

James & Esther King Biomedical Research Program

Ames, Steven C.

*Hematology and Oncology
Mayo Clinic*

*2009 Program
Florida Research Challenge
(2-year project)*

Project Title: Integrated Intervention for Cigarette Smoking and Binge Drinking in Young Adults

Project Summary: Despite the very high prevalence of smoking in young adults, little effort has been made to address the needs of this group. Substantial evidence links high-risk styles of alcohol use, such as binge drinking, to smoking cessation treatment failure. Related to this, evidence supports the hypothesis that a decrease or cessation of binge drinking should be associated with a decrease or cessation of tobacco use. Thus, an innovative approach with young adult smokers who are binge drinkers is to design an intervention focused on eliminating both of these behaviors. This study will explore the intriguing possibility that an intervention that integrates these two treatment elements might be more effective for smoking cessation than treating cigarette smoking independent of binge drinking. An important additional benefit of this treatment is its potential to reduce binge drinking, which is a high-risk form of alcohol consumption. To our knowledge, we are the only group that is working to explore this innovative line of research.