



Tobacco Free Quit Program

Target Risk Factor:

Tobacco Reduction

Target Population:

Adults (35-49 yrs)

Older adults (50-69 yrs)

High risk, low SES, adults with disabilities

Project Leads:

Currently Christine Larson (originally developed by Deanne Baker)

Community:

Brandon

RHA:

Brandon

Project Partners:

Specialized Support Services for Group Living (Brandon RHA program)

Project Details:

Multiple event or ongoing project

Description:

The SSSGL program provided 2 group tobacco cessation sessions in common areas of apartment buildings that house older adults, adults with disabilities and adults with a low socioeconomic status. Initially began in a lecture format but found this did not engage the participants. They covered the material in the program through facilitated discussions which was more effective for the participants.

Time:

- The program runs 1 hour per week for 5 weeks
- There is approximately 0.5hr of preparation time per week

Objectives:

Smoking Cessation

Planning Supports:

- MANTRA's Quit Happens program – with adaptations
- Consultation with Manitoba Lung Association, Westman, and the Brandon RHA Tobacco Dependence Counsellor
- The buildings were chosen based on previous established relationships with clients

Results:

Approximately 4-5 people attended each week. From these participants, we have averaged 2 participants attending the whole program per session. The individuals who completed the program reduced the number of cigarettes smoked from a pack a day to 1-2 cigarettes/day. It is not known if the behaviours have been sustained past 3 months. We have had numerous drop-ins and lots of interest.

What worked:

- Going to the apartment buildings rather than expecting people to come to a new setting.
- Having an established rapport with the people in those buildings.
- Having a non-judgemental attitude.
- The type of promotion – word of mouth advertising, invitations, announcements at other meetings, and posters.

What didn't work and any changes made:

- Lecture style facilitation does not work.
- One of the challenges was to maintain a consistent group. People would attend but based on established cliques in the building, people would only attend if certain people were or were not attending the group that particular week.

Unexpected Outcomes:

Request has been made for another program to begin in the autumn of 2010.

Other Notes:

This service has become part of regular service delivery for the SSSGL program.

Resources**Volunteers:**

RHA program staff time

Facilities:

A common area in an apartment building

Equipment:

Alan Carr Books (\$4.00 each)

"Sucked in" poster

Program Manual

Other:

Snacks (\$10-15 per session)

Giveaways (we used Tangles, approximately \$4.00 each)

Total Costs:

Dependant on the number of participants.
Approximately \$10-15 per participant

Materials developed for program:

Program Manual (5 page outline of the sessions)

Contact Information:

Mari Kitching
Healthy Living Facilitator
Brandon Regional Health Authority
kitchingm@brandonrha.mb.ca