

Bright spot for the #UNSMOKEABLE Program in Sullivan County

1. #UNSMOKEABLE is the first social media primary prevention campaign developed to communicate a public health message to youth. The program was submitted as a best practice recommendation for the State of Tennessee's Population Health Improvement Plan (PHIP). #UNSMOKEABLE is changing the culture around and preventing the initiation of tobacco use in youth. Two other counties in Tennessee have also adopted the program.
2. The health problem being addressed is tobacco usage in middle school youth. Reduction and prevention of tobacco use is important because it is the main contributor to chronic diseases. According to the National Survey on Drug Use and Health, nearly 80% of adult smokers begin smoking before the age of 18 and 99% of people begin smoking before the age of 25. Before the inception of the program, Sullivan County had one of the highest youth and adult smoking rates in Tennessee.
3. The main purpose of this initiative is to reduce the percentage of middle school youth who smoke by using social media as a primary prevention tool. The goal is to reduce the percentage of 8th graders smokers by an additional 10% by the year 2020. Please view the Logic Model located as an attachment to the document.
4. The annual budget for #UNSMOKEABLE is \$35,000 for website maintenance, social media engagement, and campaign education and promotion, which is the foundational core of the program. Optional student kits were distributed to middle school students with #UNSMOKEABLE branding to direct them to the website and social media channels. The kits cost \$6.25 per student. #UNSMOKEABLE is funded through MSA Funds provided through the Tennessee Department of Health.
5. Many community partners have expressed interest in collaborating with #UNSMOKEABLE. Cumberland Marketing maintains the website and coordinates distribution of the student kits to local school systems. Bristol, Kingsport, and Sullivan County School systems play a key role in promoting and integrating #UNSMOKEABLE. Local parks and businesses promote through signage. SCAD (Sullivan County Anti-Drug Coalition) and local community youth groups (YWCA Tech Gyrls, YMCA, New Vision Youth, Boys & Girls Club, Girls Inc.) incorporate #UNSMOKEABLE into all tobacco holidays and programs.

6. Timing of the initiative is year round. #UNSMOKEABLE distributes student kits in the spring to kick off summer social media contests. Local park signs are displayed year round. We are always looking for new opportunities to create voluntary smoke-free spaces. #UNSMOKEABLE's strategic planning process occurs in June of every year. In 2015, the #UNSMOKEABLE campaign had its first ever launch in all schools in Sullivan County (Sullivan County, Kingsport City, and Bristol City). Evaluation of the effectiveness of #UNSMOKEABLE is continuous throughout the year, however data is processed and analyzed quarterly. Cumberland Marketing provides a dashboard of web and social media activity quarterly.
7. #UNSMOKEABLE is the first primary prevention campaign to communicate a public health message to youth through social media channels. #UNSMOKEABLE is a movement to encourage and inspire youth to live a smoke-free life. #UNSMOKEABLE is defined as not smoking due to a commitment of living a strong and healthy life, meaning that one knows the consequences of smoking and chooses to refrain. This program references relevant literature, as well as relevant studies showing that tobacco use is initiated before age 26 in 99% of adult tobacco users. This campaign has demonstrated a favorable trend in a reduction of youth tobacco usage in Sullivan County. #UNSMOKEABLE had not only achieved the state goal of reducing youth tobacco usage, it has exceeded it. Our goal in Sullivan County was a 10% reduction from 12% in 2010 to 10.8% by 2016. In 2015, 8th grade smokers had decreased to 6.9% in Sullivan County.
8. The #UNSMOKEABLE program has a systematic approach, an innovative use of deployment, and has demonstrated many cycles of learning. It has been effectively integrated in the Sullivan County region. Community support, along with the provided data that Cumberland Marketing gives us, shows the level of youth engagement in Sullivan County. Quarterly, we get a dashboard containing a statistical review of the marketing tactics and social media activity analytics. Effectiveness is measured through Lunch & Learn youth tobacco use surveys in Sullivan County high schools.
9. Two other counties have adopted and implemented #UNSMOKEABLE. Sullivan County Regional Health Department, along with Cumberland Marketing, has provided best practices and transparency to the entire program, including its processes, data sharing and innovation, and cost of implementation. Some strategic challenges counties may face while attempting to implement #UNSMOKEABLE include budget constraints, lack of community support (school systems), and youth engagement.
10. Sustainability is achievable through the following methods: adaptation of the campaign by community partners, youth ambassadors eager to promote the initiative to peers, and local parks willing to actively advocate the program by continuing to display #UNSMOKEABLE signage. However, the resources of the local health department provide a significant strategic advantage in regards to primary prevention, youth engagement, and tracking health outcomes.

Program: #UNSMOKEABLE Logic Model

Situation: Youth Tobacco Use Prevention

INPUTS	OUTPUTS		OUTCOMES		
	Activities	Participation	Short	Medium	Long
<ul style="list-style-type: none"> • Staff (2 part-time positions) • Money • Expertise • Partnerships 	<ul style="list-style-type: none"> • Develop marketing plan • Develop/purchase marketing materials • Develop website • Develop social media accounts and content • Distribute Student kits • Run social media contests • Attend Fun Fest • Attend other community events 	<ul style="list-style-type: none"> • Sullivan County Government • Coordinated School Health • Healthy Kingsport • Sullivan County Anti-Drug Coalition • Cumberland Marketing • Middle Schools in Bristol, Kingsport, and Sullivan County • School Boards in Bristol, Kingsport, and Sullivan County • Kingsport Fun Fest 	<ul style="list-style-type: none"> • Increased knowledge about effects and consequences of youth tobacco use. • Increased awareness of need to eliminate youth tobacco use. 	<ul style="list-style-type: none"> • Social norms less supportive of youth tobacco use. • Increased support for policies to reduce youth tobacco use initiation. • Increased commitment from youth, school administrators, and community partners to participate in youth tobacco use prevention activities. 	<ul style="list-style-type: none"> • Delayed initiation of tobacco use. • Decreased rate of youth smoking.

Assumptions

Funding and resources remain available, schools will cooperate with student kit distribution days, students will engage on social media channels and enter contests, students will read anti-tobacco information on website.

External Factors

Social problems/disparities within the community, supportive norms, tobacco industry