

Schools and Educational Materials



Goal: Reduce percent of 8th graders who report smoking by enhancing tobacco use prevention activities and curricula that improve youth knowledge of dangers of smoking and promote school norms that discourage all tobacco use.

Unit of practice	Resources	Activities	Outputs	Outcomes	Impact
Health department	*Tobacco Settlement funding *Prior partner relationships (schools, clubs, juvenile courts)	*Identify and coordinate activities *Share funding and staff for cooperative projects	*Sustainability of tobacco prevention messaging using curricula & visual aids & resources	*Enhanced partnerships with local anti-drug coalitions and cooperative messaging with local agencies	*75 counties improve of 8 th graders who reported they do not smoke
Schools	*Administration and faculty cooperation *Existing peer mentoring programs	*Michigan Model *Health Horizons *Kick Butts carnivals *Health Rocks *unSmokeable *Smoke free generation	*Youth engagement in tobacco initiatives *Counties shared \$546,323 with schools for projects (through 18 months)	*Model prevention projects *Reduce student absenteeism from tobacco related illnesses *Reduced students with tobacco citations	*Fewer future adult smokers

Key outcomes	Why does this strategy work?
*52 schools cooperated in conducting 2016 youth tobacco use survey *96% of counties with at least one school tobacco use prevention program *51 counties invested \$780,000 with schools for Michigan Model curriculum	*Public school systems needed/desired resources to enhance curriculum *National/state recognition of short/long term health/costs of youth tobacco use *Counties were encouraged to create unique products and targeted focused tasks based on population demographics. *Most creative approaches, events and products for this Topic *Greatest number and variety of partnerships in projects *Using iPads technology for education about the dangers of tobacco allows teachers to customize when and how they present information.

What did we learn that promoted Topic projects' improvement?

- Peer education has more impact with students than traditional adult instructional models.
- Peer mentoring programs provide continuity of programming. Regular involvement in annual events/activities accustoms students to the activities as a part of their culture.
- School-health department partnerships are pivotal to success but are highly contingent on actively maintaining personal relationships. Nothing is given simply based on past experience.
- Schools accepted assistance. Allowing teachers/instructors to indicate what would work best for tobacco prevention education, we demonstrated that we value their input on material selection and technologies.
- The educational process is changing with less instructional time available. Use of iPads provided more versatility for teachers and counsellors to present tobacco prevention education to students.
- Youth appreciated prevention messages from creative SENDERS: superheroes, animals in the zoo, local athletes.

Best practices

- Williamson – Cooperate with schools for Michigan Model in-service training
- Williamson and Cheatham – Competition among between for students' no smoking pledges
- Greene – Teachers/counsellors downloaded evidence based curricula onto Apple iPads for instructional use
- Trousdale and others– Student poster contests, the winners being used for public media products and events
- Crockett (HOSA) and Morgan (Skills USA class Mr. Steelfeathers) – Won state/national youth engagement contests
- Robertson, Bedford, Monroe and Montgomery – Youth-developed theatrical/skits, videos and radio ads
- Madison – Multiple events with schools using challenge of Smoke Free Generation
- Loudon - P3 (Positive Peer Pressure) Peer Mentoring Clubs as sustaining organization framework for projects.