

Health Promotion



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In Brief

iv	Editor's Notes: Building Skills to Serve a Growing Field
v	Recipient of the 2004 Robert F. Allen Symbol of H.O.P.E. Award
vi	Recognition of Reviewers
bmii	Call for Proposals

THE SCIENCE OF HEALTH PROMOTION

Interventions

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|---|-----|--|
| Todd D. Giardina
Andrew Hyland
Ursula E. Bauer
K. Michael Cummings | 405 | Smoking Control
Which Population-based Interventions Would Motivate Smokers to Think Seriously About Stopping Smoking?
A random digit dial telephone survey was conducted in Erie and Niagara counties of New York to determine what interventions would motivate people to seriously consider quitting smoking. Among the 815 smokers for whom complete information was available, 81% confirmed at least one of eight interventions would motivate them. The most popular options were free nicotine patches or gum (53%) and chances to win money (49%). There was significant variation in motivation interventions by gender, race, age, education, income, current motivation, current smoking status, and previous use of nicotine replacement therapy. |
| Steve Manske
Susan Miller
Cheryl Moyer
Marie Rose Phaneuf
Roy Cameron | 409 | Best Practice in Group-based Smoking Cessation: Results of a Literature Review Applying Effectiveness, Plausibility, and Practicality Criteria
A "best practices" model involving analysis of effectiveness, plausibility, and practicality was applied to the making of the decision that the Canadian Cancer Society should offer group smoking cessation programs. Effectiveness assessment involved a systematic review of 420 peer-reviewed manuscripts, 67 of which meet the review criteria. Methodological rigor was judged based on six criteria and program outcomes were summarized. Plausibility assessment identified key components that should be included in group cessation programs. Practicality was judged by a series of 11 questions specific to the society. Although most programs reported success, there was little evidence on which components were most important to success. Multi-component programs complemented with pharmacotherapy may be most effective. Little is known about the ideal combinations of leaders, providers, participants, context, or quality control. Because of lack of empirical evidence, the group had to rely on expert opinion for the characteristics of most effective programs. The society decided it was not practical to provide group programs. |

Strategies

Culture Change

- Barbara Garland 424
Martin Crane
Christina Marino
Brenda Stone-Wiggins
Ann Ward
Gilbert Friedell
- Effect of Community Coalition Structure and Preparation on the Subsequent Implementation of Cancer Control Activities**
- The characteristics of 63 coalitions serving 71 rural, medically underserved counties in 10 states were analyzed to determine which characteristics were most closely associated with the cumulative number of educational and screening activities conducted. The presence of a paid coordinator and a formal organization structure accounted for 71% of the variance in coalition activities. Coalitions with paid coordinators conducted an average of 21.7 activities compared to 2.2 by coalitions without paid coordinators. Coalitions without paid coordinators, that have formal structure and written plans, accounted for 57% of the variance.

Applications

Health Promoting Community Design

- Grazia O. Cunningham 435
Wonne L. Michael
- Concepts Guiding the Study of the Impact of the Built Environment on Physical Activity for Older Adults: A Review of the Literature**
- A review of the literature on theoretical models and key concepts used to measure and predict the association between the built environment and senior's physical activity identified 27 studies. The limited scope and emerging nature of this literature made it difficult to detect clear trends, but four variables have been studied in most research: safety, micro-scale urban design elements, aesthetics, and convenience of facilities. Few validated instruments have been developed to measure the neighborhood built environment.
- Diana Cassady 444
Robyn Housemann
Cindy Dagher
- Measuring Cues for Healthy Choices on Restaurant Menus: Development and Testing of a Measurement Instrument**
- An instrument titled the "Menu Checklist" was developed to be used by community members to assess cues for healthy choices in restaurants. Interrater reliability was tested in 14 restaurants in a low income, urban African-American community in Los Angeles, California. Interrater reliability was high (.93-1.0). Labeling on restaurants was rare, as were low-fat choices. Fruits and vegetables were readily available.

Research Methods

- Abstracts 450 **10 abstracts are featured from a variety of publications.**
- DataBase: Research and 453 **Four new studies are critiqued and added to the DataBase chart.**
Evaluation Results

The Art of Health Promotion

- Larry S. Chapman 1 **Expert Opinions on "Best Practices" in Worksite Health Promotion (WHP)**
- Best practices for worksite health promotion are highlighted in this edition of the *Art of Health Promotion*. Twelve academic experts and 12 practitioner experts were asked to rank almost 100 program management, behavior change, recruitment and participation, and ongoing communication strategies for use in worksite health promotion. Their similarities and differences are described along with their identification of newer, promising yet largely unproven strategies. These expert opinion-derived program strategies are helpful adjuncts to peer-review studies and articles.
- 7 **Selected Abstracts**
- Abstracts are provided for 15 articles on best practice issues affecting health promotion programs.
- Larry S. Chapman 12 **Closing Thoughts**
- Editorial comments on the main article are offered in the Closing Thoughts column.