**Primary Prevention Initiative Bright Spot Nomination**

**Date:** 03-18-2015 **County:** Henderson

**Project Title:** Great American Smokeout **Topic**: Tobacco

**Problem Overview:** The adult smoking rate in Henderson County is 26%, which is above the state rate of 23%.(County Health Rankings). However, most tobacco related activities in Henderson County have been centered on adolescent prevention, rather than adult cessation. In November the Henderson County Tobacco PPI team decided to reach out to adults and provide employers with resources on smoking cessation.

**PPI Objective: To provide employers in Henderson County resources on smoking cessation.**

**PPI Project/Activity Description:** In the weeks leading up to the Great American Smokeout on November 20, PPI team members identified all factories and industries in Henderson County by contacting the Chamber of Commerce. Team members went to the businesses in pairs and presented each business with an informational poster about Great American Smokeout, Tobacco Quitline cards, and a survey. The team members found that after surveying the contacts at the businesses that most had not heard of the Great American Smokeout and if they had, they had not promoted it at their worksite in the past. Team members informed the businesses of the Great American Smokeout and asked that they promote the day to their employees. Team members also made businesses aware that the team could come back to the site and provide tobacco related education to employees

**Who Was Involved:** Tobacco PPI team members, Chamber of Commerce, Falcon Plastics, Henderson County Community Hospital

**Description of Activity:** Team members visited 28 Henderson County factories/manufacturers to educate them on health promotion services provided by the health department, promote the Great American Smokeout and encourage the employers to promote the Great American Smokeout with their employees. The team also conducted a survey to assess current wellness initiatives already in place at the individual worksites.

**Tracking Progress:** PPI members kept track of the businesses that they visited and those that needed follow up information.

**Project/Activity Outcome:** After the initial contact, PPI members presented an educational display using the pig lungs model to 60 employees at Falcon Plastics. Smoking cessation classes began for employees interested in quitting smoking in January of 2015. Classes were led by the health educator and an RN from Henderson County Community Hospital. For those that attended the class sessions and successfully quit smoking for an entire year, the company will provide the employee with a $500 bonus and supply all of their cessation resources. Ten (10) staff members began the class, with 3 successfully quitting smoking as of March 2015 and 5 reporting they have cut down their tobacco use. Additionally, the health department gained a new partner as a result of the project. The quality improvement and education nurse at the Henderson County Community Hospital will be partnering to co-teach the cessation classes and is now a member of the Henderson County Health Council. An immediate outcome of the project is a new partnership with Falcon Plastics that has lead to providing education on tobacco cessation to a population of people that has been previously unreached by the health department’s prevention measures.

**Highlight:** We were able to assist Falcon Plastics in their smoking cessation project that they were beginning to initiate. One key to success has been to be flexible and work with the factory’s schedule. We must alter our events and classes to fit the needs of their employees and the different shifts that they work. We also found that it was important to identify the correct staff member at the factory that is responsible for health and wellness programming.

**Words of Wisdom:** Most large employers have either already implemented wellness programs or are in the process and are welcome to the idea of the health department assisting them in those endeavors.

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