

**Title of Intervention:** Community Education for Cardiovascular Health

**Intervention Strategies:** Campaigns and Promotions, Group Education, Individual Education, Supportive Relationships

**Purpose of the Intervention:** To reduce the risk of cardiovascular disease through community education

**Population:** Middle-aged men and women

**Setting:** Three northern California towns (Tracy, Gilroy and Watsonville); community-based, home-based

**Partners:** Media outlets, Health care facilities

**Intervention Description:**

- Campaigns and Promotions: A nine-month mass media campaign was designed to increase awareness of the causes of coronary disease, to increase knowledge of the specific measures that reduce risk and to increase the skills necessary to accomplish and maintain the recommended behavior changes. Participants were exposed to 50 television spots, three hours of television programming, over 100 radio spots, several hours of radio programming, weekly newspaper columns, newspaper advertisements, and stories, billboards, posters and printed material.
- Group Education: High-risk individuals and spouses were invited to participate in a counseling program that included group education classes.
- Individual Education: Results of screenings were sent to participants and their health care provider. High-risk people received intensive face-to-face instruction.
- Supportive Relationships: In-home counseling sessions were conducted in a 10-week period. Individuals were counseled about special problems and were encouraged to maintain previous changes.

**Theory:** None mentioned

**Resources Required:**

- Staff/Volunteers: Health educators
- Training: Not mentioned
- Technology: Media creation capabilities
- Space: Access to media outlets
- Budget: Not mentioned
- Intervention: Media materials, materials for education and counseling sessions
- Evaluation: Survey centers, interviewers, interviewing materials, coronary heart disease knowledge test, standard mercury manometer, disodium E.D.T.A. Vacutainers for blood collection, scale

**Evaluation:**

- Design: Quasi-experimental
- Methods and Measures:
  - Knowledge was measured by a 25-item test of factors associated with coronary heart disease
  - Daily intake of cholesterol, saturated and polyunsaturated fats, sugar and alcohol were estimated
  - Daily rate of cigarette, pipe and cigar smoking was recorded
  - Plasma total cholesterol and triglyceride concentrations, systolic and diastolic blood-pressure and relative weight were measured

**Outcomes:**

- Short Term Impact: Both media and media plus face-to-face instruction had significant positive effects on all heart disease risk factors except relative weight. This included saturated fat intake, cigarette use, plasma-cholesterol and systolic blood-pressure. Face-to-face intensive instruction in high-risk subjects increased knowledge gain and the extent of reduction of smoking.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Results strongly suggest that mass media educational campaigns directed at entire communities may be very effective in reducing the risk of cardiovascular disease. Mass media campaigns are potentially more cost-effective than face-to-face education methods. This strategy could be enhanced if ways were found to use mass media to stimulate and coordinate programs of interpersonal instruction in natural communities and to deliver forms of specialized training and counseling about weight loss and smoking avoidance.

**Citation(s):**

Farquhar, J. W., N. Maccoby, et al. (1977). "Community education for cardiovascular health." *Lancet* 1(8023): 1192-5.