

## James & Esther King Biomedical Research Program

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*Health Outcomes and Behavior*

*H. Lee Moffitt Cancer Center & Research Institute*

*2008 Program*

*New Investigator (3-year project)*

**Project Title:** Secondary Smoking Prevention for College Students: Testing an Experiential, Web-based Intervention

**Project Summary:** The young adult years (ages 18-24) have the highest prevalence of smoking, and nearly one-third of college students report being current smokers. Cigarette smoking among college students has been identified as a critical public health problem. Although research has progressed in the development of tobacco prevention programs for adolescents and smoking cessation treatments for adults, little attention has been paid to the period of young adulthood. Fourteen million students enter college each year, and college represents an important transitional period in which young adults typically either quit or become nicotine-dependent adults. College represents a unique window of opportunity for smoking interventions. Given the alarming lack of smoking cessation interventions for college students and underutilization of the limited available resources, the development of novel smoking cessation approaches is clearly warranted. Toward this end, we believe that the rapidly growing interest, access, and use of the World Wide Web can serve as a powerful vehicle for delivering an intervention to a large number of college smokers. The current study will adapt a previously efficacious intervention into a novel, web-delivered intervention to greatly increase its reach. The goal of this grant is to conduct an initial randomized study testing the efficacy of an experiential, theory-based intervention designed to reach college student smokers and administered via the web.