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:
  o Questionnaires assessed tobacco use.
  o 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):