

**Title of Intervention:** A Media-led Anti-Tobacco Campaign Targeting Vietnamese Men

**Intervention Strategies:** Campaigns and Promotions, Provider Education, Environments and Policies

**Purpose of the Intervention:** To reduce smoking among Vietnamese people

**Population:** Vietnamese-speaking adult males

**Setting:** San Francisco, California; community-based

**Partners:** Vietnamese physicians and Vietnamese restaurants and businesses

**Intervention Description:**

- Campaigns and Promotions: A mass media anti-tobacco counter advertising campaign was implemented including three billboards and Vietnamese-language newspapers. A Vietnamese-language videotape was broadcast twice on a Vietnamese-language television. Health education materials that included a calendar, bumper stickers, lapel buttons, three posters, two brochures and a quit kit was distributed to each participant. Vietnamese "Saturday" school was used for anti-tobacco activities.
- Provider Education: A continuing medical education course on smoking cessation counseling methods was performed for Vietnamese physicians. Project staff delivered presentations at 25 community events.
- Environments and Policies: Vietnamese restaurants and businesses received Vietnamese language "no-smoking" signs and ordinances.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Project staff
- Training: Not mentioned
- Technology: Television station
- Space: Meeting space
- Budget: Not mentioned
- Intervention: Billboards, newspapers, videotape, calendar, bumper stickers, lapel, buttons, posters, brochures, quit kits, "no-smoking" signs
- Evaluation: Telephones, telephone books, survey

**Evaluation:**

- Design: Cross-sectional with pre-/post-test
- Methods and Measures:
  - Telephone surveys assessed demographics, smoking behaviors and quit date/quit attempts depending on whether or not the person was a former or current smoker, knowledge of the media intervention and whether or not they been advised by a physician to quit.

**Outcomes:**

- Short Term Impact: Motivation and rate of trying to quit increased in both communities. Also in both communities, smokers with a regular physician were more likely to be advised to quit by a physician.
- Long Term Impact: Smoking declined in the intervention city and increased in the control city. The rate of quitting increased more steeply in the intervention city than in the control city.

**Maintenance:** Not mentioned

**Lessons Learned:** Not mentioned

**Citation(s):**

Jenkins, C. N., S. J. McPhee, et al. (1997). "The effectiveness of a media-led intervention to reduce smoking among Vietnamese-American men." *Am J Public Health* 87(6): 1031-4.