

Title of Intervention: Employer Assisted Smoking Elimination (EASE) Project

Intervention Strategies: Individual Education, Supportive Relationships, Group Education

Purpose of the Intervention: To reduce smoking rates

Population: Adult employees

Setting: Four large corporate buildings in Missouri; worksite-based

Partners: Management at each of the worksites, American Lung Association of East Missouri, Washington University in St Louis

Intervention Description:

- Individual Education: Participants received self-help manuals and tailored materials.
- Supportive Relationships: Participants could attend group support meetings.
- Group Education: Participants received classroom-based education about smoking cessation based on the Freedom From Smoking intervention developed by the American Lung Association.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Support group leaders, health educators
- Training: Not mentioned
- Technology: Not mentioned
- Space: Room for group support meetings, rooms for education sessions
- Budget: Not mentioned
- Intervention: Education materials, self-help materials, tailored materials
- Evaluation: Survey

Evaluation:

- Design: Pilot
- Methods and Measures:
 - Surveys measured smoking status and satisfaction with the intervention.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: One to two years after the beginning of the program, smoking cessation rates among active participants were higher than those among nonparticipants at the worksite.

Maintenance: Not mentioned

Lessons Learned: Social and organizational changes in the workplace by themselves may stimulate some employees to quit smoking and enhance quit rates for employees participating in quit-smoking programs.

Citation(s):

Fisher EB, Bishop DB, Levitt-Gilmour T, Cappello MT, Ashenberg ZS, Newman E. Social support in worksite smoking cessation: qualitative analysis of the EASE project. Am J Health Promot. 1994;9(1):39-47, 75.