

Bright Spot Award Nomination Form

In an effort to help define what meaningful PPI is, and to better recognize the tremendous initiatives taking place across our state, we are creating a new Bright Spots Awards program. This will be a great way to create a little “friendly competition” among the local health departments while helping to define what is meaningful PPI. Here are the steps to the process of nominating your initiative:

1.) All PPI Bright Spot Award Nominations must be submitted by July 1, 2017. One nomination form must be completed per initiative nominated. Email completed nomination to Matt Coleman.

2.) Nominations will be reviewed by a committee, comprised of individuals from local and regional health departments, as well as Central Office. Each submission will be redacted, so individual identity will not be known to the committee. They will subjectively review each submission, discuss, and award the point totals to the nominations. An average of the section reviews will be used to determine the award level earned.

3.) Awardees will be announced in the fall, 2017.

4.) Each nomination will be presented with feedback from the committee.

Award Levels:	185-200 pts: Platinum Level Award
	159-184 pts: Gold Level Award
	138-158 pts: Silver Level Award
	117-137 pts: Bronze Level Award
	116 pts or less: Honorable Mention Award

County: Cocke

Initiative Name: Tobacco Tales

PPI Topic Area(s): Tobacco

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Bright Spot Awards Questions

Please explain why you think this initiative should be considered for the TDH Bright Spot Awards? (150 words max);(10 points available)

This primary prevention initiative should be considered for the TDH Bright Spot Awards because it is a program that engages staff, community partners, and participants. This program uses puppets and activities to incorporate health messages with other topics such as friendship, responsibility, and accountability. *Tobacco Tales* is adaptable for the community and allows the presenters and participants to learn in a creative, flexible way. It has been shown to have a positive outcome through outcomes measured by pre- and post-testing. This is a project that the Health Department staff enjoys and gives them an opportunity to bond with local youth and act as positive role models.

What is the public health problem being addressed and why is it important? (300 words max); (10 points available)

The public health problem being addressed is tobacco use focusing on the prevention of early initiation of tobacco use. This is important because a majority of people begin using tobacco products in their youth. Tobacco use is one of the “Big Four” contributors to the top ten leading causes of death in Tennessee. Primary prevention of tobacco use is much more effective and efficient than treating the health outcomes of tobacco use. The primary focus of *Tobacco Tales* is smoking, but other forms of tobacco use can be discussed, as well as the overall health effects of nicotine and addiction. This program also discusses the danger of secondhand smoke and empowers the children to ask adults who may smoke around them to leave or not smoke in enclosed areas. It also encourages children to be patient if they have an adult who is trying to quit tobacco use.

What are the SMART objective goals and major purposes of this initiative? (SMART objectives are Specific, Measurable, Attainable, Relevant, and Time Bound. Ex: By May 2016, all soft drink machines in Henderson County Schools will be turned off during the school day, per school board policy.) (300 words max) (10 points available)

The primary goal is: By September, 2017, present Tobacco Tales to two schools. This goal has been achieved and the program has been presented to two schools in Cocke County.

The major purpose of this program is to increase knowledge on the harmful effects and the addictive component of tobacco, change any beliefs that tobacco use is cool or that a majority of people are engaging in these unhealthy behaviors, and increase youth self-efficiency to withstand any peer pressure or desires to use tobacco products. This program recognizes that social pressure can be used in both positive and negative ways, and encourages youth to be a champion for positive choices. While tobacco is the primary focus, friendship, responsibility, and community are reoccurring themes.

What is the annual budget and funding source for this initiative? If no funding is available, how have you

sustained the initiative? (150 words max) (5 points available)

The puppets and script were purchased with tobacco settlement money. A small amount of money was spent on materials, printing, and mileage to the site. The curriculum is \$400 and can be purchased at <http://www.nimcoinc.com/Tobacco-Tales-Puppets-p4693.html>. A screen to hide the cast was made for around \$100, which is a one-time fee. This is not necessary and a trifold could achieve the goal. Printing and mileage costs can be taken out of the PPI budget or the county budget.

Have community partners been brought to the table to help with the initiative? What are these partners bringing to the table for the initiative? (300 words max) (20 points available)

The primary community partners are the school system in Cocke County. The gatekeeper to the project was the guidance counselor at Centerview, who organized the sessions with the teachers and determined the time and location. This has been expanded to the principal at Northwest for a summer program. These partners provide access to the children and the location.

What is the timing of the initiative? When does planning occur? When is/was the initiative implemented? When is the initiative evaluated? (250 words max) (5 points available)

The first time program session will require more planning. The program was implemented during the spring semester of 2017, and the second session is in the summer session. The evaluation occurred a week after the program ended. The data analysis occurred in the month following. There are six sessions that can be done in six weeks, meeting once a week for between an hour to an hour and a half, or three weeks, meeting twice a week for an hour- an hour and a half. The evaluation tool is included in the curriculum, however, it is not recommended for those in Kindergarten, first, or second grade. Many youth in these grades were not able to properly answer the questions.

In what way is this initiative especially innovative? How is this initiative different from programs with a similar intent? Is there a specific idea tested with this approach? Does this work reference relevant literature or relevant studies? Does the initiative achieve its stated goals? (400 words max) (50 points available)

This is an innovative program because it uses puppets to provide an engaging, age-appropriate lesson. The children enjoy the program and become invested in the characters. It targets a very young age and provides positive messaging, instead of scare tactics. The Surgeon General's report on Preventing Tobacco Use Among Youth and Young Adults identifies primary prevention prior to initiation to be best practice. The Surgeon General also discussed the relationship between knowledge, attitudes, and beliefs on tobacco initiation.

Additional studies such as the 2015 study by Difranza, et al, discusses how youth who are exposed to tobacco messaging are less likely to initiate tobacco use. This analysis uses the Bradford-Hill criteria for causality. This study focuses on attitudes, beliefs, and expectation of tobacco use, not limiting to knowledge. This study proved that the causality remained even when controlling for factors such as SES, parental and peer smoking.

Difranza JR, Wellman RJ, Sargent JD, Weitzman M, Hipple BJ, Winickoff JP. Tobacco Promotion and the

Initiation of Tobacco Use: Assessing the Evidence for Causality. *Pediatrics*. 2006;117(6). doi:10.1542/peds.2005-1817.

Are the measures clearly listed describing what makes the program effective? Is data provided or referenced that supports the conclusion? What makes this program effective? How is the program evaluated? (350 words max) (20 points available)

This program was done from kindergarten through third grades. Third grade was the only grade that showed positive impact on the evaluative component. Paper surveys are not recommended for those younger. The results are as follows:

Q1. Is smoking cigarettes healthy?

The pre-test and post-test both had 100% of students disagree that smoking was healthy.

Q2. Is cigarette smoke unhealthy for non-smokers?

The pre-test had 60% indicated that it was unhealthy, with 100% of students identifying that it was unhealthy in the post-test.

Q3. Is tobacco a drug?

The pre-test had 47% of students indicated that tobacco was a drug, and 81% identifying that it was a drug in the post-test.

Q4. Is it ok to smoke a cigarette just to fit in with your peers?

The pre-test had 6% indicated that it was ok to smoke to fit in, with 3% identifying that it was ok in the post-test.

Q5. Do you know what the word addicted means?

The pre-test had 53% of students know what the word addicted means, with 97% knowing in the post-test.

Q6. Is it true that smoking a cigarette is like putting a poison into your body?

The pre-test had 47% indicated that smoking was like putting a poison into your body in the pretest, with 90% identifying in the post-test.

Non-official evaluation measure such as enthusiasm, teacher reporting, and participation were also positive.

How can this initiative be replicated in other counties? What are some limitations or obstacles that can be expected, with replication of the initiative?

(300 words max) (50 points available)

This program would be very easy to replicate in other counties. It would require the county to purchase the curriculum, make contact with a stakeholder from a school, after school program, Boys and Girls Club, or church, create a curtain or materials to hide behind, and create some materials. The only limitations are that

the program is a few weeks long, which may be difficult to get into schools. The solution is that it could be done twice a week, or finding another location.

Is this initiative sustainable without the resources of the local health department being involved? (250 words max) (20 points available)

This initiative can be sustained without resources from the local health departments. Cocke County purchased the curriculum for the Cocke County School Systems. This could be an opportunity to have older students do the puppet shows and lead activities. Students could be selected from organizations such as HOSA, Betta Club, SADD, or T4 groups. If one set of puppets was purchased, it could be loaned out to the school or other organization.