

Title of Intervention: Freedom from Smoking Program in a Workplace

Website: www.ffsonline.org

Intervention Strategies: Group Education, Individual Education

Purpose of the Intervention: To increase smoking cessation in the workplace

Population: Employees who smoke in a large office complex

Setting: Large office complex; worksite-based

Partners: None mentioned

Intervention Description:

- Group Education: Four, 45-minute meetings were presented by a health educator and a representative of the local American Lung Association during lunchtime over a two-week period. Participants were shown the "Why Quit Quiz" film by the American Cancer Society and asked to complete a short survey on the benefits of quitting and the risks of smoking. Participants who signed up for the clinic were provided a methodical approach to quitting. It used a rational progression from awareness of the smoking habit to actual behavior change, using activities and assignments to show the smoker how to change his or her behavior and maintain non-smoking status.
- Individual Education: Participants received the Freedom from Smoking self-help kit consisting of a quit manual, a maintenance manual and an audio cassette on deep muscle relaxation and other stress management techniques to assist with the withdrawal process.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Health educators, ALA representative
- Training: Not mentioned
- Technology: Equipment to watch video
- Space: Meeting space
- Budget: Participants paid \$5 for the program; total cost was \$448.50 for the self-help group and \$1,385 for the clinic group.
- Intervention: ALA Freedom from Smoking Program, ACS Why Quit Quiz video, educational materials, activities and assignments, self-help kit, maintenance manual, audio tape
- Evaluation: Questionnaire

Evaluation:

- Design: Cohort with pre- and post-test
- Methods and Measures:
 - A questionnaire assessed smoking history including brand of cigarettes smoked and current smoking status.
 - Brand of cigarettes smoked was used to determine carbon monoxide intake.
 - Sociodemographic characteristics were also assessed.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The group education was twice as effective as the self-help kit in helping smokers quit.

Maintenance: Not mentioned

Lessons Learned: Smoking cessation interventions wishing to attract the largest and most diverse pool of participants should offer both self-help and group education choices.

Citation(s):

Bertera, R. L., J. K. Oehl, et al. (1990). "Self-help versus group approaches to smoking cessation in the workplace: eighteen month follow-up and cost analysis." *Am J Health Promot* 4(3): 187-192.