

**Title of Intervention:** Heart, Body and Soul

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

**Purpose of the Intervention:** To move African American smokers towards cessation using a culturally-relevant intervention

**Population:** Urban African Americans

**Setting:** 22 African American churches in an urban East Baltimore, MD; faith-based

**Partners:** Clergy United for Renewal of East Baltimore (CURE) (interdenominational group), representatives from the political sector, voluntary and local health agencies and organizations, social and human service organizations

**Intervention Description:** For 12 to 16 weeks, churches implemented multimodal interventions or self-help only interventions.

- Campaigns and Promotions: Events included churchwide mobilization efforts, recruitment of the Pastor, signing of a covenant with the program, a "health fair" to measure and bring attention to cardiovascular risk factors, announcements in the church bulletins of a smoking program, distribution of awareness-arousing church-specific brochures in the church and throughout the local neighborhood and placement of fans with the Heart, Body and Soul logo and stop smoking information in the church pews. In a special Sunday kick-off service, the pastor delivered a powerful sermon of his/her own design based on a "fact sheet." Announcements and testimonials about the cessation program were conducted for three successive weeks.
- Group Education: Volunteer lay health educators received training in understanding smoking behavior, nicotine addiction and the process of withdrawal as well as ways to assist people through individual and small group support methods. They received a smoking cessation manual to assist with their efforts.
- Supportive Relationships: Weekly spiritual support groups run by lay health educators were conducted in the church using the smoking-cessation manual. Reinforcement and acknowledgment of successful cessation efforts were accomplished by pastoral recognition of all smoking-cessation activities during regular church services and awarding of certificates of merit to the volunteers over the three to six months following the program.
- Individual Education: Participants received the "One Day at a Time" book of devotions to assist smokers and a "Stop Smoking" inspirational audio tape.

**Theory:** Social Learning Theory, Community-wide Social Action Model

**Resources Required:**

- Staff/Volunteers: Pastors, lay health educators
- Training: Not mentioned
- Technology: Not mentioned
- Space: Rooms for meetings
- Budget: Not mentioned
- Intervention: Covenant, supplies for health fair, announcements in the church bulletins, brochures, fans with the Heart, Body and Soul logo, fact sheets, training materials, smoking-cessation manual, certificates of merit, One Day at a Time" book of devotions, "Stop Smoking" inspirational audio tape
- Evaluation: Surveys

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - Process evaluation determined how many churches carried out the intervention and how many smoking cessation specialists had been trained.

- A telephone survey assessed quit rates, stages of change levels of self-reported cigarette smoking, attendant attitudes and cardiovascular risk factors.

**Outcomes:**

- Short Term Impact: Pastors of all churches were directly involved in all aspects of the planning and implementation process. A total of 29 volunteer lay smoking-cessation specialists were trained and successfully implemented the intensive interventions in churches. An additional 272 church members were trained to conduct their church's health screenings.
- Long Term Impact: The multi-modal cultural intervention group was more likely to make positive progress along the stages of change continuum, compared with the self-help intervention group.

**Maintenance:** Not mentioned

**Lessons Learned:** Utilizing the community and church leaders to develop the program and materials promoted ownership and acceptance of the program.

**Citation(s):**

Stillman, F. A., L. R. Bone, et al. (1993). "Heart, body, and soul: a church-based smoking-cessation program for Urban African Americans." *Prev Med* 22(3): 335-49.

Voorhees, C. C., F. A. Stillman, et al. (1996). "Heart, body, and soul: impact of church-based smoking cessation interventions on readiness to quit." *Prev Med* 25(3): 277-85.

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