

**Title of Intervention:** Community Intervention Trial for Smoking Cessation (COMMIT)

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

**Purpose of the Intervention:** To reduce smoking through community-wide efforts

**Population:** Heavy adult smokers and light-to-moderate adult smokers

**Setting:** Communities (10 in the US and 1 in Canada) of different ethnic diversities, size, degree of urbanization and region of the country; worksite-based, health care facility-based, community-based

**Partners:** Research institutions for each community, corresponding, data management center for each community, National Cancer Institute, community board, worksites, health care facilities

**Intervention Description:** This four-year intervention focused on four primary channels: 1) media and community-wide events, 2) healthcare providers, 3) worksites and other organizations and 4) cessation resources.

- Campaigns and Promotions: The intervention began with a kick-off event to publicize the intervention components. Events and cessation contests were also promoted in the community and in worksites.
- Provider Education: Providers (physicians and dentists) were trained in cessation techniques for patients. Staff were trained to support cessation activities and promote smoke-free policies.
- Group Education: Community board members received media advocacy training. Worksites were encouraged to provide a variety of smoking cessation resources to their employees. The COMMIT worksite intervention included smoking policy presentations and workshops.
- Individual Education: Participants had access to self-help materials, resource guides and newsletters.
- Supportive Relationships: Trained providers participated in health care facility and worksite-based counseling. Smokers also had access to local support networks.
- Environments and Policies: The intervention promoted worksite smoking bans/restrictions with the establishment of a worksite smoking policy network.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Implementation staff, health care providers, community board members
- Training: Not mentioned
- Technology: Not mentioned
- Space: Room for kick off events, training sessions, counseling sessions, presentations, workshops, group support sessions
- Budget: Each intervention community received an average of \$220,000 per year for 4 years.
- Intervention: Promotional materials, training materials, educational materials, contest prizes, self-help materials, resources guides, newsletters
- Evaluation: Surveys

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - A survey assessed smoking status, intervention awareness and participation.
  - For worksite evaluation, a survey similar in design and procedure to the National Worksite Health Promotion Survey conducted by the United States Public Health Service was used.

**Outcomes:**

- Short Term Impact: Worksites in intervention communities had significantly more smoking cessation activities.

- **Long Term Impact:** There was a statistically significant reduction in smoking for light-to-moderate smokers. The smoking policies that were enacted in intervention communities did not show an increase in other forms of tobacco usage (i.e., smokeless tobacco) while showing a decrease in smoking prevalence.

**Maintenance:** Not mentioned

**Lessons Learned:** Carrying out a nationally-sponsored intervention in many communities is a logistical challenge. Process evaluation showed that considerable attention should be given to adapting intervention protocols to specific communities.

**Citation(s):**

(1991). "Community Intervention Trial for Smoking Cessation (COMMIT): summary of design and intervention. COMMIT Research Group." *J Natl Cancer Inst* 83(22): 1620-8.

(1995). "Community Intervention Trial for Smoking Cessation (COMMIT): I. cohort results from a four-year community intervention." *Am J Public Health* 85(2): 183-92.

(1995). "Community intervention trial for smoking cessation (COMMIT): II Changes in adult cigarette smoking prevalence." *Am J Public Health* 85(2): 193-200.