

**Title of Intervention:** Heart to Heart Program – Smoking Cessation Activities

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

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

**Population:** Adults over the age of 18

**Setting:** Bi-racial community of Florence, South Carolina; community-based, worksite-based, health care facility-based, faith-based

**Partners:** Worksites, grocery stores, community groups, churches, University of South Carolina School of Public Health

**Intervention Description:**

- Campaigns and Promotions: Project staff distributed a health promotion programs resource inventory to local worksites to help them establish worksite wellness programs. Health promotion messages were placed in local newspapers and community and church bulletins. Live health promotion discussions were held on local radio stations. Community campaigns included a smoking cessation campaign (Quit and Win).
- Provider Education: Health care providers were educated on the strategies and activities of the Heart to Heart program.
- Individual Education: The program distributed self-help kits for smoking cessation.

**Theory:** Social Learning Theory

**Resources Required:**

- Staff/Volunteers: Media specialists, staff to lead individual, provider and group education sessions
- Training: Not mentioned
- Technology: Computers, printers
- Space: Space for education sessions
- Budget: Not mentioned
- Intervention: Inventory of existing resources, media (tv and radio spots, newspaper articles, campaign materials), stop smoking kits
- Evaluation: Survey

**Evaluation:**

- Design: Quasi-experimental
- Methods and Measures:
  - Questionnaires assessed behaviors, program awareness and participation, knowledge, morbidity, family history, demographics and indices for hypertension, smoking, high cholesterol, obesity and exercise

**Outcomes:**

- Short term Impact: Not measured
- Long Term Impact: The prevalence of current smoking declined significantly among men in the intervention group.

**Maintenance:** A coordinating council from the community was formed in order to express the relevant needs and interest of the community. An ongoing surveillance system was implemented in order to stay current on the community data.

**Lessons Learned:** It is important develop strategies to reach diverse community groups effectively. Include important community constituents, such as members of a coordinating council in meaningful roles including development of the project plan and policy.

**Citation(s):**

Goodman, R. M., F. C. Wheeler, et al. (1995). "Evaluation of the Heart To Heart Project: lessons from a community-based chronic disease prevention project." *Am J Health Promot* 9(6): 443-55.

Wheeler, F. C., D. T. Lackland, M. L. Mace, A. Reddick, G. Hogelin, P. L. Remington. (1991). "Evaluating South Carolina's Community Cardiovascular Disease Prevention Project." *Public Health Reports* 106(5):536-543.