

**AMERICAN COUNCIL ON SCIENCE AND HEALTH, NEW YORK, NY**

The American Council on Science and Health conducted a survey that examined the health and smoking-related coverage during 2001 and 2002 in women's magazines. The survey was published as an ACSH Special Report in 2004.

**AMERICAN-ITALIAN CANCER FOUNDATION, NEW YORK, NY**

The American-Italian Cancer Foundation (AICF) developed a neighborhood-based tobacco control program sustained by a network of social support. They utilized focus groups that consisted of minority, immigrant, and working poor populations seeking healthy smoke-free lifestyles. The project empowered women to help themselves and others to quit smoking; built community involvement linked to existing smoking cessation services; and created an innovative, replicable smoking cessation program with a strong focus on the importance of social support.

**BIG BROTHERS-BIG SISTERS OF ROCKLAND COUNTY, INC., NEW CITY, NY**

Mothers Against Tobacco was a smoking prevention and cessation program aimed at single mothers from disadvantaged, ethnic minority populations. The program educated women about the effects of smoking on their families and trained and empowered them to establish anti-smoking programs in their communities.

**CENTER POINT, INC., SAN RAFAEL, CA**

The intent of "Mommy and Me Smoke Free Program" was to provide smoking education and cessation support to pregnant and parenting mothers with young children (0-5 years) residing in Center Point's Residential drug treatment facility. The program aimed to influence more women to decide to quit and begin the quit process, as well as increase participants' knowledge of effective techniques to quit smoking and remain smoke-free.

**COMMUNITY HEALTH CENTER INC., MIDDLETOWN, CT**

This program was designed to help women quit smoking through the use of social support and integrated medical and behavioral health care. The grant provided ongoing capacity in six women's residential treatment programs to educate clients and establish peer and clinical supports.

**CREIGHTON UNIVERSITY MEDICAL CENTER, OMAHA, NE**

Creighton University Medical Center's PRIORITY WOMEN provided compassionate, comprehensive, and cost effective smoking cessation services to low socioeconomic status women;

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promoted each woman's ability to recognize and seek appropriate care and treatment for health problems, and increased each woman's knowledge and practice of behavior designed to promote health and reduce diseases related to tobacco use.

## **DELAWARE ECUMENICAL COUNCIL ON MATERNAL AND INFANT HEALTH, INC., WILMINGTON, DE**

The Delaware Ecumenical Council on Maternal and Infant Health program mobilized Delaware's faith communities to help women stop using tobacco. It offered community education on tobacco use, information and referral on cessation, and ongoing support to those quitting. This initiative built upon the moral authority of faith communities on health and wellness, the anti-tobacco sentiments of Delawareans, and the singular experiences of one woman from the faith communities as an anti-smoking advocate.

## **FAMILY HEALTH COUNCIL OF CENTRAL PA, INC., CAMP HILL, PA**

The Family Health Council of Central PA, Inc. conducted a needs assessment and designed a social support and cessation program in Columbia and Montour Counties in Pennsylvania that was targeted to the specific needs of this low income rural community.

## **FIRST HEALTH OF THE CAROLINAS, INC., PINEHURST, NC**

FirstHealth of the Carolinas developed lay health advisor programs and established friend "circles" in worksites where FirstHealth currently offers cessation services to low-wage employees. This program focused on providing women with the social support necessary to successfully quit tobacco.

## **FRANCISCAN HEALTH SYSTEM, TACOMA, WA**

The goal of this project was to reduce tobacco use among pregnant and breastfeeding low-income women and mothers of young children in Pierce County, Washington, and to reduce exposure to secondhand smoke. Nurses and other clinicians were trained to perform brief tobacco assessment interventions and women were referred from several local clinics and hospitals. Franciscan created free, local tobacco cessation support networks that helped women to quit tobacco and remain tobacco-free, with programs such as Knit for Life.

## **HILL HEALTH CORPORATION, NEW HAVEN, CT**

Hill Health Center provided smoking cessation services and harm reduction health education to pregnant and post-partum women, emphasizing African-American and Latino populations, in order to eliminate disparities in access to tobacco prevention and cessation services. In two inner-city neighborhoods, they provided individual and group cessation sessions using the ACOG (American

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College of Obstetricians and Gynecologists) curriculum, based upon the “5 A’s” and “5 R’s” strategies.

## **HITOPS, INC., PRINCETON, NJ**

HiTOPS educated over young women who visited HiTOPS for GYN services on the effects of smoking, contraceptive pills and abnormal Pap smears, (HPV). HiTOPS also identified more young women who reported regular tobacco use, assessed their smoking status and willingness to quit. They received educational information on smoking cessation, referrals to a Smoking Cessation Nurse, support, counseling and follow-up services as long as was needed to help them quit smoking.

## **HOWARD BROWN HEALTH CENTER, CHICAGO, IL**

Howard Brown serves the lesbian, bisexual and transgender (LBT) community of Chicago. In addition to providing tools for women to quit successfully, another goal of this project was to create a smoking cessation curriculum for community agencies, healthcare providers and community members that was specific to the needs of LBT women. Howard Brown built upon longstanding systems of social support, smoking cessation expertise, and increased awareness about health risks of smoking among LBT women in the community. They provided 8 weekly sessions and also "drop in" sessions each week.

## **INDIAN HEALTH CARE RESOURCE CENTER, TULSA, OK**

This program, entitled “Traditional Ties”, served Native American women with an emphasis on pregnant women and mothers with children under age 18. Interdisciplinary teams developed comprehensive treatment plans and provided case management. The Indian Health Care Resource Center took an integrative approach that included cessation classes, social and emotional support groups, relapse prevention and clinic referrals for medical, mental health, substance abuse, nutritional and fitness counseling.

## **INSTITUTE FOR HEALTH AND RECOVERY, INC., CAMBRIDGE, MA**

The Institute for Health and Recovery program educated, motivated, and assisted women clients recovering from substance abuse and encouraged them to move towards quitting smoking. Funding created ongoing capacity in six women’s residential treatment programs to educate clients and establish peer and clinical supports. Staff training built an environment in which addressing tobacco became the norm. Women developed skills and increased self-efficacy for quitting.

## **JORDAN HOSPITAL, INC., PLYMOUTH, MA**

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Women's Circles trained lay health advisers, or "natural helpers" based on the "social support theory." Home health aids, fitness center staff, estheticians, and "alternative therapies" professionals were trained to provide emotional, informational, material and appraisal support for women in the community who were trying to quit smoking. Through an advisory committee made up of lay advisers as well as tobacco treatment specialists/trainers, the project facilitated the development of a community-owned smoking cessation outreach initiative that is sustained by members of the community.

### **KAUAI RURAL HEALTH ASSOCIATION, LIHUE, HI**

The Circle of Friends movement provided the women of Kauai access to cessation services by creating a tobacco cessation program assisting women at all stages of readiness to quit. By using minimal, brief, and intensive interventions as recommended by the Centers for Disease Control and Prevention and creating island-wide culturally-appropriate Circle of Friends network, any woman anywhere on the island had access to the support she needed to quit smoking. Coaching sessions were offered at three locations on the island.

### **MARICOPA COUNTY DEPARTMENT OF PUBLIC HEALTH, PHOENIX, AZ**

Maricopa County partnered with African-American faith-based communities to empower African-American women to support one another in their efforts to become tobacco-free. The program focused on creating a network of support for African-American women through cessation support groups, outreach activities to churches and community organizations, and by educating the community about secondhand smoke and policy initiatives.

### **MEDICAL AND HEALTH RESEARCH ASSOCIATION (MHRA) OF NEW YORK CITY, INC., NEW YORK, NY**

The Smoke Free Community Connection offered a systems-based client support network that screened pregnant women and new mothers for smoking, provided cessation counseling and developed a network of support so that women who quit smoking stayed tobacco free. The program was integrated by three existing MHRA service programs, and lead to increased smoking cessation rates.

### **MEDICAL COLLEGE OF GEORGIA RESEARCH INSTITUTE, INC., AUGUSTA, GA**

The Sister program was an innovative nurse and community health worker collaboration that provided smoking cessation education and pharmacological support to women who smoke. The program implemented effective tobacco control interventions, involving peer support and was tailored for African American women in low-income housing developments.

**MISSOULA CITY- COUNTY HEALTH DEPARTMENT, MISSOULA, MT**

“Invisible No Longer” was created to address under-served, high rate tobacco users in Missoula County Montana. The targeted groups were low-income women and urban American Indian women. The project developed and implemented tobacco reduction strategies for the targeted population and delivered those strategies at agencies where the women already had caring, supportive relationships.

**NATIONAL CENTER FOR POLICY RESEARCH FOR WOMEN AND FAMILIES,  
WASHINGTON, DC**

The National Center for Policy Research for Women & Families educated and actively engaged local and national nonprofit, corporate, policy, and media leaders in smoking as a women’s issue. The goals of this program were to help women to become smoke free, prevent the harm caused by smoking and secondhand smoke, support smoking cessation efforts, and reduce health risks caused by exposure to tobacco.

**NATIONAL INDIAN WOMEN HEALTH RESOURCE CENTER, PARK HILL, OK**

This “Strengthening the Circle” planning project, the National Indian Women Health Resource Center developed a smoking cessation program with a strong “circle of support” component that was implemented in four Native American communities.

**NORTH COUNTY SERENITY HOUSE, INC., ESCONDIDO, CA**

The North County Serenity House (NCSH) program educated women in substance abuse recovery programs and their supporters about tobacco issues. Smoking cessation group sessions focused on social support coaching were available to resident and non-resident clients who have or are working to overcome substance abuse. An on-site tobacco cessation program helped to create a community of support for clients and staff.

**OFFICE OF SAMOAN AFFAIRS, CARSON, CA**

Samoan Women’s Tobacco Awareness and Cessation Program provided outreach through quarterly newsletter articles; established and implemented a community-wide, culturally and linguistically appropriate and effective tobacco use cessation program run by certified Samoan cessation experts; and provided emotional and social support to Samoan women attempting to quit.

**PHOENIX HOUSE OF CALIFORNIA, INC., LAKE VIEW TERRACE, CA**

Phoenix House eliminated disparities in access to tobacco prevention and cessation services by developing an innovative, effective smoking cessation program—in partnership with the Tobacco

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Dependence Program—that targeted women in treatment and recovery from substance abuse, delivered in tandem with Circle of Friends resources in their women’s and children’s treatment programs in Los Angeles.

### **PLANNED PARENTHOOD OF GREATER IOWA, INC., DES MOINES, IA**

Planned Parenthood’s “Polk County Smoking Cessation Initiative” implemented basic tobacco control interventions at three of its health centers and planned social support activities for women smokers trying to quit. Tobacco interventions reached women from three distinct patient groups: women receiving comprehensive examinations, prenatal care patients, and colposcopy patients.

### **POUDRE VALLEY HOSPITAL FOUNDATION, INC., FORT COLLINS, CO**

The Poudre Valley Hospital Foundation project changed its traditional nursing curriculum in order to create advocates for effective tobacco cessation in future health care providers. Simultaneously, the nursing students addressed their own smoking cessation through cessation programs based on best practices and delivered in creative ways.

### **RURAL ALASKA COMMUNITY ACTION PROGRAM, INC., ANCHORAGE, AK**

The “Rural CAP Tobacco Cessation Project” supported rural Alaska women, primarily in Alaska Native communities, as they worked to quit using tobacco products, especially cigarettes and chewing tobacco. The project involved developing culturally appropriate resources by adapting existing materials from the American Legacy Foundation, training women in rural villages to create and implement local support networks, and helping women build and utilize these networks across Alaska.

### **SAN JUAN BASIN HEALTH DEPARTMENT, DURANGO, CO**

The Among Friends~Entre Amigas Cessation Peer Group project focused on supporting low-income women in their quit attempts. The program included peer group coaching sessions with a focus on the importance of social support. One of the goals of the program was not only to help women quit successfully but to educate and encourage them to become advocates for tobacco prevention policies in their own communities. The program also had a bilingual approach and welcomed women who speak English or Spanish.

### **SEPULVEDA RESEARCH CORPORATION, SEPULVEDA, CA**

Sepulveda Research Corporation designed a model smoking cessation program for women veterans. An expert panel used the results of four concept development focus groups to design an ideal smoking cessation program for women, which was then reviewed in two concept testing focus

groups and was pilot tested.

**SIDS MID-ATLANTIC, ARLINGTON, VA**

“Stop Smoking Stop SIDS” reached out to pregnant and parenting smokers with one-on-one support that enabled them to quit smoking, thus greatly reducing the risk of their babies being born low birth weight and/or dying from SIDS. SIDS Mid-Atlantic developed a smoking cessation training program, featuring the 5 A’s, for health care providers, including physicians, nurses, social workers, and family support workers in the Washington, DC Metropolitan area.

**SPECTRUM HEALTH, GRAND RAPIDS, MI**

“Teaming Up to Quit Smoking For Good” was an innovative initiative aimed at assisting low-income and high-risk pregnant women in their efforts to quit smoking. This project supported women trying to quit through one-on-one home visiting interventions, education, cessation classes, group support, incentives, and follow-up.

**ST. VINCENT’S FOUNDATION, BIRMINGHAM, AL**

St. Vincent’s QUEST provided a smoking cessation program that supported individuals making life-altering changes and living smoke-free. QUEST incorporated themes outlined in the 2001 Surgeon General’s Report and addressed bio-psychological factors associated with smoking cessation, including fear of weight gain, depression and need for social support. QUEST targeted a medically underserved female population with a significantly greater percentage of smokers than the state average.

**THE SPURWINK INSTITUTE, NEW GLOUCESTER, ME**

Spurwink offered one-on-one behavioral counseling and group coaching sessions, with a focus on individuals receiving services at community mental health centers at three locations in York County, Maine. The Circle of Friends program was integrated into pre-existing programs promoting health and wellness. Clients were referred to the Center for Tobacco Independence at Maine Medical Center for professional behavior counseling and NRT products.

**UNIVERSITY OF KANSAS CENTER FOR RESEARCH, INC., LAWRENCE, KS**

This project provided the university research and health services staff with a better understanding of the personal, social, and environmental antecedents and reinforcers related to the uptake of, experimentation with, and maintenance of sorority women smoking behaviors. The program provided small group and one-on-one counseling cessation support based on the input and involvement of sorority women. The university also reached out to the student community and to

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faculty and staff.

### **VICTOR C. NEUMANN ASSOCIATION, CHICAGO, IL**

The “Achieving Victories in Tobacco Control” project developed a safe and effective smoking cessation program for women living with mental illness. The Association worked to identify what this population needs by conducting focus groups and a needs assessment of the mentally ill target population. Based on these findings, the project developed a customized curriculum for the cessation program tailored to the needs of the target population.

### **YOUNG WOMEN’S CHRISTIAN ASSOCIATION OF BROOKLYN, BROOKLYN, NY**

The YWCA of Brooklyn's project was to eliminate disparities in access to smoking cessation services among low-income women in central Brooklyn. The program provided health education workshops, referrals for counseling and medication and helped to establish "Circles" for women at five program sites.

### **WISCONSIN WOMEN’S HEALTH FOUNDATION, INC., MADISON, WI**

The Wisconsin Women’s Health Foundation provided prenatal smoking cessation counseling for under-served communities of color in Wisconsin. The First Breath program, initiated in 2000, adapted more culturally-competent cessation training sessions and materials to its existing program specifically for African-American, Hispanic, and Native American communities.

### **YOUNG MEN’S CHRISTIAN ASSOCIATION OF WICHITA, WICHITA, KS**

The Young Men’s Christian Association of Wichita project assisted women as they sought to stop smoking, through education about healthy alternative lifestyles, and providing various types of emotional support and assistance. The Wichita YMCA’s “Quit Together” program provided an opportunity for female YMCA members who smoke to quit and replace their addiction with a new lifestyle that involved physical activity and good nutrition. The program designed to educate women on their addiction, provide support in the process of quitting and to educate and motivate them to start and continue a physical activity routine along with nutrition education.