

**STOP Conference Call**  
**All STOP Personnel**  
**February 2, 2009, 10:00 CST**

Conference call participants:

Judy Boser, UTK  
Gary Skolits, UTK  
Melissa Brown, Grundy  
Allison Burnette and Lauren Brown, Meigs  
Lisa Carter, Union  
Mike McDonough, Campbell  
Sara McWilliams, Wayne  
Chris Robinson, Johnson  
Marshal Knight, Cocke  
Mike Brown, Hardeman  
Tara Light, East Region  
Joseph Sanders, West Region  
Jill Thomas, MTSU and Mid-Region  
Jo Edwards, MTSU  
Beth Fuller, THEC  
Katie Tone, THEC  
Jason Cavender, THEC  
Linda Doran, THEC

The conference call was chaired by Linda Doran and followed the previously distributed agenda.

1. **Evaluation.** Gary Skolits and Judy Boser will bring their eight-person team to the February 18 workshop to discuss with coordinators the processes for the two upcoming evaluation team site visits. Dr. Skolits indicated that coordinators would receive a written briefing from him about the site visits within the next few days.
2. **February 18 Workshop.** Jill Thomas outlined the agenda for the all-day workshop to be held on the campus of MTSU. She announced that the American Lung Association is underwriting the cost of N-O-T (Not on Tobacco) cessation training for all coordinators on the 18<sup>th</sup>. The final portion of the workshop day will focus on STOP business: evaluation, planning for the Summit, revisiting the STOP core components.
3. **Youth Summit.** Katie Tone and Jill reported that arrangements for the June 3-5 Summit at MTSU are taking shape and asked that coordinators have suggestions for student presentations and other sessions ready for discussion at the February 18 meeting. THEC has provided each county with the number of GEAR UP and STOP students who will be included in the total 200 students attending the Summit.

4. **Financial Reports.** Jason Cavender of THEC fielded questions from coordinators about filing financial reports. He reminded everyone that 3 payments have been sent to counties with the 4<sup>th</sup> payment to be transmitted in April. He also reminded all that the grant terms and state financial reporting processes require a reconciliation and submission of final budget reports within 30 days from the end of the fiscal year. These dates are published on the STOP Master Calendar. The hope for DOH grant renewal in 2009-10 was uniformly expressed.
5. **THEC site visits.** Katie and Linda described the round of site visits started to all counties for conversations with LEAs, county and regional coordinators, school visits to talk with principals and counselors, and conversations with others from the community engaged in both GEAR UP and STOP. The purpose of the meetings is to hear from the counties about progress of the two programs and to identify ways that THEC could provide additional assistance. Dr. Rhoda, Katie, and Linda make the visits appreciate the opportunity to be on site. Katie thanked everyone for arranging the meetings.
6. **Regional and County Updates.**

## **Middle Tennessee Region**

### **Meigs County-**

- Allison Burnette will be leaving the STOP County Coordinator position to take a job at Oak Ridge National Lab as a Health Physicist. She will be replaced by Lauren Brown from Meigs County. Lauren will continue the teaching the curriculum in the classrooms that Allison scheduled with all the teachers.
- Lauren will be taking the results from the surveys and possibly using some of the prevalent numbers in press releases in Meigs County and Chattanooga and possibly in the HS papers. She plans to have students organize it and write it.
- After discussing STOP's 5 core components, the activities that have been completed so far in Meigs County almost fulfill all five. Here are some examples of how what she has done plugs into the Five Core Components:
  1. Sporting events are well attended from community-football, basketball, 'Relay for Life'
  2. TFS-Allison put the policy in every faculty mailbox at the beginning of the year. PE teachers and cafeteria workers are not complying and always leave whenever they see Allison.
  3. Allison teaches lessons on SHS at each school. The students made a SHS poster and the all signed the pledge to be tobacco free.
  4. Poster contest-the winner will have their poster put on a billboard for all of the community to see. Other counter marketing angles have been done at athletic events. The last lesson in her curriculum has a video on counter campaigning
  5. Students in the all the English classes will write to Legislation requesting that \$21,000 be awarded to each TN County, the CDC recommended

allotment for each county for tobacco education and counter marketing activities.

### **Grundy County-**

- Melissa will use some of the survey results to show Grundy County Board of Education the importance of early anti-tobacco education if we are going to make an impact. Also, so show that kids are still using tobacco on school campuses.
- After discussing STOP's 5 core components, the activities that have been completed so far in Grundy County almost fulfill all five. Here are some examples of how what she has done plugs into the Five Core Components:
  1. Health Council info was available at all football games. Toys for Tots drive was at a basketball game with a reception room where teachers and prominent community leaders were invited to attend during the game for refreshments and review of the activities of students from STOP, GEAR UP and METS. Melissa and several students volunteered at the RAM Clinic, passing out tobacco fact sheets as well as TN Quitline information. The "Stop and Remember Me" activity brought attention to those who had died from tobacco related illnesses and kids could donate money in honor of them- all proceeds went to a scholarship.
  2. Tobacco facts are broadcast on school television each morning with the announcements. Some students will be going to the Board of Education with the policy in hand asking that the policy be changed from 'smoking allowed 50 ft. away from entrances' to 100% tobacco free campus and put consequences in the students handbook for violations.
  3. At all school sponsored events, Melissa and/or students hand out tobacco information. In the classrooms, letters are sent home to parents about the 'Take it Outside' campaign. Other applicable events - Stop and Remember Me, Health Fair at the HS and presentation by SSG Kyle Grisham.
  4. Poster contest for all English classes during their marketing unit. The students watched ads and made posters on what impacted them the most. Melissa had students from a class make her business cards and put tobacco facts on the back of each one.
  5. Melissa has 2 students in particular write articles in the community paper about anti-tobacco activities in the school.

### **East Region**

#### **Lisa - Union County**

\* I've been in the schools doing educational lessons for most of the month.

\* I worked on setting up a booth at the home basketball game vs. Grainger county. Bruce Pearl attended the game and some other recruits from other colleges. While none of those people came to the booth, I handed out quitline information.

\* I started sat. classes. I had one attend out of sixteen signed up. And have several signed up for next Saturday.

\* HOSA teachers and I discussed ideas for threw with chew week. Dipper Dan should be here for that week.

\* I have partnered with the cheerleaders at the high school and the middle school. We threw out incentives at the home games and announce tobacco facts and gave out quitline information. That was very successful.

\* I talked to out local newspaper owner about my program not getting any publicity. He is also a school board member. I let him know that Union county was not fairing very well in this department. He told me to send him the newspaper articles and they would get published. The program has been featured every week since Christmas, last week we got a whole page.

### Marshal Knight - **Cocke County**

\* The STOP Coordinator participated in the STOP Conference Call (1/5/09).

\* The STOP Coordinator met with regional supervisor (1/15/09).

\* Pamphlets ("50 Things You Should Know About Tobacco" from Journeyworks Publishing) were made available to students on Wednesday, January 28th. Students wrote the answer to a quiz question and entered a drawing for a \$200.00 "BEST BUY" gift card on January 30. Approximately 300 pamphlets were picked-up by students.

\* The STOP Coordinator processed and submitted an order for 3,000 anti-tobacco activity books for all 1st-6th graders in Cocke County.

\* The STOP Coordinator sent notices to all school teachers in Cocke County about a county-wide poster contest for February. All students are eligible to enter, and gift card prizes will be awarded for elementary, middle, and high school entries.

\* Work began on Kick Butts Day for March and the county emphasis on smoking during pregnancy.

\* All February materials (except gift card incentives) have been ordered.

\* The coordinator met with the SADD/STOP group and faculty advisor at Cocke County high school on January 30th. The monthly bulletin for February was distributed and events and opportunities discussed. The coordinator handed out bracelets and t-shirts, and announced the winner of the monthly press release contest. Several new members were present.

\* The STOP Program conducted a prize drawing at basketball homecoming festivities. Fans were invited to visit the STOP table, write the words "six seconds" (from the WHO statistic - World wide, tobacco use kills one person every six seconds) and their names and put the entry slip into a box. A winning entry was selected at halftime during the boys' game, and the winner received a \$200.00 gift card from "BEST

BUY."

### Mike McDonough - **Campbell County**

\* In January, the student task forces at Campbell County High School and Jellico High School completed a Dangers of Smoking Campaign. At each school, students sponsored a poster contest and set up a table display with information about the dangers of smoking. They also worked on the development of a 30-second radio announcement which ran 15 times on five stations, on the development of a press release which ran in two papers and on the development of a 1/2 page ad which was placed in two papers.

\* At both schools, several new students have joined the student task force.

\* In terms of community initiatives, the recently produced DVD "Tobacco and Death: Perfect Together" was purchased and provided to all public schools in the county. Principals at elementary and middle schools have been asked to show this program once a year to all sixth grade students and wellness teachers at the high schools have been asked to show the program once a year to all ninth grade students. This program has also been provided to the four libraries in the county. It will be available for youth groups, home school associations and families and private schools to use.

### Chris Robinson - **Johnson County**

\* During the month of January I began an anti-tobacco campaign at Doe Elementary School's Afterschool program. It consists of one day each week for nine weeks. I have four thirty-minute classes with students K-6th grades.

\* We are also wrapping up the Tar Wars campaign. The winning Tar Wars poster will be placed on an outdoor billboard toward the end of this month. The winning student and her school are very excited. The advertisement will be posted in Mountain City for approximately two months.

\* The STOP program used Homecoming at Johnson County High School as the perfect opportunity to draw attention to the county's 100% tobacco free policy and the new "Tobacco Free Zone" signs that have been posted on all Johnson County school grounds. A press release was printed to advertise the event, which consisted of announcements throughout the games and distribution of stress reliever basketballs and water bottles with the "Aim to be Tobacco Free" logo.

\* January was also spent planning for upcoming "Through with Chew" and "Kick Butts" , which will be held in February and March. The STOP program will be working with Coordinated School Health and the Teen Health Council to make these campaigns successful.

**Wayne County.** Sara McWilliams

In January 2009, Wayne County STOP participated in several 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 January, including Mid-Year report forms which were submitted to Dr. Linda Duran by January 30, 2009.

On January 21st, Ms. McWilliams and the STOP Advisory Board planned activities for the next year during a subcommittee meeting and announced updates to the Health Council during the regular meeting thereafter.

On January 27<sup>th</sup> and 29<sup>th</sup>, Ms. McWilliams partnered with Coordinated School Health, Community Funded Tobacco Prevention, the Wayne County Health Council, and UT Extension office to present Tar Wars to local 3<sup>rd</sup> and 4<sup>th</sup> graders in two of the three county schools, CES and FHS. (Tar Wars was scheduled for WES on January 28<sup>th</sup>, but was rescheduled for February 2 due to snow.) WMS middle school students in the CFTP group “KATS – Kids Against Tobacco Substances,” practiced and performed the puppet show “Adventures in Nicotine Land” as part of the Tar Wars presentations. A poster contest for the 4<sup>th</sup> graders across the county was launched, and posters are due for judging on February 6<sup>th</sup>. First, second, and third place prizes will be awarded at each school donated by Wayne County Bank. (1<sup>st</sup>: \$100.00 Savings Bond, 2<sup>nd</sup>: \$50.00 Savings Bond, 3<sup>rd</sup>: Backpack full of goodies) The First place posters at each school will be submitted to the state Tar Wars poster contest.

Ms. McWilliams also used the month of January to plan activities (and order items for the activities) with Student Coalition members and mentors for each school in the county for “Through With Chew” week. A meeting was also set up with the Wayne County Mayor in early February to declare the 3<sup>rd</sup> week in February officially “Through with Chew” week across Wayne County by signing of a proclamation.

Ms. McWilliams also participated in the State STOP monthly conference call on January 5. Ms. McWilliams met with regional coordinator Joe Sanders on January 9<sup>th</sup> and 30<sup>th</sup> to discuss updates and requirements. Additionally, a meeting with Dr. Rhoda, Dr. Doran, and Ms. Tone was scheduled for January 20<sup>th</sup> in Wayne County, but due to snow, had to be rescheduled for mid-February.

**Hardeman County:** Michael Brown

January 2009 Report

Student Statistics

Total number	Student/Parent	Grade(s)	Partners
Total students served this month	2000	1500	prek-12
2000			

Core Component 1: Community Collaboration, Getting Students Involved

coord.meet at county site jan.9&23

midyear report aug-dec. report mailed to thec

mhs basketball rally promote dangers of tobacco

products,pamphlets-bracelets,posters

bch basketball rally pompoms,rally sticks,feedback forms

Core Component 2: School Environment Protection

posters put at each restroom door

Core Component 3: Student Led Educational Campaign About the Dangers of Second Hand Smoke

mhs anti tobacco rally pamphlets

bch anti -tobacco rally dangers of second hand smoke

Core Component 4: Counter-marketing Activity

wmod and wjog radio ad. Against tobacco products

student coalition wrote ad. And made announcement

Core Component 5: Student Generated Press Releases

mhs-bch school intercom 1

student coalition word of mouth announcement of the daily rally

**Lake County.** County schools are not in session because of the extreme damage and power outage caused by recent ice storms.