

RHODE ISLAND ANNUAL ACTION PLAN
for
YEAR ONE IMPLEMENTATION
of the
AMERICAN STOP SMOKING INTERVENTION STUDY
FOR CANCER PREVENTION

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**(A project of the National Cancer Institute, American Cancer
Society, and the Rhode Island Department of Health in cooperation
with the Rhode Island Lung Association and the American Heart
Association, Rhode Island Affiliate)
(401) 277-3293**

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INTRODUCTION

This Annual Action Plan describes the activities for Rhode Island Project ASSIST (American Stop Smoking Intervention Study) from October 1993 through September 1994. ASSIST is a tobacco control program planned and implemented by a statewide coalition of community agencies. The goal of the Rhode Island ASSIST Coalition is to reduce the prevalence of adult smoking in the State from 26% in 1993 to 17% by 1998.

The plan contains 14 projects proposed by the Coalition for the year beginning October 1, 1993. Together they are expected to cost about \$280,000 to complete. The projects are designed to implement strategies outlined in the Coalition's five-year Tobacco Control Plan for Rhode Island, which in turn is coordinated with the Year 2000 tobacco control objectives selected by Rhode Island's Healthy People 2000 Task Force.

Each of the 14 proposed projects is based on a thorough analysis of existing tobacco control activities in the State, and directed towards one or more of four populations considered to be at high risk for the use of tobacco, including youth, women ages 18-35, men ages 40 and over, and priority racial and ethnic groups. Taken as a whole, these first-year projects are designed to build organized community support for tobacco control in the future, and therefore stress coalition building and the expansion of tobacco control capabilities in all of Rhode Island's communities.

Each project proposed in this Plan is intended to increase tobacco control advocacy in Rhode Island's communities. Community activities will be supported by a media campaign and a program of media advocacy to raise public awareness of the need for clean indoor air and restricting youth access to tobacco. Projects are designed to be implemented by community organizations, funded through subcontracts with Project ASSIST, selected through an RFP process, and supported by ASSIST's core staff.

Although projects in future years will change with the needs of the State, they will undoubtedly stress similar themes: assuring clean indoor air, restricting access to tobacco by minors, restricting the advertisement of tobacco, and maximizing access to cessation counseling and services. As the projects proposed for 1993-1994 get underway, the Coalition will begin planning for ASSIST's second implementation year, keeping a watchful eye on the progress of interventions and counter-moves by the tobacco industry to maintain high rates of smoking.

ASSURING CLEAN INDOOR AIR IN WORKSITES

Environmental tobacco smoke (ETS) is estimated to cause the deaths of 25 Rhode Islanders each year. Significant involuntary exposure to ETS occurs in worksites throughout the state. By 1998 Rhode Island Project ASSIST aims to eliminate ETS in all large workplaces (100 workers or more) and many small workplaces as well. In its first intervention year the program will focus on manufacturing plants, schools, family restaurants, beauty salons, and places of worship. The first two groups contain many large workplaces, while the last three usually employ less than 100 workers.

Seven interventions have been designed to approach the problem from different angles. The Great ETS Liability Roadshow will increase the proportion of workplaces which are smoke-free by educating and informing employers about the legal liability associated with ETS exposure in the workplace. Teachers against Tobacco will empower teachers of health and physical education, school nurses, superintendents of schools, and PTA members, to assure implementation of legally-mandated smoke-free policy in Rhode Island schools, grades K-12, in a fashion which is timely, thorough, and well-integrated with other tobacco control interventions in the schools. Let's ALL Breathe Easy will support the Roadshow and other interventions with radio messages promoting public attitudes and actions supportive of clean indoor air. The Kids Campaign for Clean Indoor Air will increase the proportion of family restaurants which are smoke-free by empowering youth organizations to promote this end. The Beauty of Not Smoking will increase the proportion of beauty salons which are smoke free by educating their owners about the legal liability associated with ETS exposure and the esthetic problems incurred by smokers. The Spirit of Cessation will increase the proportion of churches which are smoke-free by educating clergy about the hazards of ETS and the importance of supporting church members who are trying to give up tobacco use. Grassroots

Alert I will increase community support for clean indoor air policies in public places by organizing and training a volunteer network to promote, enhance, and enforce tobacco control policies.

The last four interventions are described in the section entitled "Assuring Clean Indoor Air in Public Places," because family restaurants, beauty salons, and churches are places in which large numbers of the public, as well as workers, would be exposed to ETS if it were allowed to persist, and because Grassroot Alert I focuses on clean indoor air policies in public places.

Together, the seven interventions will reach all four priority groups of potential and current smokers, including youth, women ages 18-35, men ages 40 and over, and selected ethnic populations. The Roadshow, media intervention, the Spirit of Cessation and Grassroots Alert I are directed to all groups. Teachers against tobacco focuses on youth, The Kids Campaign focuses on youth and women ages 18-35, and The Beauty of Not Smoking focuses on women ages 18-35.

An eighth intervention supportive of all others, Extending Capacity for Media Advocacy, will use media opportunities to promote public attitudes and actions supportive of clean indoor air, reaching all four priority groups.

The Great ETS Liability Roadshow _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to inform the legal profession and employers about liability issues related to environmental tobacco smoke. The successful proposal will include planning, organizing, developing materials, and presenting the "Roadshow" to local Chambers of Commerce in at least 5 major municipalities. In addition, the "Roadshow" will be presented at statewide meetings of human resource administrators, occupational health nurses, and the Rhode Island Business Group on Health, and individually to at least 10 of Rhode Island's largest employers who do not have smoke-free policies. The lead agency will recruit three lawyers who will share the responsibility for presenting the "Roadshow." The subcontractor will promote the "Roadshow" and provide employers with tested, methodical approaches to the development of smoke-free workplace policies. ASSIST staff will provide technical assistance to the sub-contractor on new strategies that arise from national or international liability cases.

The "Roadshow" will increase the number of businesses, manufacturing plants, schools, beauty salons, and places of worship that have smoke-free policies. To achieve this program objective, the subcontractor will:

- prepare a new, provocative 30-40 minute approach to smokefree worksite policy development as part of a 1-3 hour presentation for the groups named above, focusing on the health risks imposed upon non-smokers exposed to Environmental Tobacco Smoke (ETS) and the accompanying legal liability for doing so,
- organize and promote meetings to present this message, followed by workshop sessions on how to write policies,
- provide technical assistance and counsel to worksites that have heard the Roadshow and are interested in developing and implementing a smoke-free policy, and
- provide follow-up referrals and assistance as requested by companies developing their policies.

Based on the success of this intervention during year one of the implementation phase and changes in the legal climate of tobacco control, the "Roadshow" may be modified and presented in subsequent years.

Maximum Budget - \$35,000

Teachers against Tobacco _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to organize teachers of health and physical education, administrators, school nurses and students as a subcommittee of the Coalition's Youth Task Force. The subcommittee will develop an advocacy agenda to ensure implementation of the smoke free schools legislation. All members of the school community will learn how to enforce the policy and how to refer smokers who want to quit to appropriate resources. The subcontractor will prepare and publish the agenda and mobilize support through the ASSIST Coalition for implementing the smoke free schools legislation in all communities.

"Teachers against Tobacco" will increase the number of schools which have smoke-free policies. To achieve this project objective, the subcontractor will:

- organize a subcommittee of the Youth Task Force:
- to train educator groups in techniques for implementing smoke free policies,
- to organize teachers to develop an agenda for implementing comprehensive school health programs supportive of smoke-free policy, and
- to promote the agenda, and will
- train subcommittee members in techniques for implementing comprehensive school health programs supportive of smoke free policies.

ASSIST staff will provide technical assistance on training methods, recommended components of comprehensive school health programs supportive of smoke free policies, and mobilization strategies.

Maximum Budget - \$10,700

Let's ALL Breathe Easy _____

Project ASSIST will identify radio station(s) with the widest adult audiences in manufacturing worksites and beauty salons, to develop and air simple and repetitive messages about the importance of clean indoor air in worksites. Existing and new radio commercials and PSAs will be used. The marketing department of the radio station(s) selected will use the Coalition's theme of clean indoor air with guidance from the Coalition's Media Subcommittee through a media consultant (see "Extending Capacity for Media Advocacy," below). The station(s) will plan, produce and place the radio messages during the contract period. The messages will be designed to reach people who work in the targeted locations or who visit those locations for services. We expect the messages to increase awareness about ETS and empower listeners to actively seek smoke-free policies.

"Let's ALL Breathe Easy" will increase the number of manufacturing plants, schools, beauty salons, and places of worship which have smoke-free policies. To achieve this project objective, the subcontractor, using radio campaigns as a vehicle, will:

- increase public awareness about ETS,
- demonstrate the need for smoke-free policies,
- increase the number of listeners who identify with these needs,
- increase public support for smoke-free policies to accept them as the norm, and
- encourage individuals to take action for smoke-free policies where they work and where they receive services.

ASSIST staff will coordinate the intervention with others devoted to assuring clean indoor air. Based on the effectiveness of the campaigns, they may be modified and used in subsequent years.

Maximum Budget - \$14,000

ASSURING CLEAN INDOOR AIR IN PUBLIC PLACES

Over the years tobacco use has expanded from parlors and smoking lounges to almost all public places. Tobacco use in public not only exposes members of the public to environmental tobacco smoke, now recognized to be a group-A carcinogen and the most significant pollutant of indoor air, but also signals the general acceptability of tobacco use. As part of a comprehensive tobacco control program, tobacco use must be limited to places where other people cannot be harmed. By 1998, RI Project ASSIST aims to protect the public and to increase cues for not smoking by increasing the number of public places that have tobacco free policies.

Four interventions have been designed to approach the problem from different angles. Three of the projects were mentioned in the previous section on worksites because many public places are also worksites. The Kids Campaign for Clean Indoor Air will increase the proportion of family restaurants which are smoke-free by empowering youth organizations to promote this end. The Beauty of Not Smoking will increase the proportion of beauty salons which are smoke free by educating their owners about the legal liability associated with ETS exposure and the esthetic problems incurred by smokers. The Spirit of Cessation will increase the proportion of churches which are smoke-free by educating clergy about the hazards of ETS and the importance of supporting church members who are trying to give up tobacco use.

The fourth intervention, Grassroots Alert I, will increase community support for clean indoor air policies in public places by organizing and training a volunteer network to promote, enhance, and enforce tobacco control policies.

Two of the four interventions in this section will reach all four priority groups through religious institutions (The Spirit of Cessation) and volunteer advocates (Grassroots Alert I). The other two interventions will concentrate on youth and younger women through family restaurants (Kids Campaign) and beauty salons (The Beauty of Not Smoking).

A fifth intervention supportive of all other year one interventions, Extending Capacity for Media Advocacy, will use media opportunities to promote public attitudes and actions supportive of clean indoor air, reaching all four priority groups.

Kids Campaign for Clean Indoor Air _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to develop a "Kids Campaign for Clean Indoor Air." The Campaign will advocate for smoke-free policies in family restaurants where children eat and often work. The subcontractor will convene youth organizations from around the State to organize the Kids Campaign Subcommittee of the ASSIST Coalition. Supported by the subcontractor, the Subcommittee will organize and train at least five municipal-level Kids Campaign cadres to advocate for smoke free policies in local restaurants. In collaboration with the Smoke Free Class of 2000 and Tobacco Free Teens the Kids Campaign will create an award which publicly recognizes facilities for developing smoke-free policies as a result of the Campaign.

The "Kids Campaign for Clean Indoor Air" will increase the number of family restaurants which have smoke-free policies. To achieve this project objective, the subcontractor will:

- work with youth organizations in at least 3 communities to raise their awareness of the problem of exposure to ETS in public places,
- help young people recognize their role in solving the problem of ETS,
- train young people to recognize ETS and to describe "smoking environments" of their favorite restaurants,
- help young people survey their restaurants for ETS and "smoking environments," report the findings, and work with managers to make the restaurants safer for children and their families.

ASSIST staff will provide the subcontractor with technical assistance in tobacco control advocacy. Based on the results of the project, and policies adopted by restaurants, the project may be revised and expanded to other communities.

Maximum Budget - \$35,000

The Beauty of Not Smoking _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to promote and to support smoke-free policies in beauty salons and to train proprietors to talk with clients about the negative effects of tobacco on health and beauty. Workshops run by the subcontractor will be presented as part of the hair and beauty shows held throughout Rhode Island for beauty salon owners and their employees, cosmetology students, and sellers of beauty products. The subcontractor will obtain or develop illustrative visual materials to use during the training and to be available for salon owners, showing the effects of tobacco use and exposure on hair, teeth, skin, and clothing, and on social desirability. In addition, the sub-contractor will publicize salons with smoke-free policies in the Rhode Island Vacation Planner and smoke-free guides.

The "Beauty of Not Smoking" will increase the number of beauty salons which have smoke-free policies. To achieve this project objective, the subcontractor will:

- create a 1-3 hour presentation for beauty shows, including segments on:
- the health and safety hazards of ETS and related liability issues,
- how to implement a smoke-free policy and how to locate resources to assist them in that process, and
- how to speak to clients about the esthetics of a tobacco-free lifestyle, as part of comprehensive esthetic counseling,
- develop materials for beauticians to illustrate the effects of tobacco use and exposure on beauty, and
- publicize salons with smoke-free policies.

Based on the success of this project during the first year of the intervention phase, other health and beauty approaches to reach female smokers will be developed for subsequent years.

Maximum Budget - \$15,000

The Spirit of Cessation _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to promote and support smoke-free policies in places of worship and to train clergy and their staff as tobacco control advocates and to counsel individuals about smoking cessation. That body, mind, and spirit work together as partners in health and that individuals can take personal and collective responsibility for health will be major themes for trainings. Specific topics will include nicotine and addiction, short-term health effects of smoking and the benefits of stopping, the undesirable social consequences of tobacco use, wellness, and altruism. Supported by the subcontractor, trained clergy and staff will advocate for smoke-free policies in places of worship and involve selected lay persons in developing support groups for smokers trying to quit. They will also become involved in other tobacco control activities in their communities.

"The Spirit of Cessation" will increase the number of places of worship which have smoke-free policies and will increase the number of smokers who are counseled by clergy about the hazards of tobacco use and about cessation methods. To achieve this project objective, the subcontractor will:

- offer a smoking cessation class for members of the clergy,
- educate the clergy about the hazards of tobacco use and ETS,
- encourage and assist the clergy to implement smoke-free policies,
- train the clergy to counsel individuals about the dangers of smoking and smoking cessation resources, and
- convene youth groups sponsored by places of worship to educate them about smoking and ETS and to encourage their becoming involved in tobacco control programs.

ASSIST staff will provide technical assistance on training content and cessation resources. Based on the success of this intervention, additional clergy may be involved in later intervention years.

Maximum Budget - \$6,700

Grassroots Alert I _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to provide training and support for advocates of improved regulation and enforcement of clean indoor air policies in public places. The subcontract will support a half time staff person to provide training and follow-up support to at least 20 advocates. ASSIST staff from the Rhode Island Department of Health and the American Cancer Society will monitor the project and provide technical support for advocacy activities, including media advocacy.

"Grassroots Alert I" will increase community support for clean indoor air policies in public places. To complete this project objective, the subcontractor will:

- create cadres of volunteer tobacco advocates from ASSIST Coalition organizations,
- provide workshops for advocates on the importance of clean indoor air, the need for policies in public places, current Rhode Island laws and ways to strengthen them, and the role of the media in community change,
- meet monthly with each cadre to help them specify needs for policy changes and how to advocate for them,
- develop an information sharing network among the cadres, and
- coordinate the use of supportive resources from Rhode Island Project ASSIST and other organizations.

The training experience of the American Cancer Society and the Rhode Island Lung Association will guide the development and implementation of the workshops. Based on the success of the project and new information about tobacco issues, the number of advocate cadres will be increased in subsequent years.

Maximum Budget - \$8,750

RESTRICTING ACCESS TO TOBACCO BY MINORS

Smoking begins at an early age in Rhode Island. Almost ten percent of 7th graders smoke cigarettes, and the proportion of smokers increases progressively with age. By twelfth grade 30 percent smoke, and 12 percent smoke more than four packs a week. In order to reduce the prevalence of tobacco use, young people must not begin to smoke. Recognizing that tobacco is hazardous to youth, Rhode Island law prohibits the sale or delivery of tobacco products to minors, requires signs to that effect wherever tobacco is sold (including vending machines) and provides for fines from \$100 to \$300 for selling to minors. This law has been operative since 1988, but few fines have been levied, despite widespread sales to minors.

Four interventions have been designed to reduce the sale of tobacco products to minors by approaching the problem from different angles: Uphold the Law, Save the Kids by persuading retailers to observe current restrictions on sale of tobacco to minors and by reducing the ease with which minors can obtain tobacco from vending machines; Physicians against Tobacco by educating community leaders, educators, and health care providers to support increased economic incentives to discourage the use of tobacco; Save the Kids by promoting public attitudes and actions supportive of restricting access to tobacco by minors; and Grassroots Alert II by organizing a volunteer network to promote, enhance, and enforce policies restricting access to tobacco by minors.

All four interventions will reach youth. Grassroots Alert II and Save the Kids will also reach adults of all ages.

A fifth intervention supportive of all other year one interventions, Extending Capacity for Media Advocacy, will use media opportunities to promote public attitudes and actions supportive of restricting access to tobacco by minors.

Uphold the Law; Save the Kids _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to provide training and technical assistance for tobacco control advocacy. Volunteers associated with 35 municipal Substance Abuse Prevention Task Forces will be trained to promote enforcement of the law prohibiting tobacco sales to minors (including the use of vending machines by minors). Volunteers will identify tobacco dealers in their communities, provide the dealers with information on the law, and invite them and their salespersons for training on how to ask for proof of age and how to reinforce correct employee practices. At least one Task Force in each of the four Substance Abuse Prevention regions will use the materials and training with at least 10 tobacco dealers in their communities (40 total).

"Uphold the Law; Save the Kids" will reduce the sale of tobacco products to minors in each of four Substance Abuse Prevention Regions of the State. To achieve this project objective, the subcontractor, through the intermediates, will:

- educate volunteers about the problem of youth smoking,
- state the content of the current law and how it is violated,
- provide training on how to work with dealers to uphold the law, how to monitor compliance with the law, and how to make effective complaints to law enforcement officials.

Department of Health and ACS staff will provide the sub-contractor with assistance in developing a surveillance and enforcement program to reinforce the training. Based on the effectiveness of this intervention in the first year, the project may be extended to additional communities.

Maximum Budget - \$57,500

Physicians against Tobacco _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to involve Rhode Island physicians and medical students in explaining to community leaders the importance of economic incentives to discourage the use of tobacco products by minors. Assisted by the sub-contractor, the physicians and medical students will plan and implement a statewide speaking campaign, targeting professional groups.

"Physicians Against Tobacco" will reduce the sale of tobacco products to minors in each of the four Substance Abuse Prevention Regions of the State. To achieve this project objective, the subcontractor will:

- convene a group of physicians and medical students interested in tobacco control issues,
- educate them about the relationship between increased economic incentives and tobacco use, and
- organize speaking engagements for them to present the message to professional groups.

ASSIST Staff will provide resources for the subcontractor and guidance on the economic aspects of youth access to tobacco and on other projects which physicians may reinforce. In later years, the group may elect to advocate for restricting tobacco advertising and for enforcing and strengthening existing clean indoor air laws. The group may also elect to organize tobacco control committees in local professional medical associations.

Maximum Budget - \$5,450

Save the Kids - Radio _____

ASSIST will identify radio station(s) with the widest youth, family, and convenience store audiences to develop and air simple and repetitive messages about the importance of reducing youth access to tobacco. The radio campaign will reinforce community efforts described above and media advocacy efforts described below. Existing and new radio commercials and PSAs will be used. The marketing department of the radio station(s) selected will use the Coalition's theme of "Uphold the law; Save the kids" with guidance from the Coalition's Media Subcommittee. A media consultant (see "Extending Capacity for Media Advocacy," below) will identify additional activities for which this campaign will provide support. The station(s) will plan, produce and place radio messages during the contract period.

"Save the Kids - Radio" will increase community support for restricting access to tobacco by minors. To achieve this project objective, the subcontractor, using radio campaigns as a vehicle, will:

- increase public awareness about the dangers of youth access to tobacco,
- demonstrate the need to enforce or enhance restrictions on sales of tobacco to minors,
- increase the number of listeners who identify with these needs,
- increase public support for restricted access policies as the norm, and
- encourage individuals to take action for restricted access policies in their cities and towns.

ASSIST staff will coordinate the intervention with others devoted to restricting youth access to tobacco. Based on the effectiveness of the campaigns, they may be modified and used in subsequent years.

Maximum Budget - \$14,000

Grassroots Alert II _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to provide training and support for advocates of improved enforcement of the law prohibiting the sale of tobacco to minors. The subcontract will support a half time staff person to provide training and follow-up support to at least 20 advocates. ASSIST staff from the Rhode Island Department of Health and the American Cancer Society will monitor the project and provide technical support for advocacy activities, including media advocacy.

"Grassroots Alert II" will increase community support for restricting access to tobacco by minors. To complete this project objective, the subcontractor will:

- create cadres of volunteer tobacco advocates from ASSIST Coalition organizations in each of the four substance abuse prevention regions of the state,
- provide workshops for advocates on the importance of limiting youth access to tobacco, the effect of policies in limiting access, current Rhode Island laws and ways to strengthen them, and the role of the media in community change,
- meet monthly with each cadre to help them specify needs for policy changes and how to advocate for them,
- develop an information sharing network among the cadres, and
- coordinate the use of supportive resources from Rhode Island Project ASSIST and other organizations.

The training experience of the American Cancer Society and the Rhode Island Lung Association will guide the development and implementation of the workshops.

Based on the success of the project and new information about tobacco issues, the number of advocate cadres will be increased in subsequent years.

Maximum Budget - \$8,750

RESTRICTING THE ADVERTISEMENT OF TOBACCO

Cues to tobacco use are ubiquitous, especially in communities with large numbers of people who identify as African-American or Hispanic. Behavioral research shows that the desirable images in advertisements encourage former smokers to purchase cigarettes and young people to smoke for the attainment of beauty, success, friendship, and independence. By 1998, Project ASSIST aims to reduce cues that support tobacco use. In the first intervention year, the Project will focus on communities which are the targets of blatant promotion.

A single intervention has been designed to approach the problem. Kick Butts in the Inner City will create tobacco ad-free zones within inner city Providence to reduce cues for tobacco use by educating and empowering inner city residents to persuade property owners and managers voluntarily to reject cigarette advertising and tobacco promotion on their premises.

Kick Butts in the Inner City is designed to reach members of selected ethnic populations with a special focus on youth. A second intervention supportive of all other year one interventions, Extending Capacity for Media Advocacy, will use media opportunities to promote public attitudes and actions supportive of restricting the advertisement of tobacco, focussing on the inner city.

Kick Butts in the Inner City _____

After issuing a request for proposals Rhode Island Project ASSIST will select a subcontractor to counter exploitative tobacco industry practices by organizing community residents to advocate for tobacco free advertising zones in the inner city of Providence. Community residents will learn the extent of tobacco advertising by mapping their neighborhoods with attention to schools, places of worship, playgrounds, billboards, and tobacco dealers. Residents will report their findings to community groups, the Mayor's Council on Drug and Alcohol Abuse, newspapers, and the electronic media.

In a second phase of the intervention community residents will select key schools, playgrounds, and places of worship around which to advocate for tobacco-free advertising zones (within 1500 feet of each key location). The subcontractor will provide training for residents on how to seek cooperation of retailers who display advertising. The trained residents will encourage retailers to participate in making the tobacco free advertising zones a reality and will publicize those who do.

"Kick Butts in the Inner City" will create tobacco-free ad zones within inner city Providence to reduce cues for tobacco use. To achieve this project objective, the subcontractor will:

- identify key leaders within the community,
- convene a meeting of the key leaders to inform them about the effects of tobacco advertisements on youth, how inner city kids are used and exploited by the tobacco industry to become the next generation of smokers, and what can be done about this situation,
- assist them in mobilizing community residents who will map the neighborhood to show where tobacco ads and billboards are placed, and
- convene community groups, providing them with training in advocacy and on how to take local action to remove advertising within 1500 feet of schools, playgrounds, and places of worship, including work with retailers who currently advertise tobacco products.

The subcontractor will direct the intervention and coordinate it with interventions restricting access to tobacco by minors. Based on the effectiveness of this intervention, it may be revised and used in other neighborhoods throughout the State.

Maximum Budget - \$35,000

MAXIMIZING ACCESS TO CESSATION COUNSELING AND SERVICES

Repeated surveys have found a large majority of smokers who want to quit but have had difficulty in doing so. Some lack information about the substitute behaviors in which they can engage, and some do not know how to cope with withdrawal symptoms. As well as strengthening tobacco control policy, Project ASSIST aims to help current smokers quit.

Training for Impact -- Cessation will increase the number of smokers who are counseled by health care providers about the hazards of tobacco use and about cessation methods by developing and maintaining an active group of health care providers who will train other providers in smoking cessation and prevention techniques.

This intervention will reach members of all four priority groups of potential and current smokers, including youth, women ages 18-35, men ages 40 and over, and selected ethnic populations.