

Evaluation of *Sabemos: Por respecto, Aquí no se fuma (Out of Respect, No Smoking Here)*

Project Summary & Goals

The project tested the effectiveness of an intervention in changing knowledge, attitudes, and practices of Latino parents in exposing their children to second-hand smoke. The intervention, which was conducted in the *colonias* along the Texas-Mexico border, is based on the Centers for Disease Control and Prevention (CDC) produced program called *Sabemos: Por respecto– Aquí no se fuma (Out of Respect– No Smoking Here!)*. The intervention tested the effectiveness of media-only materials against media plus neighborhood discussions led by local *promotoras*. The project examined differences in pre- and post-tests between three different *colonia* settings: (1) La Feria was only exposed to the media messages; (2) Progreso was exposed to media messages and neighborhood discussions about the health effects of second-hand smoke on children; and (3) Alton received media messages and two exposures to neighborhood discussions.

The project goal was:

- To test the effectiveness of Sabemos on reducing children's exposure to second-hand smoke in their homes

Principal Investigator

Michael T. Stephenson, Ph.D.

Project Dates

2008-2009

Communities Involved

Hidalgo County

Funder

Centers for Disease Control and Prevention

Key Findings

- The hypothesized outcome of the project would have been a significantly greater change in Sabemos targeted outcomes (knowledge, attitudes, intentions, and behaviors related to secondhand smoke) in the *colonias* receiving the media campaign and educational sessions than the *colonias* receiving only the media campaign. Due to ceiling effects on pretest data, no significant differences were found on the four key outcome variables. Some effects were seen, however, not at significant levels.