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SUNSET Russian Tobacco Education: Evaluating Secondhand Smoke Workshops

July 1, 2003 – June 30, 2005

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This program is made possible with funds received from Prop. 99 under contract #00-90395 with the State of California, Tobacco Control Section.

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Report Summary

The SUNSET Russian Tobacco Project has been working to educate and reduce tobacco use and exposure among Russian-speaking communities in San Francisco, the East Bay and Marin for the past six years. Through a combination of smoking cessation classes, secondhand smoke workshops, merchant education, community-wide education and policy advocacy efforts, SUNSET has begun to increase the Russian-speaking community's understanding of tobacco's impact on both the individual and the community over the past six years.

Through the delivery of eight Secondhand Smoke Workshops in community settings, SUNSET reached a total of 198 individuals, including 32 youths between 12 and 15 years in its targeted geographic regions. The workshops presented information on the risks associated with secondhand smoke, and gave strategies for participants to use in reducing the amount of secondhand smoke in their and their families' lives. Workshop participants completed surveys after each workshop about their characteristics, whether they live with a smoker, and about what they felt they had learned or would change as a result of the workshop. Community Health Outreach Workers (CHOWs) with SUNSET followed-up with participants by conducting a telephone interview between five and seventeen months after each workshop. A total of 116 workshop participants took part in the follow-up interviews, representing 59% of the total Secondhand Smoke Workshop participants.

The following evaluation is an analysis of the data from the post-workshop surveys and the follow-up interviews. Key findings show that 90% percent of participants gained new knowledge about secondhand smoke, and 70% of participants gained knowledge about the risks of secondhand smoke which would lead them to take measures to protect themselves and their families from its effects. Behavioral changes include prohibiting smoking in their homes and in cars, quitting smoking, and a new attitude toward their own health. In addition, 94% had spoken to family and friends about SUNSET's Secondhand Smoke Workshop by the time they received the follow-up interview call.

Recommendations based on the findings in this report include: checking participants' comprehension about the chemical composition and severity of risk posed by secondhand smoke, topics many seemed confused about; continue supplying placards and other materials which will help participants to prohibit smoking in and around their homes; and continue making use of the power of word of mouth publicity for the workshops and their lessons within the Russian-speaking community.

Project Description

The SUNSET Russian Tobacco Education Project seeks to reduce exposure to secondhand smoke and increase the number of smoke-free public spaces, worksites, and schools throughout the San Francisco Bay Area's Russian-speaking community. SUNSET has designed and is implementing a multi-pronged approach to achieving these objectives. Starting in 2001 with a comprehensive outreach campaign that included disseminating educational flyers and other tobacco-prevention materials to merchants, health practitioners and organizations serving the Russian-speaking community; offering educational presentations on complying with California and the Bay Area's secondhand smoke policies; and placing public service announcements in newspapers targeting the Russian-speaking community; SUNSET began to change community norms about tobacco use.

In addition to community outreach, SUNSET offers both Secondhand Smoke Workshops and Quit Clinics for Russian-speaking community members—providing a direct intervention against the use and presence of tobacco within the community.

The Secondhand Smoke Workshops aim to increase participants' understanding about the impact of secondhand smoke on individuals' health as well as offer strategies to address this serious issue.

The Quit Clinics—accessible and culturally-relevant to the Russian-speaking community—offer participants a forum in which to learn about strategies and to obtain support to quit tobacco use.

The Secondhand Smoke Workshops are the focus of this report.

Secondhand Smoke Workshops

Between July 2003 and April 2005, SUNSET conducted 8 Secondhand Smoke Workshops for adults and youth in San Francisco and the East Bay. The number of people in each workshop ranged from as few as five to as many as 58 participants, with an average of 23 participants at each workshop. SUNSET chose to bring their Secondhand Smoke Workshops to participants in established classes versus recruiting Russian community members to attend classes at their own clinic site. This collaboration with community organizations proved successful. *(Project staff found ESL classes an especially fruitful forum in which to conduct these workshops—participants were motivated by not only the secondhand smoke curriculum but also an opportunity to be exposed to a culturally-relevant and language-sensitive team with whom they can further their English-language skills.)*

The workshops ran for approximately one hour, during which time SUNSET staff used a variety of educational techniques — both exercises and demonstrations — to teach participants about the harmful consequences of secondhand smoke. In addition, staff identified strategies that participants may use to protect themselves and their families from secondhand smoke.

Evaluation Methods

Tools for Measuring Effectiveness

At the conclusion of each workshop, participants filled out a survey designed by Korwin Consulting, with input from SUNSET staff. The survey asked questions about participants' characteristics, whether and where they were exposed to secondhand smoke, and what new knowledge and/or strategies they had gained from the workshop.

Within five to seventeen months following the workshop, SUNSET Community Health Outreach Workers, or CHOWs, conducted follow-up phone surveys with all former participants they were able to reach. The Project staff and evaluator weighed the impact

that staff conducting the follow-up surveys might have on the survey results (namely, the potential for the participants to seek to “please” the project by providing answers that they believe the project would like to hear) against the importance of conducting the interviews in a linguistically and culturally-competent manner, the desire to minimize the potential negative impact that participants may experience being approached by a “stranger” to answer personal questions, the limited follow-up resources available, and lastly, the benefits that are derived by the project extending itself toward the participants — communicating interest and continued support. We opted for the project staff to administer these follow-up surveys. Staff conducted a total of 116 follow-up phone evaluations with Secondhand Smoke Workshop participants during the month of March 2005, or 59% of workshop participants.

Analytical Procedure

Post-workshop survey and follow-up interview results were stored in a database, which was used to conduct targeted queries for reports to facilitate comparison and analysis. Graphs and tables were used to assist in the development and clarification of the narrative analysis.

Presentation of Results

Workshop and Participant Characteristics

SUNSET conducted eight (8) Secondhand Smoke Workshops, lasting from one to two hours each, between July 2003 and April 2005, two of which were predominantly attended by youth (12 to 15 years old). Workshops were conducted in a lecture format. SUNSET distributed anti-smoking placards and bilingual brochures discussing secondhand smoke and ways to help a family member quit smoking at each workshop.

SUNSET offered these workshops in a variety of community-based settings including the Berkeley Russian School, the Jewish Family and Children’s Services-East Bay Fremont Senior Center, the Marin Senior Center’s ESL class for Russian-speakers, and the Mt. Diablo Senior Center. Sites in San Francisco include the Goldman Institute on Aging, Bethany Center, and a management company.

SUNSET conducted eight (8) Secondhand Smoke Workshops between July 2003 and April 2005, reaching a total of 198 individuals, including 32 youth, from the Russian community.

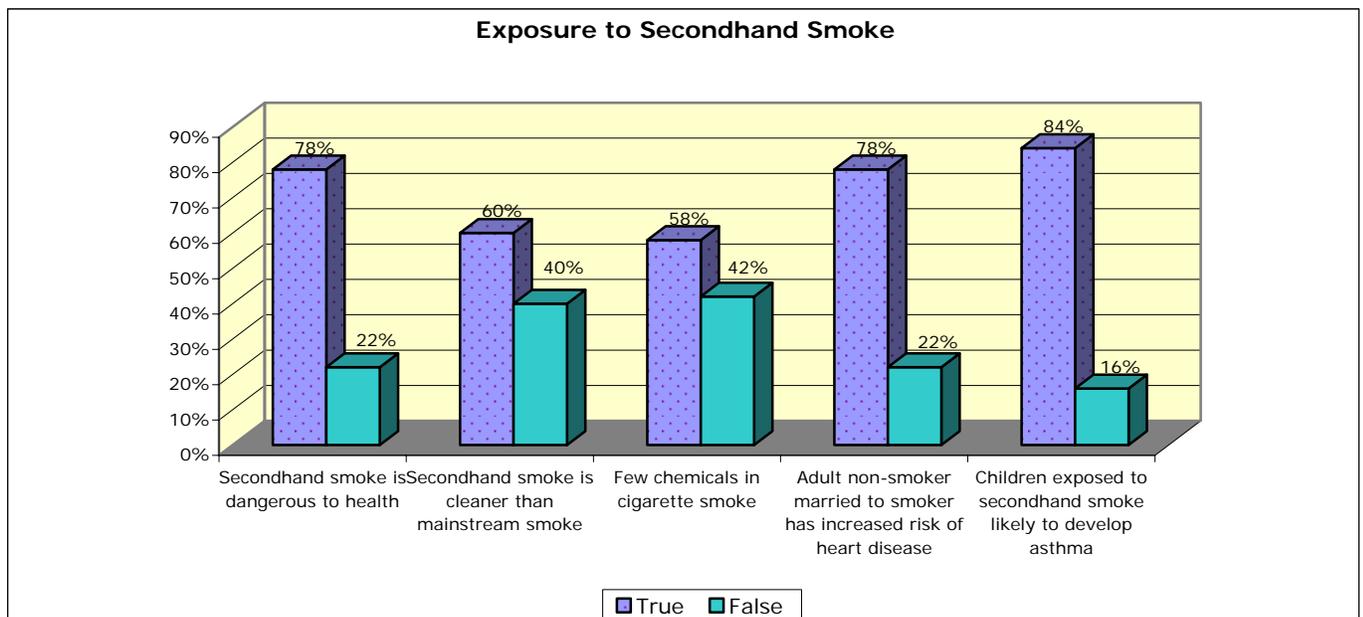
A total of 198 individuals participated in these workshops, exceeding minimum workshop projections by nearly 100%. (SUNSET aimed to conduct between 10 to 15 different ETS workshops comprised of 10 to 30 participants each.)

Twenty-one percent (21%) were male and 79% were female. Five percent (5%) smoked, and 8% lived with a smoker. Although SUNSET was not specifically targeting youth at this time, they accounted for 32 of the 198 participants the program reached during this evaluation period. This was due to the ETS workshops being held at school sites, when those locations were available.

Knowledge Gained From Workshop

The majority of workshop participants had learned some basic information about the risks of secondhand smoke through their participation in the workshop. Seventy-eight percent (78%) left the workshop with the knowledge that secondhand smoke is very dangerous to their health. The same number of workshop participants (78%) realized that an adult nonsmoker married to a smoker has an increased risk of heart disease. An even greater number — 84% — understood that children exposed to secondhand smoke are more likely to develop asthma.

As a whole, participants were less sure about the number of chemicals present in cigarette smoke, with only 42% believing that there are more than “very few chemicals” in cigarette smoke; the remaining 58% believed that there are only very few chemicals in cigarette smoke. Similarly, only 40% understood that secondhand smoke is no cleaner than the mainstream smoke the smoker inhales; six out of ten (60%) workshop participants believed that secondhand smoke is cleaner than what the smoker inhales.



In three areas — including the general danger of secondhand smoke to themselves, to the spouse of a smoker, and to children — ETS workshop participants confirmed that they had understood the instruction on the risks of secondhand smoke. In two other areas, though, those relating to the nature or composition of secondhand smoke (how clean it is and how many chemicals it has), the majority of participants do not exhibit an understanding of the workshop curriculum. This contrasts from the findings of the Secondhand Smoke Workshop evaluation of June 2003, and it raises questions about the factors which may have led to participants' misunderstanding of this portion of the curriculum. It is recommended that program staff investigate whether there have been changes to the curriculum or to the delivery of those portions of it that might account for participants' misperceptions of the nature of secondhand smoke. It would also be a good idea to check participants' knowledge on these items during the lecture to see where the misunderstanding lies, and to correct it during the workshop.

Intended Behavior Change

A majority of workshop participants (65%) believed that there are ways that they can protect themselves and their family from secondhand smoke. They indicated several strategies, including to:

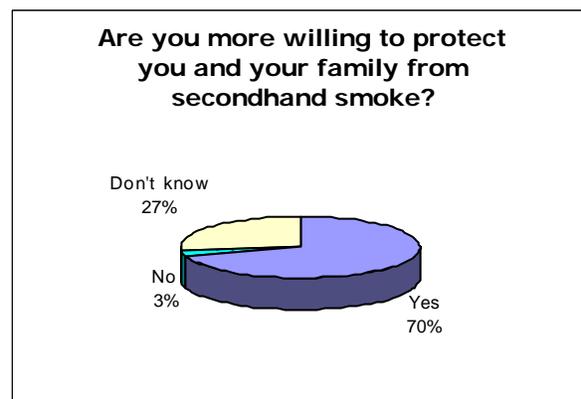
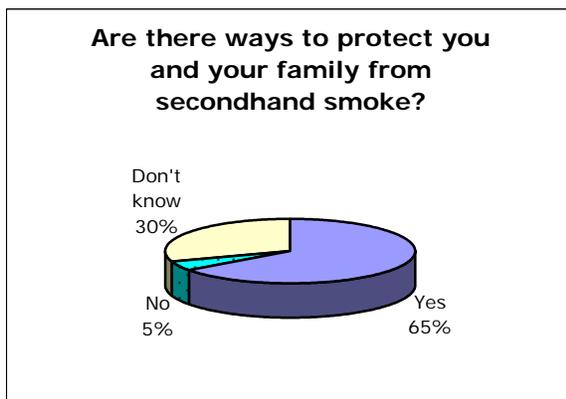
- Prohibit people from smoking inside their home;
- Prohibit people from smoking in their car;
- Educate people, especially young children, about the risks;
- Help people quit smoking;
- Display anti-smoking messages;
- Distribute anti-tobacco materials; and
- Not spend time around people who are smoking.

Seventy percent (70%) of participants indicate that they are more willing to protect themselves and their family from secondhand smoke because of what they learned at SUNSET's workshop.

Beyond indicating that they were aware of ways in which they could protect themselves and their family from secondhand smoke, an even larger majority indicated that it was willing to do so. Seventy percent (70%) said that they were more willing to protect themselves and their family from secondhand smoke because of what they learned at the workshop. This number is higher than the number that answered "yes" to the previous question. It seems that some of those who indicated "don't know" to whether there are ways to protect themselves and their family from secondhand smoke were still willing to try certain techniques after the workshop. While they were not sure their efforts would be successful, they would still make an attempt.

Those participants who indicated that they were willing to protect themselves and their family from secondhand smoke said:

- "I am ready to put anti-smoking signs outside,"
- "I'll tell this lecture to my grandchildren,"
- "I will not allow anyone to smoke in our house,"
- "I'm trying to quit,"
- "I will ask people not to smoke in my presence,"
- "I will spread ideas about a healthy lifestyle," and
- "I will distribute SUNSET materials."



Both aspects of behavior change are much higher for the current evaluation period than for the one ending in June 2003. This may indicate a higher level of effectiveness in the overall goal attainment of the training — changing community norms about tobacco use. It may

also indicate that those who come to the training enter with a greater knowledge than previous groups of the need to reduce cigarette smoke in their and their loved ones' lives.

Training Evaluation and Outreach

Secondhand Smoke Workshop participants felt very positive about what they learned at the workshops. Nine out of ten (90%) said that they had learned "new things about secondhand smoke at the workshop." They were equally positive about the workshops being appropriate for others they know. Eighty-nine percent (89%) said they would recommend the workshop to friends and family.

Some participants had suggestions on how to improve the workshop. These include:

- Speak more about health-related topics,
- Provide more detailed lectures on separate issues,
- Bring more dramatic stories, and
- Have the workshop in English.

Ninety percent (90%) of participants learned new things about secondhand smoke at these workshops, and 89% would recommend this workshop to their friends and family members.

Several participants expressed satisfaction or praise for the workshop as it is. Comments include that it is an "excellent lecture," "the lecture is informative and visual," "the presenter knows the topic deeply," and "the lecture does not need any improvement; it's perfect."

Follow-up to Secondhand Smoke Workshops

SUNSET conducted follow-up phone interviews with 116 (or 59%) of their Secondhand Smoke Workshop participants between five and seventeen months following their workshops. It was not possible to reach the 75% of clients who had received Secondhand Smoke Workshop training, as SUNSET's goals stipulated. Nevertheless, this was a large enough sample to use in gaining insight into the level of impact the training has on participants. Twenty percent (20%) of the participants in the follow-up sample are male and 80% are female. Most (93%) do not smoke, and 9% of the follow-up sample population currently live with a smoker.

SUNSET evaluated three categories of behavioral change among the participants since attending the Secondhand Smoke Workshop: changes in their smoking or allowing others to smoke in their home, changes in their smoking or allowing others to smoke in their car, and other changes they have made regarding their or others' smoking since the workshop.

The behavioral changes include:

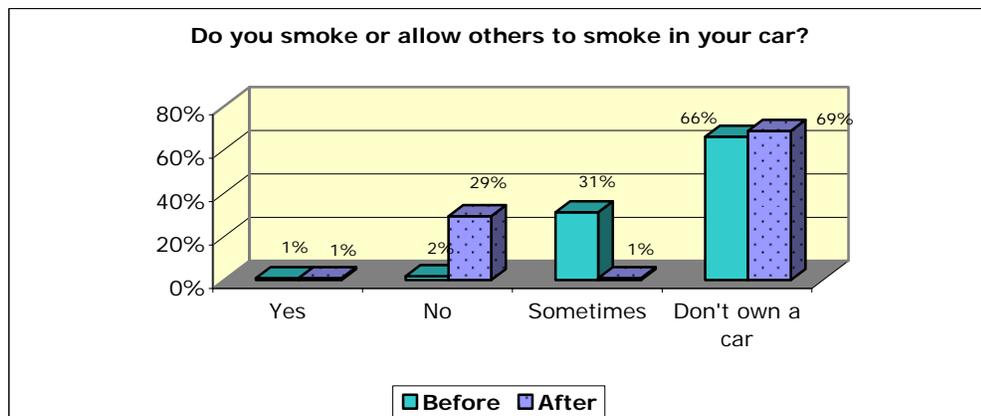
- **Decreased smoking in homes.** One of SUNSET's outcome objectives regarding reducing Russian-speaking individuals' exposure to secondhand smoke is that 60% of those who report having a smoker in their home will report that smoking is not permitted inside the home as a result of the Secondhand Smoke Workshops. While only 8% of workshop participants said in the post-workshop evaluation and 9% in the follow-up sample said they lived with a smoker, most had not allowed that person to smoke in the house before the workshop. It is likely, though, that a greater number had allowed others (visitors) to smoke in their home. Before the workshop, 2% of participants indicated that they smoked or allowed others to smoke in their home, 12% said they "sometimes" did, and

New Behaviors Include:

- **Decreased smoking in homes.**
- **Marked increase of smoke-free cars.**
- **A new attitude towards their own health.**

86% of participants indicated that they did not smoke or allow others to smoke in their home. Following the workshop, several individuals either stopped or reduced the amount that they or others smoked in their home. At the time of the follow-up, 91% indicated that they do not smoke or allow others to smoke in their home. This number includes one individual who lives with a smoker and has stopped allowing that person to smoke in the home since attending the workshop. Seven percent (7%) said they sometimes allow smoking in the home. Two percent said that they do either smoke or allow others to smoke in their home. Interestingly, these were not the same 2% who answered "yes" to permitting smoke in the home before the workshop.

- One of the individuals who indicated smoking or allowing smoke in the home after the workshop explains, "It's hard to quit." Among those who do not allow smoke in the home, the most common reasons are that it is not a healthy habit, or that they understand "how dangerous it is." Other reasons include that it "doesn't make sense," especially for the older participants, and that smoking is "a waste of time" and/or money.
- **Smoke-free Cars.** There has been a significant change in the number of individuals who smoke or allow others to smoke in their car since attending the workshop. Whereas before the workshop 31% of participants smoked or allowed others to smoke in their car "sometimes" (and 1% answered "yes" to this question), since the workshop, only 1% smoke or allow others to smoke in their car (and 1% answer "yes," again). While before, only 2% refrained from smoking or prevented others from smoking in their car, at the time of follow-up, nearly a third (29%) did so.



Miscellaneous Changes in Their Own or Others' Smoking. More than a third (37%) of the workshop participants have "changed something about their or other people's smoking since the workshop." These changes include encouraging others to quit smoking, being "more careful with my health," and "planning to quit smoking."

Getting the Word Out to their Friends and Family. Nearly all (94%) of the workshop participants surveyed during the follow-up have talked to their friends and family

Outreach Behaviors Include:

- **Sharing information about the dangers of cigarette smoke with family and friends.**
- **Spreading the word about the workshops among family and friends.**

about SUNSET Project's Secondhand Smoke Workshop, sharing information about the dangers of cigarette smoke with a spouse, grandchildren, family members, or others who smoke. This indicates that the benefits of attending the workshop extend far beyond the actual participants, as they use word of mouth to inform others of their new knowledge.

Discussion and Recommendations

Interpretation of Results

A large majority left the Secondhand Smoke Workshops understanding that secondhand smoke is very dangerous to their health, and that being married to a smoker increases health risks to themselves and their children. This is true even though many were not clear on the amount of chemicals or the specific level of danger posed by secondhand smoke,

Most participants also come away from the Secondhand Smoke Workshops with ideas about how to reduce the amount of secondhand smoke in their and their family's lives, including prohibiting smoking in their homes and cars, educating others about the dangers, and displaying anti-smoking messages provided by SUNSET. A majority is also willing to take concrete steps to protect self and family from secondhand smoke, including talking about the new information they have learned with family, quitting smoking, spreading ideas about healthy lifestyle choices, and distributing SUNSET materials. Nine out of ten participants felt they had learned something new at the workshop, and about that many planned to recommend the workshop to friends and family.

In follow-up interviews, workshop participants indicate that they have made life changes as a result of attending the Secondhand Smoke Workshop. New behaviors since the workshops include:

- Decreased smoking in homes.
- Marked increase of smoke-free cars.
- A new attitude towards their own health.

In addition, participants have shared information about the dangers of cigarette smoke with friends and family members, including across generations, as several mentioned talking with children and grandchildren. Almost all (94%) have spoken with friends and family about SUNSET's Secondhand Smoke Workshops, indicating that there is a high level of satisfaction and belief in the relevance and accessibility of these workshops for the Russian community.

Conclusions and Recommendations

The Secondhand Smoke Workshops change the way participants think about cigarette smoke in their own and their families' lives. They have a greater understanding of the importance of making changes in their and their loved ones' lives to reduce their exposure to secondhand smoke. Beyond this preventive attitude, many also gain a commitment to taking steps for better overall health. This is evidenced by their requests for more lectures related to health issues, the declaration by some that they don't have time to smoke anymore, and comments by older participants that it is "especially important" at their age to avoid exposure to smoke. Participants also become effective outreach agents for SUNSET's agenda, as nearly all speak to friends and family about the workshops and their content.

It is recommended that SUNSET continue working on reaching new groups within this community. Since two participants suggested the workshops be given in English, it is possible that SUNSET can reach younger family members of Russian-speakers within the community by doing so. That would provide yet another means for influencing the community as a whole. Another recommendation is to check with workshop participants

during the course of the lecture to be sure they understand the information being conveyed by lecture or in pamphlets. This might correct the misperceptions such as those the participants of this evaluation period had regarding the nature of secondhand smoke.

Limitations

As with any study involving people's experiences and habits, this study is subject to possible distortion by survey and follow-up interview respondents wishing to please SUNSET CHOWs, and by intervening factors other than the Secondhand Smoke Workshops which may have led to behavioral changes. Further the fact that follow-up interviews took place for some as soon as five months and for others as long as 17 months after their workshop may have led to some differences in participants' reporting of what they learned and changed after the workshop.

Use and Dissemination of the Results

This evaluation yielded insights into the kinds of impact SUNSET's Secondhand Smoke Workshops have on members of the Russian-speaking community. It will be used in the development of future outreach strategies and curriculum materials. It is evident that the Secondhand Smoke Workshops are part of an effective strategy on the part of SUNSET to reduce Russian-speaking individuals' exposure to the harmful effects of cigarette smoke.

SUNSET Russian Tobacco Education Project Secondhand Smoke Workshop

Post Workshop Survey

Please answer the following questions to help us improve our services

(please check "x")

1. Gender? Male Female
2. Do you smoke? Yes No
3. Do you live with someone who smokes? Yes No

Please answer whether you think the below statements are true or false	True	False
	(please ✓ either true or false)	
4. Secondhand smoke is very dangerous to your health		
5. Secondhand smoke is <i>cleaner</i> than the mainstream smoke the smoker inhales		
6. There are very few chemicals in cigarette smoke		
7. Adult nonsmokers married to a smoker increase their risk of heart disease		
8. Children exposed to secondhand smoke are more likely to develop asthma		

9. Are there ways that you can protect you and your family from secondhand smoke?
 Yes No Don't Know

10. If yes, please name two ways to protect you and your family from secondhand smoke

1. _____

2. _____

11. Are you more willing to protect you and your family from secondhand smoke because of what you have learned at this workshop?

- Yes No Don't Know

a. If yes, what are you willing to do to protect you and your family from secondhand smoke?

12. Did you learn new things about Secondhand Smoking at the Workshop?

- Yes No

13. Would you recommend this workshop to your friends and family?

- Yes No Maybe

14. Are there ways that we can improve this Workshop? What might we do?

SUNSET Russian Tobacco Education Project Secondhand Smoke Follow-Up

Follow-Up Interview Form

Hello. I am Sasha and I am calling from the SUNSET Russian Tobacco Education Project. As you probably remember, you attended one of our workshops several months ago and signed a form expressing your intention to help improve your family's health. I am calling to ask you several questions to see how things are going. Would you be willing to spend 5 minutes answering a few questions? Your answers will help us to improve our services.

(please check "x")

15. Gender? Male Female

16. Do you smoke? Yes No

17. Do you live with someone who smokes? Yes No

18. Did you smoke or allow others to smoke in your home **before** attending the Secondhand Smoking Workshop?

Yes No Sometimes

19. Do you smoke or allow others to smoke in your home **now** that you have attended the Secondhand Smoking Workshop?

Yes No Sometimes

a. Why or why not?

20. Did you smoke or allow others to smoke in your car **before** attending the Secondhand Smoking Workshop?

Yes No Sometimes Don't own a car

21. Do you smoke or allow others to smoke in your car **now** that you have attended the Secondhand Smoking Workshop?

Yes No Sometimes Don't own a car

a. Why or why not?

22. Did you **change anything else** about yours or other people's smoking since attending the Secondhand Smoking Workshop?

Yes No

a. If yes, what changes did you make?

23. Have you talked to your friends and family about this workshop?

Yes No Maybe

SECONDHAND SMOKE WORKSHOPS POST-TRAINING SURVEYS

PARTICIPANTS' CHARACTERISTICS

GENDER	#	%
Female	156	79%
Male	41	21%
Unknown	1	NA
TOTAL	198	100%

DO YOU SMOKE?	#	%
Yes	10	5%
No	188	95%
TOTAL	198	100%

EXPOSURE TO SECONDHAND SMOKE

LIVE WITH A SMOKER?	#	%
Yes	15	8%
No	183	92%
TOTAL	198	100%

KNOWLEDGE GAINED FROM WORKSHOP

SECONDHAND SMOKE IS VERY DANGEROUS TO YOUR HEALTH	#	%
True	155	78%
False	43	22%
TOTAL	198	100%

SECONDHAND SMOKE IS CLEANER THAN THE MAINSTREAM SMOKE THE SMOKER INHALES	#	%
True	118	60%
False	80	40%
TOTAL	198	100%

KNOWLEDGE GAINED FROM WORKSHOP (cont'd.)		
THERE ARE VERY FEW CHEMICALS IN CIGARETTE SMOKE	#	%
True	114	58%
False	84	42%
TOTAL	198	100%
ADULT NONSMOKERS MARRIED TO A SMOKER INCREASES THEIR RISK OF HEART DISEASE	#	%
True	154	78%
False	44	22%
TOTAL	198	100%
CHILDREN EXPOSED TO SECONDHAND SMOKE ARE MORE LIKELY TO DEVELOP ASTHMA	#	%
True	166	84%
False	32	16%
TOTAL	198	100%

BEHAVIOR CHANGE

ARE THERE WAYS THAT YOU CAN PROTECT YOU AND YOUR FAMILY FROM SECONDHAND SMOKE?	#	%
Yes	122	65%
No	9	5%
Don't know	58	30%
Unknown	9	NA
TOTAL	198	100%

ARE YOU MORE WILLING TO PROTECT YOURSELF AND YOUR FAMILY FROM SECONDHAND SMOKE BECAUSE OF WHAT YOU HAVE LEARNED AT THIS WORKSHOP?	#	%
Yes	127	70%
No	6	3%
Don't know	48	27%
Unknown	17	NA
TOTAL	198	100%

TRAINING EVALUATION AND OUTREACH

DID YOU LEARN NEW THINGS ABOUT SECONDHAND SMOKE AT THE WORKSHOP?	#	%
Yes	178	90%
No	20	10%
TOTAL	198	100%

WOULD YOU RECOMMEND THIS WORKSHOP TO YOUR FRIENDS AND FAMILY?	#	%
Yes	177	89%
No	21	11%
TOTAL	198	100%

SECONDHAND SMOKE WORKSHOP FOLLOW-UP INTERVIEWS

PARTICIPANTS' CHARACTERISTICS

GENDER	#	%
Female	90	80%
Male	23	20%
Unknown	3	NA
TOTAL	116	100%

DO YOU SMOKE?	#	%
Yes	8	7%
No	108	93%
TOTAL	116	100%

EXPOSURE TO SECONDHAND SMOKE

LIVE WITH A SMOKER?	#	%
Yes	11	9%
No	105	91%
TOTAL	116	100%

TRAINING EVALUATION AND OUTREACH

DID YOU CHANGE ANYTHING ELSE ABOUT YOUR OR OTHER PEOPLE'S SMOKING SINCE ATTENDING THE WORKSHOP?	#	%
Yes	43	37%
No	73	63%
TOTAL	116	100%

HAVE YOU TALKED TO YOUR FRIENDS AND FAMILY ABOUT THE WORKSHOP?	#	%
Yes	109	94%
No	7	6%
TOTAL	116	100%