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Title:

Achieving culturally appropriate health promotion: an evaluation of the London-wide Ramadan Campaign

Abstract:

The paper describes an impact evaluation of the Ramadan Campaign, a London-wide programme of tobacco cessation activities aimed at Muslim communities.

The evaluation was based on two main components:

1. A survey of 1051 people carried out in a sample of 21 mosques during March 2003, 3 months after the end of Ramadan.
2. A longitudinal survey, (3 points), of smokers with whom the campaign's community outreach workers had contact.

The main conclusions were that the Campaign was effective in terms of impact on attitudes, knowledge and smoking behaviour. For many results, statistically significant differences between areas and between language groups were obtained, and seem related to the relative intensity of Campaign activities in the different areas. This reinforces the likelihood that the changes observed in attitudes, knowledge and smoking behaviour were due to Campaign activities. The 3-month quit rates reported for those who stopped smoking since the beginning of Ramadan compare very well to national statistics on quit rates for other tobacco cessation programmes.

After summarising the results of the evaluation the paper draws out the implications for:

- the success of this health promotion programme for the design and implementation of tobacco cessation programmes for Muslim communities elsewhere;
- factors supporting successful partnership working.