

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 are 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.

ALASKA NATIVE TRIBAL HEALTH CONSORTIUM (ANTHC), ANCHORAGE, AK

Alaska Native Tribal Health Consortium (ANTHC) combined their clinical knowledge with the community experience and expertise of RurAL CAP Headstart to reduce tobacco use and exposure among Alaska Native families. ANTHC and RurAL CAP constructed a community support system within 24 Headstart communities to address tobacco use through: culturally appropriate education and training; evidence-based approaches to tobacco control; tobacco cessation services; and project evaluation.

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 suffer illness from neighbors' secondhand smoke (SHS). Using renter and landlord

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knowledge, attitudes, and practices toward SHS and smokefree policies were 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 promotes 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.

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.

BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH, INC., MERIDIAN, ID

Most Idaho hospitals identify patients who smoke, but due to time constraints and lack of trained personnel, the hospitals provide minimal cessation services. Blue Cross of Idaho developed and evaluated an innovative touch-screen program for hospitalized

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patients to reduce the prevalence of smoking and eliminate disparities in access to smoking cessation services. By developing a program that can be disseminated to hospitals, especially in rural areas, the program goal was to be replicated throughout Idaho and the Northwest.

BRIDGEHAVEN MENTAL HEALTH SERVICES, LOUISVILLE, KY

The project identified clients with severe and persistent mental illness who have a desire to quit smoking and provided them with a comprehensive program to achieve that goal. The project used established practitioners to deliver cessation messaging (e.g. social workers, registered nurses, advance practice nurses and art therapists) and heighten the awareness of the health risks of smoking, the financial and personal benefits of quitting and the danger of second hand smoke. The program activities used best practices for tobacco cessation into a well-established psychiatric rehabilitation and recovery program, recognized locally and nationally for service excellence, and located in Kentucky, a state with historically influential tobacco use culture and prevalence.

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.

CALIFORNIA RURAL INDIAN HEALTH BOARD, SACRAMENTO, CA

The tribal dental office and staff constitutes an under-utilized smokeless tobacco prevention and cessation resource for the American Indian/Alaska Native community. This program utilized an innovative approach to harness this resource given the untapped capacity of tribal clinic staff, professional and community networks, and the economic climate necessitating the provision of oral health care coverage with less financial means.

CALIFORNIA YOUTH ADVOCACY NETWORK, CITY OF INDUSTRY, CA

The California Youth Advocacy Network, a grantee of Public Health Foundation Enterprises, implemented “Operation Collaboration” to reduce the disparity in tobacco

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use between military and civilian communities by guiding the development, increasing the utilization, and improving access to culturally appropriate cessation services and tobacco control practices. Through this development, the project facilitated an adoption of the services and practices on 1-3 military installations across the United States.

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", the demonstration projects goal was to reduce children's exposure to second-hand smoke. Twenty-five pediatric offices in San Diego screen parents for tobacco use and second-hand smoke exposure at their child's two-month well-child visit via a standardized survey, and referred parental smokers to the state quit line for proactive recruitment in cessation counseling and will also educate 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 will establish 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 develop prevention and cessation strategies based on the assessment.

CLINICAL OUTCOMES GROUP, INC., POTTSVILLE, PA

They targeted 200 rural, adult, smokeless tobacco users (STUs) recruited from community based settings and conducted a panel tobacco user survey consisting of: (1) an oral health assessment; (2) brief intervention; (3) ongoing counseling. A trained cessation counselor provided ongoing follow-up. Overall they estimated that 25% of non-treatment seeking STUs would report a 30-day point prevalence quit rate at the 6 month follow-up assessment.

CLINICAL OUTCOMES GROUP, INC., POTTSVILLE, PA

This six county demonstration projects goal was to reduce tobacco use among 18-24 year olds in rural communities. This campaign converged 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.

**COLORADO FOUNDATION FOR PUBLIC HEALTH AND ENVIRONMENT,
HIGHLANDS RANCH, CO**

This project was able to bring together eleven leaders from communities of tobacco disparities with five public health agencies to build a strong coalition, complete an in-depth community based participatory research process and develop a three-year strategic plan for reducing tobacco use in socio-economically disadvantaged populations.

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.

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's (TCN) goal was to assist 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 are 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.

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

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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 programs goal was to provide 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 will appeal to today's technology-savvy young adults. Each component of the program is available in both English and Spanish.

HOWARD BROWN HEALTH CENTER, CHICAGO, IL

Put it OUT! tailored 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 served as spokespersons in a media campaign, as recruitment and outreach agents who inspired and enrolled participants, and as trained co-facilitators of cessation groups in which their experiences serve as examples for fellow LGBT persons looking to quit.

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 include 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 projects goal was 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 attended 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

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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.

INDIANA TOBACCO PREVENTION AND CESSATION AGENCY, INDIANAPOLIS, IN

Over 250,000 musicians, entertainers, and bar workers in Indiana worked in smoke-filled venues to make a living. Many preferred that their workplace be smoke free. This project took on a grassroots and viral marketing approach and built a statewide network of the listed concerned groups as volunteers, effectuating smoke-free workplace environments for Hoosier wait staff workers and entertainers, the same protections against secondhand smoke enjoyed by 79% of the white-collar work force.

INOVA HEALTH CARE SERVICES, FALLS CHURCH, VA

The Tobacco Intervention Program for Senior's (TIPS) goal was 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.

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.

INSTITUTE FOR CULTURAL PARTNERSHIPS, HARRISBURG, PA

The Institute for Cultural Partnerships employed Bosnian and Vietnamese Certified Nursing Assistants (CNAs) to develop culturally specific tobacco-control messaging, educational materials and programming focused on the dangers of second-hand smoke and smoke-free home policies in Central Pennsylvania. Using PhotoVoice techniques, community members were able to take themed pictures to document cultural values that promote tobacco use and encourage smoke free homes and social interactions.

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.

ISLAMIC MEDICAL ASSOCIATION OF NORTH AMERICAN, BRONX, NY

The Nafis Salaam, or "Breath of Peace," project measured and analyzed smoking rates, perceptions and anti-smoking strategies, and provided regular workshops and

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culturally sensitive public discussion regarding the related problems of Muslim American stress and Muslim American smoking. Building upon necessarily ground-breaking research and using the building blocks of basic demographic collection, the project developed regular outreach and education services appropriate to the structure of six diverse Muslim communities in the New York area.

JOHNS HOPKINS UNIVERSITY, BLOOMBERG SCHOOL OF PUBLIC HEALTH, BALTIMORE, MD

This research projects goal was to prevent the future burden of cancer-related disease in a high-risk, vulnerable inner city African-American young adult population. This research partnership between Johns Hopkins Bloomberg School of Public Health and Youth Opportunities & Urban Youth Corps (employment and education programs for young adults) used community-based participatory research (CBPR) methods in five predominantly African-American urban neighborhoods in Baltimore. This study reduced the high rates of smoking in these communities by developing and pilot testing culturally relevant and appropriate program and policy approaches.

JOHNS HOPKINS UNIVERSITY, SCHOOL OF MEDICINE, BALTIMORE, MD

This grant worked to develop a smoking cessation intervention in which nurses and physicians work collaboratively to counsel patients during their hospitalization and supported them as they quit smoking.

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.

KENTUCKY YOUTH ADVOCATES, JEFFERSONTOWN, KY

The *Rural Media Tobacco Prevention Project* was build on previous prevention and cessation efforts by building the capacity of local journalists to report on the impact of tobacco use and smoking on rural health. The project used tobacco industry documents, best practices, and local and state experts to *create a shift in social norms regarding tobacco use*. Kentucky Youth Advocates (KYA) partnered with the Institute for Rural Journalism and Community Issues (IRJCI) and the University of Kentucky's

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Tobacco Policy Research Program (UK).

**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 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 grant developed 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 advisors from the Korean American community's educated and coached the mothers who share 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's goal was to increase the use of smoking cessation services among La Crosse County 18-24 year olds to increase awareness of smoking cessation programs in disparate populations; and to change smoking norms and policies in the community. LCHD collaborated with UW-CTRI (University of Wisconsin, Center for Tobacco Research and Intervention) and community organizations to provide tobacco prevention, cessation and education in La Crosse County and to accomplish program objectives.

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

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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.

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.

METRO PUBLIC HEALTH DEPARTMENT (MPHD) OF NASHVILLE, NASHVILLE, TN

This project encouraged the voluntary adoption of smoke-free home and car policies. To access this population, the Health Department partnered with Head Start daycare providers, the Women Infant and Children (WIC) program, the Nashville Birthing Project, the Smoke-Free Nashville Coalition, county car seat installation technicians, TN State University, Metro General Hospital and Meharry Medical College. Project staff developed and provided culturally tailored education sessions for all partner organizations and their clients on the effects of secondhand smoke and the importance

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of preventing childhood exposure.

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.

MONTEFIORE MEDICAL CENTER (AIDS CENTER), BRONX, NY

Smoking is epidemic among persons with HIV (PWHs - persons with HIV infection) but there has been little concerted effort to understand or address this problem. This project developed and distributed educational materials, modeled upon the findings of PWH and provider interviews, to over 2,000 HIV care providers and their patients throughout the US, by developing a tailored smoking cessation intervention for PWHs.

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

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eight New York City high schools were recruited for the study.

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

This project tested the addition of a 6-week teleconference social support group to an existing telephonic Quitline service run by NJMRC to increase successful smoking cessation and reduce relapse rates in elderly callers who identify themselves as having minimal social supports or social environments that endanger 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's goal was to 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.

NATIONAL YOUTH ADVOCACY COALITION, WASHINGTON, DC

The National Youth Advocacy Coalition formalized a National Young Adult Tobacco Working Group to support sexual minority youth tobacco initiatives via support, coordination and resource dissemination. Specifically, this Group developed and implemented a national LGBTQI young adult tobacco needs assessment. After the

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survey was completed, results, implications, and group members' best practices were presented in a white paper and presentations were conducted.

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.

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 which 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 ADVOCACY INSTITUTE, BOSTON, MA

Using a newly released set of internal tobacco industry documents now available at the University of California San Francisco's document website, the investigator examined them for information about the tobacco industry's attempted appearance of corporate social responsibility, as well as what practices still are in use that the industry was trying to conceal from the public by claiming legal privilege over the documents.

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 armed 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.

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 that targeted 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.

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

The Community Wellness Tobacco Project involved developing/adapting culturally appropriate education and cessation resources, training community members from rural villages to act as Wellness Facilitators (WFs) which created and implemented local support networks, and provided WFs with ongoing support. Project activities included community readiness assessments, educational outreach, and referrals to appropriate cessation resources, and social support for rural Alaskans.

SETON HEALTH, TROY, NY

“The Courage to Quit: Tobacco Recovery,” program presented a faith-based, self-sustaining, evidence-based cessation model for low-income homeless individuals. The program was implemented in six shelters in New York’s Capital District (Albany) and reached approximately 20 medical/counselor professionals and 300 homeless adults. The project demonstrated that evidenced-based cessation services can be implemented and sustained among those in area homeless shelters and/or day programs with a medical component, when NRT and technical assistance is available.

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

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replacement therapy devices. This service targeted the 50% of Americans who acknowledged 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.

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 reduced 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.

SOUTHERN HILLS EDUCATION CONSORTIUM, CUSTER, SD

Project Break the Chain provided tobacco cessation services and programming to the at-risk students ages 18 to 24, who attended the five alternative schools which are served by the consortium. The vast majority of alternative students use tobacco. Many express a desire to quit but lack the tools and support. This project provided needed services and support for this life saving effort.

SOUTHSIDE MEDICAL CENTER, ATLANTA, GA

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To address the problem of little cigar use among young adult African Americans, a community-based participatory research approach was used to engage the residents, to assess attitudes and exposure to little cigars, and to develop an intervention. Focus groups, innovative technology, and environmental scans were used to develop a community based intervention that would impact social norms and perceived and actual use of little cigars.

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.

TENDERLOIN HEALTH (TLH), SAN FRANCISCO, CA

TLH aim was to implement a smoking cessation program in the Tenderloin neighborhood of San Francisco, where there are high rates of smoking among people living with HIV/AIDS and the homeless that have not been targeted for smoking cessation. TLH activities occurred at a multi-service site that will integrate best practices in the homeless/HIV services field with evidence-based smoking cessation interventions.

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 to prohibit sales of tobacco on campus. The coalition also 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 goal 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 operates eight medical mobile unit-based sites and four shelter-based sites, providing primary care to vulnerable children and families throughout the city.

THE NATIONAL CENTER ON ADDICTION AND SUBSTANCE ABUSE (CASA) AT COLUMBIA UNIVERSITY, NEW YORK, NY

The National Center on Addiction and Substance Abuse (CASA) at Columbia University requested funding to develop and implement two CASASTART (Striving Together to Achieve Rewarding Tomorrows) programs in Chicago.

THE OSBORNE ASSOCIATION, INC., BRONX, NY

Using its unprecedented access within the criminal justice system and the platform of an established public health program, the Osborne Association supported a quit line for individuals incarcerated in New York State correctional facilities. In addition, it has enhanced its tobacco education and smoking cessation services for returning prisoners by adding nicotine replacement therapy options to its array of services.

THE SPURWINK INSTITUTE, NEW GLOUCESTER, ME

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

The study gathered information on agency, staff, and client factors that may hinder or facilitate smoking cessation interventions in generic substance abuse treatment programs and programs that cater to sexual and gender minority clients. The project will address factors that influence the overwhelming tobacco use prevalence in these programs.

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.

UNITED GENERAL HOSPITAL, SEDRO WOOLLEY, WA

Students at Cascades Job Corps (JC) have characteristics that are consistent with many of the high risk categories associated with increased rates of tobacco use including individuals who are low-income, basic skills deficient, and have dropped out of high

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school. As part of a comprehensive approach to reduce tobacco use, the project implemented a multiple-tiered campaign consisting of a representative wellness committee, counter-marketing materials that utilize tobacco industry documents, evidence-based cessation and wellness curricula, and training for JC health clinic staff on how to address tobacco use with patients, and implement tobacco-free campus policies.

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.

UNIVERSITY OF COLORADO HEALTH SCIENCES CENTER, CANCER CENTER, AURORA, CO

Colorado had very few advocacy groups or tobacco control programs that have adequately explored spit tobacco use and trends. There was a need for research going beyond prevalence data, including surveillance research that adds a context to what is known about spit tobacco use, cultural trends and cessation challenges. This project's aim was to eliminate disparities related to spit tobacco use by creating a statewide, web-based surveillance tool designed to capture spit tobacco use trends, social and cultural norms that support use, product marketing and sales practices, tobacco industry sponsorship of local events, prevention and cessation resources, and policies and practices. Surveillance findings directed a strategic plan for subsequent years.

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 KENTUCKY RESEARCH FOUNDATION, LEXINGTON, KY

Kentucky's first state-wide population-based tobacco cessation contest engaged large

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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 MAINE, ORONCO, ME

Maine's primary smoking cessation website, Tobacco Free Maine, at one time did not meet accessibility guidelines or present alternative literacy levels for disabled adults of those who read within the two lowest literacy levels cannot access and/or comprehend electronic tobacco control resources. The Tobacco Access Portal (TAP) project aim was to eliminate disparities in access to tobacco prevention and cessation resources through the major project activities of development, implementation, testing and dissemination of a universally designed, innovative, web-based, software portal. This portal built on existing tobacco control efforts by creating an innovative website that converts existing websites into alternative literacy and accessible formats.

UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, WORCESTER, MA

University of Massachusetts created organizational change with regard to tobacco use in a psychosocial rehabilitation program "clubhouse", reduced tobacco use among individuals with severe mental illness, customized evidence based tobacco cessation interventions for clubhouse settings, developed clubhouse peer tobacco leaders, created resources and training materials, disseminates and replicates findings, and identified areas of long-term support.

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

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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 MISSOURI - KANSAS CITY (UMKC), KANSAS CITY, MO

The UMKC project focused on creating an anti-tobacco community campaign targeting 18-24 year old 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 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) are aware of the consequences of childhood SS 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 SS-related risks and reduction interventions; Phase II involved implementing strategies to mobilize pediatricians nationwide to offer evidence-based tobacco cessation and SS 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 and race/ethnicity. Cessation rates of the two groups will be compared.

VENTURA COUNTY PUBLIC HEALTH, OXNARD, CA

The purpose of this project was to address the use and marketing of "little cigars", among 18 -- 34 year olds by developing a "social media" platform to connect with 18 -- 34 year old "little cigar" consumers to increase awareness of marketing tactics; promotion of flavored products and perceived reduced risk and educated the public on these issues and associated medical risk of these products.

VERMONT DEPARTMENT OF HEALTH, BURLINGTON, VT

The Vermont Department of Health Tobacco Control Program (TCP) worked 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

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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.

YOUTH LEADERSHIP INSITITUTE, SAN FRANCISCO, CA

Youth Leadership Institute (YLI) goals was to launch a pilot project that combines YLI's proven action-research approach with the innovative approach of applying land-use advocacy to public-health issues. This project established an intergenerational community coalition to counter predatory tobacco marketing and sales tactics in disadvantaged neighborhoods in the Bayview Hunters Point (BHP), the Mission District, Potrero Hill and South of Market areas of southeast San Francisco, with the aim of later replicating this approach throughout California and nationally.