

IMPLEMENTATION GUIDE

Self-Help Intervention for African American Smokers

*Using an Evidence-Informed Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at:

http://cancercontrol.cancer.gov/use_what_works/start.htm.

I. Program Administration (Type of Staffing and Functions Needed)

Phone Counselor

- Provide tailored phone counseling to participants.
- Mail participants a copy of the *Pathways to Freedom* participant manual.

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Using What Works”.

A. Program Materials (*All listed materials can be viewed and/or downloaded from the Products Page*):

- ***Pathways to Freedom* participant manual:** This 36-page guide written at the sixth-grade reading level includes exclusively African American models, introduces quit-smoking strategies geared to the smoking pattern of African American smokers, and addresses the obstacles that African American smokers face in their attempts to stop smoking and remain smoke-free.
- ***Quitting Barriers* manual:** This 10-page document identifies 10 barriers to smoking cessation along with several ways to address each barrier.
- **Tailored Counseling Checklist:** This eight-page document provides multiple options for common phone counseling circumstances, enabling phone counselors to tailor interactions to the specific needs of participants. This document also includes suggested scripts for each potential conversation topic and refers participants to information in the intervention participant manual when appropriate.

B. Program Implementation:

The steps used to implement this program are:

Step 1: Participant initiates contact via a telephone number that is advertised as a resource to obtain information on smoking cessation.

Step 2: Phone counselor provides 10–45 minutes of tailored phone counseling using the Tailored Counseling Checklist and *Quitting Barriers* manual.

Step 3: Phone counselor requests a mailing address from participants during the call.

Step 4: Phone counselor mails participant the *Pathways to Freedom* participant manual.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Using What Works”.

http://cancercontrol.cancer.gov/use_what_works/start.htm

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI’s Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoReality.cancer.gov/discussions>.