

Title of Intervention: Self-Help Smoking Cessation Program

Intervention Strategies: Individual Education, Supportive Relationships

Purpose of the Intervention: To increase smoking cessation among adults

Population: Adult smokers

Setting: Participants' homes; home-based

Partners: American Lung Association, American Cancer Society

Intervention Description:

- Individual Education: Participants received one of two types of self-help manuals. One type was a set of standardized manuals from the American Lung Association and American Cancer Society. These participants received "Freedom From Smoking in 20 Days," "A Lifetime of Freedom from Smoking" and "50 Most Often Asked Questions." The other type of manual was an individualized series on how self-changers progress through each stage of change and how they recycle if they relapse. These manuals were broken into sections on Precontemplation, Contemplation, Action, Maintenance and Relapse. Participants were also given a personalized computer report of their stage of change, pros and cons of smoking, tempting situations and how to fight the temptation to smoke. This information was gathered through surveys.
- Supportive Relationships: Participants received personalized counselor phone calls. The goal of each call was to help the participant progress to the next stage of change. The counselors were able to counsel participants on life stresses and barriers to quitting smoking.

Theory: Transtheoretical Stages of Change Model

Resources Required:

- Staff/Volunteers: Facilitators, counselors
- Training: Not mentioned
- Technology: Computer, printer, telephone
- Space: Homes
- Budget: Not mentioned
- Intervention: Self-help manuals, individualized manuals
- Evaluation: Surveys

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Most of the measures were process measures used to generate the interactive progress reports. These measures included the processes of change, decisional balance and self-efficacy and temptation.
 - Point prevalence abstinence, prolonged abstinence and cotinine validation confirmed smoking abstinence.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Smoking cessation rates were the highest for participants who received the individualized manuals and computer reports.

Maintenance: Not mentioned

Lessons Learned: Providing smokers with interactive feedback about their stages of change, decisional balance, processes of change, self-efficacy and temptation levels in critical smoking situations can produce greater success than just providing the best self-help manuals currently available.

Citation(s):

Prochaska, J. O., C. C. DiClemente, et al. (1993). "Standardized, individualized, interactive, and personalized self-help programs for smoking cessation." *Health Psychol* 12(5): 399-405.