

**Title of Intervention:** A Smoking Cessation Program Tailored to Midlife and Older Adults

**Intervention Strategies:** Provider Education, Individual Education, Supportive Relationships

**Purpose of the Intervention:** To address the quitting concerns and the smoking patterns of older smokers

**Population:** Primary: Smokers ages 50-74; Secondary: Physicians

**Setting:** Primary care offices in suburban Philadelphia and eastern Pennsylvania; health care facility-based

**Partners:** Clear Horizons

**Intervention Description:**

- **Provider Education:** Providers and clinic staff received a 45-60 minute on-site training by psychologists and health educators. Training included a presentation of background and rationale for the project including special needs for older smokers, training objectives, goals for the practice and data collection guidelines. Continuing education credit was offered to providers. Each facility was required to identify a coordinator to interact with the project staff. Providers were trained to praise participants for previous quit efforts, provide personalized feedback linking smoking to symptoms, discuss the health benefits of quitting for older smokers and give a clear message to stop smoking.
- **Individual Education:** Participants were given a copy of a smoking cessation guide tailored to older smokers and asked, "If we give you some help, are you willing to try to quit?"
- **Supportive Relationships:** Smokers received a brief follow-up Clear Horizons Quitline counseling call from project staff within four weeks of the intervention visit to reinforce their efforts, explore barriers and discuss their quit plans. Smokers in the pre-contemplation stage, who declined help, received brief guide-based counseling to overcome quitting barriers. Smokers in the contemplation stage received brief guide-based counseling to set up a quit plan and quit date. They were offered a prescription for free one-week samples of nicotine gum. All smokers were sent a follow up letter from their provider that was drafted by the Clear Horizons office.

**Theory:** Not mentioned

**Resources Required:**

- **Staff/Volunteers:** Psychologists, health educators, facilitators
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Meeting space
- **Budget:** Not mentioned
- **Intervention:** Stop smoking guides, physician incentives, medical record forms, letters, tailored guides, nicotine gum samples
- **Evaluation:** Questionnaire, project staff, professional interviewers

**Evaluation:**

- **Design:** Randomized controlled trial
- **Methods and Measures:**
  - Provider questionnaires assessed perceptions of their effectiveness giving quit advice and the program's effectiveness and feasibility.
  - Telephone interviews checked on provider adherence to the treatment protocol.

**Outcomes:**

- **Short Term Impact:** Not measured
- **Long Term Impact:** Self-reported quit rates were greater among the intervention group as compared to the control group.

**Maintenance:** Not mentioned

**Lessons Learned:** Providers should be aware that for older as well as younger smokers, thinking about quitting is a powerful predictor of cessation. It is useful not only to involve multiple providers, but to be aware of organizational factors and to use a true team approach when there is consistent commitment among providers and staff.

**Citation(s):**

Morgan, G. D., E. L. Noll, et al. (1996). "Reaching midlife and older smokers: tailored interventions for routine medical care." *Prev Med* 25(3): 346-54.