## Reducing Tobacco Use and Secondhand Smoke Exposure: Mass Media—Cessation Contests

### Summary Evidence Table

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| Author (Year): Resnicow et al. (1997) | **Location**: Central Harlem, New York City  
**Components**: Smoking cessation video, smoking cessation manual, two smoking cessation contests, cessation contract with contest incentive, telephone booster call  
**Comparison**: Participants who received general health improvement materials | n=3000 eligible  
n=1244 (41%) observed  
n=1154 at follow-up | Quit attempts among continuing smokers; Odds ratio for quit attempts by intervention group members  
Point prevalence cessation; Odds ratio for participants in the intervention group | C=10.2%  
C=7.9% | I=13.1%  
I=11.2% | Percentage point difference: 2.9; OR 1.36 (0.68,2.7)  
Percent point difference: 3.3; OR 1.36 (0.87,2.11) | 6 months  
6 months |