

Title of Intervention: A Su Salud – Mass Media Campaign

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

Purpose of the Intervention: To raise awareness of the dangers and cost of smoking in order to increase cessation rates

Population: Low socio-economic status Hispanic adults

Setting: Industrial/agricultural communities on the Texas/Mexico border; community-based

Partners: Local smoking counselors, local public health nurse, University of Texas Health Science Center, Center for Health Promotion Research, American Cancer Society, local media (television, newspapers, radio)

Intervention Description: Participants in the intervention group received mass media and neighbor contacts. Some participants also received counseling.

- **Campaigns and Promotions:** The media campaign conceptualized the stages of change as a model. The mass media campaign presented stories about real persons from the community (including a grocery store owner, housewives, and a local public official) who were making or had made positive changes in health behavior, particularly in smoking. The models were presented as explicit illustrations for specific components for the self-change process of smoking cessation. Non-smoking teenagers were also recruited to discuss why they didn't smoke and skills to overcome peer pressure. The media spots were broadcast in Spanish on two local Spanish stations. The spots included fifteen programs ranging in length from 5-10 minutes in a news format by two community physicians. Thirty-minute programs were also developed as mini-documentary. The programs were aired 173 times, mostly in the evenings. The role models were introduced as persons "fighting" these "killers." A flyer, entitled "Seis Asesinos Importantes Andan Suelos en El Condado de Maverick (6 Important Assassins are loose in Maverick County)," was circulated describing the assassins as risky lifestyle habits. A viewing guide for the programs was distributed in the community. Three Spanish newspapers and local radio stations presented weekly role modeling stories.
- **Supportive Relationships:** Social support from family members, religious conviction, physical activity and other forms of stress-coping were included in the stories. Specific examples provided by role models: "I decided to quit because I was pregnant. It's okay to risk my own life, but not my unborn child. I wanted to be here to see my children grow."; "My husband supported my decision and he joined in the decision to stop smoking. I physically feel better, less fatigued, less tense, I feel better." Half of the residential blocks were assigned to an intensive program that provided direct counseling for smoking cessation, either face-to-face or by brief telephone contact. Those with face-to-face contact accepted formal counseling using the Borrón Y Cuenta Nueva manual developed by the American Cancer Society.
- **Individual Education:** Tailored Spanish language materials and self-help booklets were distributed by neighborhood contacts. Community networks were developed by focusing on residential blocks and recruiting block volunteers. These volunteers provided interpersonal contact and distributed viewing guides, newspaper features, and a self-help booklet. The booklet was in Spanish and was an illustrated novela.

Theory: Stages of Change, Social Learning Theory

Resources Required:

- **Staff/Volunteers:** Volunteer block leaders, media professionals, actors
- **Training:** Training for volunteer block leaders
- **Technology:** Media production
- **Space:** Not mentioned
- **Budget:** The costs incurred in implementing the programs was \$48,800 for scripting, filming and editing, a nominal fee of \$2,300 charged by two local television stations and \$325 for the distribution of the brochure in the Spanish and English.

- Intervention: Spanish language materials from the American Cancer Society, scripts for the role model stories and programs, newspaper articles, tv programs, viewing guides, self-help novella, counseling manual, telephone, flyers
- Evaluation: Portable carbon monoxide analyzer

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Household interviews assessed knowledge, attitudes and behaviors.
 - Smokers with at least moderate smoking (10 cigarettes a day) were requested to provide samples for carbon monoxide analyzer.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: There was a significant increase in smoking cessation in the intervention group (self-reported and biologically verified). There was not a significant difference between participants who received the intensive counseling program and those who received the mass media and neighborhood contacts.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

McAlister, A. L., A. G. Ramirez, et al. (1992). "Smoking cessation in Texas-Mexico border communities: a quasi-experimental panel study." *Am J Health Promot* 6(4): 274-9.

Ramirez, A. G. and A. L. McAlister (1988). "Mass media campaign--A Su Salud." *Prev Med* 17(5): 608-21.