



PREVENTION RESEARCH CENTER
Brown Bag Series



**Jack A. Lope Quits Smoking:
Using evaluation results to creatively demonstrate
barriers to tobacco cessation**

Date: Tuesday, February 7th, 2012

Time: 12:00 noon to 1:00 pm

Place: Research Incubator Building (RIB) Commons
UNM Campus, 2703 Frontier NE, Albuquerque, NM 87131

Presenters: Linda J. Peñaloza, PhD
Eric Chrisp, MA
Laura A. Gutman, PhD

In this seminar, we will show you a creative tool developed initially to demonstrate the complex findings of an evaluation of tobacco cessation treatment at a nearby public hospital. The evaluation findings showed that patients encountered numerous barriers. The challenge was to find a way to graphically demonstrate to providers and policy-makers how difficult it was for patients to navigate the confusing and daunting path to successfully quit tobacco. Initially dramatized as a complex diagram, the presentation evolved into a board game and finally into an on-line interactive electronic training game for front line cessation providers (and everyone involved in the healthcare system working with smokers wanting to quit).

Come see if our hero, Jack A. Lope, can successfully quit smoking and live a healthier life!

For more information please contact Sarah Sanders at 505-272-4462 or by email at Sreinh@salud.unm.edu

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