

Title of Intervention: Hispanic Smoking Cessation Research Project: *Programa Latino Para Dejar de Fumar*

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

Purpose of the Intervention: To increase smoking cessation among Hispanics

Population: Adult Spanish-speaking Hispanics

Setting: San Francisco Bay Area Latino Community; community-based

Partners: National Cancer Institute, Mission Neighborhood Health Center, Mission Economic and Cultural Association, Community leaders, outreach team

Intervention Description:

- Campaigns and Promotions: Within 5 years, 15 television and over 70 radio public service announcements aired on Spanish television and radio stations containing culturally-appropriate messages about cigarette smoking and how to quit. Intervention staff members were invited to speak on radio talk shows and were present at major community festivals in order to promote the program. Printed media for distribution within the community included pamphlets, posters and flyers as well as advertising space on stationary billboards and city buses. The program established monetary prizes as part of a quit smoking contest. Support groups were promoted through flyers and radio announcements.
- Individual Education: Participants were given a Spanish-language self-help guide called *Guía Para Dejar de Fumar*. The *Guía* was created by adapting self-help techniques to cultural issues. It included a section on motivation, a list of techniques to decrease nicotine dependence, recommendations to quit cold turkey, a description of withdrawal symptoms and how to cope with them and a section on dealing with relapse. A few years later, participants were given a second edition of the self-help guide called *Fumar: Un Juego Peligroso* that contained extensive revisions of the first book. It included additional sections on mood management, the benefits of support and the availability of nicotine substitution treatments.
- Group Education: An advisory board created outreach tools for use at community and group meetings. A slideshow was created that illustrated the importance of quitting smoking, provided counter-arguments to the common excuses given by Latino smokers and provided information on the program.
- Supportive Relationships: Participants were offered on-on-one cessation counseling. The program established smoking cessation groups that met four times.
- Provider Education: Providers received a guide called "Helping Latino Smokers Quit: A Guide for Health Care Providers." Providers were offered small group seminars to further discuss the counseling techniques offered in the guide.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Facilitators, advisory board, graphic designer
- Training: Cessation counselors were trained by a health psychologist
- Technology: Radio and television advertisements, computer equipment for staff
- Space: Meeting space, office space
- Budget: \$3.6 million through grants
- Intervention: Pamphlets, self-help guides, promotional materials, educational materials, posters, billboards, monetary incentives, outreach tools
- Evaluation: Survey

Evaluation:

- Design: Pre- and post-test
- Methods and Measures:

- Telephone surveys using random digit dialing assessed smoking cessation and associated behaviors and recognition, exposure and use of the intervention.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: A higher reported exposure to the intervention materials was correlated with a higher smoking cessation rates, quit attempts and number of cigarettes smoked a day.

Maintenance: Not mentioned

Lessons Learned: Minimal interventions such as self-help guides, public service announcements or a five-minute counseling session by trained health care professional are more likely to reach a greater proportion of smokers than traditional labor intensive cessation or specialized individual treatments. These minimal interventions can be successfully developed to incorporate cultural factors that are characteristic to the Latino population.

Citation(s):

Perez-Stable, E. J., B. V. Marin, et al. (1993). "A comprehensive smoking cessation program for the San Francisco Bay Area Latino community: Programa Latino Para Dejar de Fumar." *Am J Health Promot* 7(6): 430-42, 475

Marin, B. V., E. J. Perez-Stable, et al. (1994). "Effects of a community intervention to change smoking behavior among Hispanics." *Am J Prev Med* 10(6): 340-7.

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