

**STOP Tobacco Use Program**  
**Monthly Conference Call for Program Coordinators and Staff**  
**December 1, 2008, 10:00 am (Central)**

The call was chaired by Linda Doran, Associate Executive Director, Tennessee Higher Education Commission. County and regional coordinators, MTSU program training staff, UTK program evaluators, GEAR UP TN Director, and THEC staff participated in the call. The conference call followed the agenda previously distributed.

- (1) **Assessment Update.** Gary Skolits and Judy Boser, UTK STOP program evaluators, reported that they have scheduled eight of nine meetings on site with county coordinators to discuss key activities in each county, action plans for future activities, and evaluation protocols for capturing assessment data. The conversation will also address obstacles and how coordinators have addressed these challenges. Dr. Skolits reported that pre-survey data have been transmitted to the Department of Health. These files include response rate summaries by county and school and overall survey response summary data. The Department of Health will indicate to whom and through what processes survey information will be made available to counties and other STOP staff.
- (2) **GEAR UP TN and STOP combined Youth Summit planning.** Katie Tone briefed the call participants on the plans for a youth summit the first week in June. The 2-night summit will be held at MTSU and will follow the successful model of last year's GEAR UP TN summit hosted by Vanderbilt. The purpose of the summit for student leaders will be to provide a forum for information on applying for college, securing financial aid, taking advantage of academic advising, and, with the added dimension of the STOP program, promoting better health behavior along with encouragement for attending colleges. The summit will combine the two groups with a program suitable for all participants. Expected activities include tours of MTSU and other universities in the Nashville area, tours of the capitol and legislative plaza, presentations by students, keynote addresses, MTSU recreation center activities, and others as planned by STOP and GEAR UP coordinators and staff.
- (3) **February STOP workshop.** The February coordinator workshop at MTSU will focus on summit planning and completion of all five core STOP components. A date will be set for the workshop and coordinators will be contacted with the date within the next two weeks.
- (4) **Budget.** Coordinators are asked to contact Jason Cavender ([Jason.cavender@state.tn.us](mailto:Jason.cavender@state.tn.us)) with any budget issues. Coordinators will receive guidance about completing the January 2009 mid-year report and budget reconciliation.
- (5) **Updates from Regions.**

## **MIDDLE TENNESSEE**

### **Grundy County: Melissa Brown**

In honor of Great American Smokeout – 1) did Stop and Remember Me Project...Big Lots donated candles. Kids who raised \$5 got CSI t-shirts with Grundy County HS on back. 2) Freshman English class did poster contest, they are all displayed in the halls of school. There were 3 winners who received Wal-Mart gift cards \$50, \$35 and \$20. Staff Sergeant Kyle Grisham from Counter Drug Task Force in Rutherford County did a presentation to 3 elementary schools on 11-17-08. This is a free service that the National Guard provides. He served in Kosovo, Iraq and Afghanistan and was a police officer for 5 years before his current position on the Counter Drug Task Force. He did a pig lung demonstration and talked with the kids about the effects of tobacco and drugs, in general, on the community. He was a very motivational speaker and the kids loved him. His contact information is [kyle.grisham@ng.army.mil](mailto:kyle.grisham@ng.army.mil) or 615-355-3903.

### **Meigs County: Allison Burnette**

Allison went to a Royal Health Conference (RHC) and learned a lot from their tobacco breakout sessions. In honor of Great American Smokeout – each morning during announcements (Monday – Thursday) they gave tobacco facts. On Friday, a question was asked on the announcements related to the facts that were given the days before. All answers were put in a drawing and 2 high schoolers were given a prize. One received an iPod and the other a t-shirt.

## **EAST TENNESSEE**

**Campbell County.** Mike McDonough has recruited students to serve on a Tobacco Use Prevention and Cessation Task Force at Jellico High and at Campbell County High School. They are all non-tobacco-use students with an interest in the health or public relations field.

Task force members at both schools have selected judges, developed rules and made announcements for a Secondhand Smoke Poster Contest. The winning poster creator at both schools will receive a \$100 Wal-Mart Gift Certificate. The deadline for posters is Dec. 17. Student interest is high. The winning poster will be reproduced and placed in all schools.

Task Force members are also working on the development of a flyer for distribution at the schools, on the development of a press release for local newspapers, on an announcement for local radio stations and on a 1/2 page ad for three local papers. All of these projects will describe the dangers of secondhand smoke.

An Anti-Smoking Campaign is planned for Jan., an Anti-Chew/Dip Campaign is planned for Feb., and Anti-Smoking While Pregnant Campaign is planned for March and a big Cessation Campaign is being planned for Apr./May.

**Johnson County.** Christine Robinson reports that during the month of November my STOP Student Coalition presented the TarWars program to the 4th graders of Johnson County. The presentation consisted of a puppet show confronting peer pressure and the health effects of tobacco use, as well as a few hands on activities and a poster contest. The deadline for the poster contest is scheduled for the mid December.

I've also been working on putting together cessation classes for those students who violate the tobacco-free school policy. This month I have held three classes consisting of 22 students. I've also had requests for voluntary cessation classes, which I'm in the process of working out.

We celebrated the Great American Smokeout all month long as part of our Tar Wars presentations. We also wrote a press release to reach the community. During the week of the 20th our student coalition wrote tobacco facts, which were read during announcements each day. Posters and flyers were also placed throughout the school. On the 20th a booth was set up in the commons area with free information and sign-ups for those who pledge to quit.

To wrap up the Great American Smokeout we designed a float for our town Christmas parade. Our theme was "Take It Outside" with a smoke-free car and house scene. This project has been a lot of work but the students and I have enjoyed it. We hope to reach a lot of people in the community with our message.

**Cocke County.** Marshal Knight reports that seven students from the Cosby High School Health Class hung anti-tobacco posters purchased with STOP funds. Students from the two high schools "womaned" display tables during lunch hours on November 20 (GASO/Secondhand Smoke emphasis) and distributed pamphlets on "How to Protect Your Kids from Secondhand Smoke". The pamphlets included flyers on "Take It Outside" and the Tenn. QuitLine information.

The STOP Coordinator delivered approx. 850 "How to Protect Your Kids from Secondhand Smoke" pamphlets to physicians' offices, rural health clinics, and Cocke Co. Bapt. Hospital. Also, 300 copies of "Secondhand Smoke and Your Pets" were delivered to 3 veterinarian clinics for distribution.

The STOP Coordinator conducted an abbreviated "Alternative to Suspension" session with a 7th grade student at Cosby Elementary School. The materials included the A to S curriculum and a DVD - "Tobacco and Death: Perfect Together."

Marshal purchased 2,000 pamphlets to distribute in the high schools on November 20th - only about 700 were taken by students. I have distributed left over pamphlets to hospitals, doctors' offices, and clinics in the county. These people

seemed genuinely grateful to have this information to share with patients. The committee with which I was planning to work at Cosby High School has not even met this semester, so the Health teacher has recruited a health class to take on the STOP Program. This group seems to be excited about the program and I will meet with them early next month - for the first time! I plan to go over the activities for the spring with them and push for them to submit press releases and posters for these events.

Because of lack of student participation at Coker County High School, I have been forced to submit all press releases myself. I am hoping that this has been due to the late start that I got with the program and in getting information to the students - due to sporadic meeting times. The information for January's activity was given out at the last November meeting - perhaps I will get some submissions at the December meeting. I am hoping to have some response to the activity poster contest by the next meeting at each school.

**Union County.** Lisa Carter reports that on Halloween we ran a contest for a slogan for the UCHS students. Any student could enter. The contest winner was to receive a \$75 gift certificate from Walmart. The contest was for a slogan that was anti-tobacco. There were rules posted throughout the school and I sat up a booth during all lunches for one week. Students from the HOSA and another faction of students that have become part of the anti-smoking framework helped run the booth and take entries from students. Art work was not part of the contest but it became the determining factor in selecting a winner. I was hoping for 50 entries and I received 42. My steering committee selected the winner at our meeting on the following Tuesday. The winner's drawing was printed on the back of t-shirts. A local business man printed the t-shirts with the drawing for \$7 a shirt. (400 total) and gave me a deal for the rest at \$3.50 per shirt (600). I had a match of \$900 total. I hoped to have the 400 signed up to participate in The Great American Smokeout. Students could sign up to be tobacco free by signing a pledge form. Sign ups were during lunch on Monday thru Wednesday. T-shirts were given out on Thursday for the students to wear to school. Student had to be tobacco users or get a friend to be tobacco free. I allowed groups to sign up if they would get a tobacco (smoker, dipper) to sign up and encourage them to remain tobacco free on that day. I was amazed at the final number of students and faculty that signed up. 690 total. So we sat up in front of the gym during lunch. We had 5 booths that students could visit and see what had been happening so far, and factual information was available. I even had a parent volunteer to come in and help man one of the booths. This lady was a smoker. Everyone knows she smokes so I made her agree to be smoke free before she could come in and help. She did it and the kids were amazed that she went all day without smoking. We even had a station where the students that had on their shirts could play DDR or Guitar hero. I called several new stations and papers, but got no bites. Students were really pumped and it turned out to be a smoke free day. Students that normally smoke in a particular bathroom (even though there is no smoking on school grounds) did not smoke in that bathroom. It was very successful and the students at the alternative center approached me when I was doing an educational

lesson on smoking. They want to participate in the smoke out. I think this is success in and of itself. I have been giving lessons in the classrooms. I have been to the Wellness classrooms 3 times already since the surveys were given in Oct. One community wide project was the advisory board did a community wide health fair on Friday night after the Great American Smokeout. We sat up in the commons area at the high school. Keep in mind that this was the championship night of our county wide elementary basketball teams. I don't know what the final count was for visitors that night but there were quite a few. HOSA students manned the booth and did lung demonstrations and presented slide shows for the visitors that came to our booth. We are preparing for the tobacco free basketball games, but I didn't order ciggy butts in time, he's on back order until after Feb., so we're working on an alternate plan.

### **WEST TENNESSEE**

#### **Wayne County. Coordinator: Sara McWilliams**

For GAS middle and high school students did the Adopt A Smoker program. The elementary students did Love A Smoker. The certificates had Fronzie as the logo. This caused the program to be more acceptable. Handed out suckers with no smoking message. Placed jars of mints with No Tobacco message in local businesses, even the tobacco shop.

Planning to decorate a float for the two Christmas parades, using Fronzie.

Planning a literary contest for the new year.

Met with regional coordinator.

STOP conference call and regional conf. call.

#### **Lake County. Coordinator: Keri A. Ervin; Charlotte Vaughn - Coordinated School Health**

Worked with student group SCAT (Student Coalition Against Tobacco) and setup tables during lunch periods and at the basketball games. Plan to have a vinyl sign with anti-tobacco message. Will use "Ciggy Butts" to do drawing for prizes. All students wore T-shirts with anti-tobacco message during GAS.

Met with regional coordinator.

#### **Hardeman County. Coordinator: Mike Brown**

GSA-Bolivar Adopt-A-LovedOne at elementary schools. Adopt-A-Smoker for high school

Three radio stations to broadcast messages to encourage quitting during week of GAS.

Bolivar HS to wear Tobacco Free T-shirts during Faculty/students basketball game.

Face to face conference with regional coordinator. Guest speaker to MHS, BCH coalition group.

Regional coordinator spoke to MHS and BCH student coalitions.

Attended quarterly Health council meeting.

Planning a retreat with ASPIRE from MHS and student coalition from BCH.

The conference call ended at 11:00. The next STOP program call is scheduled for Monday, January 5, 2009. The next STOP management call is scheduled for Tuesday, December 16, at 10:00 central.