594 Naumova astang@mail.ru MD ¹, Prof. D. 16595 Kobzev D.Kobzev@leedstrinity.ac.uk MD ², I. 16596 Gamova astang@mail.ru MD ¹, I. 16597 Perfilova astang@mail.ru MD ¹ and E. 16605 Udovichenko astang@mail.ru MD ¹. ¹ Allergology and Immunology, Saratov State Medical University, Saratov, Russian Federation, 410012 and ² Business & Management, Leeds Trinity University College, Leeds, United Kingdom, LS18 5HD .

Body: Introduction. Global Adult Tobacco Survey identified high levels of smoking in Russia and was followed by the young people smoking study in Saratov region in 2011 to improve Tobacco Control effectiveness. Aim. The assessment of smoking, its health impacts and motivation to quit was conducted among college (FE) and university (HE) students. Methods. Anonymous standardized Respiratory Health Assessment and COPD Differential Diagnosis Questionnaires were used in 3 groups: FE, 15-18 years (216 respondents) and HE, 19-24 years, studying medicine (120) and management (108); 54%-male, 46%-female. CO testing of breath (1ppm resolution) was used (10% respondents did not reveal their smoking). Respiratory disease risk assessment was based on respiratory symptom scores; spirometry was performed in line with ERS/ATS standard. Results. The prevalence of smoking among students: FE-31%, medics-5.1%, managers-35.2%. With the same starting age (12.6-male and 13.9-female) in all groups, the respiratory problems (all symptoms: cough, sputum, dyspnoea, etc) occurred in: FE- 18%, medics-27%, managers-39%, and FEV1 decreased 10.2%, 26%, and 45% correspondingly. Unlike HE students, FEs do not realise health risks and will not seek a support to quit. There was a difference in major motivations to quit: female-fertility impact, appearance; male-erectile & sperm impact, sport; medics-pulmonary health, impact on intellect; managers-cost of cigarettes and waste of working time. Conclusion. Tobacco Control among young people can be more effectively promoted through personalised messages to a particular target group, e.g. addressing specific motivations via Social Media.