Story-telling as a means of increasing smoking cessation among low SES smokers.

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The Wisconsin Tobacco Prevention and Poverty Network

- Established in 2004 in response to the CDC tobacco goals:
  1. Eliminate exposure to environmental tobacco smoke.
  2. Promote quitting tobacco use among adults and youth.
  3. Prevent initiation among youth.
  4. Identify and eliminate tobacco-related disparities among populations
Smoking Rates

<table>
<thead>
<tr>
<th>US</th>
<th>WI</th>
<th>18-24 Year Olds</th>
<th>American Indians</th>
<th>Adults with GED</th>
<th>Adults Living Below Poverty 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.9%</td>
<td>22%</td>
<td>24.4%</td>
<td>32%</td>
<td>43.2%</td>
<td>29.9%</td>
</tr>
</tbody>
</table>

- In Wisconsin, the greatest disparities for smoking rates is associated with income and education
- Homeless people and those with chronic mental illness have smoking rates as high as 70%

References

The Wisconsin Tobacco Prevention and Poverty Network

- To eliminate tobacco related health disparities among populations in poverty
- Build capacity in existing community service agencies to integrate tobacco awareness, prevention and treatment into their mission
- Identify promising approaches & document success
Why success stories?

- Stories and testimonials are part of the goals for the Poverty Network Multi Year Action Plan.
- Stories can be an effective part of an overall evaluation plan
- Especially valuable to capture progress before outcome data is available
- Poverty Network stories are examples of “Midstream” success stories

Method

- Interview agency leaders to explain procedure and ask them to identify potential candidates for stories
- Arrange to meet with each person, at a time and place convenient to them
- Consent forms were explained and signed
- No incentives were offered
Method, cont

- As the stories were being told, they were voice and video recorded and still photographs were taken.

- Each person was asked to explain their history of smoking, smoking cessation, if applicable, and what role the interventions at their respective organization had.

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The Storytellers

- Average Age: 47

- Average Age Smoking Cessation: 48

- Average age started smoking: 12
Results

- 6 stories completed in a one page format
- What was learned:
  - Desire to quit prevalent
  - Social support important
  - Education on alternative stress management very important
  - Education on tobacco industry tactics helpful
  - Progress reducing second hand smoke in homes.

Reducing smoking rates

- Stories will be shared with
  - Other agencies
  - Other networks
  - Potential participants in the interventions
  - Potential funding sources
  - Advocacy organizations
  - National tobacco conference
Reducing Smoking Rates

- Purpose of sharing stories:
  - Raising awareness
  - Marketing
  - Advocacy
  - Education
  - Motivation
  - Secure funding

Stories that portray success in low SES populations
Increased Funding
Increased Awareness
Increased participation in the network
More opportunities to have help quitting
Reduce the social norm of smoking
Reduced morbidity and mortality from smoking in the low SES population
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