

Smoke-Free Homes

A research-tested program to create a smoke-free home

WHAT DID WE WANT TO KNOW ?



Will a simple program to create smoke-free homes among 2-1-1 callers be effective?



Will the program work in different locations across the United States?



Will the program work when delivered by 2-1-1 staff?

WHY SMOKE-FREE HOMES?

Children and nonsmoking adults who live with a person who smokes still experience significant exposure to secondhand smoke (SHS).

SHS can cause...



In nonsmoking adults: lung cancer, coronary heart disease, and stroke.



In children: impaired lung function, middle ear disease, respiratory illness, sudden infant death syndrome, and worsen asthma.

Annually, SHS causes...



50,000 deaths among non-smoking adults



400 deaths among infants



US \$6.6 billion loss in productivity

Moreover, programs that are easy and low-cost to deliver can reach more people, leading to a population-level reduction in SHS exposure.

WHY 211?



- 2-1-1 is an information and referral system that connects people to community resources
- 2-1-1 callers are more likely to smoke and less likely to have a home smoking ban than the general population



WHAT DID WE DO?

First, we:

- Developed a simple program.
- Recruited people who called 2-1-1 in Atlanta, Georgia, and provided them with:



3 Mailings

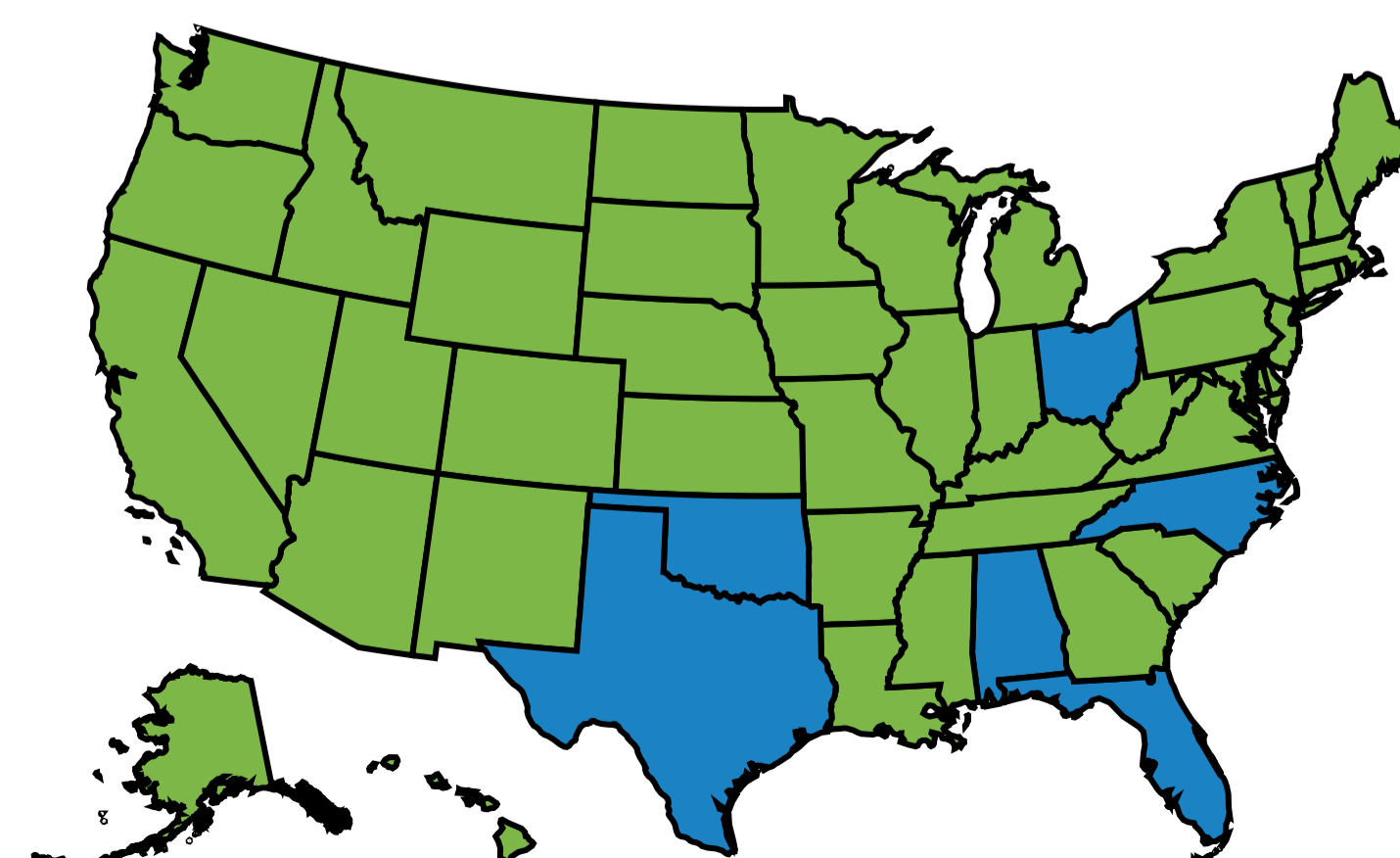


1 Coaching Call

- Asked participants and a comparison group about their home smoking bans and SHS exposure 3 and 6 months later.

Then, we wanted to see if it worked in other places when delivered by 2-1-1 staff:

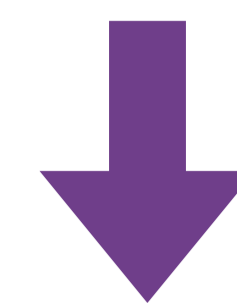
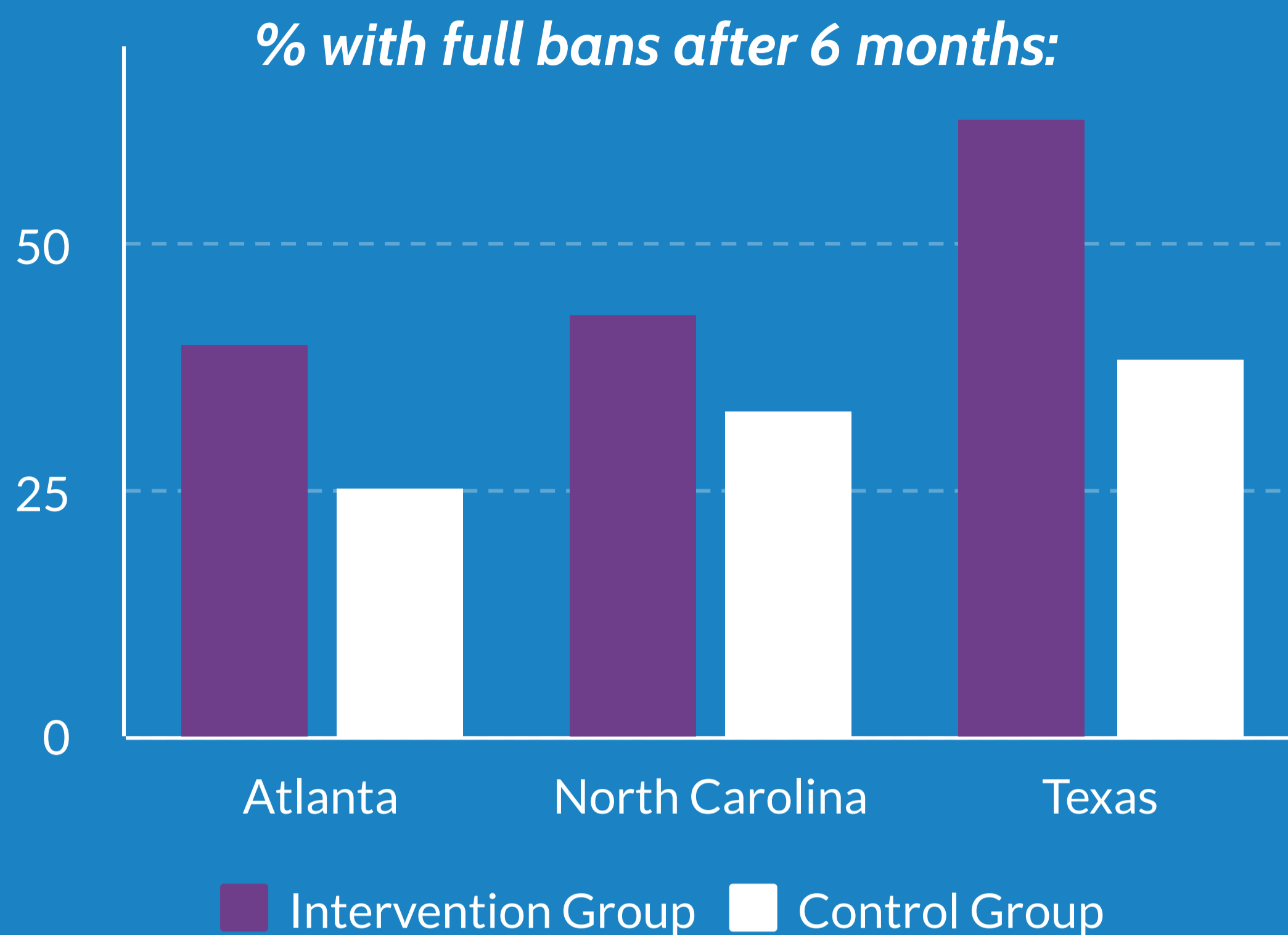
- We tested it again in 6 new states.
- We compared the cost of the program to the potential health savings.



WHAT DID WE FIND?

Among those who participated in the program in all locations we found:

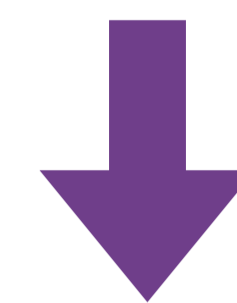
↑ Increase in full smoking bans in homes



Decreased exposure to SHS in the home among all participants.



The potential healthcare savings from the program outweigh the program costs.



Decreased number of cigarettes smoked among smokers.

WHAT DOES THIS MEAN?

- This simple program was effective and works when delivered by 2-1-1 staff to a broad range of populations across the US.
- 2-1-1 is an important partner for public health.
- The intervention is cost-effective.
- The intervention is a National Cancer Institute Evidence-Based Cancer Control Program:
<https://rb.gy/op3gft>

Do you want help creating a smoke-free home?

- Get tips and a free kit from the Smoke-Free Homes website:
<http://smokefreehomes.emory.edu/>
- CDC:
<https://www.cdc.gov/features/smokefree-home/>
- 1-800-QUIT-NOW

5 Steps to create a smoke-free home:



Decide you want a smoke-free home.



Talk to the people you live with about going smoke-free.



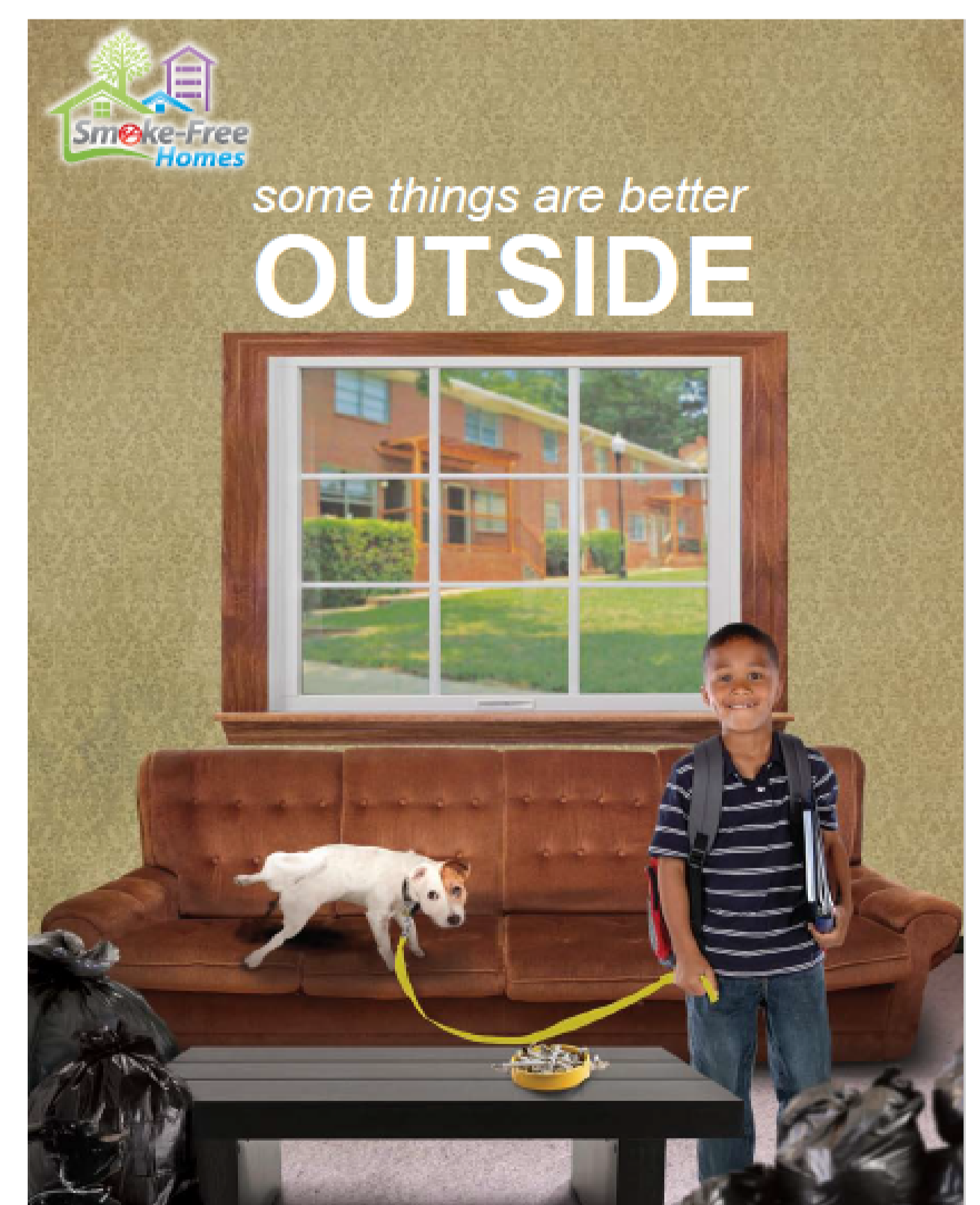
Pick a date to make it official.



Make your home smoke-free.



Keep your home smoke-free.



Read more about the Smoke Free Homes program here: <https://ebccp.cancercontrol.cancer.gov/programDetails.do?programId=28303637>

Read more about the original study: Kegler, M. C., Bundy, L., Haardörfer, R., Escoffery, C., Berg, C., Yembra, D., Kreuter, M., Hovell, M., Williams, R., Mullen, P. D., Ribisl, K., & Burnham, D. (2015). A minimal intervention to promote smoke-free homes among 2-1-1 callers: a randomized controlled trial. *American journal of public health*, 105(3), 530–537.
<https://doi.org/10.2105/AJPH.2014.302260>

This infographic was supported by the Health Promotion and Disease Prevention Research Center cooperative agreement, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$750,000. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.