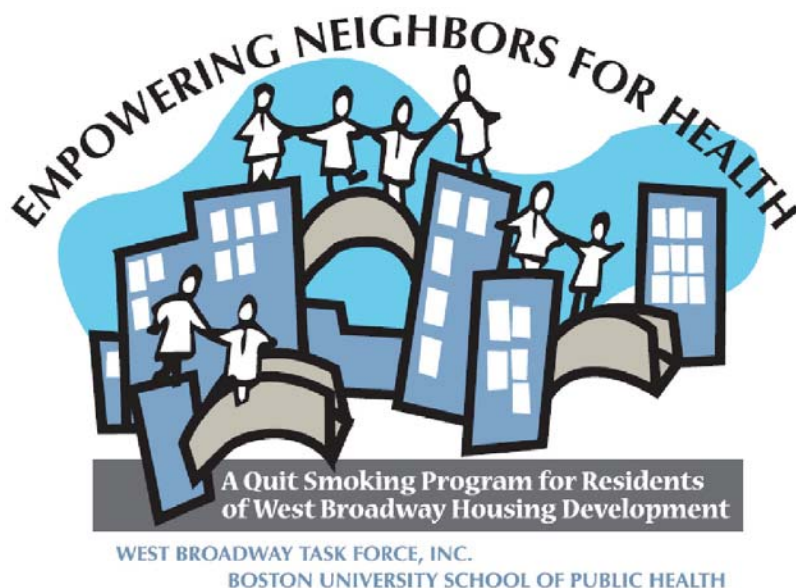


# Smoking Cessation Pilot Program



## A Pilot Smoking Cessation Program for Public Housing Residents

High smoking rates among persons of lower socioeconomic status, including residents of public housing, are an important source of health disparities. To this end, a study at the West Broadway Housing Development (WBHD) in South Boston, MA, aimed at testing the feasibility of an innovative smoking cessation program.

The program model is built around the use of (1) a Tobacco Treatment Specialist (TTS), who provides on-site cessation counseling and NRT, and (2) two bilingual (English/Spanish) WBHD residents trained as Tobacco Treatment Advocates (TTAs) to provide motivational interventions, raise awareness of health risks of tobacco and availability of treatment services, and refer residents to more intensive services provided by the TTS. We conducted door-to-door surveys in randomly selected homes before providing services.

We obtained baseline information on 188 residents. Seventy percent of the respondents were female and the majority (57%) had children living with them. Hispanics comprised the largest ethnic group (44%) followed by whites (32%) and African-Americans (15%). Fifty-five percent of residents spoke English at home, while 38% spoke Spanish. Twenty-six percent were current smokers; 40% of all residents (and 79% of smokers) permitted smoking in their homes. Smoking was considered a "big problem" by 69% of residents. Thus far, 23 people have participated in the program (attended 1 or more TTS counseling sessions). Among these participants, 17 have used NRT. Participants have attended 5.7 TTS sessions while enrolled.

For more info, contact: [Daniel Brooks](#) or 617-638-6725.