

**Title of Intervention:** A Competitive Workplace Smoking Cessation Program

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

**Purpose of the Intervention:** To reduce smoking rates among workers

**Population:** Current employees who were smokers

**Setting:** Aerospace industry worksites in California; worksite-based

**Partners:** None mentioned

**Intervention Description:** The multi-component program included a self-help package, telephone counseling, and other elements. The incentive-competition program included the multi-component program plus cash incentives and team competition for the first 5 months of the program. The traditional program offered a standard smoking cessation program (Fresh Start).

- Individual Education: Participants the multi-component and traditional interventions received self-help materials and smoking cessation videos.
- Supportive Relationships: Participants in the incentive-competition and multi-component interventions attended support groups led by a trained facilitator and received 12 months of telephone counseling to develop a plan, promote maintenance and prevent relapse. The traditional program intervention included five group support sessions over three weeks.
- Campaigns and Promotion: The incentive-competition intervention participants received a cash incentive each month (for up to five months) that they remained abstinent.

**Theory:** Cognitive Social Learning Theory, Stages of Change

**Resources Required:**

- Staff/Volunteers: Facilitator, counselors
- Training: Smoking cessation support training for facilitator
- Technology: Not mentioned
- Space: Space for group counseling
- Budget: Not mentioned
- Intervention: Self-help manuals, videos, Fresh Start program materials, incentives
- Evaluation: Questionnaires, carbon monoxide test

**Evaluation:**

- Design: Quasi-experimental
- Methods and Measures:
  - Questionnaires assessed tobacco use.
  - Carbon monoxide tests provided biochemical validation of smoking status.

**Outcomes:**

- Short Term Impact: Not measured
- Long Term Impact: The incentive competition smoking cessation rate was significantly greater than the other two groups.

**Maintenance:** Not mentioned

**Lessons Learned:** A multi-component program using telephone counseling without incentives may be a better, less expensive choice over the longer term. The incentive-competition aspect was expensive.

**Citation(s):**

Koffman DM, Lee JW, Hopp JW, Emont SL. The impact of including incentives and competition in a workplace smoking cessation program on quit rates. Am J Health Promot. Nov-Dec 1998;13(2):105-111.