

County: Carroll

Submitted By: Barbara Kelly, Public Health Educator

Initiative Name: Positive Behavior Support (PBS)

Primary Prevention Focus Area(s): Tobacco Use

Primary Contact Name, Email, Phone: Barbara Kelly, Barbara.Kelly@tn.gov, 731-986-1990 or

Myrtle Russell, Myrtle.Russell@tn.gov, 731-421-6778

Please explain why you think this initiative should be considered for the TDH Bright Spot Awards. (150 words max); (10 points available)

Research suggests that adolescents are more likely to change their attitudes and behaviors towards smoking if they believe the messenger is similar to them and faces the same concerns and pressures¹ (Evans, Powers, Hersey, and Renaud 2006). Peers influence peers. Peer education draws on the credibility that young people have with their peers, leverages the power of role modeling, and provides flexibility in meeting the diverse needs of today's youth. In keeping with the state's TNSTRONG Initiative to make this generation of youth the first to be 100% tobacco-free, Carroll County Public Health Educator used peer educators to initiate tobacco policy change and to develop the Positive Behavior Support (PBS) Teen Health Council Manual. The PBS Manual is used to identify and recruit youth to become engaged in school-based tobacco policy change.

1 – Evans WD, Powers A, Hersey J, Renaud J. The influence of social environment and social image on adolescent smoking. *Health Psychology*.2006; 25:26-33.

Is this initiative contributing to a policy, systems, and/or environmental change in the community? (300 words max); (75 points available)

The PBS initiative contributes to positive change and produces healthy outcomes within the social and physical environments as community members promote policy change regarding tobacco regulations. Utilizing an approach from a grassroots level, Public Health Educator Barbara Kelly noticed that a youth-led tobacco-free initiative would be an effective manner by which to educate some of the youngest members of the community and empower them with health prevention knowledge regarding tobacco use. In turn, the youth advocates for tobacco-free policy change within the school systems and other public venues. This initiative seeks to make an impact on a county-wide level, for tobacco prevention/policy training was administered to students within each of the five special school districts of Carroll County. After training was completed, youth educated community stakeholders on the harmful effects of tobacco use and persuaded stakeholders of the need to adopt and enforce tobacco-free policies in schools and public places. The results of students' efforts proved successful for after a presentation to the Huntingdon Special School District Board of Education and the South Carroll Special School District Board of Education. The Boards adopted 100 percent Tobacco-free Campus and Properties Policy for all schools and properties within the two school systems.

What are the SMART objective goals and major purpose(s) of this initiative? (SMART objectives are Specific, Measurable, Attainable, Relevant, and Time Bound. Example: By May 2019; all soft drink machines in Lauderdale County Schools will be turned off during the school day, per school board policy.) (300 words max); (10 points available)

The purpose of this initiative: By September 30, 2018, prevent initiation of tobacco use among youth by establishing and strengthening tobacco-free policies in schools and public places in Carroll County. (See attached Carroll Logic Model.)

What is the annual budget and funding source for this initiative? If no funding is available, how have you implemented or sustained the initiative? (150 words max); (5 points available)

Annual Budget: \$10,000

Have community partners helped with the initiative? What are the roles of these partners? (300 words max); (20 points available)

Coordinated School Health (CSH) assisted with identifying and recruiting students to serve as teen advocates. Carroll County Health Council assisted by increasing awareness of youth involvement and assisting in identifying opportunities for youth to speak. The Carroll County Health Department's PPI team assisted with training youth. Tennessee Teen Institute and TNSTRONG assisted with the training that educates youth about tobacco-free policies and empowers them to become tobacco-free advocates within the community.

What is the timeline for the initiative? (When does planning occur? When is/was the initiative implemented? When is the initiative evaluated?) (250 words max); (5 points available)

September 1, 2017 – October 31, 2017: Recruit students to serve as health advocates
November 1 – December 31, 2017: Train students to become health advocates
January 1, 2018 – September 30, 2018: Youth presentations to peers, parents, school boards, and stakeholders in order to gain support of tobacco-free policies

In what way is this initiative especially innovative? How is this initiative different from other similar programs? Is there a specific idea tested with this approach? Is this work informed by relevant literature or research studies? (400 words max); (20 points available)

Numerous studies have demonstrated that youth engagement is becoming more of a common and evidenced-based practice not only in regards to tobacco prevention, but also in initiatives addressing violence and substance misuse, (as documented by the Community Preventive Services Tasks Force of www.thecommunityguide.org).

After 10 years of working to implement tobacco policy change in the county's schools system, Public Health Educator Barbara Kelly observed that youth engagement proved to be the missing link to make a progressive impact regarding tobacco-free policy within Carroll County school system. She identified and trained youth who were interested in becoming positive role models in their respective school

districts. Once students completed training, youth educated community stakeholders on the harmful effects of tobacco use and the need to adopt and enforce tobacco-free policies within schools and public places. After a presentation to the Board of Education at the Huntingdon Special School District and the Board of Education at the South Carroll Special School District, the Boards adopted a 100 percent Tobacco-free Campus and Properties Policy for all schools and properties within the two school systems. However, the progression of the initiative didn't stop there. Listening to the teens, the health educator also worked with students to develop the Positive Behavior Support (PBS) Teen Health Council Manual. The PBS Manual serves as a simple tool to identify and recruit youth interested in modeling positive behavior and to assist them in becoming community advocates for policy change for any health topic, not only for tobacco policy. (See attached copy of PBS Manual.) Upon request, the PBS Manual has been shared with other regions within the state so that they may be able to facilitate youth-led initiatives within their counties.

Are the measures clearly listed describing what makes the program effective? Is data provided or referenced that supports the conclusion? What makes this program effective? How is the program evaluated? Does this initiative achieve its stated goals? (350 words max); (20 points available)

See attached Logic Model.

What limitations or obstacles might be expected if others wished to replicate this initiative? (300 words max); (50 points available)

Once the Coordinated School Health (CSH) partnership is obtained, there are no insurmountable obstacles. This is due to the fact that CSH is the gatekeeper for schools because it obtains a reputable involvement within the community, and its partnership within various projects indicates a stamp of approval that assures parental and school administrators' support.

While initially students lack the awareness and knowledge of the harms of tobacco and the policy which affects the public, after adequate training there are no limits of youth in their capability to voice their passion to advocate for tobacco-free policy. Youth are very successful at influencing community stakeholders, so the goal is to listen to their suggestions on how to best reach their peers and community members, train them well, and let them accomplish the work to make a healthy impact their county.

Is this initiative sustainable without the resources of the local health department being involved? (250 words max); (20 points available)

Although health department tobacco funds paid for youth to attend advocacy training at the Tennessee Teen Institute (TTI), teens and community stakeholders may be willing to look at other funding sources that would pay for advocacy training. The cost for a team to attend TTI, (one adult and six students), is \$1,500 which includes a week long training, meals, and room/board on a college campus. Funding could be as simple as each team member assuming responsibility for attaining his/her own funds, which comes to a little more than \$200 per person. Despite the expense for lodging, hosting the training on a college campus for a week is advantageous for high school students to gain collegiate exposure and the

experience to model positive behavior regarding social engagement. Concerning the cost of the actual training, every county has a Public Health Educator and/or CSH Director who could provide subject matter training at no cost.

Please note, that the framework of the PBS Manual may be adapted and applied to any health/social topic (e.g., healthy weight, physical activity, substance misuse, etc.). Free training can also be accessed through online webinars. The PBS Manual is free and can be updated as needed.