
Contents

Page

Dedication. ii

Foreword. iii

Acknowledgments vii

SECTION I

Chapter 1. Smoking Control and the COMMIT Experience-Summary and Overview 1

Introduction. 1

Trends in the Magnitude of Smoking as a Public Health Problem. 2

Activities of the Tobacco Industry 4

COMMIT and the Evolution of the National Cancer Institute’s Smoking and Tobacco Control Program 7

Purpose of This Monograph 9

COMMIT Intervention Materials 11

References 11

Chapter 2. Background for a Comprehensive Community-Based Trial for Smoking Control 15

Introduction. 15

Individual Orientations to Tobacco Control 16

Public Health Model of Tobacco Control. 17

Past Community-Based Studies of Tobacco Control 18

Lessons From Previous Studies 21

References. 22

Chapter 3. Community Intervention Trial for Smoking Cessation: Description and Evaluation Plan 27

Introduction 27

Trial Communities 27

Trial Timeline. 30

Overall Evaluation Plan 30

Outcome Evaluation. 30

Impact Evaluation	34
Process Evaluation	35
Economic Evaluation	36
Summary	36
References	37
Chapter 4. Community Intervention Trial for Smoking Cessation: Development of the Intervention	39
Introduction.....	39
Intervention Goals and Objectives.....	40
Intervention Areas	43
Special Considerations of the Intervention Design	47
Summary.....	48
References.....	50
SECTION II	
Chapter 5. Mobilizing the COMMIT Communities for Smoking Control1.....	53
Introduction.....	53
Adaptations for Research Purposes	55
Steps in Mobilizing Communities	56
Community Analysis	57
Mobilization Experiences Across Communities	66
What Could Have Been Done Differently?	68
Conclusions.....	70
References.....	70
Chapter 6. Activities To Involve the Smoking Public in Tobacco Control in COMMIT	75
Introduction.....	75
Rationale and Process Objectives	76
Campaigns	78
Magnet Events.....	82
Media-Advocacy.....	88
What Could Have Been Done Differently?	92
References.....	94

Chapter 7. Changing Public Policy Around Tobacco Control in the COMMIT Communities	97
Introduction	97
Rationale	98
Changing Policies	100
Challenges to Policy Changes	113
What Could Have Been Done Differently?	116
Generic Lessons	116
References	119
Chapter 8. Activities To Enhance the Use of Cessation Resources in COMMIT	121
Introduction	121
Cessation Resources Activities and Process Objectives	122
Developing and Distributing a Cessation Resources Guide	122
Recruiting Heavy Smokers Into a Network	125
Distributing a Semiannual Newsletter	126
Special Recruitment and Intervention Activities	127
References	130
Chapter 9. Activities To Promote Health Care Providers as Participants in Community-Based Tobacco Control	133
Rationale	133
Challenges and Barriers	135
Goals and Process Objectives for Health Care Providers	135
Intervention Activities	136
What Happened: Successful Components and Challenges	138
The Future—Recommendations	145
Conclusions	149
References	149
Chapter 10. Promoting Community Tobacco Control Through Worksites	153
Introduction	153
Goals, Activities, and Process Objectives	154
Planning Worksite Interventions	156
Intervention Activities and Their Implementation	158
Delivering the Intervention to the Community	169

	Lessons Learned	174
	References	177
	Acknowledgment	179
Chapter 11.	Involving Diverse Community Organizations in Tobacco Control Activities	183
	The Rationale for Involving Community Organizations.....	183
	Other Organizations in COMMIT.....	185
	Successful Efforts With Community Organizations.....	191
	Challenges Encountered With Community Organizations.....	195
	Experiences With Other Organizations Across the Communities...	199
	Rethinking How To Work With Community Organizations.....	203
	References	206
Chapter 12.	Promoting Communitywide Tobacco Control Activities by Involving Schools	209
	Introduction	209
	Intervention Activities and Process Objectives for Schools.....	212
	Implementing School-Based Interventions.....	213
	Patterns of School-Based Interventions.....	215
	Lessons Learned From COMMIT School-Based Activities.....	222
	References.....	224
Chapter 13.	Involving Youth in Awareness of, Promotion of, and Political Activities for Tobacco Control	227
	Introduction	227
	Goals, Activities, and Process Objectives For Youth	228
	Involving Youth in Communitywide Campaigns and Intervention Activities	229
	Monitoring and Promoting Enforcement of Regulations on Youth Access to Tobacco	231
	Successful Activities	233
	Enlisting Youth in Communitywide Campaigns	233
	Magnet Events	236
	Monitoring and Enforcing Tobacco Access	236
	Challenges	237
	Lessons Learned	238
	References	239

SECTION III

Chapter 14. What Have We Learned and Where Do We Go From Here? 241

 Introduction 241

 Major Lessons Learned 241

 Implications of COMMIT Results on Lessons Learned 246

 Future Directions for Community Tobacco Control 249

 References 251