

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

Summary Evidence Table

Study	Intervention and comparison elements	Population and Sample	Effect measure	Reported baseline	Reported effect	Value used in summary	Follow-up time
<p>Author (Year): Resnicow et al. (1997)</p> <p>Study Period: 1992-1993</p> <p>Study Design: group randomized trial</p> <p>Design Suitability: Greatest</p> <p>Quality of Execution (No of Limitations): Fair (4)</p> <p>Evaluation Setting: Community Wide Cessation Contests</p>	<p>Location: Central Harlem, New York City</p> <p>Components: Smoking cessation video, smoking cessation manual, two smoking cessation contests, cessation contract with contest incentive, telephone booster call</p> <p>Comparison: Participants who received general health improvement materials</p>	<p>n=3000 eligible</p> <p>n=1244 (41%) observed</p> <p>n=1154 at follow-up</p>	<p>Quit attempts among continuing smokers; Odds ratio for quit attempts by intervention group members</p> <p>Point prevalence cessation; Odds ratio for participants in the intervention group</p>	<p>C=10.2%</p> <p>C=7.9%</p>	<p>I=13.1%</p> <p>I=11.2%</p>	<p>Percentage point difference: 2.9; OR 1.36 (0.68, 2.7)</p> <p>Perct point difference: 3.3; OR 1.36 (0.87, 2.11)</p>	<p>6 months</p> <p>6 months</p>