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**ADVOCATE ILLINOIS MASONIC MEDICAL CENTER, PARK RIDGE, IL**

Advocate Illinois developed and implemented two multi-media American Sign Language (ASL) smoking cessation programs targeting Deaf adults: a self-help guide for isolated Deaf persons and a guide for groups. All materials were made available on the first Deaf health website--Learn Health! Live Healthy! The evaluation included focus groups with Chicago's Deaf community and pre/post evaluations of the smoking behaviors of group participants.

**AMERICAN COLLEGE OF PREVENTIVE MEDICINE (ACPM), WASHINGTON, DC**

Through a Preventive Medicine meeting series, ACPM expands and improves the practice of preventive medicine. The meeting provides practical, educational, training and networking opportunities for health care professionals interested in disease prevention and health promotion. A portion of the meeting sponsored by Legacy focused on tobacco control and smoking cessation issues.

**AMERICAN DENTAL EDUCATION ASSOCIATION (ADEA), WASHINGTON, DC**

Through this grant the ADEA established a tobacco control unit to provide leadership and information on tobacco control and prevention to its members. ADEA also developed a survey of current tobacco control efforts within dental schools and developed a manual and resource guide. ADEA conducted trainings and motivational workshops around these issues at their annual meeting in 2001.

**AMERICAN LUNG ASSOCIATION OF OREGON, TIGARD, OR**

American Lung Association of Oregon recognized that metro-area apartment dwellers may suffer illness from neighbors' secondhand smoke (SHS). Using renter and landlord knowledge, attitudes, and practices toward SHS and smokefree policies was assessed through surveys and focus groups. Assessment results helped to develop an on-line smokefree apartment registry and a landlord training program on smokefree policies. The program promoted smokefree apartments through assessment and education in the Portland metropolitan area.

**AMERICAN LUNG ASSOCIATION (ALA) OF WISCONSIN, BROOKFIELD, WI**

Through their partnership with the Cooperative Educational Services Agencies (CESAs), the ALA of Wisconsin trained facilitators in a gender-sensitive curriculum that targeted 500 "high risk" youth in southeastern Wisconsin who were "ready to quit". ALA conducted four facilitator trainings in fall/winter of 2001-2002 and certified 40 facilitators to recruit teen participants in school and community settings. The ten session curriculum and booster sessions, incorporated awards and incentives, and included a mental health referral protocol.

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**AMERICAN MEDICAL ASSOCIATION, CHICAGO, IL**

The National "Youth Telling the Truth About Tobacco" involved middle school students across the country in designing print ads and writing essays to discourage teen smoking. Using a teacher's guide and student's hand outs, students developed the skills to critically analyze tobacco advertising. For this contest at least 300 entries were received of which 40 entered the final round. One winner and five runner-ups were presented with saving bonds and certificates during the AMA-RFS meeting in December 2000. Legacy was recognized as a co-sponsor of the event.

**ARIZONA-MEXICO BORDER HEALTH FOUNDATION, TUCSON, AZ**

Go for it! / ¡Tu Puedes! combined targeted bilingual outreach education and awareness to 4,500 18-24 year-old Hispanic and Caucasian adults in rural Cochise County, Arizona, using palm cards and fliers, and target-age biweekly cessation support groups with a social club orientation in English and the local Spanish. Target-age Advisory Panels provided cultural expertise and judge quarterly contests for bilingual prevention/cessation messages and art images.

**BUILDING TOWARD WELLNESS COMMUNITY COALITION, INC., COLUMBUS, GA**

The Building Toward Wellness Coalition, a community outreach arm for the Fourth Street Baptist Church, supported a tobacco use prevention initiative Operation Choose Health (OCH) formed for the specific purpose of addressing tobacco related issues in the Booker T. Washington apartment complex in Columbus, GA. Efforts focused on a "social norms" marketing campaign, innovative education programs and culturally relevant cessation programs.

**CENTER FOR THE ADVANCEMENT OF HEALTH, WASHINGTON, DC**

This grant supported the development of NOTURF's (National Organization of Tobacco Use Research Funders) web site, the web-based database, and a semi-annual meeting.

**CHILDREN COUNT COALITION, WASHINGTON, DC**

Legacy helped the Children Count Coalition to develop a tobacco control program, build organizational capacity, and provided general operating support. The grant also supported the Coalition's effort to enhance and evaluate the Ad Up training guide as a youth tobacco use prevention resource.

**CHILDREN'S HOSPITAL AND HEALTH CENTER – THE TRILATERAL PARTNERSHIP, SAN DIEGO, CA**

"Quit Link" was a demonstration project that aimed to reduce children's exposure to second-hand smoke. Twenty-five pediatric offices in San Diego screened parents for tobacco use and second-hand smoke exposure at their child's two-month well-child visit via a standardized survey, and referred

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parental smokers to the state quit line for proactive recruitment in cessation counseling and also educated all families about the harmful effects of second-hand smoke exposure.

#### **CITY OF BETHLEHEM HEALTH BUREAU, BETHLEHEM, PA**

A water pipe, also commonly referred to as a hookah, narghile, or sheesha, is an ancient waterpipe frequently used to smoke flavored tobacco. The practice of waterpipe smoking is often not perceived as harmful to one's health or to the health of others via second hand smoke. This project established the prevalence of waterpipe smoking among the Arab community in the Lehigh Valley, assess the influence of cultural and social practices on initiation and maintenance and developed prevention and cessation strategies based on the assessment.

#### **CLINICAL OUTCOMES GROUP, INC., POTTSVILLE, PA**

This six county demonstration project aimed to reduce tobacco use among 18-24 year olds in rural communities. This campaign focused on three specific activities: (1) assisted employers to develop tobacco free workplace policies and hire non-tobacco users; (2) worked with statewide workforce training programs to develop tobacco policies and intervention programs; and (3) developed accessible, effective tobacco quit programs for 18 to 24 year olds.

#### **CONGRESO DE LATINOS UNIDOS, INC., PHILADELPHIA, PA**

Congreso attempted to fill the critical gap in cessation and ETS (environmental tobacco smoke) education programming for pregnant and parenting Latinas age 18-24, in North Philadelphia. Its Creando Esperanza (Creating Hope) Program conducted home-based Cessation Counseling and Educational Workshops, to reduce tobacco use among underserved pregnant and parenting Latinas and reduce exposure to environmental tobacco smoke among children.

#### **DREXEL UNIVERSITY, PHILADELPHIA, PA**

In coordination with the Men's Health Network, Drexel implemented and evaluated a smoking cessation program for 18-24 year old urban men (not in college or university setting) to identify successful methods of attracting this population into the program by focus groups.

#### **EDUCATION DEVELOPMENT CENTER, BOSTON, MA**

Education Development Center identified cost savings and other benefits to institutions of higher education (IHEs), realized by implementing strong tobacco control measures. The project conducted in-depth studies at three IHEs to determine both tangible and understated benefits achieved after the implementation of smoking bans in residence halls.

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**EDUCATION DEVELOPMENT CENTER, BOSTON, MA**

Education Development Center (EDC) worked with Legacy grantees in two selected states to develop tools to benchmark program effectiveness and to document and share best practices. This effort generated a blue print for community-based organizations for standards of excellence for advocacy, outreach, media, and cessation services. EDC developed a CD-ROM multimedia training and an orientation guide for CBOs in the world of tobacco control.

**EMORY UNIVERSITY, ATLANTA, GA**

The success of a smoke-free air law hinges on state health department preparedness to implement and enforce the law once it takes effect. States with inadequate implementation and enforcement make the laws more susceptible to criticism and disregard. To increase the probability of success and fill this emerging gap, the Tobacco Control Network (TCN) assisted state health departments (SHD) in developing effective strategies to implement comprehensive smoke free air laws. Five SHDs with newly passed laws received tailored technical assistance during the critical period following law passage. States without 100% smoke free air laws received education and resources to help them establish laws that were well-planned, strategically implemented and effectively enforced.

**ENSURING TOMORROW, SCOTTSDALE, AZ**

This program supported a touring production entitled "Tobacco: The Musical...Where There's Smoke." The show reached youth in 150 schools about the health related consequences of tobacco use. Study guides and activity books accompanied the musical as a resource for educators. The musical intended to act as a counter message of the glamorous portrayal of tobacco use.

**GEORGETOWN UNIVERSITY, WASHINGTON, DC**

The program assessed the interest of conversion foundations to provide additional financial support of tobacco prevention programs nationwide. At least 30 foundations identified health promotion and disease prevention as a priority, while sixteen identified substance abuse reduction as a priority.

**GEORGETOWN UNIVERSITY, WASHINGTON, DC**

The Summer Institute for Tobacco Control Practices in Nursing Education demonstration project has increased tobacco prevention and cessation education in acute care nurse practitioner (ACNP) curricula.

**GRANTMAKERS IN HEALTH (GIH), WASHINGTON, DC**

GIH worked with Legacy to raise the visibility of tobacco prevention and cessation among health foundations with a combination of meetings and products.

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### **GREAT LAKES INTER-TRIBAL COUNCIL, LAC DU FLAMBEAU, WI**

The organization, through its Epidemiology Project, conducted a youth tobacco survey of Native American/Alaska Native middle school students in Michigan, similar to the survey performed in Wisconsin.

### **HARLEM CHILDRENS ZONE, INC. (HCZ), NEW YORK, NY**

Twenty-six percent of children 12 and under in Central Harlem have asthma and in 33% of their homes, someone smokes. The Harlem Children's Zone added smoking cessation services to the existing community-based HCZ Asthma Initiative to reduce children's secondhand smoke exposure. Staff provided in-home counseling, education, and pharmacotherapy to smokers in homes of asthmatic children.

### **HEALTHCARE GEORGIA FOUNDATION, ATLANTA, GA**

The project conducted policy research on state and local tobacco control strategies tailored to Georgia, provided a forum for diverse parties to come together to develop a more aggressive approach toward tobacco control, and built consensus for tobacco control efforts in Georgia's communities. The project convened public health, policy, research, academic, and economic stakeholders to consider tobacco control policies related to indoor clean air programs, adult smoking cessation, youth tobacco use prevention and the economic impact of reductions in tobacco production. In addition, the group prepared issue papers on health and economic issues and focused its efforts to address the needs of the highest risk populations, including those living in socio-economically disadvantaged rural areas.

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

The majority of smokers of all ages indicate the desire to quit, but only a very low percentage has ever succeeded in quitting for three months or more. This program provided young people (18-24) the knowledge and tools they need to stop smoking by giving them cessation information and skills via a cadre of technology-based services that appeals to today's technology-savvy young adults. Each component of the program was available in both English and Spanish.

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

Put it OUT! tailors smoking cessation to the LGBT (Lesbian, Gay, Bisexual and Transgender) community by incorporating the cultural identity and real life success stories of LGBT former smokers who serve as spokespersons in a media campaign, as recruitment and outreach agents who inspire and enroll participants, and as trained co-facilitators of cessation groups in which their experiences serve as examples for fellow LGBT persons looking to quit.

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**HOWARD UNIVERSITY, WASHINGTON, DC**

Focusing cessation intervention efforts on 18-24 year-olds is especially critical since quitting smoking at an early age can help avoid many smoking-related illnesses. The Howard University project arms young adults with a powerful combination of tools and knowledge intended to help break their tobacco addiction. These included a structured, multi-component, cognitive-behavioral smoking cessation program and specialized training in Systematic Resocialization Skills to control nicotine craving situations.

**ICD (INTERNATIONAL CENTER FOR THE DISABLED), NEW YORK, NY**

This project aimed to prevent tobacco use among young adults with serious and persistent mental illness (SPMI) through integration and modification of two evidence-based prevention programs. After piloting the program with a subset of young adults with SPMI who attend the "Yes" after-school program, the program was field tested with 75 to 100 young adults with SPMI who are not likely to go to college. Five to 10 young adults who successfully completed the program were trained as peer educators to deliver the program at two other agencies that serve young adults with SPMI.

**INDIANA LATINO INSTITUTE (ILI), INDIANAPOLIS, IN**

The PATA Project (Padres Abuelos y Tios en Accion) Contra el Tobacco in collaboration with the Mexican Consulate and others primary goal was to change the individual tobacco use behavior of soccer league participants. On November 31, 2006, over 300 men, ages 18 to 24 were educated by PATA mentors about the dangers of tobacco, as determined by league participants who receive tobacco education information and signed smoke free pledges.

**IN-CARE NETWORK, INC., BILLINGS, MT**

In-Care Network, Inc. provided technical assistance to the tribal and urban American Indian programs that received state funding to develop and implement youth tobacco projects in Montana. In-Care also assisted the University of Montana in writing and developing cultural training modules for American Indian and non-Indian professionals working with tribal communities.

**INOVA HEALTH CARE SERVICES, FALLS CHURCH, VA**

The Tobacco Intervention Program for Seniors (TIPS) aimed to "eliminate disparities in access to prevention and cessation services" by providing a four-pronged approach to smoking cessation for senior cardiovascular patients. This innovative program offered inpatient bedside counseling; post-discharge phone follow-up and/or counseling; in-person and phone support groups, and relapse prevention seminars for participants and family members who have quit smoking.

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**INNOVATIVE MEDICAL EDUCATION CONSORTIUM (IMEC), VANCOUVER, WA**

IMEC 1) decreased smoking initiation among incoming college freshmen, (2) increased quit attempts for those who already smoke, (3) increased awareness of campus smoking cessation services, (4) provided smoking-prevention and cessation information during freshman orientation, and (5) gathered and analyzed survey data to support the efficacy of the program. The goals were modestly met at four of five pre-established campuses. A high quality web site was designed with tools to address quitting, but survey results were unreliable and participating colleges were more reluctant to commit time and resources than originally presumed.

**INTER-TRIBAL COUNCIL OF MICHIGAN, SAULT STE. MARIE, MI**

This grant pilot tested the best practices methods of the 5 A's process among rural Native American communities in Michigan, targeting pregnant smokers. Community health workers served as the agents of change for their own communities.

**IOWA ATTORNEY GENERAL'S OFFICE, DES MOINES, IA**

The Iowa Second Hand Smoke Initiative provided education and technical assistance to communities interested in building their knowledge of and capacity to address secondhand smoke exposure. In addition, the project studied the results of different strategies employed in typical situations around the state and disseminated the lessons learned to other Iowa communities interested in secondhand smoke issues.

**JSI RESEARCH & TRAINING INSTITUTE, INC. (JSI), BOSTON, MA**

JSI, a healthcare consulting organization, and World Education, dedicated to improving lives through education, collaborated with adult basic education (ABE) programs in New Hampshire developing and field testing a series of tobacco education lessons for adult learners. Lessons fit into the ABE core curriculum, facilitating replication, and produced essential information about tobacco hazards and cessation resources to a high-risk young adult population.

**KENTUCKY RIVER COMMUNITY CARE, INC., JACKSON, KY**

The Kentucky River Tobacco Coalition (KRTC) addressed smoking harm in the area with the highest smoking and lung cancer rates in the nation. The KRTC sponsored smoking cessation groups for adults with low cost nicotine replacement therapies, and a community campaign designed to heighten Appalachian awareness about the smoking cessation and prevention opportunities.

**KIDS INVOLUNTARILY INHALING SECONDHAND SMOKE (KIISS), ROSEVILLE, CA**

In light of smoke free workplace laws in Delaware, Florida, New York City, Boston and Dallas, KIISS developed and produced a smoke free workplace implementation kit of written material and

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advertising art/copy. KIISS used these materials to educate and train restaurant/bar owners and health advocacy groups on how to implement smoke free workplace policy successfully.

#### **KOREAN RESOURCE CENTER, BALTIMORE, MD**

The program created an innovative approach to facilitate smoking cessation among Korean young adult male smokers by empowering their mothers as health advocates and smoking cessation interventionists. The community health advisor from the Korean American community aim was to educate and coach the mothers who shared the same culture, language, and immigration experience. The project placed a special emphasis on the need for long-term management of smoking as a chronic illness for young adult males as they quit smoking.

#### **LA CROSSE COUNTY HEALTH DEPARTMENT (LCHD), LA CROSSE, WI**

LCHD aim was to increase the use of smoking cessation services among La Crosse County 18-24 year olds increasing awareness of smoking cessation programs in disparate populations; and changed smoking norms and policies in the community. LCHD collaborated with UW-CTRI (University of Wisconsin, Center for Tobacco Research and Intervention) and community organizations providing tobacco prevention, cessation and education in La Crosse County.

#### **LANE COUNTY PUBLIC HEALTH SERVICES, OR, EUGENE, OR**

Lane County developed, implemented, evaluated and sustained a program to systematically implement cessation and relapse prevention training among WIC clinic providers in order to successfully increase provider counseling practices and decrease tobacco use and relapse among low income pregnant and postpartum women.

#### **LENNI-LENAPE GIRL SCOUT COUNCIL, BUTLER, NJ**

The Lenni-Lenape Girl Scout Council developed a culturally appropriate anti-smoking campaign for girls who were troop/group leaders and their adult volunteers. The program was delivered to over 3,500 girls in all geographic areas of the councils' jurisdiction. Post-presentation surveys showed modest success.

#### **MAINE MEDICAL CENTER, PORTLAND, ME**

The project implemented a pediatric office clinical system that enabled pediatricians to improve adherence to the 2000 Public Health Service Clinical Practice Guideline Treating Tobacco Use and Dependence (PHS) in an office setting. The project attained its two main goals: documenting household smoking status at every pediatric visit, and providing comprehensive smoking cessation interventions, including counseling and medications for tobacco smoking parents.

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**MASSACHUSETTS GENERAL HOSPITAL, BOSTON, MA**

The Clinical Effort Against Secondhand Smoke Exposure (CEASE) engaged a practice-based counseling and referral system that equips child healthcare clinicians to counsel and link smoking parents to available tobacco control services. Developing CEASE for North Carolina built capacity for future national dissemination efforts, while filling a pressing need in North Carolina.

**MEDICAL GROUP MANAGEMENT ASSOCIATION (MGMA) CENTER FOR RESEARCH, ENGLEWOOD, CO**

This project studied how physician groups support tobacco cessation. The project assessed the current presentation of groups in cessation services; identified how the groups organize and support such services; identified potential and current barriers to services and identified methods that were successfully adopted by the group.

**MICHIGAN PUBLIC HEALTH INSTITUTE, OKEMOS, MI**

The project attempted to develop a prenatal smoking cessation program where a health care provider (doctor or nurse) would initiate intervention. Two hundred women (all who are on Medicaid) were targeted, with half receiving “generalized” smoking cessation support and the other half to receive a more “tailored” approach. This grant faced many hurdles that ultimately, the grantee could not overcome. Once the project was operational, the focus of the program was no longer timely or applicable. Legacy and the grantee agreed to close the grant early.

**MOREHEAD STATE UNIVERSITY, MOREHEAD, KY**

This project examined the effect of exercise as part of a combination-approach smoking cessation intervention, targeting the Appalachian working poor of a tobacco producing state.

**NATIONAL ALASKA NATIVE AMERICAN INDIAN NURSES ASSOCIATION, TACOMA, WA**

Legacy sponsored sessions and materials on smoking cessation and prevention as a key component of the National Alaska Native American Indian Nurses Association (NANA-INA) Summit in Anchorage, Alaska.

**NATIONAL DEVELOPMENT AND RESEARCH INSTITUTES, INC., NEW YORK, NY**

The project completed an interesting study that focused on why teenagers decide to stop smoking. The main goals accomplished by the study were to understand those factors that influence adolescent smokers to decide to quit and strategies that teenagers use to succeed in overcoming obstacles to stop smoking. One hundred students from eight New York City high schools were recruited for the study.

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**NATIONAL JEWISH MEDICAL AND RESEARCH CENTER (NJMRC), DENVER, CO**

The program tested the addition of a 6-week teleconference social support group to an existing telephonic Quitline service run by NJMRC attempting to increase successful smoking cessation and reduce relapse rates in elderly callers who identified themselves as having minimal social supports or social environments that endangered their smoking cessation efforts.

**NATIONAL LATINA/O LESBIAN, GAY, BISEXUAL, TRANSGENDER ORGANIZATION (LLEGO), WASHINGTON, DC**

LLEGO attempted to build the capacity of lesbian, gay, bisexual, and transgender community-based organizations by establishing a national network of peer community health advocates that mobilized a regional anti-tobacco social marketing campaign aimed at changing community norms towards tobacco use. A series of town hall meetings helped gather information as well as highlight the needs of the target population.

**NATIONAL LATINO COUNCIL ON ALCOHOL AND TOBACCO, WASHINGTON, DC**

The National Latino Council on Alcohol and Tobacco received a Legacy grant in support of a National Hispanic/Latino Network on Tobacco Control.

**NATIONAL WOMEN'S LAW CENTER, WASHINGTON, DC**

This project addressed the issue of smoking among women and girls by publishing a report, entitled, "Making the Grade on Women's Health: Women and Smoking," followed by strategic public education and coalition-building efforts.

**NEW YORK CITY LESBIAN, GAY, BISEXUAL AND TRANSGENDER TASK FORCE, NEW YORK, NY**

The New York City Lesbian, Gay, Bisexual and Transgender (LGBT) Task Force for Addressing Tobacco Use held an educational forum at the New School in New York City.

**NEW YORK-PRESBYTERIAN: THE UNIVERSITY HOSPITAL OF COLUMBIA AND CORNELL, NEW YORK, NY**

A field test of a current online smoking cessation program was conducted to determine whether the program will be adopted by physicians and would appeal to and retain smokers.

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**OHIO STATE UNIVERSITY RESEARCH FOUNDATION, COLUMBUS, OH**

The Ohio State University Research Foundation developed a tobacco control effort targeting Chinese Americans in New York City.

**ORANGE COUNTY ASIAN AND PACIFIC ISLANDER COMMUNITY ALLIANCE, GARDEN GROVE, CA**

This project attempted to develop an educational documentary on the impact of tobacco on U.S. communities of color (African Americans, Asian Americans and Pacific Islanders, Hispanics/Latinos and Native Americans and Alaskan Natives) and community-based strategies to eliminate dependence on tobacco use and tobacco industry largesse.

**OREGON HEALTH & SCIENCE UNIVERSITY (OHSU) SMOKING CESSATION CENTER, PORTLAND, OR**

This project collected data on tobacco cessation implementation strategies currently used in inpatient and outpatient settings for smokers with psychiatric and substance abuse disorders. They synthesized these data with current research into a Recommendations and Resource Guide for best practices, provided training, and disseminated the Guide to programs serving the target population in 80% of states. This was coordinated by OHSU and the Tobacco Cessation Leadership Network.

**PHARMACY COUNCIL ON TOBACCO DEPENDENCE, HAMPTON, VA**

A partnership between the Pharmacy Council on Tobacco Dependence and Hampton University School of Pharmacy conducted focus groups with pharmacists serving in minority communities to assess what type of cessation programs were available and discussed current trends, tactics and tools and developed an action plan to increase cessation promotion in minority communities.

**PUBLIC HEALTH INSTITUTE (PHI), OAKLAND, CA**

Spit tobacco use is a public health problem; particularly among Americans age 18 to 25 in rural areas. Spit tobacco companies reach this group by marketing their products at rodeos. Through this initiative, PHI built a national effort to address the problem. Using tools from the successful Buck Tobacco Sponsorship campaign, this project aimed to arm rodeo governing boards with the knowledge and tools to reject tobacco.

**PUBLIC HEALTH-SEATTLE & KING COUNTY, SEATTLE, WA**

This project promoted tobacco cessation among young Latino adults, ages 18- 24, in an attempt to reduce disparities in access to tobacco education and cessation services. The project integrated tobacco education into targeted health outreach and refer young adults into health care and free tobacco cessation services.

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### **RESEARCH FOUNDATION OF CITY UNIVERSITY OF NEW YORK, NEW YORK, NY**

This research study compared public health advocacy for tobacco control with advocacy to control food, alcohol, firearms, automobile and pharmaceutical industries in order to develop more effective strategies and "frames" to reduce harm from industry practices.

### **RICHLAND COUNTY COALITION AGAINST DOMESTIC VIOLENCE, SIDNEY, MT**

Richland County Coalition Against Domestic Violence created a smoking cessation support group targeting victims of domestic violence or sexual assault, former victims, and victim advocates. The group operated with the support and involvement of medical and rehabilitation professionals in the mutually trusting and secure environment of the shelter.

### **ROSWELL PARK ALLIANCE FOUNDATION, BUFFALO, NY**

The goal of this project was to promote quit attempts among a cohort of low-income smokers assembled in Erie County, New York in 2002. Using a randomized trial design, they evaluated the effectiveness of: a) two methods for disseminating nicotine replacement therapy (NRT) (voucher or mailed supply) to low-income smokers and b) using medical monitoring tests as a tool for enhancing smoking cessation efforts.

### **SMOKING CESSATION RESEARCH INSTITUTE, PALO ALTO, CA**

The SmokeClinic is an internet-based protocol to assist individuals to give up smoking. This interactive smoking cessation program was designed for individual use, provided a supportive online community, research library and marketplace to purchase replacement therapy devices. This service targeted the 50% of Americans who acknowledge that they have regular internet access, of which 35% will become users of this service.

### **SMOKE FREE WISCONSIN, MADISON, WI**

This program studied community-level factors that influence local policy capacity building as a critical component to achieving overall reductions in the burden of tobacco use in rural communities. The outcome of this project created a case study analysis to improve their understanding of how to implement successful CIA (clean indoor air ordinances) interventions in communities with unique differences and challenges.

### **SOCIETY FOR RESEARCH ON NICOTINE AND TOBACCO (SRNT), MIDDLETON, WI**

SRNT received support to sponsor six students to attend the Ninth Annual Meeting of the Society for Research on Nicotine and Tobacco in 2003.

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### **SOUTH ASIAN NETWORK, ARTESIA, CA**

The South Asian Tobacco Cessation Project improved its community's capacity to provide culturally-specific tobacco cessation services to South Asian tobacco users through staff training and materials development and reduce culturally-specific smoke and smokeless tobacco use among underserved, uninsured South Asian adults in Southern California through intensive home-based tobacco cessation counseling and social support from Community Health Advocates with similar cultural/language backgrounds.

### **TARZANA TREATMENT CENTER, INC., TARZANA, CA**

Tarzana Treatment Center, a leading behavioral health organization, built its capacity for providing tobacco cessation alongside residential rehabilitation services. Through staff training and program development, newly created evidence-based tobacco cessation services have been well received at one of its three residential rehabilitation sites. Its services target low and very low-income, medically uninsured adult substance users in residential treatment for substance use.

### **TETON YOUTH & FAMILY SERVICES (TYFS), JACKSON, WY**

Wyoming has one of the highest adult and youth rates of spit tobacco in the nation. TYFS built a sustainable coalition of Laramie and statewide parties interested in securing a University of Wyoming (UW) policy prohibiting tobacco sponsorships of any UW event, club, or fraternity, to prohibit sampling at any UW event, including fraternity parties, and prohibited sales of tobacco on campus. The coalition assisted UW in finding long-term alternative funding for rodeo events.

### **THE BROOKINGS INSTITUTION, WASHINGTON, DC**

The Brookings Institution conducted a three-year study entitled, "Social Influences and Smoking Behavior." The publication applies innovative agent-based computer modeling techniques to smoking behavior, with the aim of understanding peer effects and how to counter them.

### **THE CHILDREN'S HEALTH FUND, NEW YORK, NY**

This program has built the capacity of the New York Children's Health Project (NYCHP) to provide smoking cessation services to homeless parents living with their children in New York City's shelter system, thereby decreasing their children's exposure to harmful secondhand smoke. The NYCHP operated eight medical mobile unit-based sites and four shelter-based sites, providing primary care to vulnerable children and families throughout the city.

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

This program created an interdisciplinary team-nurse practitioner-social worker to develop health

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promoting practice with low income, single parent families where the parent has mental illness. They will continue their three-year collaboration with CSI (Counseling Services Inc.), a non profit mental health agency in Southern Maine, and develop the use of the Plan for Health, a client centered, empowerment-based tool for health promotion and smoking cessation.

#### **THE UNIVERSITY OF IOWA, IOWA CITY, IA**

This multifaceted, participatory project reduced disparities in access to tobacco cessation for LGBT Iowans. Quitline Iowa (QI) aim was to increase LGBT call volume by building organizational capacity through staff training and the development of a community advisory committee and broader network of community partnerships. In addition, QI was promoted to LGBTs through the development and dissemination of print/web materials through this network.

#### **TOBACCO CONTROL RESOURCE CENTER, INC., BOSTON, MA**

The Tobacco Control Resource Center attempted to better position the tobacco control and public health communities on how to effectively respond to future opportunities for a broad-ranging settlement with the tobacco industry. The Center hosted formal meetings each year and a number of informal discussions as well. The project analyzed relevant developments; met with knowledgeable and influential people; drafts and discusses position papers; and organized conferences.

#### **TOBACCO CONTROL RESOURCE CENTER, INC., BOSTON, MA**

TCRC project had two principal goals. The first aimed at cultivating litigation against tobacco manufacturers by increasing the pool of qualified expert witnesses available to plaintiff's attorneys. The goal was to increase the number of qualified, prepared and available expert witnesses for plaintiff's attorneys. The second goal was to heighten awareness by tobacco plaintiff's attorneys of the availability of equitable remedies and of criteria for choosing among them to best accomplish tobacco control goals.

#### **TRUSTEES OF COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK, NEW YORK, NY**

The project will demonstrate ways in which the Free To Grow: Head Start Partnerships to Promote Substance-free Communities program can align with and expand the reach of the American Legacy Foundation's work to reduce tobacco use in communities.

#### **UNIVERSITY OF ARIZONA, TUCSON, AZ**

This project demonstrated an innovative approach to serve the needs of culturally isolated, low socio-economic status, Spanish language-dominant tobacco users and their families with effective intervention strategies. The educational program for community lay health workers (promotores) supported a minimum of 40 promotores participating in the program, resulting in at least 250 tobacco users receiving interventions during the project period.

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**UNIVERSITY OF COLORADO HOSPITAL, DENVER, CO**

This project intended to reduce cigarette smoking among people living with HIV infection by initiating a smoking cessation program in a HIV Primary Care Clinic. Despite the availability of free counseling, nicotine replacement therapies and other resources, the target population of HIV positive individuals did not respond in significant enough numbers to demonstrate success.

**UNIVERSITY OF MEDICINE AND DENTISTRY OF NEW JERSEY, ROBERT WOOD JOHNSON MEDICAL SCHOOL, PISCATAWAY, NJ**

Smoking rates among the mentally ill are 2-4 times that of the general population yet they have reduced access to cessation services. This project developed and implemented tobacco training for Psychiatrists, Advanced Practice Nurses, and other health professionals. An outcomes study will evaluate knowledge acquisition and practice pattern changes. This training curriculum can be used as a model for other states or professional organizations.

**UNIVERSITY OF MEDICINE AND DENTISTRY OF NEW JERSEY, ROBERT WOOD JOHNSON MEDICAL SCHOOL, PISCATAWAY, NJ**

The “Choices Project” was designed to increase the number of mental health consumer advocates for addressing tobacco in New Jersey through a plan of targeted education and advocacy building directives. The advocacy effort empowered mental health consumers, enhanced their interest in this area and better linked them to tobacco dependence treatment.

**UNIVERSITY OF KENTUCKY RESEARCH FOUNDATION, LEXINGTON, KY**

Kentucky’s first state-wide population-based tobacco cessation contest engaged large numbers of users in a targeted quit attempt through the use of multiple forms of assistance and incentives. The study confirmed the positive effect of a multi-component statewide cessation contest on tobacco use status and quit rates. The quasi-experimental design tested the effect of participation in the cessation contest on cigarettes smoked and other tobacco products used per day, quit attempts, quit rates, social support, and perceived harmfulness of tobacco and secondhand smoke.

**UNIVERSITY OF MASSACHUSETTS AT BOSTON, CENTER FOR SURVEY RESEARCH, BOSTON, MA**

The Center for Survey Research examined changes in smoking behavior and attitudes in 18-30 old adults as a function of their exposure to local and statewide interventions.

**UNIVERSITY OF MISSOURI - KANSAS CITY (UMKC), KANSAS CITY, MO**

The UMKC project focused on creating an anti-tobacco community campaign targeting 18-24 year old

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smokers in the military. Specifically, quit messages were identified for memorability, impact, communication, comprehension, believability, acceptability, image, and persuasion. Surveys and focus groups were conducted in partnership with the Air Force and the Army. Tailored training for brief and intensive tobacco cessation programs were developed and monitored regarding number of services being used by young adults in the military.

#### **UNIVERSITY OF NEVADA, LAS VEGAS SCHOOL OF DENTAL MEDICINE, LAS VEGAS, NV**

The workOUT program targeted 18-24 year old workers at their work sites to provide tobacco education, cessation information, and brief intervention counseling, as well as free, comprehensive oral cancer and dental screenings. Work sites included fast food and other restaurants, movie theatres, construction sites and retail stores and malls. Crackdown on Cancer, WorkOUT's parent organization, used mobile clinics to target 18-24 year old workers at their work sites.

#### **UNIVERSITY OF ROCHESTER, ROCHESTER, NY**

ERACE SS (Effectively Reducing All Children's Exposure to Secondhand Smoke) was a strategy for a national movement to ensure that all pediatric clinicians (pediatricians, family practitioners, pediatric nurses, nurse practitioners and physician's assistants) were aware of the consequences of childhood secondhand smoke exposure and that they have the skills and tools to teach parents and families how to protect children from tobacco exposure. This was achieved through a staged comprehensive effort: Phase I included strengthening and publicizing the knowledge base about secondhand smoke related risks and reduction interventions; Phase II involved implementing strategies to mobilize pediatricians nationwide to offer evidence-based tobacco cessation and secondhand smoke prevention strategies to their patients' families.

#### **UNIVERSITY OF WASHINGTON, SEATTLE, WA**

The Center for Health Education and Research assessed the state of smoking on college campuses. The project reviewed policies and programs that impact student smoking, investigated tobacco companies' role in marketing to college students, and summarized the availability of smoking cessation and prevention services to students. Based on the findings from initial research, the project identified strategies and potential partners for the development of a program to decrease smoking on college campuses. An excellent and detailed account of the research recommended countering tobacco promotion, making campuses smoke-free, and increasing the availability of prevention and cessation services to college students.

#### **VANDERBILT UNIVERSITY SCHOOL OF NURSING, NASHVILLE, TN**

TN TXT 2 QUIT (Tennessee Text 2 Quit) goal was to improve health outcomes of childbearing-age, tobacco dependent women in Tennessee. This 12-week cellular phone, web-based text messaging smoking cessation intervention was implemented and evaluated in a diverse, inner-city population of 100 young women. Patients were randomized into intervention or control groups, matched by age

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and race/ethnicity. Cessation rates of the two groups were compared.

#### **VERMONT DEPARTMENT OF HEALTH, BURLINGTON, VT**

The Vermont Department of Health Tobacco Control Program (TCP) works with 18-24 year olds who are not enrolled in higher education, to emphasize tobacco cessation, prevention and education interventions. This project used the existing TCP infrastructure to target this age group and aimed at worksites (grocery/convenience stores, restaurants, hotels, and factories, etc.), obstetrician practices, low income services, and community organizations.

#### **WEST BROADWAY TASK FORCE, INC., SOUTH BOSTON, MA**

This pilot program functioned in a public housing development with documented high smoking rates. Residents are trained as Tobacco Treatment Advocates to provide smoking cessation services to motivate and assist fellow residents who are smokers to seek treatment from Tobacco Treatment Specialists and provide ongoing support for smokers both before and after receiving services.

#### **WEST VIRGINIA UNIVERSITY RESEARCH CORPORATION, MORGANTOWN, WV**

The program assessed overall recruitment and retention effectiveness of the culturally-adapted N-O-T program implemented with North Carolina American Indian youth and young adults. The program examined the variables that persuade or impede American Indian youth and young adult interested in enrolling in and maintaining involvement in tobacco addiction prevention and cessation programming.