

Breathe Free: We Share Air

What Is Breathe Free?

Breathe Free: We Share Air is a demonstration project funded by the Ohio Department of Health that uses teams of residents trained as community organizers to help change the cultural conversation around smoking in their neighborhoods. This multilevel intervention consists of three components:

- A community-level culturally informed media messaging campaign to raise awareness of the dangers of tobacco, particularly cigar products, and encourage smoking cessation;
- A community organization-level component that includes adoption of tobacco-free worksite policies and smoke-free home policies and a systematic process to disseminate cessation resources to constituents; and
- An individual-level component that will direct users to United Way's 211 First Call for Help to guide the individual to tobacco cessation resources such as SmokefreeTXT, quitSTART, Smoke Free Homes, and the QuitLine.

Breathe Free staff work with these resident teams to help implement policy, systems, and environmental changes based on their expert neighborhood knowledge. With focused attention on tobacco prevention and cessation, using a resident team approach has the potential to increase the engagement of community organizations to adopt smoke-free policies and facilitate dissemination of the cessation resources to key constituents.

Partner Neighborhoods

Breathe Free is working within the South Collinwood and Glenville neighborhoods of Cleveland and the city of East Cleveland to provide residents with a tailored approach that raises awareness of the harms of tobacco use and engages community organizations to direct residents to resources for tobacco cessation. Each of these neighborhoods has a significant proportion of low-income, African-American residents. Resident Teams are already established in these neighborhoods through the PRCHN's Healthy Eating, Active Living work with Health Improvement Plan-Cuyahoga. Breathe Free targets churches, daycares, and libraries for partnership because they reach a significant portion of the community, are common across all neighborhoods, and are frequented by families, who are a key target for this intervention because smoking rates are highest among younger adults; parents may be more likely to adopt smoking rules in the home, reducing exposure to smoke and shifting social norms related to smoking; and parents can be encouraged to talk about tobacco use with children.

Breathe Free is engaging one library, two churches, and two daycares per community for a total of 15 organizations. Fifteen people ages 18 and older are being recruited from each organization (total of 225) to participate in a survey at five data collection time points. An additional 900 individuals will be surveyed at four of the five data collection points. The surveys will record responses around tobacco use, use of tobacco cessation resources, and awareness over time of the Breathe Free campaign. Breathe Free staff will conduct post-intervention interviews with each organization and key informants in order to develop best practices for future implementation.



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