

Title of Intervention: The Healthy Worker Project

Intervention Strategies: Group Education, Individual Education, Campaigns and Promotions

Purpose of the Intervention: To improve health and increase smoking cessation among employees

Population: Employees ranging from blue-collar to white-collar employment

Setting: Worksites in Minnesota; worksite-based

Partners: Employers

Intervention Description:

- Group Education: Optional classes were held at the worksite during normal business hours. These classes focused on preparation for quitting, alternative behaviors, dealing with withdrawal symptoms, weight gain, social support and relapse prevention. The classes were led by professional health educators.
- Individual Education: Participants who did not wish to participate in the classes could request a self-help manual.
- Campaigns and Promotions: For the participants who took part in an incentive program, a deduction was made bi-weekly from their paychecks (minimum of \$5). If they finished the smoking cessation program at the end of six months and were completely abstinent from smoking, they were given a full refund of the money.

Theory: Social Learning Theory

Resources Required:

- Staff/Volunteers: Health educators
- Training: Health educators were trained on the intervention
- Technology: Not mentioned
- Space: Meeting space
- Budget: \$7,000
- Intervention: Educational materials, self-help book, payroll deduction system
- Evaluation: Surveys

Evaluation:

- Design: Pre- and post-test
- Methods and Measures:
 - Carbon monoxide testing assessed smoking status.
 - Cross-sectional surveys gathered demographic information and behavior data.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Data from the cross-sectional survey found that smoking prevalence in the workforce dropped greatly.

Maintenance: Not mentioned

Lessons Learned: Health promotion programs at worksites that offer repeated opportunities for employee participation are promising.

Citation(s):

Jeffery RW, Forster JL, Schmid TL. Worksite health promotion: feasibility testing of repeated weight control and smoking cessation classes. Am J Health Promot. 1989;3(11-16).

Jeffery RW, Forster JL, French SA, et al. The Healthy Worker Project: a work-site intervention for weight control and smoking cessation. *Am J Public Health.* Mar 1993;83(3):395-401.