

**Title of Intervention:** Smoking Cessation Counseling with Lower Income Women

**Intervention Strategies:** Individual Education, Supportive Relationships, Provider Education

**Purpose of the Intervention:** To increase smoking cessation among lower income female smokers

**Population:** Female smokers ages 15 to 35 of low socioeconomic status

**Setting:** Planned Parenthood clinics in Portland, Oregon; health care facility-based

**Partners:** None mentioned

**Intervention Description:**

- Individual Education: Participants saw a nine-minute video featuring a young woman discussing reasons for, difficulties with and tips for quitting smoking along with health professionals discussing cessation benefits.
- Supportive Relationships: After the video, providers met briefly with participants to discuss reactions to the video, assess readiness to quit and develop personalized strategies based on readiness to quit and barriers to quitting. Readiness was assessed several times in the encounter and smokers in the decision/action stage were asked to set a quit date and helped to devise a cessation plan. All intervention participants were given materials tailored to their stage of change and were offered supportive telephone calls in the following month. They also received a 20-second quit message from their provider.
- Provider Education: All staff underwent a one-hour training session covering study background, rationale, protocols and materials. Providers went through an additional hour of training that included role-playing and patient services. Staff underwent four hours of training on recruitment, informed consent, intervention delivery and documentation. Additional training sessions were arranged to accommodate for staff turnover.

**Theory:** Stages of Change, Motivational Interviewing, Barrier-based Counseling

**Resources Required:**

- Staff/Volunteers: Providers, clinic staff
- Training: Not mentioned
- Technology: Equipment to watch video, telephone
- Space: Meeting space
- Budget: Participants received a total of \$40 in gift certificates for nicotine replacement therapy as incentive for participating
- Intervention: Educational materials, videos
- Evaluation: Questionnaire

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - A questionnaire assessed socio-demographic characteristics, smoking history, smoking among peers and household members, nicotine dependence, previous cessation efforts, stage of change and confidence about cessation, smoking and weight concerns, depression, general health, social support and barriers to and benefits of quitting.
  - A telephone interview assessed smoking status, cessation attempts and cessation methods.
  - Those who reported not smoking in the previous 30 days at the 6 month assessment were asked to provide a saliva sample.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: The intervention group had significantly high quit rates at six weeks. The six-month follow-up was not statistically significant, but did show a greater cessation rate among participants.

**Maintenance:** Not mentioned

**Lessons Learned:** A quick counseling session can be effective in increasing smoking cessation among lower income women.

**Citation(s):**

Glasgow, R. E., E. P. Whitlock, et al. (2000). "A brief smoking cessation intervention for women in low-income Planned Parenthood clinics." *Am J Public Health* 90(5): 786-9.