

## **P-108 - THE EFFECTIVENESS OF TWO SMOKING CESSATION INTERVENTIONS TARGETED FOR RESIDENTS OF DISADVANTAGED NEIGHBORHOODS AND SMOKERS WITH OTHER ADDICTIONS AND CO-MORBIDITIES**

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**Introduction:** Smoking cessation has been less effective among low SES smokers and those with other addictions/co-morbidities. There are few studies assessing different service delivery models through rigorous scientific methods while engaging the community.

**Objectives/aims:** To assess the utilization and effectiveness of smoking cessation group versus individual counseling interventions among economically disadvantaged clients through a Randomized Controlled Trial (RCT).

**Methods:** A Community-Based Participatory Research (CBPR) approach in conjunction with RCT methodology were used to compare the effectiveness of a behavior change communication intervention and pharmacotherapy through group vs. individual counseling models. Participants were recruited from a low-income urban setting in mid Atlantic area (n= 348), and randomized to either an individual or group-based intervention. Participants received training according to the Fresh Start curriculum on their 12 weekly sessions and followed for nine months after the termination of the program.

**Results:** After the intervention, the overall cessation rate was 10% with no significant difference between the two arms. The Cessation rate among participants who attended 6 to 12 sessions was significantly higher ( $p < 0.001$ ) compared to those who attended 1 to 5 sessions (27.8% vs. 7.0%). Those with more positive perception of being “ready to quit” had higher odds of actual quitting (OR= 5.8).

**Conclusions:** Although individual and group counseling cessation appear to be equally effective, the group counseling is more cost-effective and feasible approach for low SES smokers and those with other co-morbidities. The effectiveness of the intervention can significantly improve with better retention and motivational enhancement strategies.

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