

**Title of Intervention:** Midwestern Prevention Project

**Website:** <http://www.childtrends.org/Lifecourse/programs/MidwesternPreventionProject.htm>

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

**Purpose of the Intervention:** To delay the onset of cigarette smoking in adolescence

**Population:** 6th or 7th grade students who are transitioning from middle to junior high school

**Setting:** Middle and junior high schools and communities in the Kansas City Metropolitan Area; school-based, community-based

**Partners:** School administrators, parents

**Intervention Description:**

- **Group Education:** The intervention consisted of a 10-session school program for resistance skills training. The school program and booster sessions were delivered in health, science or social studies courses. They were conducted by teachers using behavioral demonstration, role playing, group discussion and peer facilitation. The four components focused on resisting peer pressure to smoke and use drugs, preparing for the pressures involved in the transition to high school, counteracting pro-smoking modeling influences by adults, media and the environment and promoting positive parent-child communication about drug prevention practice. The parent program consisted of 3-6 organizational meetings per year, support activities for the school and an educational seminar for all parents.
- **Campaigns and Promotions:** Media coverage, which consisted of one to two minute news clips of training and program implementation, was aired on the news by the three major network stations, television and radio talk shows with project staff and a televised press conference. A total of 14 television, 15 radio and 41 print media promotions for the project were distributed over the entire Kansas City Metropolitan Area, including the control areas.
- **Supportive Relationships:** Students completed homework sessions with parents.

**Theory:** Not mentioned

**Resources Required:**

- **Staff/Volunteers:** Health educator
- **Training:** Workshop for teachers
- **Technology:** Not mentioned
- **Space:** Meeting space, homes
- **Budget:** Not mentioned
- **Intervention:** Printed media materials, educational materials, radio and television ads, homework assignments
- **Evaluation:** Questionnaires, MiniCO indicator

**Evaluation:**

- **Design:** Randomized controlled trial
- **Methods and Measures:**
  - Self-administered questionnaires measured smoking and drug use and social psychological factors related to drug use.
  - MiniCO indicators obtained a sample of expired air to measure cigarette smoking.
  - Five-point consensus rating developed by staff assessed overall program implementation quality.

**Outcomes:**

- **Short Term Impact:** Not measured
- **Long Term Impact:** There were significant reductions in smoking after six months with increased effects after one and two years.

**Maintenance:** The intervention included a five-session booster school program. Four methods were used to maximize the quality of subsequent program implementation. Staff served as resource personnel to teachers and parent groups through periodic phone calls and meetings with principals. A project archivist observed and rated an average of two school program sessions and two parent group meetings per year. Session by session program implementation data from teachers were collected by staff (in self report surveys) and parent group members (in telephone survey interviews). Three staff members developed a five-point consensus rating of overall program implementation. Data collected by these methods were used to provide feedback to program implementers and to annually revise training and program materials.

**Lessons Learned:** A population-based intervention that involves parents and community mass media support in addition to school programming may represent a more powerful deterrent to smoking than school programming alone.

**Citation(s):**

Pentz, M. A., D. P. MacKinnon, et al. (1989). "Primary prevention of chronic diseases in adolescence: effects of the Midwestern Prevention Project on tobacco use." *Am J Epidemiol* 130(4): 713-24.