

**Title of Intervention:** North Karelia Worksite and Mass Media-based Interventions to Reduce Smoking

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

**Purpose of the Intervention:** To reduce employee smoking rates

**Population:** Adult employees

**Setting:** Eight medium-sized worksites (25-150 workers) in the rural North Karelia, Finland; worksite-based

**Partners:** Local media

**Intervention Description:**

- Campaigns and Promotions: A National TV program "Keys to Health 84-85" was broadcast during the first 6 months of the intervention. The program was designed by the North Karelia Project team. It included 12 parts, approximately 35 minutes each. The program featured a group of employees with one employee from each intervention worksite. The program showed the discussions of the group and two experts of the project who advised the group to gradually change their health-related habits and monitored changes. The program also featured the new behaviors and possible social support at the worksites. Traditional health education materials were distributed at the worksites.
- Supportive Relationships: Two employees from each worksite, based on interviews of all workers, were appointed as project assistants or local "opinion leaders." They distributed the screening results with written advice and other information materials to the other workers. Two training meetings were arranged for these assistants.
- Individual Education: Tailored examination results with risk factor profiles and expert advice were distributed by assistants to their fellow workers.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Nurse to conduct examinations, local opinion leaders, model employees
- Training: Not mentioned
- Technology: Media production, television
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Health program, tailored examination results, risk factor measurement tools, opinion leader trailing materials
- Evaluation: Surveys

**Evaluation:**

- Design: Quasi-experimental
- Methods and Measures:
  - A survey assessed current smoking status.
  - Smoking status was biochemically validated.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: The number of "daily smokers and the number of cigarettes reported being smoked a day decreased. The proportion of current smokers significantly decreased in the intervention group.

**Maintenance:** Not mentioned

**Lessons Learned:** Not mentioned

**Citation(s):** Puska, P., H. Niemensivu, et al. (1988). "Results of a one-year worksite and mass media based intervention on health behaviour and chronic disease risk factors." Scand J Soc Med 16(4): 241-50