

Title of Intervention: Freedom Line

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

Purpose of the Intervention: To give support for smokers attempting to quit

Population: Adult smokers

Setting: Homes with telephones from a 10-county region in Western New York State; home-based

Partners: American Lung Association

Intervention Description:

- Individual Education: All participants received an American Lung Association self-help packet, containing a Freedom From Smoking in 20 Days quit manual, a Lifetime of Freedom From Smoking maintenance manual and a relaxation tape.
- Supportive Relationships: Participants in the intervention counties were also offered access to the FREEDOM LINE hotline, given hotline stickers and flyers and encouraged to call at each follow-up. FREEDOM LINE offered 24-hour, seven-days per week messages of support (changed daily) and 9 a.m. to 9 p.m. daily access to counselors (all ex-smokers) who offered information/support to all callers and coping skills interventions for crisis callers. Crisis callers were offered additional follow-up services.
- Campaigns and Promotions: The hotline was promoted by a few newspapers and radio stations whose circulation was restricted to hotline counties.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Counselors to staff hotline
- Training: Not mentioned
- Technology: Telephones, radio stations
- Space: Not mentioned
- Budget: Cost of incentives
- Intervention: Self-help packet, quit manual, 24-hour automated quit hotline, hotline stickers and promotional flyers, relaxation tapes
- Evaluation: Questionnaires

Evaluation:

- Design: Group randomized trial
- Methods and Measures:
 - Baseline questionnaires assessed socio-demographic, health and smoking-related variables. Participants also provided the names of two significant others to validate abstinence and locate participants' whereabouts in the event of a move.
 - Questionnaires assessed changes in smoking status, hotline use (in intervention counties) and other smoking-related factors.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The hotline was effective in enhancing self-help quit rates.

Maintenance: Not mentioned

Lessons Learned: Smokers who are trying to quit smoking not only need education and tips, but they also need support and continued motivation.

Citation(s):

Ossip-Klein, D. J., G. A. Giovino, et al. (1991). "Effects of a smoker's hotline: results of a 10-county self-help trial." *J Consult Clin Psychol* 59(2): 325-32.