

'Ik wed dat ik het kan!' - Bereik en effecten van een entertainment-education strategie voor stoppen met roken bij laag-, middelbaar en hoogopgeleide rokers ['I bet I can do it!' – Reach and effects of an entertainment education strategy for smoking cessation among low, moderate and high educated smokers]

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Abstract

Introduction: Smoking is in the Netherlands more prevalent among lower and moderate educated than among higher educated people. The entertainment-education television show 'I bet I can do it!' was specifically designed to stimulate smoking cessation among low and moderate educated smokers.

Methods: The effect of the television show was evaluated with longitudinal data of the International Tobacco Control Policy Evaluation Project. Dutch smokers (n = 1,743) aged 15 years and older filled in a survey before and after the seven episodes of 'I bet I can do it!' in 2008.

Results: Low educated (OR = 1.55, p = 0.048) and moderate educated respondents (OR = 1.99, p < 0.001) had seen the television show significantly more often than high educated respondents. The show was not significantly associated with self efficacy, quit intention, and quit success, but it was significantly associated with more quit attempts among moderate educated respondents (OR = 2.36, p < 0.001).

Conclusion: The reach of 'I bet I can do it!' and the effect on quit attempts was larger among moderate educated smokers. The entertainment-education strategy for smoking cessation television programs should be further refined. This can possible lead to a program that has positive effects on the quit intention, self efficacy, quit attempts and the quit success of low and moderate educated smokers.

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