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THE DEVELOPMENT, IMPLEMENTATION AND EVALUATION OF A COMMUNITY BASED SMOKING CESSATION PROGRAMME. A Mudde, G Kok, V Strecher. Department of Health Education, Univ. of Limburg, P.O.Box 616, 6200 MD Maastricht, The Netherlands.

Both prevention and cessation of smoking behaviour are important health educational goals toward a realization of the Dutch policy for "Health for all by the year 2000". The purpose of this investigation, financed by the "Wilhelmina Fund" and carried out by a research-team of the University of Limburg, is to develop, implement and evaluate a community-based programme for smoking cessation. A self-help manual, based on the "Freedom from smoking"-guide of the American Lung Association (1987), will be the central component. Announcements, distributed through regional and local media will draw attention to the proposed intervention and will hopefully stimulate smokers wishing to give up, to telephone the "Quit Line", or to visit their general practitioner. Both will serve as a referral point to one of three quitting methods: viz.

1. "Individual", manual sent by mail on request.
2. "Individual", with help of the general practitioners through "minimal contact". Manual handed out by the general practitioner.
3. "Group-intervention" with counsellor. well-defined quitting stages set out in the manual will form the central component.

For all smokers enrolled in this intervention, the "Quit Line" provides additional telephone counselling.

The evaluation of the effects includes examination of the diffusion of the interventions and changes in smoking behaviour. The process evaluation will examine changes in determinants of cessation behaviour and subjective reports about the intervention.

Preliminary results of this investigation indicate greater insight into the effects, realizability and cost-effectiveness of a community based intervention.