

STEP P

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

African-American Cessation Campaign

Target Audience:

Low-income African-American adult male and female smokers

Research:

Three focus groups were held at the Center for African-American Health in Denver with low-income African-American adult men and women to gather feedback about tobacco attitudes and usage, preference for cessation messages and QuitLine/QuitNet services. An African-American male moderated the sessions.

Please see reverse side for methodology and key findings.

Objective:

To increase the number of calls from low-income African-American adult male and female smokers to the Colorado QuitLine.

Campaign Tactical Plan:

- One poster created
- One brochure created
- One different print ad (Three ads total in varying sizes)
- PR templates

Evaluation:

- Calls to the QuitLine
- # of posters and brochures distributed



Research for African-American Cessation Campaign**

Overview:

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Recruitment:

Participants were recruited by the following methods and were paid a stipend and given dinner for their time:

- Newspaper ads, mailing lists and flyer distributions

Focus Group Details:

Group	# of Participants	Location
1	10	Denver
2	11	Denver
3	12	Denver

Key Findings:

- I. Attitudes/Behaviors related to Smoking:
 - a. Started and continue to smoke because family and friends smoke
 - b. Continue to smoke because of boredom
 - c. Reported that smoking helps them reduce stress
 - d. Smoking is socially accepted in the African-American community
 - e. Smoking compliments alcohol consumption
 - f. Cited spiritual beliefs in possibly assisting them to quit
 - g. They are afraid of weight gain and withdrawal symptoms if they quit
 - h. Reported that there are worse habits than smoking cigarettes
- II. QuitLine/QuitNet:
 - a. Most smokers had not heard of QuitNet or QuitLine
 - i. They did not know what happens when they call
 - b. The offer of free NRT was not considered a benefit, while the support and coaching from the Quitline was a major benefit
 - c. Willpower is more important to quit than “counseling”
 - i. The word counseling is not understood or looked at positively
- III. Anti-smoking Messages:
 - a. Smoking parents felt that an important reason to quit smoking was for their children
 - b. Want to see positive messages and not guilt-ridden or negative messages to inspire quitting
 - c. Feeling empowered to make their own decisions was very important

****All research is preliminary and indicates the need for further investigation.**