

Title of Intervention: A Social Influences Smoking Prevention Program

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

Purpose of the Intervention: To prevent smoking among seventh grade students

Population: 7th grade students (age 12-13) who attend junior high schools in Los Angeles and have smoking parents

Setting: Junior high schools from school districts in Los Angeles and northern Orange Counties; school-based, community-based

Partners: School districts, television network

Intervention Description:

- Campaigns and Promotions: On consecutive days, the television network aired five, 5-minute smoking prevention segments that showed a class of students participating in some of the program activities and served as a model to viewing teachers and students and as a forum for providing information to parents.
- Group Education: Grade 7 health education classes that included a fully coordinated, 5-day classroom smoking prevention curriculum were conducted during the same week as the television programming. The aims of the program were to create student awareness of the social pressures to smoke and provide social skills to resist such pressures. The schools' health education or science teacher implemented the program.
- Supportive Relationships: All parents and guardians of participating children received basic information and a homework booklet. Teachers encouraged all family members to view the television segments and to work with their children on social factors influencing children to smoke.
- Individual Education: A self-help smoking cessation kit was given to the home/family.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Science teacher
- Training: Training for teachers
- Technology: Audiovisual production equipment
- Space: Classrooms
- Budget: Not mentioned
- Intervention: Brochures, invitations, post cards, workbooks, homework books, curriculum guide, television segment, smoking cessation kit, peer leader guide
- Evaluation: Questionnaires

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Questionnaires assessed knowledge, social perceptions, refusal expectations, intentions and behavior regarding smoking.
 - Saliva samples improved the validity of self-reported smoking behavior.
 - Self-report assessed parent's smoking behavior.
 - Feedback forms assessed participants' subjective perspective of the program implementation.

Outcomes:

- Short Term Impact: Knowledge about smoking increased.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Before social influence prevention programs are disseminated widely, it is imperative to determine how much program material is needed, how many program sessions are needed and the level of implementation integrity needed to deter the onset of smoking or drug use.

Citation(s):

Flay, B. R., W. B. Hansen, et al. (1987). "Implementation effectiveness trial of a social influences smoking prevention program using schools and television." *Health Educ Res* 2(4): 385-400.