

Title of Intervention: Smoking Deserves a Smart Answer

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

Purpose of the Intervention: To decrease the incidence of new smokers within the adolescent population in a Black community

Population: Sixth and seventh grade students

Setting: Public schools in the Chicago area; school-based, community-based

Partners: Community organizations, business leaders, schools, the Chicago Lung Association, sponsoring companies and business leaders from the community

Intervention Description:

- Group Education: Participants completed anonymous questionnaires. The data were presented in the classrooms. After the pre-test, both intervention groups were given a ten-minute introduction to the program. The school-based program was "Smoking Deserves a Smart Answer," a curriculum developed by the American Lung Association. It provided health information about smoking, taught problem solving skills, informed students about the different pressures and helped them make a commitment to not smoke. The curriculum was divided into seven sessions and included homework assignments, a video and role play activities.
- Campaigns and Promotions: The media intervention was divided into three components. The first component was through a Chicago-based newspaper that printed a smoking prevention curriculum on its weekly children's page. It corresponded with the curriculum presented to the schools and included factual information about the health risk of smoking and environmental influences to smoke. The second component was a Chicago-based radio station that ran eight smoking prevention public service announcements. The station also aired a call-in talk show that focused on helping parents increase their ability to communicate with their children. The radio station also sponsored a smoking prevention rap contest. The third component was a smoking prevention poster contest in the schools.
- Supportive Relationships: The homework assignments and newspaper media involved parental participation. The intervention video showed peer models making the decision not to smoke.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Teachers, principals
- Training: Not mentioned
- Technology: Not mentioned
- Space: Billboard space, schools and classrooms
- Budget: Donations from community
- Intervention: American Lung Association curriculum, incentives for contest winners, radio and newspaper campaign materials
- Evaluation: Printed questionnaire

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Questionnaires assessed student and family usage, knowledge, attitude, social support and minor delinquency.

Outcomes:

- Short Term Impact: Intervention groups had a higher increase in level of factual knowledge about cigarettes and cigarette smoking.
- Long Term Impact: Smoking rates in the intervention and control groups significantly decreased.

Maintenance: Not mentioned

Lessons Learned: A successful model for intervening with this population is to involve parents through both the school and media-based interventions. It not only decreases the smoking behavior of the students but also the families. A powerful intervention is one that can disseminate the prevention message to a large segment of the population. Media provides a ready resource to fulfill this goal.

Citation(s):

Kaufman, J. S., L. A. Jason, et al. (1994). "A comprehensive multi-media program to prevent smoking among black students." *J Drug Educ* 24(2): 95-108.