

Title of Intervention: Freedom From Smoking

Website: <http://www.ffsonline.org/>

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

Purpose of the Intervention: To increase smoking cessation among adult smokers

Population: Adult smokers

Setting: Chicago, IL metropolitan area; community-based, home-based

Partners: WLS-TV Channel 7 Eyewitness News in Chicago, IL, True Value Hardware stores

Intervention Description:

- Campaigns and Promotions: The intervention was based on the American Lung Association's Freedom From Smoking in 20 Days program. A series of television segments aired daily during the evening news. One of the station's reporters presented the information, encouraged smokers to use the manual and instructed them in using it.
- Individual Education: Participants received the self-help manual of the Freedom From Smoking in 20 Days Program. It guided the participants through the daily television segments and included educational materials, action plans, pattern break charts and tips for quitting smoking.
- Supportive Relationships: Participants were encouraged to choose a support buddy to help them through the process of quitting smoking. The support buddy would provide encouragement, consolation and accountability. Participants and their support buddies were encouraged to sign a contract included in the manual to clarify and reinforce their commitment. Participants were encouraged to review their action plans and pattern breaker chart with their support buddies. The support buddies also checked in on the participants after the "Quit Day" to review their progress and give encouragement.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Facilitators, presenter for television broadcasts
- Training: Not mentioned
- Technology: Media production
- Space: Not mentioned
- Budget: Television time was donated
- Intervention: Freedom From Smoking in 20 Days self-help manual, television segments, educational materials, action plans, pattern break charts, tips for quitting, contracts
- Evaluation: Telephone interviews

Evaluation:

- Design: Pre- and post-test
- Methods and Measures:
 - Telephone interviews assessed participant demographics, buddy characteristics, program participation and smoking outcomes.

Outcomes:

- Short Term Impact: Participants with a buddy reported more frequent exposure to and better recall of both the manual and the televised segments. There was a significant association between having a support buddy and participation level.
- Long Term Impact: The quit rates for participants with a buddy were significantly higher than those without a buddy.

Maintenance: Not mentioned

Lessons Learned: There is support that having a buddy could also be associated with better maintenance of abstinence following the intervention. The use of a support system should be promoted for smokers trying to quit.

Citation(s):

Kviz, F. J., K. S. Crittenden, et al. (1994). "Use and effectiveness of buddy support in a self-help smoking cessation program." *Am J Health Promot* 8(3): 191-201.