

Title of Intervention: Neighbors for a Smoke-Free North Side

Intervention Strategies: Campaigns and Promotions, Group Education, Individual Education

Purpose of the Intervention: To increase smoking cessation among African Americans

Population: African Americans

Setting: Low-income, African American neighborhoods in St. Louis, MO; community-based, faith-based

Partners: Community leaders, Washington University and Grace Hill Neighborhood Services

Intervention Description:

- Campaigns and Promotions: Wellness councils in the neighborhoods were formed with community members and a paid staff member from Grace Hill. The research staff carried out central planning for the program but the plans had to be approved by the wellness councils, who helped organize and direct the activities. Activities included mass media stories and interviews, anti-smoking, billboards, neighborhood activities including a youth choir "Gospelfest" that featured anti-smoking songs, health fairs and door-to-door campaigns.
- Group Education: Smoking cessation classes were offered in the community.
- Individual Education: Self-help brochures developed by the wellness councils were distributed throughout the community.

Theory: Community Organization Model

Resources Required:

- Staff/Volunteers: Facilitators, wellness councils
- Training: Not mentioned
- Technology: Not mentioned
- Space: Meeting space, event space
- Budget: Not mentioned
- Intervention: Educational materials, promotional materials, self-help manuals
- Evaluation: Telephone survey

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - The intervention involved random telephone surveys. The survey consisted of a shortened version of the Behavioral Risk Factor Surveillance System measure with the addition of items on smoking and quitting history developed by smoking cessation research topics.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Smoking prevalence declined during the intervention.

Maintenance: Not mentioned

Lessons Learned: Through a focus on smaller groups, neighborhood organizations may involve greater portions of audience members in intervention planning and thereby, better recruit informal networks to support intervention activities.

Citation(s):

Fisher, E. B., W. F. Auslander, et al. (1998). "Neighbors for a smoke free north side: evaluation of a community organization approach to promoting smoking cessation among African Americans." *Am J Public Health* 88(11): 1658-63.