

**Title of Intervention:** Pawtucket Heart Health Study – Tobacco-related Activities

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

**Purpose of the Intervention:** To modify cardiovascular disease risk factors to reduce cardiovascular morbidity and mortality

**Population:** Adult smokers

**Setting:** Blue-collar community of Pawtucket, Rhode Island; school-based, worksite-based, community-based

**Partners:** Local hospital, health agencies, schools, worksites, community organizations and businesses, churches, newspapers, television stations, radio stations, local physicians, parade organizers

**Intervention Description:**

- Campaigns and Promotions: Public service announcements for the Up In Smoke intervention were made on the radio and advertisements and regular press coverage appeared in regional newspapers.
- Provider Education: Risk factor-related materials were sent to 300 local physicians to help them counsel at-risk patients. Risk factors included nutrition, physical activity, tobacco, cholesterol and blood pressure.
- Individual Education: Participants were given self-help materials.
- Supportive Relationships: Participants could join local smoking cessation support groups.

**Theory:** Social Learning Theory, Diffusion of Innovations

**Resources Required:**

- Staff/Volunteers: Volunteer activity leaders
- Training: Not mentioned
- Technology: Not mentioned
- Space: Room for support groups
- Budget: Not mentioned
- Intervention: Prizes, promotional materials, self-help materials, provider education materials, flyers, public service announcements
- Evaluation: Interview protocol, carbon monoxide measurement device

**Evaluation:**

- Design: Quasi-experimental
- Methods and Measures:
  - Telephone interviews assessed self-reported risk factor status, risk factor behaviors, changes in reported status and behaviors and socio-demographic characteristics.
  - Smoking status was verified by expired air carbon monoxide.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: A significant percentage of participants continued to make quit attempts following the Up in Smoke intervention.

**Maintenance:** Many of the intervention components were designed to be useable even after the 11-year study was over. Community lay health educators were responsible for a majority of the program activities.

**Lessons Learned:** The use of larger incentives, separate incentives for enrollment and cessation, pharmacological approaches or contingency contracting may all prove to enhance the effectiveness of these types of interventions.

**Citation(s):**

Lefebvre, R. C., T. M. Lasater, et al. (1987). "Theory and delivery of health programming in the community: the Pawtucket Heart Health Program." *Prev Med* 16(1): 80-95.

Elder, J. P., S. A. McGraw, et al. (1987). "Evaluation of two community-wide smoking cessation contests." *Prev Med* 16(2): 221-34.

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