

Title of Intervention: A Media-based School Tobacco Use Intervention

Intervention Strategies: Campaigns and Promotions, Group Education

Purpose of the Intervention: To reduce the prevalence of smoking among adolescents

Population: Lower income white U.S. adolescents in grades 5-10

Setting: Schools in northeastern U.S. and Montana; school-based, community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: The mass media intervention consisted of brief messages that addressed educational goals: (a) positive view of nonsmoking, (b) negative view of smoking, (c) skills for refusing cigarettes and (d) the perception that most people their own age do not smoke. In each community, an average of 540 television and 350 radio broadcasts of these spots were purchased per year for four years. The spots aired during television and radio programs that were popular with targeted groups.
- Group Education: The school smoking program covered grades 5-10. It was delivered by regular classroom teachers for four years. The program included grade-specific lesson plans and teaching materials.

Theory: Social Learning Theory

Resources Required:

- Staff/Volunteers: Teachers, school administrators, media producers
- Training: Teachers were trained in the program curriculum
- Technology: Not mentioned
- Space: Classrooms
- Budget: Not mentioned
- Intervention: Informed consent letters, postcards, toll-free number
- Evaluation: Surveys, equipment to collect saliva samples

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Surveys assessed how many cigarettes were smoked.
 - Saliva samples encouraged accurate self-reports.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The prevalence of smoking was less in the intervention group than in the comparison group.

Maintenance: Implementation of the program was monitored by researchers.

Lessons Learned: The greatest effects of smoking prevention interventions can be achieved by focusing on the earlier years of smoking adoption when decisions about smoking are made by high risk adolescents.

Citation(s):

Flynn, B. S., J. K. Worden, et al. (1997). "Long-term responses of higher and lower risk youths to smoking prevention interventions."

Worden, J. K., B. S. Flynn, et al. (1996). "Using mass media to prevent cigarette smoking among adolescent girls." *Health Educ Q* 23(4): 453-68.

Flynn, B. S., J. K. Worden, et al. (1995). "Cigarette smoking prevention effects of mass media and school interventions targeted to gender and age groups." *J Health Educ* 26(2): S45-51.