

## ABSTRACT

**Background:** Tobacco use is the leading cause of preventable death in the United States. Responsible for more than 443,999 lives each year, tobacco costs the U.S. approximately \$193 billion in direct and indirect healthcare costs. Tobacco control efforts have assisted in the steady decline of smoking, but related health disparities continue to exist. One such disparate population is the Lesbian, Gay, Bisexual and Transgender (LGBT) community. Research estimates that LGBT are 40-70% more likely to smoke compared to the general population. In regards to Idaho, LGBT state-specific trends are consistent with the national trend.

**Project Evaluation Question:** The Office on Smoking and Health (OSH) -CPPW evaluation question is “What Does Success Look Like That Drives Policy and Environmental Change?”

**Project Aim:** To perform a process evaluation on state activities of Idaho’s *Project Filter* funded by CPPW. The results of this process evaluation will be translated into a “Success Story”, used to assist answering the overall OSH-CPPW evaluation question.

**Methods:** The researcher utilized the systematic ten step process for creating a success story derived from the literature. Data sets consisted of information from several sources: Internal call notes/site reports, Project Filter grant application, National QuitLine Data Warehouse (NQDW), and State Tobacco Activities Tracking and Evaluation (STATE) System. Additional information was derived from a state interview between *Project Filter* and OSH. The purpose of this interview was to collect qualitative data sources for the success story.

**Results:** *Project Filter* utilized CPPW funding towards an LGBT media campaign promoting Idaho QuitLine and QuitNet. Additionally, *Project Filter* utilized CPPW funding to implement a counter-ad strategy in a local newspaper, *Boise Weekly*. During the 6 month period prior to the media campaign, the Idaho QuitLine experienced only 39 LGBT callers. During the 18 month follow up, numbers increased to a total of 96 LGBT callers. During the 6 month period prior to the media campaign, QuitNet experienced only 74 LGBT registrants. During the 18 month follow up, numbers dramatically increased to 497 total LGBT registrants.

**Conclusion:** *Project Filter* used CPPW funds successfully towards the LGBT community. By designing a culturally competent media campaign, Project Filter was able to increase awareness, utilization and intent to quit among the LGBT community. The implications of their strategy can enhance future tobacco control efforts in reducing tobacco health disparities.