

**Title of Intervention:** Quit and Win of Olmsted County, Minnesota

**Website:** <http://www.quitandwin.net/>

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

**Purpose of the Intervention:** To increase smoking cessation among teens and adults who smoke

**Population:** Residents 15 years and older of Olmsted County, Minnesota

**Setting:** Olmsted County, Minnesota; community-based

**Partners:** Mayo Clinic Research Center, American Society, American Heart Association, American Lung Association, Minnesota Smoke-Free Coalition

**Intervention Description:**

- Campaigns and Promotions: The Quit and Win program included two concurrent contests, one targeted the individual smoker and the other was aimed at the supporter of someone trying to stop smoking. Participants were recruited through media (radio, TV, and newspaper) advertisements and interviews. Recruitment began in early October, with the goal to stop smoking by November 19. Those who had reported being smoke-free for four continuous weeks and had confirmation by one of their supporters were considered an initial success and were a possible contest winner. A computer randomly selected three winners. Winners had to be biochemically verified before receipt of the prizes. The smoker's contest included a first prize, second and third monetary prize. The supporter's contest included one monetary prize.
- Individual Education: Smokers completed a registration form and had a biochemical test to confirm smoking status. They were given three self-help pamphlets: "Cleaning the Air", "Quit Smoking Action Plan" and a list of all smoking cessation programs available in the area. A much publicized telephone hotline and website for reference information were also utilized.
- Supportive Relationships: Those registered in the supporter contest were given a handout "How to help someone to stop smoking."

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Facilitators
- Training: Not mentioned
- Technology: Computer
- Space: Registration sites
- Budget: Prize money
- Intervention: Recruitment media, monetary prizes, registration form, biochemical test, self-help pamphlets, supporter handouts
- Evaluation: Telephone survey

**Evaluation:**

- Design: Pre- and post-test
- Methods and Measures:
  - Telephone surveys were used to determine the effects of the intervention on smoking knowledge and attitudes for the community.
  - Smoking status was measured and verified.
  - Demographics, smoking use and habits, Fagerstrom Tolerance Questionnaire and presence of a support person were measured in the smoker contest.

**Outcomes:**

- Short Term Impact: Having a support person was a predictor of abstinence. The community grew to believe that smoking should not be allowed in all restaurants and bars and that smoking was hazardous to health.
- Long Term Impact: The rate of smokers who quit initially was high. The rate of abstinent smokers decreased over time.

**Maintenance:** Not mentioned

**Lessons Learned:** A community-wide effort to increase smoking cessation is effective for individuals.

**Citation(s):**

Croghan, I. T., M. R. O'Hara, et al. (2001). "A community-wide smoking cessation program: Quit and Win 1998 in Olmsted county." *Prev Med* 33(4): 229-38.