

# Project TNT

## Introduction

Project Towards No Tobacco Use (TNT) is a classroom-based curriculum designed to prevent or reduce tobacco use in youth aged 10 to 14 years (grades 5 through 9). The program is designed to counteract several different causes of tobacco use simultaneously, because tobacco use is determined by multiple causes. The program was developed for a universal audience, and it works well for a wide variety of youth who may have different risk factors influencing their tobacco use.

The theory underlying project TNT is that youth will best be able to resist using tobacco products if they (1) are aware of misleading social information that facilitates tobacco use (e.g., pro-tobacco advertising, inflated estimates of the prevalence of tobacco use); (2) have skills that counteract the social pressures to achieve approval by using tobacco; and (3) appreciate the physical consequences that tobacco use may have on their own lives.

## Program Recognition

- Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services: *Model Program*
- National Institute on Drug Abuse, U.S. Department of Health and Human Services: *Programs That Work*
- U.S. Department of Education: Exemplary Program
- Centers for Disease Control and Prevention, U.S. Department of Health and Human Services: *Programs That Work (1997-2002)*.

## Program Approach

Project TNT is composed of ten core lessons and two booster lessons, 40 to 50 minutes each. The ten core lessons are designed to occur over a two-week period, although they could be spread out over as long as four weeks on the condition that all lessons are taught. The booster lessons are designed to be taught one year after the core lessons. It is recommended that the booster lessons be delivered in a two-day sequence, although they could be taught one lesson per week.

The curriculum uses a wide variety of activities to encourage student involvement and participation. Activities include games, videos, role-plays, large and small group discussion, use of student worksheets, homework assignments, activism letter writing, and a videotaping project. The two-lesson booster program summarizes previously learned material and discusses how this material might be used in daily living.

## Program Implementation and Fidelity

The implementation manual provides step-by-step instructions for completing each lesson, along with background and introductory material. Other components of the curriculum include two videos (one on assertive refusal and the other on combating tobacco use-specific social images), a student workbook, and an optional kit that includes posters and other instructional materials.

Virtually any school can implement Project TNT. A teacher training prior to program implementation, conducted by a certified Project TNT trainer, is recommended.

To ensure program effectiveness, the program needs to be taught with fidelity. Components of fidelity include:

- Completion of all 10 core lessons and 2 booster sessions, in the recommended time frames.
- Implementation of the lessons during 40- to 50-minute periods.
- Use of the program materials.
- Dedicated, enthusiastic, trained teachers.

## Program Evaluation

Project TNT was evaluated in a randomized experiment involving 6,700 seventh grade students from 48 junior high schools in Southern California and the state of Illinois. The ethnicity of the student participants was 60% white non-Hispanic, 27% Latino, 7% African American, and 6% Asian American. The evaluation study contrasted five conditions, including four curricula and a “usual school health education” control. Three curricula were designed to counteract the effects of separate (single) program components (normative social influence, informational social influence, and physical consequences), whereas a fourth, comprehensive curriculum, *Project TNT*, was designed to counteract all three effects.

To determine outcomes, one- and two-year follow-ups were conducted after the core 7<sup>th</sup> grade intervention was delivered. Findings showed that compared to the control condition, the program obtained significant effects on initiation and weekly use of smokeless tobacco and cigarettes. The program reduced initiation of cigarettes by approximately 26% over the control group, when one-year and two-year follow-up outcomes were averaged together. It also reduced initiation of smokeless tobacco use by approximately 30%; weekly or more frequent cigarette smoking was reduced by approximately 60%; and weekly or more frequent smokeless tobacco use was eliminated.

## Developer Information

*Steve Sussman, Ph.D., FAAHB*

Dr. Steve Sussman is a professor of preventive medicine and psychology at the University of Southern California. He has published more than 200 articles, chapters, and books in the arena of substance abuse prevention and cessation. He is the principal investigator of Project Towards No Tobacco Use (TNT) and Project Towards No Drug Abuse (TND).

## Where to Get More Information about Project TNT

**To order the Project TNT Teacher's Manual and Student Workbooks, contact:**

ETR Associates

1-800-321-4407

On the internet: <http://pub.etr.org>

### **Prices:**

\$45.00                      Project T.N.T. tobacco prevention curriculum-Teacher guide  
(shipping & handling additional)

\$18.95                      Set of 5 Student Workbooks + shipping and handling  
(order of 30-500 add 10%; over 500 add 9%)

**For information concerning Project TNT training, consultation, or videos, contact:**

Jim Miyano

Institute for Health Promotion and Disease Prevention Research

University of Southern California

1000 S. Fremont Avenue, Unit #8

Alhambra, CA 91803

Tel. (626) 457-4048

Email: [miyano@usc.edu](mailto:miyano@usc.edu)

### **Product Costs:**

\$40.00                      Videotape –“Tobacco Use Social Images” (IPR-produced, to support Session 8 of the curriculum)

\$79.95 Videotape – “Standing up for Yourself - Peer Pressure & Drugs” - support for Session 7 of the curriculum (produced by Churchill Media; in English and Spanish)

**Consultation Costs:** Available on request.

**Training Costs:**

The cost of training depends on the time zone of the training location. Generally, one of our trainers travels to your location; however, we are glad to conduct your training at our location (in which case the trainer/consultant cost is in the Pacific/Mountain category).

**TRAINER/CONSULTANT: COST PER DAY**

Time Zone	Pacific/Mountain	Central	East
1 day training:	\$1,100	\$1,200	\$1,300
2 day training:	\$1,800	\$1,900	\$2,000

**TRAVEL REIMBURSEMENT TO TRAINER**

Airfare	\$(varies; lowest fare possible; up to \$1000)
Airport Parking	\$30/day
Ground transportation	\$80/day
Mileage	\$0.44/mile
Per diem (hotel and food)*	\$200/day

**Notes:**

*Airfare and lodging should be prepaid by the agency whenever possible. Consulting fees are due on the day of training. Expense reimbursements are due within 2 weeks of the training.*

*Cancellation policy: The agency is responsible for all costs related to cancelling a training (e.g., nonrefundable air fares that have already been purchased).*

*\*Depending on circumstances, travel reimbursement costs may include an additional night's stay*

**For more information about the Project TNT approach and research findings, contact:**

Steve Sussman, Ph.D. (Principal Investigator)  
Institute for Health Promotion and Disease Prevention Research  
University of Southern California  
1000 S. Fremont Avenue, Unit #8  
Alhambra, CA 91803  
Tel. (626) 457-6635  
Email: [ssusma@usc.edu](mailto:ssusma@usc.edu)

**To order the book about Project TNT, contact:**

Sage Publications.  
Phone: (805) 499-0721  
On the internet: <http://www.sagepub.com>

The title of the book is “Developing School-based Tobacco Use Prevention and Cessation Programs.” The authors are Drs. Sussman, Dent, Barton, Stacy & Flay.  
**Information about Project TNT is also located on [www.samhsa.gov](http://www.samhsa.gov)**