

Bright Spot Award Nomination Form

In an effort to help define what meaningful PPI is, and to better recognize the tremendous initiatives taking place across our state, we are creating a new Bright Spots Awards program. This will be a great way to create a little “friendly competition” among the local health departments while helping to define what is meaningful PPI. Here are the steps to the process of nominating your initiative:

1.) All PPI Bright Spot Award Nominations must be submitted by July 1, 2017. One nomination form must be completed per initiative nominated. Email completed nomination to Matt Coleman.

2.) Nominations will be reviewed by a committee, comprised of individuals from local and regional health departments, as well as Central Office. Each submission will be redacted, so individual identity will not be known to the committee. They will subjectively review each submission, discuss, and award the point totals to the nominations. An average of the section reviews will be used to determine the award level earned.

3.) Awardees will be announced in the fall, 2017.

4.) Each nomination will be presented with feedback from the committee.

Award Levels:	185-200 pts: Platinum Level Award
	159-184 pts: Gold Level Award
	138-158 pts: Silver Level Award
	117-137 pts: Bronze Level Award
	116 pts or less: Honorable Mention Award

County: Washington

Initiative Name: Superheroes Working Against Tobacco (S.W.A.T.)

PPI Topic Area(s): Tobacco

Primary Contact Name, Email, Phone: Becky McKinney, Rebecca.mckinney@tn.gov, (423) 975-2281

Bright Spot Awards Questions

Please explain why you think this initiative should be considered for the TDH Bright Spot Awards?

(150 words max);(10 points available)

The Superheroes Working Against Tobacco (S.W.A.T.) program should be considered for the TDH Bright Spot Awards because it is an excellent program that has been developed for kids and it incorporates fun and interactive activities to keep students engaged while they are learning.

This initiative has done a great job explaining to students the effects that smoking and tobacco products have on their body, how smoking can affect the health of those around them, how expensive the habit is, and how the addiction cycle can be avoided if they make the decision to never start smoking or using tobacco products.

What is the public health problem being addressed and why is it important?

(300 words max); (10 points available)

The public health problem being addressed is tobacco prevention. Among Tennessee high school students 15.4% currently smoke, and 43.6% of Tennessee high school students have reported trying smoking. According to the CDC Youth Risk Behavior Surveillance in 2013, 12% smoked a whole cigarette for the first time before the age of 13 and 90% of adult smokers started by age 18. These statistics show why it is important to start tobacco prevention programs before the students reach middle school. The S.W.A.T. program is designed for 4th through 7th grades, (but can be adapted to be used even earlier), and educates participants about health effects and the 7,000 different chemicals that go into the making of cigarettes.

In Washington County, raising tobacco has been a strong part of our culture. If there are areas in our community where tobacco is still grown, sometimes students think of it as the cultural norm and don't realize the health effects that it can have on consumers who use these products. Through this Primary Prevention Initiative, the Washington County Health Department uses the S.W.A.T. program and staff to implement the program in our community. The objective of the program is to educate students about the different types of tobacco products, marketing strategies of tobacco companies, etc. so they are well informed on the subject matter before they start using any tobacco product or Electronic Nicotine Delivery System (ENDs). According to the Centers for Disease Control and Prevention, about half of middle and high school students who used tobacco products in 2015 were current users of two or more tobacco products, proving that this is a topic that needs to be taught sooner to kids before they begin using these products.

What are the SMART objective goals and major purposes of this initiative? (SMART objectives are Specific, Measurable, Attainable, Relevant, and Time Bound. Ex: By May 2016, all soft drink machines in Henderson County Schools will be turned off during the school day, per school board policy.)

(300 words max) (10 points available)

The SMART objective goals and major purpose of this initiative include educating students before they start using any tobacco product or Electronic Nicotine Delivery System (ENDs). By the end of the 4 session series, students will understand health hazards, tobacco marketing concepts, second and third-hand smoke exposure,

and how to resist peer pressure. This will be evaluated based on their Pre vs. Post-Test scores, and an average 15% increase in the Post-Test from the Pre-Test has been accomplished in Washington County. This can either be done during the school year, or during after-school and summer programs. This program will strive to reduce the number of children initiating or using tobacco by:

- Educating the target audience about the health hazards and risk of addiction associated with tobacco use.
- Increasing awareness on tobacco marketing targeting children.
- Changing the perception, beliefs, attitudes, and behaviors of target audience in regards to tobacco use by making it look less desirable and making it appear unfashionable
- Increasing awareness on the risk of second-hand smoke exposure.
- Educating target audience on how to resist peer pressure.

Although not included in the overall goals, another positive outcome of the S.W.A.T. program may include the reduction of parental smoking and therefore reducing the number of children exposed to second-hand smoke at home and in cars. On the last day of the program, Quitline cards are provided to all participants and they are encouraged to take them to loved ones who smoke and use that card as a conversation starter to encourage their loved one to quit using tobacco products.

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

Since the S.W.A.T. program was an existing program that was free, no funding was needed to purchase the curriculum. Permission was obtained to use and adapt the program. The S.W.A.T. program was implemented in Washington County through the tobacco settlement grant and funding was used to purchase incentives such as t-shirts, lanyards, and headphones to be used for prizes of everyone who completed the program. Additional incentives were rewarded to the team who had the highest total points after the entire 4 days. However, there is no set monetary amount needed for incentives. Initially, an estimated \$200 could be used to purchase supplies to make games (including construction paper, glue, popsicle sticks, computer paper, tacky mounting tabs, poster board, etc.). After the initial purchase of supplies for the games, no funding would be required to sustain this program.

Have community partners been brought to the table to help with the initiative? What are these partners bringing to the table for the initiative? (300 words max) (20 points available)

Community partners have been brought to the table to help with the S.W.A.T. program because without them, it wouldn't be as successful as it has been. Community partners have made this project possible through allowing us into their facilities to promote and implement this program. They have also spread the word to other partners about the program. Community partners were updated and involved in all projects that were included in the Tobacco Settlement funding, including the S.W.A.T. program.

Community partners have also invited us to various community events to set up an informational table with tobacco prevention information. A punching bag cigarette draws people's attention to the table and we give

them an opportunity to punch the cigarette, while showing them other visual aids such as the tar jar and smoker's lungs.

Partners include: Johnson City and Washington County School Systems, Boys & Girls Club, Girl's Inc., Coalition 4 Kids, Johnson City Parks and Recreation and local health department staff who have helped to implement the S.W.A.T. program as part of the Primary Prevention Initiative.

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

The initial contact and planning of the S.W.A.T. program can be made with a potential partner at any time of the year. In Washington County, the S.W.A.T. program was first implemented as a Primary Prevention Initiative in fall 2015. Since then, this initiative has been implemented 13 times during the regular school year and as part of summer and after-school programming. The S.W.A.T. program consists of 4 sessions that can be scheduled to run 4 days consecutively, twice a week for two weeks, or once a week for four weeks, depending upon the community partner's needs. Each session can run from 30-45 minutes, depending upon age of participants and time frame requested by the community partner. S.W.A.T is evaluated through a Pre and Post- Test on the first and last sessions of the program.

In what way is this initiative especially innovative? How is this initiative different from programs with a similar intent? Is there a specific idea tested with this approach? Does this work reference relevant literature or relevant studies? (400 words max) (50 points available) **Does the initiative achieve its stated goals?**

The program was initially developed by the Health Promotion Board of Singapore and was approved by the Tennessee Department of Health to be implemented through the tobacco settlement grant in Washington County. The S.W.A.T. program was modified and adapted to fit our region. Employees were recruited to help implement the program through Primary Prevention Initiatives (PPI).

The S.W.A.T. program is innovative in the fact that it was developed specifically for kids and it incorporates fun and interactive activities to keep students engaged while they are learning about tobacco products. This initiative is different from other tobacco prevention programs (such as Tar Wars or Michigan Model), because the teams are working together as a large group with the goal to kick the Giant Cigarette out of our city, while also allowing the facilitators to keep track of each team's points so they can still be competitive against each other. The teamwork aspect of the program helps them pay attention to what is being taught, knowing that they will have to use that information to win the games. Having staff help facilitate the S.W.A.T. program through PPI helps bring a different perspective to the students. Maybe they have treated someone who has a disease caused by a tobacco product and can share that experience with the students.

The initiative does achieve its stated goals in the fact that students learn about the health hazards and risk of using tobacco products, their beliefs and attitudes are changed in regard to tobacco products and their use, and participants are educated on how to resist peer pressure.

Recently the Mayor of Washington County received a letter from Dr. Dreyzehner congratulating Washington

County Health Department for documented improvements in each of the three measures of tobacco settlement. This is due in part to the S.W.A.T. program and the fact that it has been implemented in Washington County for almost 3 years, in two different school systems, to an estimated 2,000 students.

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? (350 words max) (20 points available)

Since the S.W.A.T. program is evaluated with a Pre- and Post-Test on the first and last sessions of the program, we do have evaluations that support the effectiveness of the program. The surveys incorporate at least 6 topic areas to measure: knowledge of tobacco use in their household, current beliefs about health, knowledge about tobacco risk and health effects, perception of risk of addiction to tobacco use, knowledge about tobacco marketing strategies, and awareness of peer influence for tobacco use.

Listed below are some of the schools that have implemented the S.W.A.T. program and the Pre/ Post-Test scores that were achieved.

Girl's Inc. Summer 2016	Pre-Test average: 70.5	Post-Test average: 89.7
Indian Trail Fall 2016	Pre-Test average: 69.3	Post-Test average: 87.7
Indian Trail December 2016	Pre-Test average: 75.6	Post-Test average: 89.5

After the students have completed their Post-Test, they are asked to turn the test over and write what their favorite thing about the S.W.A.T. program was. Some of the responses from Indian Trail Intermediate School in April 2017 include statements such as, "They make it a fun way to learn about smoking... (they have superheroes)." "I loved all the games because it helped me understand it more." "I loved the teachers and wish they could stay for next week." "I liked it because it taught me the dangers of smoking." And "I liked learning and naming the chemicals that are in cigarettes."

How can this initiative be replicated in other counties? What are some limitations or obstacles that can be expected, with replication of the initiative?

(300 words max) (50 points available)

The S.W.A.T. program is something that can easily be replicated in other counties for the appropriate age group (grades 4-7) by obtaining the curriculum and learning the games. A suggestion for replication in other counties would be have a core person to train and coordinate the people who were trained and to help make sure they schedule classes and have enough staff to help them implement the program.

Limitations or obstacles that could be expected include staffing shortages or time restraints on behalf of the teachers or community partners. It is vitally important to have community partners on board with any programming going on in their community. The solution to overcome this would be to have one person coordinate all S.W.A.T. activities. Another obstacle could be lack of community partnerships or network on behalf of the trainer who is implementing the S.W.A.T. program. This could be a temporary problem, because it takes time to make those community partnerships. A suggestion could be to have the S.W.A.T. program

approved through Coordinated School Health partners in each school system. Once they have overall approval from the school board, individual partnerships can be made with teachers. Most teachers have classes that change every 9 weeks, so it is reasonable to go in and implement the S.W.A.T. program twice a semester and then have future scheduling set up with the same teacher for sustainability.

Is this initiative sustainable without the resources of the local health department being involved?

(250 words max) (20 points available)

Yes, the S.W.A.T program is sustainable without the resources of local health departments. Staff, community partners, or teachers could potentially be provided with a short two hour training session in which they look at the content of the program and gain the knowledge and insight needed to provide the tobacco prevention education and to facilitate the games in the program.

As mentioned in the previous answer, it would be helpful to have a staff member train and coordinate everyone else who would be a part of this initiative.