

Who Are Health Influencers? Characterizing a Sample of Tobacco Cessation Interveners

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Objectives: To describe characteristics of health influencers (HIs) prior to training in brief tobacco cessation interventions (BI). **Methods:** HIs (n=910) in Arizona were recruited for a randomized controlled trial comparing training modalities. **Results:** Typically middle-aged (M=43, SD=14), non-Hispanic white (68%), female (77%), non-tobacco users (93%), most identified personal (89%) rather than job-related (3%) motivators for becoming cessation in-

terveners. Confidence about intervention ability was high (93%); knowledge scores, however, were low (M=55%, SD=13%). **Conclusions:** HIs exhibiting high motivation to intervene but lacking knowledge about BI strategies may be an untapped resource for tobacco cessation and a variety of other health promotion interventions.

Key words: brief intervention, cessation, tobacco, community
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