



# TENNESSEE TOBACCO SETTLEMENT PROGRAM 2014-2016

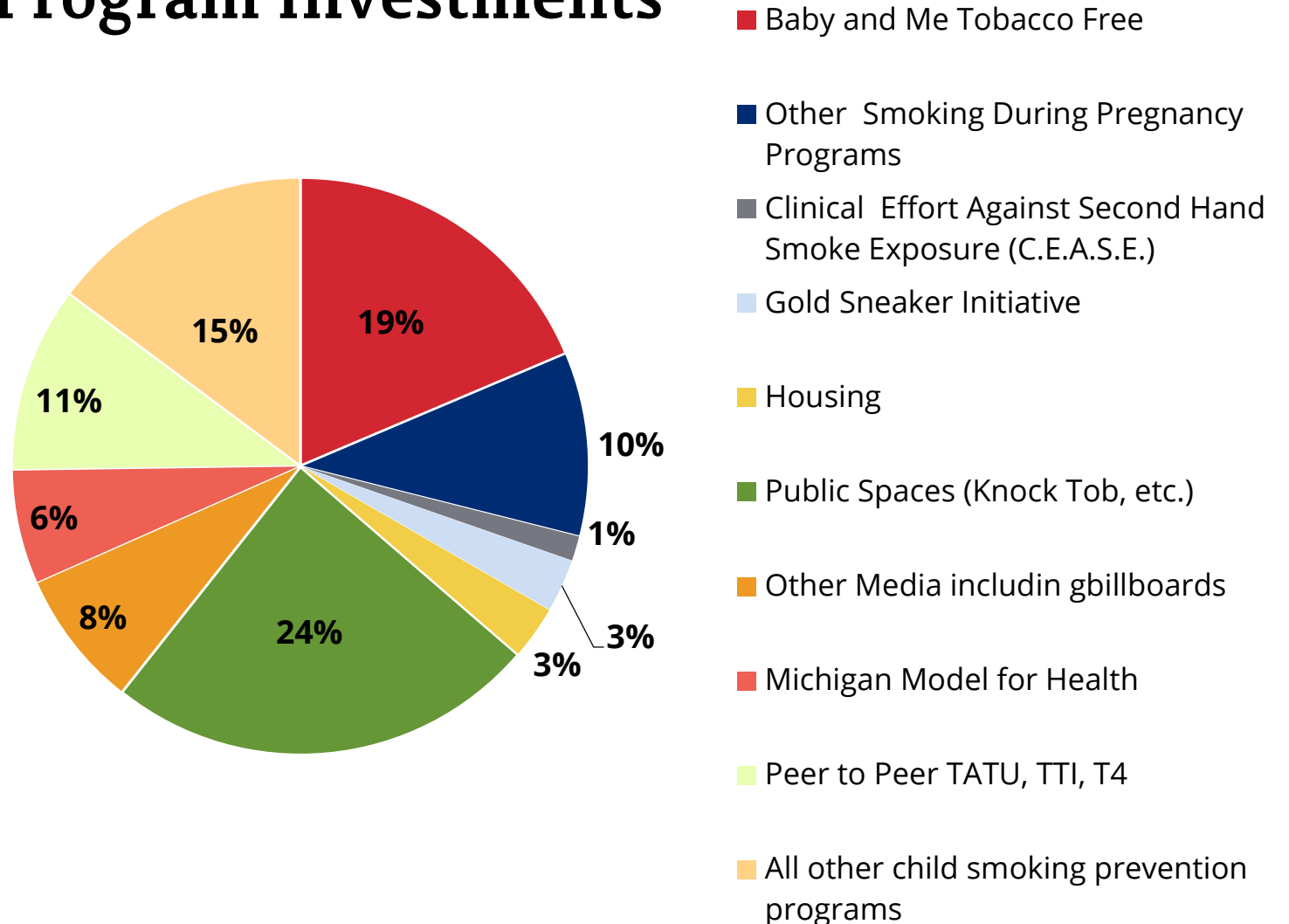
Community Health Improvement Plans Against Tobacco Use

# Summary of Tobacco Settlement Principles and Investments

## Each of 95 counties

- Conducted **county assessment** of county smoking problems in 2013
- Received funding from \$15 million, three year **Tobacco Settlement allocation**
- Submitted **annual plans** for change
- Invested funds in three State **topics for projects** of own choice
- Strengthened **local partnerships** to conduct projects
- Reported semi-annually** on progress
- Used **PDCAs** for on-going evaluation and project improvement
- Completed Community Health Improvement Plans Against Tobacco Use (**CHIPTU**) (2016)

## Program Investments



# Offer new innovative cessation services → Stop pregnancy smoking → Reduce low birth weight births

**Approach:** 95 county assessment (2014) shows absence of smoking cessation services for pregnant women; TN Birth Certificates study identifies who smokes; Rising Stars team identified best practices; funding allocated to 95 counties.

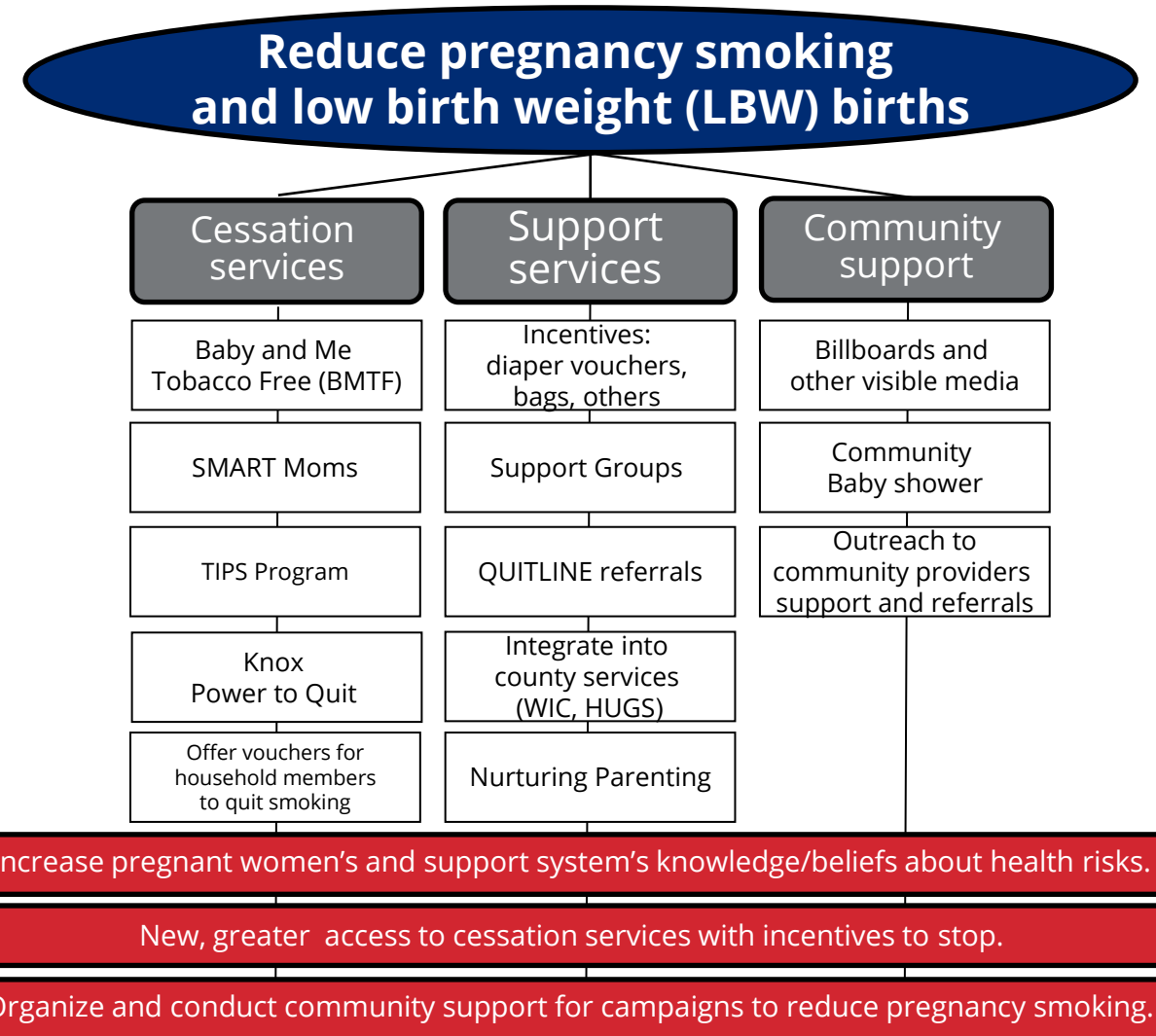
**Deploy:** Innovative new service with incentives (e.g., diaper vouchers) and counseling to support pregnant women to quit smoking; support for household member cessation; training for community providers.

**Learning:** Motivational interview training programs for health providers key for referrals; success related to # prenatal visits; media messaging smokers at risk to and costs of low birth weight births.

**Integration:** Service integrated into health department operations; increased referrals from community obstetrical providers; proposal to TennCare MCOs to reimburse as preventive service.

## 2014-2016 Outcomes

- +5,000+ women enrolled; 35% pregnant women stop smoking (BMTF); LBW risk 4.8% for participants who quit smoking during pregnancy vs. 12.1% % for non-participants
- +Small incentives important to promote and change self efficacy
- +Postpartum cessation also reduces infant risk to diseases
- +Three county-developed projects serve another 930 women



# Reduce secondhand smoke exposure → Prevent childhood asthma attacks → Save hospital ER charges

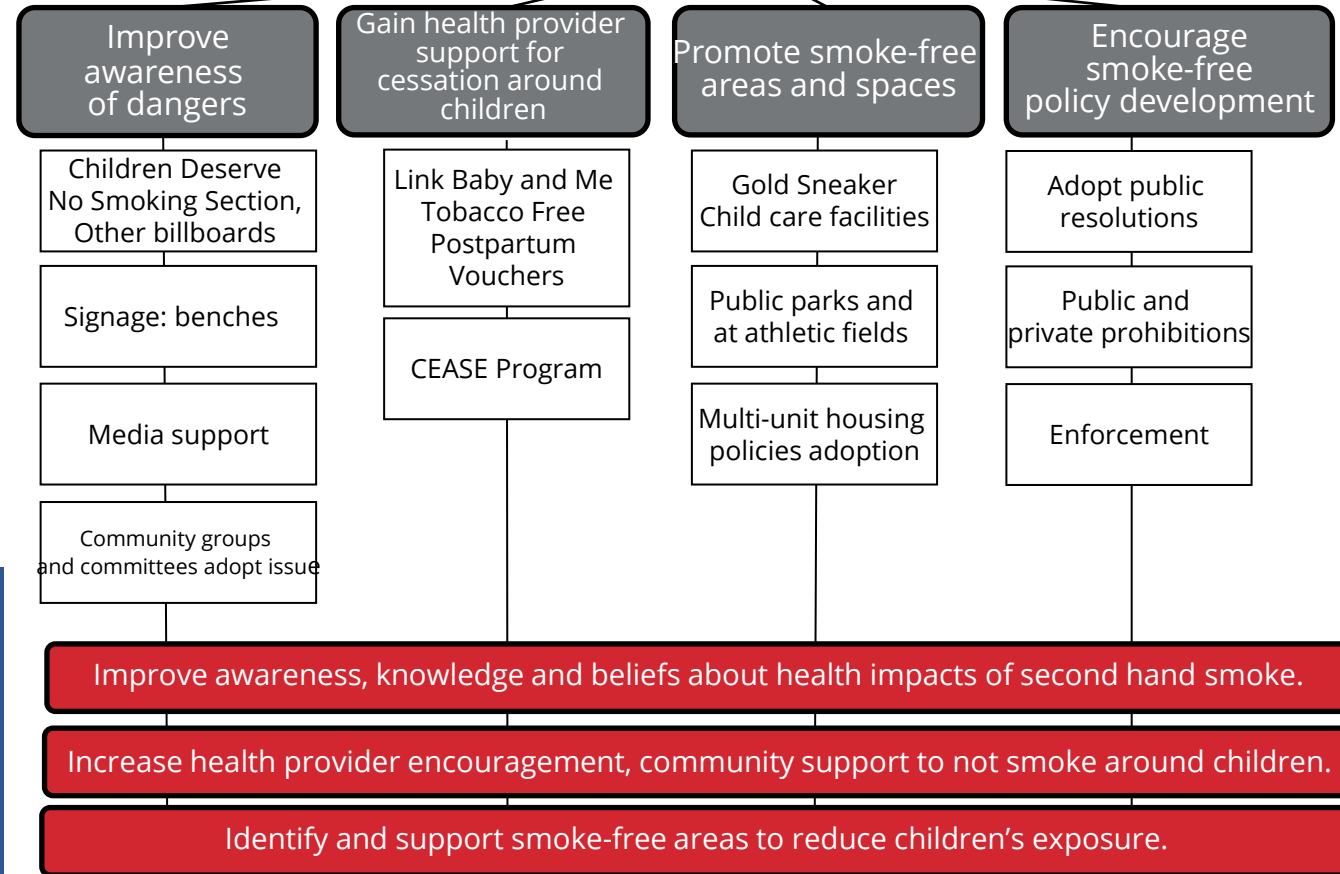
**Approach:** Counties assess where children are exposed; partner with those who own/responsible for the spaces; tobacco use counter-messaging strategy new to communities.

**Deploy:** Projects target child care centers, public parks, athletic fields and multi-unit housing; county-created graphics and messages; youth groups approach public bodies for bans; full court media press using same messages in community.

**Learning:** Still lack of awareness of dangers; focus on changing community norms about not smoking around little children; public voluntary bans generally acceptable; communities produce creative graphics and messages.

**Integration:** Use effective graphics for multiple products throughout with community partners; DMV use no smoking in car graphic with drivers licenses, rest stops and handgun permits all license.

## Reduce secondhand smoke exposures to prevent triggers of childhood asthma



### 2014-2016 Outcomes

- + 117 separate towns and cities in 61 counties adopted new smoke-free voluntary or required policies/ordinances
- + New smoke free policies in child care facilities in 94 towns serving 7,811 children under age five
- + Extensive messaging using multiple media

**Approach:** Dual strategies: enhance school-based tobacco use prevention curricula, and students as messengers through peer-to-peer leadership training and events .

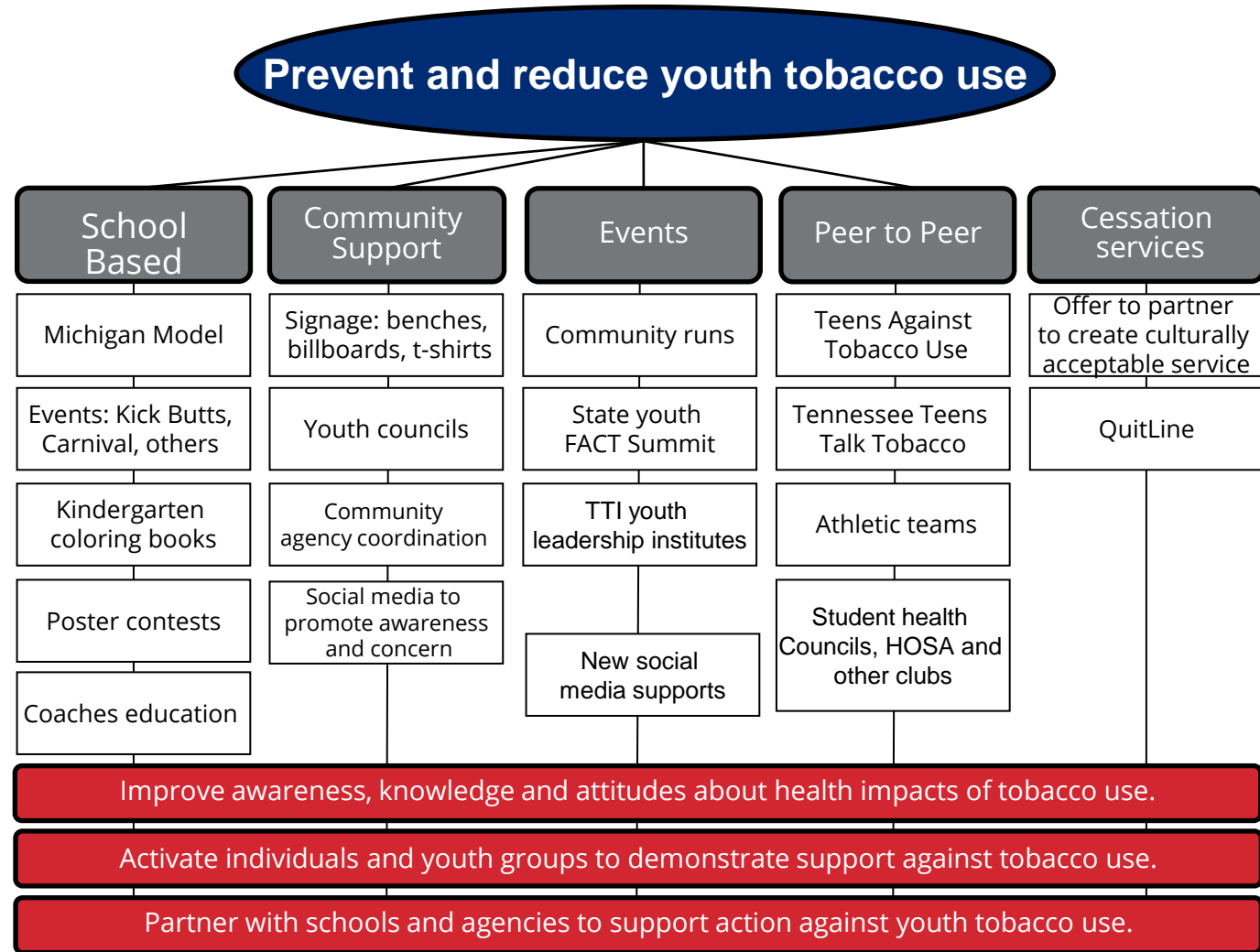
**Deploy:** Each county chose different set of activities from evidence-based models; counties develop statewide FACT conference to create sense of statewide scope for students.

**Learning:** Multiple events, the same message required to reach students; youth willing to help others not to start or stop smoking (including family); social media is an effective tool; gain active and early youth commitment like signing pledges.

**Integration:** Coordinated School Health partnership enables locally creative projects; student-created graphics and messages used throughout county.

**2014-2016 Outcomes**

- + All counties with school tobacco use prevention programs
- + 51 counties use Michigan Model curriculum for 125,000 students
- + 271 youth teams including 1,962 youth and 309 adults trained in three peer-to-peer models with 703 school based and 233 community-based student-led prevention projects





**Tennessee Tobacco Settlement Program: Carrying out the TDH Mission and Vision to...*Protect, Promote and Improve the health and prosperity of people in Tennessee.***

- Adult smoking ranked 7<sup>th</sup> highest in nation
- Smoking during pregnancy ranked 11<sup>th</sup> highest
- Youth smoking is ranked 12<sup>th</sup> highest
- 30% of cancer deaths linked to cigarette smoking

**Use evidence based practices that work.**

**Baby & ME Tobacco Free** is a proven pregnancy smoking cessation intervention using diaper vouchers and trained facilitators (88 counties).  
**CEASE** (Clinical Practice Based Educational Intervention Practices) training to identify household smoking by pediatric practices (5 counties).  
**Michigan Model** curriculum adopted by schools as framework for tobacco prevention classroom, schoolwide and after-school events (51 counties).  
**Multiple educational projects** included Project TNT, Tar Wars, Healthy Horizons, Kick Butts, Knock Tobacco Out of the Park.

**Promote creativity ... Students as messenger for tobacco control.**

*County Teens Against Tobacco Use performed "Stomp Out Tobacco" skit at state and national HOSA conferences in California. -Crockett County*

*Students from 2 high schools successfully passed Smoke Free resolutions in Clarksville and Montgomery County. They researched cost and effects of secondhand smoke, created signage, worked with faculty to draft the resolution, and presented findings to legislators. -Montgomery County*

*\*Head Start children participated in the Mayors' Smoke free Initiative Press Conference (all 17 city and county mayors within county) and are part of the picture on billboards/bus boards. -Hamilton County*

**Send tobacco use prevention messages to where people are.**

Homeless shelters (**Madison**), Friday night footballs and high school basketball games (Knock Tobacco Out of the Park **in many, many counties**), juvenile court system (**Bedford, Dickson and Shelby**), community baby showers (**Louden, Monroe, Dickson**), TarWars Carnivals (**multiple East TN counties**), multi-unit housing block parties (**White**), special needs children's playground (**Putnam**), movie theater trailers, student plays (**Robertson and Bedford**) and high school competitions for student "no smoke" pledges (**Cheatham and Williamson**).

**Use performance improvement principles.**

*Our peer youth project (TATU) was reassessed using the **Plan-Do-Check-Act cycle**. Adjustments were made based on student pretest and posttest before and following educational activities. New ideas were added and trained teen leaders led elementary and middle schools events. -Fayette County*

*We cannot win this battle alone and will align efforts with TDH Mission and Vision. This **Community Health Improvement Plan Against Tobacco Use** will spur energy and mobilize partners to engage in a broader Health Improvement Planning process. -Roane County.*

**Promote local innovation and adopt effective practice across the state.**

- *#UNSMOKEABLE is the first social media campaign to communicate a public health message to youth.*
- *Sullivan County distributed kits directing students to the #UNSMOKEABLE website and social media channels.*
- *#UNSMOKEABLE has reached over 11,200 middle and high school students.*
- *Miss Tennessee chose #UNSMOKEABLE as a platform.*
- *The number of 8th graders who report smoking in the past 30 days decreased by 43%. -Sullivan County (Johnson and Knox also adopted)*
- *Designed and tested student lessons. -Lake County*
- *Health and wellness teaching plans for iPads. -Greene County*

# Three year program goals for change and results, 2014-2016

| Measure  | Findings  |  | Economic Comments   |
|--|---|--|---|
| Percent of women who smoke during pregnancy                        | <b>Pregnancy smoking declined in TN by 16.3%. 1,988 fewer pregnant smokers in 2016 compared to 2013.</b>  |  | TN ranked 11 <sup>th</sup> highest in US for pregnancy smoking. This is a risk factor for expensive low birth weight and premature births and long-term baby's health. Potential hospital delivery charges prevented is \$98,132 (normal birth versus LBW birth).   |
|  | <b>County change analysis:</b> 71 counties improve, 27 counties worsen. 8,700 women served through new health department services.                  |  |   |
| Emergency department visits for asthma, age under 5                | <b>18.3% reduction of statewide visits. 969 fewer visits in 2016 compared to 2013.</b>  |  | Children's exposure to secondhand smoke is a risk to asthma attacks. TN now ranked 7 <sup>th</sup> highest in adult smoking. The average hospital ER visit charge for the diagnosis was \$1,742 in 2014.  |
|  | <b>County change analysis:</b> 58 counties improve, 29 counties worsen. 34 rural counties had under 10 visits.                                      |  |   |
| Percent of 8 <sup>th</sup> graders who report smoking              | <b>Smoking reduced 46% from 11.3% (2011) to 6.1% (2016) based on survey data from 56 counties of 8<sup>th</sup> graders (2016).</b>                 |  | Most smokers begin the addictive habit when young. Lifetime smokers have \$138,000 in preventable excess medical costs compared to non-smokers. Coordinated School Health enabled youth tobacco use survey to be completed by 21,096 8 <sup>th</sup> graders in 2016 to compare change from 2011 Youth Tobacco Survey.                              |
|  | <b>County change analysis:</b> 81 counties improve/stay same, 5 counties worsened. 9 counties data unavailable for comparison.                      |  |   |
| Low birth weight births: Baby & Me Tobacco Free (BMTF) (2014-2016) | 6,807 pregnant women enrolled thru June 2017.<br><br><b>For the 2,645 enrolled women who attended 3-4 prenatal visits of whom 86% quit smoking.</b> | Low Birth Weight (LBW) births for BMTF enrolled women was 5.8% compared to 11.9% non-participant pregnant smokers.<br><br><b>51.3% lower odds for low birth weight infants for enrolled women with at least three prenatal visits.</b> | Reduced pregnancy smoking is related to a lower percentage of LBW births. Each LBW birth prevented saves \$98,132 in in-patient hospital charges.<br><br>77 fewer LBW births for women enrolled in BMTF projects compared to expected number based on state percentages.<br><br><b>\$7,561,164 million potentially averted health care charges.</b> |



**KEEP CALM AND SMOKE FREE**

Libby  
Winning Design

2015 Trousdale County Tar Wars Poster Design Contest

**CHILDREN** deserve the "NO SMOKING" section.

MISSISSIPPI HEALTH EAST REGION

CALL 1-800-QUIT-NOW.

**Smart Moms Are Resisting Tobacco**

**WARNING: Cigarettes Hurt Babies**

TIPTON COUNTY HEALTH DEPARTMENT

Baby & Me Tobacco Free Program - call (901) 476-0235 to enroll

Wilson County, Let's **KNOCK TOBACCO OUT OF THE PARK**

TOBACCOFREEBASEBALL.ORG

Wilson County Health Department & Wilson County Health Council

LAMAR

Amber smokes two packs a day. So does her mom.

Tennessee Tobacco **QUITLINE** 1-800-QUIT-NOW

CALL THE CUMBERLAND COUNTY HEALTH DEPARTMENT 931-484-6196

Funded through the Tennessee Tobacco Settlement Program, Tennessee Department of Health

A TIP FROM A FORMER SMOKER

Some of the reasons to quit smoking are very small.

Amanda, age 30, Wisconsin

The power to quit is within you.

**Knox County Health Department**

Every Person. A Healthy Person

**Thank you**

for not using tobacco products.

We only smoke Pigbutts

Chester

FAIRWAY

Countering tobacco industry advertising became an important strategy. Counties used free educational brochures and national public service announcements. Counties were very creative in developing their own messages and graphics.

- Student poster contest winners became roadside billboards.
- Staff and students created social media postings.
- Logos were found on everything: athletic team jerseys, Bonnaroo fans, park benches, pens, banners, backpacks, retail pharmacy bags, diaper tote bags, portfolios, umbrellas and stress balls.

**Join the Team!**

**LIVE TOBACCO FREE**



Coordinated School Health in partnership with Bradley Co. Health Department



The Mayors Say...It's Time for a Smoke Free

**COMMUNITY**

Hamilton

Chattanooga - Hamilton County Health Department

**@UNSMOKEABLE**

Sullivan