

STOP Program Conference Call
January 5, 2009, 10:00 (Central)

The regular monthly conference call for all STOP personnel was initiated by THEC. Linda Doran chaired the call. Participating were:

Marshal Knight, Cocke County
Mike Brown, Hardeman
Christine Robinson, Johnson
Melissa Brown, Grundy
Sara McWilliams, Wayne
Allison Burnette, Meigs
Kerri Ervin, Lake
Mike McDonough, Campbell
Lisa Carter, Union
Joseph Sanders, West Region
Jill Thomas, Middle Region
Gary Skolits, UTK
Judy Boser, UTK
Jo Edwards, MTSU
Wendy Tabor, THEC
Katie Tone, THEC
Beth Fuller, THEC
Linda Doran, THEC

The meeting followed the announced agenda.

1. **Program Evaluation.** Gary Skolits and Judy Boser briefed the group on the Department of Health's review of student survey data and indicated that, after a recheck of one county's data, he would distribute county, school, and state summary data to each county coordinator for the coordinator to discuss with LEAs and local advisory groups. Gary indicated that the pre-survey data would serve as a baseline for changes measured by the results of the post-survey (with same questions) and that counties should use this information in gauging the effectiveness of county activities. Gary also briefed the group on UTK assessment visits to the counties in a three-step process. An initial phone conference interview with the coordinator regarding the county's action plan will start the process, followed by two site visits where UTK representatives will conduct more detailed interviews with coordinators, school administrators, advisory groups, and others to build activity evaluations as they are directed by the action plan. All coordinators must send action plans to Gary as soon as possible. Gary and Judy stressed the importance of evaluation coverage of all five core components of the STOP program.

2. **Planning for February 18 Workshop.** Jill Thomas reminded the group of the workshop scheduled to start at 9:00 on the MTSU campus. The workshop will

focus on two main items: planning for the June 3-5 Youth Summit at MTSU and addressing the remaining STOP core components. Jill will continue to send updates on the February 18 workshop.

3. **Update on Youth Summit.** Jill, Katie Tone, and Wendy Tabor gave a summary of planning for the June 3-5 combined GEAR UP TN and STOP student leader Summit to be held at MTSU. The purpose of the Summit is to encourage and reward student leaders for their engagement and to provide them the types of college campus orientation, financial aid information, opportunities to present, and exposure to speakers that will benefit them with their college planning. The Summit will combine the two goals of the programs: making informed health choices and making the choice to enter higher education. Katie indicated that 200 students (150 GEAR UP TN and 50 STOP) students would be invited and that she would communicate to coordinators the number of students invited from each school. Fifty chaperones (including 10 THEC staff) will accompany the students who will be GEAR UP TN sophomores and 9-12 students for STOP. Chaperones must be certified school administrators, school officials, coordinators, parents or others approved by the school system. The county will be responsible for the cost of transportation of students and chaperones to MTSU; THEC's central office budgets will cover the costs of the Summit itself. Jill gave an overview of the Wednesday evening through Friday morning schedule for the Summit. Students will stay in the MTSU residence halls, with a one-day trip to Nashville for a visit to a second campus, state government offices, cultural centers, etc. THEC staff will facilitate visits to other colleges and universities nearer the county for the return trip Friday.
4. **Mid-Year Reports.** The preparation of mid-year reports, due January 30, was discussed. Linda Doran will post the report form, press summary form, and budget reconciliation spreadsheet on the STOP website. She asked that coordinators submit the reports electronically as well as in paper copy to her at Linda.doran@state.tn.us and Tennessee Higher Education Commission, 404 James Robertson Parkway, Nashville, TN 37243. She asked that coordinators continue to keep accounts of contributions, discounts, in-kind support for the program. Although a local match is not required for the grant, it is important to account for non-grant support of STOP.
5. **County Updates.** With the allotted time for the call ending at 11:00 and no time remaining for county updates, Linda asked each county coordinator to send updates of activity for inclusion in the January 5 summary. Linda indicated a follow-up call with regional coordinators, STOP staff, and GEAR UP TN staff would be set up for later in the week.

Johnson County. Christine Robinson. During the month of December the Johnson County STOP Program was busy working on the following:

1) Work on the "Take It Outside" campaign actually began in November on a float for the Mountain City Christmas Parade on December 6th. Students from Johnson County High

and Middle School helped to complete the Smoke-free home and car scenes, which included some of the dangers of secondhand smoke. The crowd was greeted by students tossing Lifesavers and giving out flyers. This activity proved to be an effective way to reach the community with our "Take It Outside" message.

2) On December 11th the STOP program, partnered with the Johnson County Coordinated Health, held the first Teen Council Meeting at Johnson County High School. This council is an expansion of STOP's already formed Student Coalition. The officers of the STOP Student Coalition were present as well as approximately twenty other students, 9th-12th grades. These students were selected for the council by their English teachers. We used this meeting to introduce the council and our ideas for it. A number of students were interested in participating. They were encouraged to attend our next meeting, which will be on January 8th at 9:30am.

3) The STOP program wrapped up its Tar Wars Program with a poster contest. We are excited to report that thirty-two fourth graders throughout the county entered the contest. Judging of the posters was held on December 17th at Johnson County High School. The judges were Cassie Tedrow, Julie Roark, and Glenna Tedrow, members of the STOP Student Coalition, Mrs. Jeannie Taylor, STOP faculty advisor and JCHS teacher, and Mrs. Karen Blevins of Johnson County School System. First, second, and third place winners were selected and prizes were presented to the winners on December 19th.

4) A Cessation class was held on December 18th for Johnson County High School students who had violated the tobacco-free policy. A total of four students were in attendance, four of whom had spit tobacco violations and one smoking. The class was a 45 minute session consisting of material from the American Lung Association's alternative to suspension program and cessation information geared toward teens from the website www.mdanderson.org/aspire. This class is mandatory for all tobacco violators of school policy throughout the county.

Campbell County. Mike McDonough. In December, the Student Tobacco Outreach Program Task Forces at Campbell County High School and Jellico High School conducted a Dangers of Secondhand Smoke Campaign. A press release was developed and appeared in the LaFollette Press and the Jellico Christian Journal. A thirty-second radio announcement was developed and ran 15 times on WTNQ, WLAF, WQLA, WJJT and WIKY. Students at each school developed a flyer, set up a display booth and distributed the flyers during a lunch period. Students at each school sponsored a poster contest and prizes were awarded for the top five posters. Dangers of Seconhand Smoke Posters were displayed at each school. Finally, a 1/2 page color ad was designed and ran in the LaFollette Press and the Jellico Christian Journal. This ad promoted use of the Tennessee QuitLine.

Grundy County. Mielissa Brown. Toys for Tots project was a success in December. The students and I were able to pass out flyers and pom pom shakers (included an anti-tobacco message on the handle) to everyone who came to the high school basketball game. The cheerleaders threw mini basketballs imprinted with a tobacco fact out into the crowd. I was able to speak to community leaders during the game by offering food in the hospitality room. Everything was well received and tobacco was the hot topic. Looking forward, I will be in the elementary schools in January. My goal is to gain entrance into

the 2 schools I have not been to yet. I spoke with the P.E. teachers for those schools today and discussed plans to do tobacco info sessions during P.E. times by relays, scavenger hunts or other team events.

Union County. Lisa Carter. I spent majority of time in the classroom with students. I teamed up with middle school basketball teams and cheerleaders and we had a float in the Christmas parade. We threw out mini basketballs with HMMS red devils compliments of Student Tobacco Outreach Prevention written on it. During the middle school basketball games, I teamed with cheerleaders to promote the stop program at the middle school games. They have done a fantastic job. I also teamed up with the high school cheerleaders to promote the stop program. They have a pa and made announcements. The middle school does not have a pa so the cheerleaders made signs. Big ridge and sharps chapel 4th graders followed up with drawings of what they would buy with their "tobacco" money, one pack a day for a year. The high school great American smokeout was so successful that the alternative students wanted to participate in the smoke out, so we did a smoke out for the alternative high school only. It was on a Wed. It was very successful. I also have a student that has almost made her 2 month mark. She quit during the great American Smokeout Campaign.

Cocke County. Marshal Knight. The STOP Coordinator participated in the STOP Conference Call (12/1/08) and the Evaluation Team Conference Call (12/4/08). The STOP Coordinator met with the SADD/STOP collaborative group from CCHS in December – a monthly bulletin was handed out to students outlining upcoming events for 2009 including the Counter-Marketing Art contest in April. Pizza, T-shirts and bracelets were provided for members at a Christmas party (12/18/08). The first meeting with the Cosby Health class collaborative group was held (12/17/08). Members were given folders outlining the program, and containing pamphlets and the monthly bulletin. A recorder, photographer, and point person were selected. T-shirts and bracelets were provided to members. The Coordinator met with the Steering Committee (12/16/08) County Health Council, and attended a subcommittee meeting to begin planning a RAM event for Cocke County in July, 2009. The Health Council would like to have an anti - tobacco display table set up for the event. An order for anti – tobacco activity books for all 1st-6th grade students in the county was set up. The order will be submitted in January. 300 pamphlets on smoking and dental health were delivered to area dentists. Met with art teacher at CCHS and briefed him on “counter-marketing” art contest for April. He extended an invitation to make a presentation to his class in January. Have ordered approximately half of materials to be used for events in Jan. and Feb.

Meigs County: Allison Burnette Allison will be teaching at North Elementary week of Jan 26 - 29, 2008 from 9:30 am - 2:00pm everyday. She will be at the middle school everyday that week from 2:30 pm - 3:15 pm.

Core Components:

Allison feels that #2 (Tobacco Free School Policy) has been addressed, but needs further work. There were no tobacco violations for students in December 2007. The Physical Education teacher is still smoking outside and has been reprimanded for it several times. The new principal that was hired at Meigs South Elementary was told by the

superintendent that it was high on the list to enforce a tobacco free campus. Core component #4 (counter-marketing activity) will be fulfilled by the winner of a poster contest having their poster put on a billboard in the community. Core component #5 (Student generated press releases) will be worked on heavily this semester. Allison is working with the English teachers to have each student write a letter to the legislation

Wayne County. Sara McWilliams

In December 2008, Wayne County STOP participated in several community activities to raise awareness of consequences of using tobacco products and to inform the local public of the purpose of STOP. STOP paperwork was also maintained and updated during December.

STOP Coordinator Sara McWilliams presented to a couple of local community groups about the infrastructure and activities of the program. On December 3, Ms. McWilliams presented to the Wayne County Leadership Class along with other members of the Wayne County Central Office Staff. Each member of the class was presented with a goody bag of anti-tobacco promotional items donated by Community Funded Tobacco Prevention & Coordinated School Health, including a coveted “Too Cool To Use Tobacco” Fronzie plush (CSH mascot who thinks “Smoking Stinks!” and encourages people to “Quit the Spit!” On December 17, Ms. McWilliams and the STOP Advisory Board planned activities for the next year during the regular meeting of the Wayne County Health Council. Another presentation was prepared and scheduled for December 16 at the Waynesboro Noon Rotary Club’s weekly meeting, but do to double-booking, Ms. McWilliams agreed to present at a later time.

During December, STOP Coordinator partnered with Coordinated School Health and Subway of Waynesboro to sponsor a “Merry Fitness” float in the Christmas parades of all three county towns on December 6, 13, and 14. This float was adorned with Christmas trees, wreaths, lights, music, and most importantly Fronzie the Fit Fox. Local children, CSH Assistant, and STOP Coordinator also rode on the float and tossed out anti-tobacco themed prizes to the crowds. (As a side note, the STOP/CSH/SUBWAY float won first prize in the school divisions at both the Waynesboro & Clifton parades!)

Ms. McWilliams also participated in the State STOP monthly conference call on December 1. She also participated in conference calls with Joe Sanders/Western Regional coordinators and UT Knoxville Evaluation Team members on December 5 (two separate calls). Also, Ms. McWilliams participated in a conference call on behalf of the local Community Funded Tobacco Prevention coordinator with the Tennessee Department of Health on December 17.