



September 2005

Local Programs Promoting *Smoke-free Homes*
Volume 3



Local Programs Promoting



VOLUME 3



Smoke-free Homes



Smoke-Free Homes Program
Programa de Hogares Libres de Humo



Local Programs

Promoting

Smoke-free Homes



Introduction

Even if you can only do a little, it helps a lot

EPA's *Smoke-free Homes* Program promotes public awareness of the detrimental health effects of secondhand smoke exposure to children. The goal of the program is to generate voluntary reduction of this exposure. State and local governments, community groups, tobacco coalitions, local and national non-profit organizations, and many others are equally concerned about children's exposure to secondhand smoke. While varying in many ways, such as size, scope, resources, and location, these governments and organizations share the same goal and exhibit a similar commitment.

As in the first two volumes, Volume 3 of *Local Programs Promoting Smoke-free Homes* continues to provide brief descriptions of different and diverse programs. In nine concise, easy to read sections, each program is examined by looking at the "what's" and the "how's."

- What activities and events were held?
- How were they implemented?
- What materials were used?
- What were their challenges?
- What outcomes did they achieve?
- What are they going to do next?

The answers to these questions are the key elements of program development and implementation.

The program descriptions that follow provide examples of what could work for you locally. They may also provide some answers to some of your questions. Hopefully they will also stimulate ideas of what will work in your area.



To work with EPA on the *Smoke-free Homes* Program or to receive free materials for use at your event, please contact Lou Witt, a member of EPA's Environmental Tobacco Smoke (ETS) Team, at (202) 343-9051 or witt.lou@epa.gov. Also, visit the *Smoke-free Homes* Webpage at www.epa.gov/smokefree.



Castle Medical Center and American Cancer Society, Windward Unit, Hawaii

- Serves approximately 150,000 people from the areas of Kailua, Waimanalo, Kaneohe, and several smaller communities on the north shore of the Island of Oahu, Hawaii.
- Conducts outreach to a population comprising primarily Native Hawaiians, Caucasians, Japanese, and other Asian and Polynesian communities.
- Receives funding from Castle Medical Center, Department of Wellness and Lifestyle Medicine, and the American Cancer Society *Smoke-free Homes* Program activities.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Worked with Parent and Community Network Coordinators (PCNCs) at 22 schools, including 3 private schools and 19 public schools, to coordinate *Smoke-free Homes* school-based activities.
- Worked with school staff to distribute information on the *Smoke-free Homes* Program to students, parents, and the community.
 - Gave PCNCs key chains and car fresheners with the “smoke-free car” message, as well as tote bags with *Smoke-free Homes* materials to thank them for their outreach support in the schools.

Communication

- Worked with PCNCs to develop newsletter announcements highlighting *Smoke-free Homes* school-based activities and sent students home with information packets that included the *Smoke-free Home Pledge* certificate and brochure.
- Received publicity for *Smoke-free Homes* activities in the “Body and Mind” section of a Honolulu Advertiser newspaper.
- Worked with local editors to write and publish stories in newspapers on the *Smoke-free Homes* Program and current outreach activities. To convey the smoke-free homes and cars messages, the stories included a photograph of children sitting on a car’s hood in front of a house.
- Received coverage on *Smoke-free Home Pledge* activities in the mid-week Windward newspaper.

Outreach and Education

- Organized a drawing for ten \$50 gift certificates (donated by Castle Medical Center and the American Cancer Society) for people who signed the *Smoke-free Home Pledge* to keep their home and car smoke-free.
 - Created a pledge form, the top half of which explained the *Smoke-free Home Pledge* Program and its outreach activities, and the bottom half served as a pledge form for pledge-takers to sign, tear off, and submit for the gift certificate drawing.
 - Attended a drug-free event at the Windward Mall in December 2004 to announce the winners of the drawing. Winners chose a gift certificate from a Windward Oahu store of their choice that neither sold tobacco products nor allowed smoking.
- Promoted the *Smoke-free Homes* message at the annual community-wide “Run and Read” event that promotes family literacy and fitness, held at Windward Community College.
 - Collected pledges, rewarded pledge-takers with a Pledge Kit, and distributed the *Smoke-free Homes* bilingual brochure, magnet, and decals.
- Educated participants in the tobacco dependency program at Castle Medical Center on *Smoke-free Homes*.
- Participated in a hospital event promoting the “Great American Smoke Out” the third week in November, distributed *Smoke-free Homes* materials (e.g., the bilingual brochure, magnets, and decals), and collected pledges.

For More Information on This Program Contact:

Castle Medical Center, Tel: 808-263-5050

email davidabz@castlep.ah.org

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>



Castle Medical Center and American Cancer Society, Windward Unit, Hawaii, Cont'd.

- Sponsored a continuing medical education (CME) event for physicians at the medical center and included *Smoke-free Homes* materials, including the bilingual brochure, in their information packets.
- Presented information on the *Smoke-free Homes* Program to 40 doctors and encouraged them to use their offices as pledge sites.
- Conducted presentations to fifth and seventh grade students to educate them about tobacco use and the benefits of smoke-free environments.
- Shared *Tar Wars* lesson activities (such as a poster contest) and materials communicating the tobacco-free message developed by the American Academy of Family Physicians (available at www.tarwars.org).
- Tested carbon monoxide levels in students who reported exposure to tobacco smoke at home; the results of carbon monoxide tests showed how exposure to secondhand smoke affects health.

Results

- Collected a total of 1,450 pledges (representing eight zip codes on the Island) in a period of 6 weeks and distributed *Smoke-free Home Pledge Kits* with magnets and decals to everyone who took the Pledge.

Challenges and Lessons Learned

- Parents' response to the *Smoke-free Homes* Program materials sent home with students was difficult to assess.
 - Created evaluation forms for PCNCs to provide feedback on the effectiveness of the *Smoke-free Homes* outreach effort in schools and how they perceived the response from parents and families to the information they received about *Smoke-free Homes*.
 - Responses from the evaluation forms (50 percent were completed and returned) indicated that most PCNCs felt the *Smoke-free Homes* Campaign was effective at communicating the dangers of secondhand smoke, and mentioned that the gift certificate drawing was an excellent way to raise interest in pledging within the schools.
 - Most PCNCs felt that the campaign should be conducted again next year.
- Changes in families' behavior elicited by smoke-free messages were difficult to determine.
- Recruitment of doctors to promote *Smoke-free Homes* materials and collect pledges was difficult.
- Preschools and teachers selected to test teachers' interest level were not very receptive to the *Smoke-free Homes* messages or materials.
- Residents were very receptive to the gift certificate drawing, which also encouraged people to take the pledge.
- Residents were also receptive to learning about the *Smoke-free Homes* Program at community activities because visiting the booths was voluntary and the atmosphere was casual.

Future Plans

- Review evaluation forms submitted by PCNCs who conducted *Smoke-free Homes* outreach and communications activities to assess the value of continuing *Smoke-free Homes* outreach in schools.
- Submit a picture of gift certificate recipients to local newspapers and editors to accompany new articles highlighting the local *Smoke-free Homes* Program activities.
- Provide additional *Smoke-free Homes* materials, including the bilingual brochure, magnets, and decals, to the Castle Medical Center Wellness Center and the American Cancer Society Windward Unit office to further educate clients and visitors on secondhand smoke.

For More Information on This Program Contact:

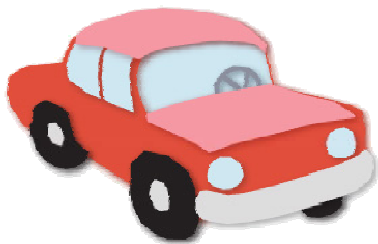
Castle Medical Center, Tel: 808-263-5050

email davidabz@castlep.ah.org

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Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>



Central Virginia's Women, Infants and Children's Program



- Serves four counties and the City of Lynchburg, Virginia, with an estimated total population of 229,000.
- Targets over 4,000 young women who are primarily native English-speaking, low-income mothers in their twenties and take part in Central Virginia's Women, Infants, and Children's (WIC) Program.

Program Activities Promoting *Smoke-free Homes*

Outreach and Education

- Conducted secondhand smoke training sessions for approximately 1,800 WIC clients over a 3-month period.
 - During training session, showed a video clip on the dangers of secondhand smoke entitled *Women and Tobacco: Seven Deadly Myths*.
- Distributed *Smoke-free Homes Kits* to all attendees.
- Created "Talking Points" materials for trainers with information on the dangers of secondhand smoke to children and helpful tips for parents to reduce their child's exposure.
 - Tips included going outside to smoke and removing smoke-permeated coats or sweaters before picking up or playing with children.
- Created secondhand smoke quiz for the conclusion of the training session.
- Displayed EPA *Smoke-free Homes* posters.
- Created and displayed poster on the financial costs of smoking over the course of 1 year, based on the number of cigarettes smoked per day.

Challenges and Lessons Learned

- Secondhand smoke program was different from normal nutritional education programs, so it captured the attention of participants because it was something new.
- Adding secondhand smoke information to general information about nutrition in the WIC program was successful because the program integrated two issues of concern to the clients.

Future Plans

- Continue using *Smoke-free Homes* materials in WIC introduction sessions.

For More Information on This Program Contact:

Central Virginia WIC Program, Tel: 434-947-6790

email ann.holland@vdh.virginia.gov

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Community Partnership of the Ozarks, Missouri



- Serves 14 Head Start programs in five rural counties in Missouri.
- Targets approximately 500 children and their parents (typically smokers ages 18-24).

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Coordinated with 14 rural Head Start Centers, local physicians, and other health care professionals to assist with the secondhand smoke education program.
- Collaborated with several local, state, and national organizations to provide the materials necessary to implement local secondhand smoke and children's programs (i.e., American Cancer Society, American Lung Association, Texas A&M University).

Outreach and Education

- Created a pilot educational program on smoke-free homes to present at parent meetings at rural Head Start Centers.
- Designed three different lesson plans to educate children about smoke-free environments.
 - Developed age-appropriate characters and focused on empowering children to move away from smoke-filled spaces in their homes and surroundings.
 - Used "Anatomy Apron" to illustrate the locations and functions of organs in the body.
 - Used "Clean Air Bear" character to enhance lessons on "good and bad smells" in the environment (i.e., roses versus smoke and car exhaust).
 - Created an interactive project using Velcro body parts to help children build a character while discussing the effects of secondhand cigarette smoke (i.e., adding ears while discussing ear infections, noses while discussing runny noses, etc.).
 - Encouraged young children's participation and interest in secondhand smoke education through coloring activities and games.
 - Developed take-home activities for children to encourage their parents to keep their homes and cars smoke-free.
- Developed three informational sessions to educate adults about the importance of creating smoke-free environments.
 - Collaborated with local doctors and other health care professionals to create presentations to use in conjunction with the American Academy of Otolaryngology-Head and Neck Surgery's film, "Poisoning Your Children."
 - Created interactive projects for adults, such as sentence completion, fill in the blank, and Secondhand Smoke Bingo, to use during Head Start parent meetings.
 - Discussed the *Smoke-free Home Pledge Kit* at the end of each informational session and encouraged parents and staff to take the pledge and receive the Kit.

Public Outreach

- Attended the Texas County Fair to distribute brochures and coordinate sign-ups for the *Smoke-free Home Pledge Kit*.
- Attended the Texas County Parent Fair to provide smoke-free materials to parents of young children.

Results

- Approximately 61 percent of the parents who attended the informational sessions signed up for the *Smoke-free Home Pledge Kit*.

For More Information on This Program Contact:

Community Partnership of the Ozarks, Tel: 417-888-2020

www.commpartnership.org

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Community Partnership of the Ozarks, Missouri, Cont'd.



Challenges and Lessons Learned

- Difficult to overcome the social acceptance of smoking, which is an established habit among 47 percent of the centers' parents.
- Difficult to target adults other than parents who smoke near children (e.g., close family friends or relatives).
 - 47.5 percent of the parents surveyed allow others to smoke in their homes.
 - 45.1 percent of the parents surveyed allow others to smoke in their cars when children are present.

Future Plans

- Utilize local radio spots to promote reducing children's exposure to secondhand smoke and the *Smoke-free Home Pledge*.
- Continue collaborations and encourage more community involvement.
- Solicit more funding to service the full geographic area, including private daycare providers.
- Recruit Head Start extended family members who wish to attend smoking cessation classes available through the program.
- Analyze all data from pre- and post-survey evaluations of the *Smoke-free Home Pledge* Program collected from the parents who attended the Head Start parent meetings to assess smoking habits and adult behavior change.



For More Information on This Program Contact:

Community Partnership of the Ozarks, Tel: 417-888-2020

www.commpartnership.org

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>



Contra Costa County's Women, Infants, and Children's Program, California



- Serves approximately 19,300 low-income women, infants, and children in Contra Costa County, California.
- Receives funding from the First 5 Contra Costa Children and Families Commission to conduct a smoking cessation program and secondhand smoke education for clients of the Women, Infants, and Children (WIC) Program.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Conducted focus groups with WIC clients to assist in the development of smoke-free outreach materials and programs, and to ensure that the materials would be interesting, eye-catching, and informative for the identified audience.
- Worked with the Contra Costa Promoting Smoke-free Families Collaborative to promote the smoke-free message to a wider audience through Head Start programs, nursery schools, and doctors' offices.
 - Prenatal providers distributed information packets that included *Smoke-free Homes* materials, secondhand smoke materials, and brochures with messages from local clinicians.

Communication

- Developed and displayed a "Smoke-free and Healthy" bulletin board at all WIC sites, in Spanish and English, encouraging clients to keep their cars and homes smoke-free.
- Created and distributed a "Smoke-free and Healthy" brochure in Spanish and English.

Outreach and Education

- Implemented an interactive class for WIC families discussing the dangers of secondhand smoke, and suggesting they create smoke-free homes and cars.
- Distributed EPA *Smoke-free Homes* materials to WIC families, accompanied by a beach ball printed with a smoke-free message.

Results

- Based on the risk data collected during client enrollment and re-certification, exposure to secondhand smoke in the WIC population decreased from 30 percent in 1997 to 12 percent in 2004.

Challenges and Lessons Learned

- Evaluation and follow-up for programs was very time consuming.
- EPA's *Smoke-free Homes* materials were very useful tools in motivating people to create smoke-free environments.
- Placing smoke-free messages on beach balls and magnets was an effective way to remind families of their *Smoke-free Home Pledge*.

Future Plans

- Continue to support the County Collaborative's effort to promote smoke-free families and communities.
- Provide secondhand smoke education to the Contra Costa WIC population through individual counseling.

For More Information on This Program Contact:

Contra Costa County's WIC Program, Tel: 925-431-2467

email drkiefner@aol.com

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Harris County Texas Health Department



- Serves an urban/suburban population of 5 million residents in Texas.
- Coordinates *Smoke-free Homes* outreach throughout the county.
- Emphasizes a “Train the Trainer” approach, in which organizations are provided with training and then promote the *Smoke-free Homes* message and distribute materials independently of the Health Department’s efforts.
- Receives funding from the Texas Department of State Health Services.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Subcontracted with three organizations to provide specialized smoke-free homes outreach in four different regions of the county.
 - Worked with the Vietnamese Culture and Science Association to conduct public education to parents and disseminate EPA’s *Smoke-free Homes* Brochure.
 - Coordinated with Communities Against Tobacco to include the bilingual *Smoke-free Homes* brochure in information packets provided to new hires at local businesses.
 - Worked with the Greater Houston Area Education Center to place *Smoke-free Homes* materials in waiting rooms of local physicians and clinicians.
- Provided education, training, and resources to the Gateway to Care community organization and, as a result, the organization began distributing *Smoke-free Homes* materials to their existing clients.
- Worked with the clinical nurse at the Women’s Hospital of Houston and distributed brochures and information on smoke-free homes in packets for new mothers.
- Distributed information and displayed materials in lobbies of neighborhood health centers, and encouraged center directors and staff to contact the county health department to request additional materials.
- Coordinated with Women, Infants, and Children (WIC) clinics to play the “Poisoning Our Children” video in visiting rooms, and distributed 15 copies of the bilingual video to clinical staff for educational uses.

Communication

- Prepared and conducted presentations to various community audiences across the county to communicate the importance of smoke-free homes and the health risks of tobacco use.
- Developed a tri-fold booth display on secondhand smoke and an education card about secondhand smoke in homes and vehicles to distribute at health fairs and community events.
- Created and produced a car litterbag with the message “Secondhand smoke is an equal opportunity killer” to distribute at local car dealerships.

Outreach and Education

- Distributed *Smoke-free Homes* bilingual brochures, magnets, decals, pencils, and car litterbags at school health fairs and community events.
- Used props at booths to attract attention and demonstrate how smoking tobacco affects the lungs.
 - Displayed a “Smoke box” in which a cigarette is lit and the accumulation of smoke and tar can be seen on the inside of the clear box.

For More Information on This Program Contact:

Harris County Health Department, Tel: 713-439-6147

email droy@harriscountyhealth.com

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Harris County Texas Health Department, CONT'd.



Results

- Distributed an average of 700 packets a month with *Smoke-free Homes* materials to all new mothers at the Houston Women's Hospital.
 - Received positive verbal feedback from the staff on the program.
- Received requests from neighborhood centers and other distribution points asking for more materials.

Challenges and Lessons Learned

- Difficult to communicate the importance of children's respiratory health to smokers in the community.
- Difficult to identify the decision maker, especially at hospitals, who is authorized to change policies and current practices regarding the distribution of materials to patients.

Future Plans

- Coordinate pledge events to collect pledges and provide *Smoke-free Home Pledge Kits* to community members.
- Coordinate a pledge drive and conduct outreach during Environmental Awareness Month in April.
- Identify and secure funding and/or establish partnerships with hospitals to fund a mobile secondhand smoke unit dedicated to accompanying staff and subcontractors to expand outreach opportunities at community events.
- Evaluate success of completed and ongoing outreach and education efforts about smoke-free homes and tobacco use based on the results of the state's biannual youth tobacco survey and adult behavioral risk assessment.
- Establish more contacts with local car dealerships to distribute car litterbags.
- Continue to coordinate with hospitals and establish additional hospital contacts to reach more patients.



For More Information on This Program Contact:

Harris County Health Department, Tel: 713-439-6147

email droy@harriscountyhealth.com

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>



Hawaii Department of Health, Kaua'i District Office



- Serves the County of Kaua'i, encompassing the Hawaiian Islands of Kaua'i and Ni'ihau, with an estimated population of 60,000.
- Receives grants from the Hawaii Department of Health and Kaua'i Rural Health Association provide financing support for *Smoke-free Homes* and "Not in Mama's House" outreach conducted by staff working with 38 partnering agencies.
- Receives free advertising from a public radio station group to promote the *Smoke-free Homes* Campaign.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Collaborated and partnered with 38 agencies, including the Hawaii Department of Health Family Health Services Division, Tobacco-free Kaua'i, three smoking cessation counselors, one community smoking cessation educator, and a media specialist, to conduct outreach and promote the *Smoke-free Homes* Program.
- Provided training to agency staff to encourage them to promote the *Smoke-free Homes* Program at their sites.
- Coordinated with Caffee, Caffee and Associates to implement "Not in Mama's House" and general health education outreach, with support from partnering organizations.

Communication

- Launched a media campaign and distributed a media package on the *Smoke-free Homes* Program to the Kaua'i Island Utility Cooperative Currents Magazine, the Garden Island newspaper, KKCR Community Radio, KONG Radio Group, the Tobacco-free Kaua'i Web site, and the Kaua'i Island Ministries Web site.
- Recorded four 60-second advertisements featuring the *Smoke-free Homes* Program messages, for a public radio station.
- Participated in a live 30-minute interview on a public radio station promoting the *Smoke-free Homes* message in weekly broadcasts.
- Published advertisements promoting the "Not in Mama's House" message in a local newspaper circulated to approximately 10,000 residents.
- Ran several print advertisements in the Garden Island newspaper throughout the month of May to promote the *Smoke-free Homes* message; one depicted a baby blowing a smoke ring and another promoted World No Tobacco Day, which was recognized on May 31st.
- Received complimentary advertising from the Kaua'i Island Utilities Cooperative, which advertised the *Smoke-free Homes* Program in their news magazine, distributed to 35,000 Kaua'i residents.
- Coordinated with 30 agencies and launched the Kaua'i "Smoking?... Not in Mama's House" campaign that asked tobacco users to sign a pledge not to smoke in anyone's home or car on Mother's Day.
 - The Mayor of Kaua'i County signed and publicized a Proclamation for *Smoke-free Homes* on Mother's Day and continued the campaign through the month of May.
- Distributed *Smoke-free Homes* materials and smoking prevention information to attendees at a Secretary's Day event at a local hotel attended by more than 600 people.
- Presented the *Smoke-free Homes* Program and Kaua'i's *Smoke-free Homes* outreach and communications activities at the Hawaii statewide Tobacco-free Coalition annual meeting in October 2004.

For More Information on This Program Contact:

Hawaii Department of Health, Kaua'i District Health Office, Tel: 808-241-3427

email sjmanea@mail.health.state.hi.us

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Hawaii Department of Health, Kaua'i District Office, Cont'd.



- Displayed *Smoke-free Homes* posters on bulletin boards at public libraries, neighborhood centers, a health food store, a farmer's market, and a grocery store.
- Wrote a poem entitled "Please don't smoke around me" to promote the *Smoke-free Homes* message.
- Created a coloring book on secondhand smoke and distributed copies to preschool and kindergarten classes on the island, neighboring islands, and Guam and American Samoa.
- Wrote and published a newsletter produced by the Women, Infants, and Children (WIC) center that was distributed to visitors and patients devoted to communicating messages on the importance of preventing children's and families' exposure to secondhand smoke, as well as the effects of smoking during pregnancy.
- Created sample "letters to the editor" and asked pediatricians, smoking cessation coordinators at schools, therapists in hospitals, and middle school students to submit their own letters to the editor at the Garden Island newspaper to promote the *Smoke-free Homes* Program and to talk about the effects of secondhand smoke.

Outreach and Education

- Assisted with upholding a mandate for "no smoking on school campuses" by coordinating with teachers, security staff, students, and parents at the island's three high schools to refer students caught smoking on campus to cessation counselors and health educators.
- Organized a drawing to give away five \$100 gift certificates to stores that do not sell cigarettes (e.g., Macy's, Wal-Mart, Home Depot) for people who took the pledge.
- Duplicated and looped the "Poisoning Our Children" video, distributed copies to medical health centers and WIC centers, and showed the video in the Kaua'i Medical Clinic lobby and in pediatrician and OBGYN offices.
 - Coordinated with smoking counselors and AmeriCorps volunteers to get WIC center visitors and patients to complete tests to assess smoking awareness before and after viewing the "Poisoning Our Children" video.
- Invited preschool directors and staff to participate in training for the *Smoke-free Homes* Program and distributed the *Smoke-free Homes* brochures, magnets, coloring books, and "Poisoning Our Children" videos.
- Promoted the *Smoke-free Home Pledge* Program and conducted outreach to several additional island organizations and groups including: Good Beginnings, private day care centers, Head Start and Healthy Start programs, family care providers, the American Cancer Society, low cost housing complexes, Hanamaulu Lihue Town Court, Kaua'i Economic Opportunity, and Malama Kaua'i's Smoking Cessation Project.
- Distributed and/or displayed the "Not in Mama's Home" banner, the "Children and Secondhand Smoke" brochure, the "Protecting Yourself and Your Family from Secondhand Smoke" brochure, and other materials available from the Malama Kaua'i and Tobacco-free Kaua'i organizations at community events and other locations supporting *Smoke-free Homes* outreach.

Results

- Collected a total of 1,237 pledges and distributed a total of 3,000 *Smoke-free Home Pledge Kits*.
- Distributed information, collected pledges, and communicated the *Smoke-free Homes* message to visitors at a total of 26 events hosted by community organizations, medical and health centers, and schools.
- Distributed a total of 1,700 copies of the coloring books to communicate the *Smoke-free Homes* message to schools on Kaua'i and other neighboring islands.
- Conducted 26 presentations on secondhand smoke.

For More Information on This Program Contact:

Hawaii Department of Health, Kaua'i District Health Office, Tel: 808-241-3427

email sjmanea@mail.health.state.hi.us

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Hawaii Department of Health, Kaua'i District Office, Cont'd.



- Contacted 43 agencies to distribute materials or provide training and education sessions.
- Aired 500 radio advertisements announcing the *Smoke-free Homes* Program.
- Published eight newspaper ads to educate the public about secondhand smoke.
- Conducted six live radio interviews to educate the public about secondhand smoke.
- Offered eight "Tobacco Basic Skills" workshops at the Kalaheo Neighborhood Center and the American Cancer Society for people interested in learning how to become tobacco-free.
- Analyzed information provided in the pledge forms for a drawing: 12.4 percent of people taking the pledge currently use tobacco, 88.9 percent already have a smoke-free home and/or car, 94.9 percent pledged to make their home smoke-free, and 92.8 percent pledged to make their car smoke-free.

Challenges and Lessons Learned

- Interacting face to face with community members was an effective means of sharing information.
- Using the "Poisoning Our Children" video was effective for teaching individuals about the effects of smoking and smoking behaviors.
- Conducting *Smoke-free Homes* training sessions for preschool teachers and directors was an effective strategy to reach childcare providers—they were receptive to the message and shared the information with parents.
- Using EPA's *Community Action Kit* helped launch the campaign quickly and effectively, and the health office was able to tailor the resources to the community's needs.
- Partnering and obtaining training assistance for tobacco program coalition staff from Caffee, Caffee and Associates was a great resource for technical assistance, and made the planning and implementation of the *Smoke-free Home Pledge* Campaign easier.

Future Plans

- Reapply for grants to continue with the "Not in Mama's House" *Smoke-free Homes* Campaign.
- Plan events for Mother's Day, World No Tobacco Day, and Father's Day to promote the smoke-free homes and cars message.
- Plan and conduct outreach activities at the following: May events, WIC centers, high schools, medical centers, women's spa night, and the children's museum.
- Collaborate with Caffee, Caffee and Associates to present the Kaua'i District Health Office *Smoke-free Homes* outreach activities at the 2005 National Conference on Tobacco or Health.
- Attend community health fairs to promote the *Smoke-free Homes* message and collect pledges.
- Work with other home visiting programs to reach out to additional populations.
- Ask students to write about their experiences with secondhand smoke and submit articles to the local paper.

For More Information on This Program Contact:

Hawaii Department of Health, Kaua'i District Health Office, Tel: 808-241-3427

email sjmanea@mail.health.state.hi.us

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Healthy East Chicago, Inc., Indiana



- Serves residents of Lake County, Indiana, in the northwestern area of the state, 40 minutes east of Chicago, Illinois, with large Hispanic (51 percent) and African American (35 percent) populations.
- Functions as a one-stop shop for information and referrals to health services and resources for East Chicago and neighboring communities.
- Receives funding through a partnership with local hospitals and the city of East Chicago.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Coordinated with 10 agencies to provide outreach on *Smoke-free Homes* and fund health education sessions.
- Coordinated with Women, Infants, and Children (WIC) centers to provide in-service training to mothers who are required to obtain education credits to receive vouchers for nutritional products, including milk, eggs, cheese, cereal, and baby formula.
- Coordinated with case workers at the WIC centers and “*promotores de salud*” (health educators, referred to as *promotores*) to receive referrals of clients in need of or interested in smoking cessation counseling.
 - *Promotores* established one-on-one relationships with patients with special conditions to encourage healthful behaviors and build trust and confidence with the patient.
 - Provided certification training on *Smoke-free Homes* based on EPA’s *Community Action Kit* to several *promotores* (including a teacher’s aide and the Parent Teacher Organization (PTO) president) who serve as volunteers and act as community health workers to educate target populations about tobacco use.
- Participated in the East Chicago Parks and Recreation Department’s STARZ (Students Targeted at Reaching Success) summer program, sponsored in several East Chicago neighborhood recreation centers for children ages 4-12 years.
 - *Promotores* coordinated with student mentors at seven different neighborhood centers and each Friday presented different health and behavior topics important to children’s health.
 - Created a certificate for children with the message “I will be smoke-free” that children can color, sign, and then post on the pledge display board.

Communications

- Created tote bags with the *Smoke-free Homes* message, the “*Promotores de Salud*” logo, and the Healthy East Chicago phone number.
- Produced a variety of handouts and flyers in English and Spanish offering information on counseling services available from the *promotores*.
- Purchased baby bottles advertising anti-tobacco messages and displayed them to WIC clients during educational programs.
- Used evaluation sheets and surveys to assess awareness of tobacco use and the effects of smoking; *promotores* ask contacts to complete these at community events.
- Created a wall mural of pictures showing children and parents who have taken the pledge at various community events.
- Participated in a Lake County cable television show to promote information on the *Smoke-free Homes* Program and to share information on tobacco use and the risks of smoking.
 - The program was broadcast three times to 4,000 households in the East Chicago area.
- Discussed the effects of tobacco smoke on infants at the prenatal stage during a radio program at a station in Hammond, Indiana.

For More Information on This Program Contact:

Healthy East Chicago, Inc., Tel: 219-397-6864

email CRivas@eastchicago.com

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Healthy East Chicago, Inc., INDIANA, CONT'D.



- Participated as an invited guest on a cable show, produced and broadcast by Health Vision, to discuss community activities to promote *Smoke-free Homes*.
- Looped the video "Poisoning Our Children" in English and Spanish and distributed copies to *promotores* to share during education classes.
- Wrote a song, "If you're smoke-free and you know it clap your hands," and taught it to children during the recreational summer program.
- Utilized puppet "Donny Dinosaur" video that shared a story about his smoke-free cave to communicate to children the fun and importance of living in a smoke-free home.
- Created the "Monster Cigarette" mascot, a 6-foot cigarette prop made out of the cardboard tube from a roll of carpet and painted to look like a cigarette. The mascot was accompanied by visual aids that educate children about the dangers of smoking and secondhand smoke, and describe the various chemicals in cigarettes.
- Sent a letter and the "Monster Cigarette" flyer to principals of neighboring elementary and high schools offering *promotores* to conduct presentations on *Smoke-free Homes* at various school events, such as PTO meetings, open houses, fairs, and science classes.

Outreach and Education

- Offered day and evening smoking cessation classes and conducted presentations to East Chicago and Hammond casino boat patrons on the *Smoke-free Homes* Program.
- Conducted tobacco education sessions for parents attending "parent university" classes at East Chicago High School, and distributed the *Smoke-free Homes* bilingual brochure.
- Showed the "My Mom's My Hero" and the asthma "Goldfish" public service announcement videos to communicate the messages about smoke-free homes and the dangers of tobacco use and secondhand smoke as a trigger for asthma.
- Distributed *Smoke-free Homes* materials to parents at a Back to School "Jump Start" event.
- Distributed tote bags with *Smoke-free Homes* materials and the Tobacco Information Clearinghouse catalogue.
- Educated children about the importance of *Smoke-free Homes* and encouraged them to share the *Smoke-free Homes* message with their family members.
- Distributed materials and collected pledges at a community event hosted by the Boys and Girls Club of East Chicago, and at a Girl Scouts of America Jubilee of America event.
- Gave away car air fresheners with the message "Stop Smoking," stress balls, massagers, playing cards, yard sticks, pot holders, slinkies, and "bendies" for hands with smoke-free and tobacco education messages. Also offered *Smoke-free Homes* materials, including the brochures, decals, and magnets as handouts at community events.
- Used the bilingual video "My Baby is Smoking" from the Tobacco Information Clearinghouse to educate parents about the effects of secondhand smoke.
- Offered a series of four education sessions using *Smoke-free Homes* materials and the American Cancer Society *Freshstart* educational materials.

Results

- Collected 1,000 completed surveys used to assess the awareness of tobacco use and the effects of smoking in the community.
 - Collected between two and seven completed evaluation forms at each event attended.
 - Noted all requests from booth visitors for more information on tobacco use or assistance with smoking cessation.

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Healthy East Chicago, Inc., INDIANA, CONT'D.



- Reached over 1,200 adults and 2,074 children (922 directly, 1,152 indirectly through parents who shared the information with their kids) through smoking cessation and tobacco education programs and “parent university.”
 - Collected pledges from 206 adults and 758 youth.
- Distributed information and collected pledges at 62 community events.

Challenges and Lessons Learned

- Grandparents, uncles, aunts, and other senior members of Hispanic families were resistant to changing their smoking behaviors and perceived outreach activities as an attack on their lifestyle choices.
 - *Promotores* asked Hispanic children to communicate health messages and the importance of a smoke-free home with senior family members.
- Avoiding the duplication of outreach efforts, while ensuring that needs were met if there was an interest in counseling on tobacco use and prevention, was difficult.
- Participation and completion of sessions were difficult to track.
 - As an incentive and strategy for participants to complete education sessions at the hospitals, *promotores* required participants to pay \$20 at registration (\$5 for each of four classes) and reimbursed them upon completion of the program.
- Since funding limited the materials that could be created in-house, *promotores* ordered as many free materials (e.g., the “My Baby is Smoking Video”) as allowed from the Tobacco Information Clearinghouse.
- The hospital and city boards were reluctant at first to approve grant funding, but became more supportive when they learned that it was a comprehensive program for the entire community.
- Creating new activities and incorporating new messages into existing educational programs to retain the interest of children who have already participated in the programs was difficult.

Future Plans

- Secure grant funding to help support education and outreach activities on *Smoke-free Homes*.
- Continue holding education sessions at WIC centers, schools, hospitals, and the American Cancer Society.
- Distribute materials and collect pledges at community events.
- Continue to collect surveys completed by residents attending community events.
- Coordinate with *promotores* to continue conducting outreach to parents.
- Continue to conduct outreach to children and encourage them to take the pledge to communicate the importance of a smoke-free home to their family.



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Rockland County New York Health Department



- Serves nearly 306,000 people in Rockland County, New York, with approximately 16 percent smokers.
- Receives support from the Rockland County Health Department and the “Steps for a Healthier NY” grant program.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Collaborated with the “Steps for a Healthier NY” initiative based out of Albany, New York, to increase public awareness of the dangers of secondhand smoke and how it relates to the development of asthma in children.
 - The “Health Steps Youth Corps,” a group of eight high school and college students hired over the summer, promoted the *Smoke-free Home Pledge* Campaign and asthma education at many community businesses, multi-lingual fairs, festivals, and farmers’ markets.
- Worked with pediatricians’ offices in Rockland County to promote *Smoke-free Homes* information and the *Smoke-free Home Pledge* Campaign.

Communication

- Received free publicity in local newspapers through stories written about the “Healthy Steps Youth Corps” and their countywide activities.
 - An interview in the *Rockland County Times* with members of the “Healthy Steps Youth Corps” explained the initiatives they were promoting, including the *Smoke-free Home Pledge* Campaign.

Outreach and Education

- Conducted an ongoing 8-week, 10-session smoking cessation program for adults focused on behavior modification entitled “Put It Out, Rockland,” which incorporated secondhand smoke education and the *Smoke-free Home Pledge* in the later sessions of each program.
- Participated in the American Cancer Society’s *Relay for Life*, while promoting the *Smoke-free Home Pledge* Campaign and educating other participants on the dangers of secondhand smoke.
- Set up informational tables at 51 sites across the county, including town parks, pools, libraries, and senior centers.
- Developed a colorful, bilingual fact sheet based on information from EPA to attract the attention of community members in doctors’ offices, and encourage them to consider other secondhand smoke brochures and the *Smoke-free Home Pledge Kits*.
- Organized a contest for General Medical Clinic and WIC staff members to see who could collect the most *Smoke-free Home Pledges*.
 - Offered awards of up to \$25 in gift certificates to the local mall for winning contestants.

Results

- Over 2,000 community members signed the *Smoke-free Home Pledge*, including 900 during the contest.
- Over 3,000 brochures were distributed to interested community members.

For More Information on This Program Contact:

Rockland County Health Department, Tel: 845-364-2651

email ferraram@co.rockland.ny.us

Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>

Rockland County New York Health Department, Cont'd.



Challenges and Lessons Learned

- Finding the right venue to promote the *Smoke-free Homes* Program was critical to the success of the project.
 - Fairs and farmers' markets were effective locations for promoting the *Smoke-free Home Pledge* Campaign because passers-by moved more leisurely and thus were more likely to stop and consider the information.
 - Supermarkets and other places of business were less effective locations to distribute *Smoke-free Homes* information as people were focused on completing their errands.
- Using EPA incentives, such as magnets, coasters, and decals, helped draw attention and stimulate the public's interest in the program.
- The American Cancer Society's *Relay for Life* participants were a receptive audience to secondhand smoke education and *Smoke-free Home Pledge* information, since most of the attendees had a vested interest in fighting cancer.

Future Plans

- Work collaboratively with the "Steps for a Healthier NY" initiative to support the "Healthy Steps Youth Corps" summer program in future years.
- Develop programs with nurses who conduct home visits to deliver *Smoke-free Homes* information to families with asthmatic children.
- Pursue collaborations with Head Start Centers and elementary school nurses.



For More Information on This Program Contact:

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email ferraram@co.rockland.ny.us

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St. Lawrence County Tobacco-free Coalition, New York



- Serves the largest county in New York, located in a predominately rural area in the Adirondack Mountains.
 - The county has five major urban centers (Canton, Gouverneur, Massena, Ogdensburg, and Potsdam) in which 40 percent of the county's population lives.
- Serves approximately 111,930 people, 70 percent of whom are Caucasian, 15.9 percent are African American, about 5.5 percent are Asian, and less than 1 percent are Mohawk Indian.
 - According to a recent regional health assessment, 12.7 percent of respondents in St. Lawrence County allow smoking in some areas of the home, while 55.8 percent of respondents do not allow smoking anywhere in the home.
- Coordinates *Smoke-free Homes* outreach, funded by a grant from the New York State Tobacco Control Grant Program and allocated to the Coalition by the St. Lawrence County Health Department.

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Partnered with 13 car dealerships in the county to promote the smoke-free home and car messages.
 - Distributed EPA's *Smoke-free Homes* brochures, magnets, coasters, and decals.
- Worked with the Gouverneur Family Resource Center to assess awareness of secondhand smoke issues.
 - Coordinated outreach and education efforts with the Gouverneur Family Resource Center to provide parental education sessions on keeping homes smoke-free and other healthful behaviors for families.
- Worked with Canton-Potsdam Hospital's Maternity Unit to distribute packets of information to new mothers on the benefits of creating a smoke-free home and the effects of smoking on infants.
- Collaborated with the pediatric clinic in Massena to distribute *Smoke-free Homes* materials and pledge logs in the visiting room.
- Coordinated with a hospital maternity ward to include EPA's *Smoke-free Homes* and vehicle pledge kits in information packets sent home with parents of infants.

Communication

- Created original newspaper and radio ads promoting *Smoke-free Homes*.
- Created bibs with smoke-free home messages and distributed them to new mothers in the maternity and pediatric units.
- Wrote and prepared materials for family education sessions at the Gouverneur Family Resource Center.
- Prepared a survey on secondhand smoke to assess awareness among families at the Gouverneur Family Resource Center.

Outreach and Education

- Displayed a booth for the 1-year anniversary of the Clean Indoor Air New York campaign and attended the St. Lawrence County Fair and the Star Lake Health Fair for Women.
 - Handed out *Smoke-free Homes* materials, collected signatures on pledge sheets, and distributed or mailed the *Smoke-free Home Pledge Kit* to pledge takers at each event.
- Distributed *Smoke-free Homes* materials, including the *Smoke-free Homes* brochure, magnets, decals, and coasters, during a parent education night at an elementary school in the town of Massena, and collected pledges from parents.

For More Information on This Program Contact:

St. Lawrence Tobacco-free Coalition, Tel: 315-386-2325

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Or

Lou Witt, US EPA, Tel: 202-343-9051, email witt.lou@epa.gov

Visit the *Smoke-free Homes* Webpage at <http://www.epa.gov/smokefree/>



St. Lawrence County Tobacco-free Coalition, New York, Cont'd.

- Followed up with contacts that signed pledges at various outreach events to determine whether they were still upholding their pledge to keep a smoke-free home and/or car.

Results

- Collected a total of 95 pledges from visitors in 36 different zip codes at the Clean Air New York anniversary event, the St. Lawrence County fair, and the Star Lake health fair, and submitted pledge logs to EPA to process requests for the *Smoke-free Home Kit*.
- Collected 3 pledges from visitors at the Massena pediatric clinic, in addition to the 95 pledges collected at the community events.
- Contacted 33 car dealerships to distribute information on smoke-free homes and cars, 13 of which are currently participating, and three of which have requested additional materials to distribute.
- Prepared 50 packets of information on secondhand smoke for new mothers at the Canton-Potsdam Maternity Unit.

Challenges and Lessons Learned

- Conducting outreach in medical communities and encouraging them to distribute materials has been difficult.
- Coordinating with physicians in the children's corner and pediatric unit at the hospital by providing prepaid envelopes to send requests for additional resources and collecting pledges on-site has been effective.
- Partnering with car dealerships has been very effective, and efforts to communicate information on smoke-free cars have been well received.

Future Plans

- Coordinate education sessions with staff at the Gouverneur Family Resource Center with seven to nine families per session, to provide information on smoke-free homes and other healthful behaviors.
- Expand outreach efforts with car dealerships and provide additional materials as requested.
- Continue distributing *Smoke-free Homes* materials at community events.
- Disseminate the *Smoke-free Homes* message to physicians and clinicians in the medical community.
- Continue working with the hospital currently distributing *Smoke-free Homes* and vehicle materials to infants and parents, and encourage the four other hospitals in the county to partner with the coalition to distribute *Smoke-free Homes* materials.
- Follow up with contacts that signed the pledge.

For More Information on This Program Contact:

St. Lawrence Tobacco-free Coalition, Tel: 315-386-2325

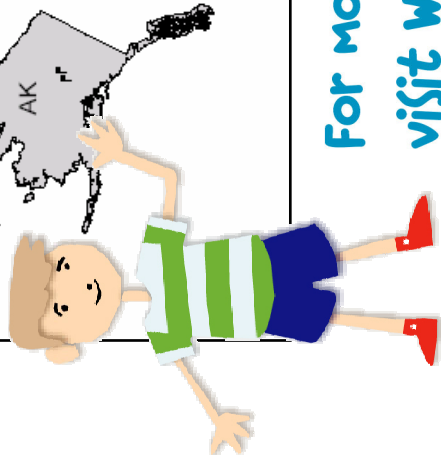
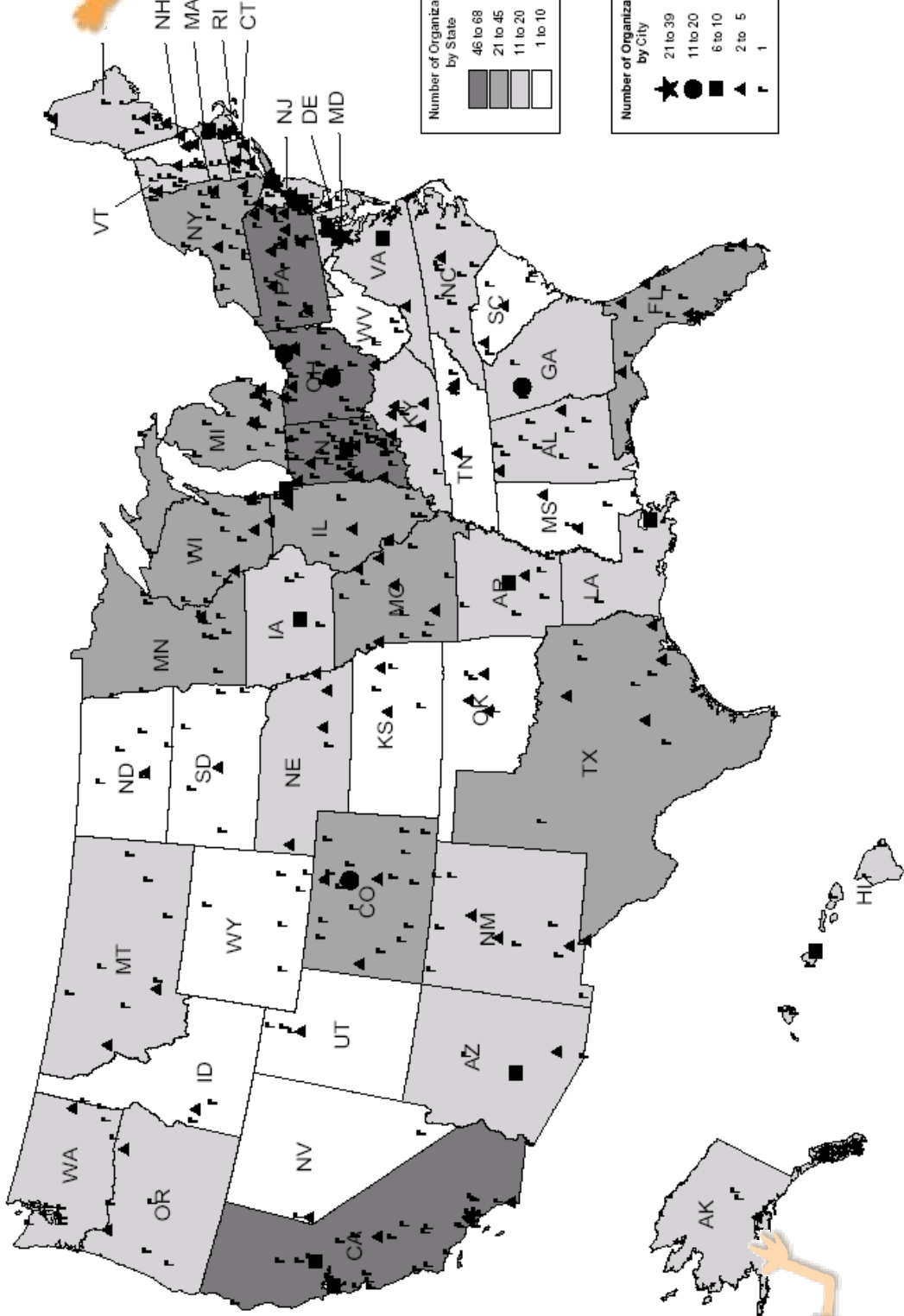
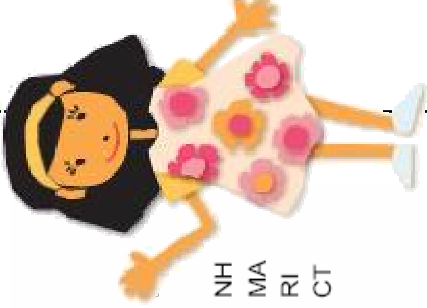
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Smoke-free Homes Outreach



For more information & resources on the Smoke-free Homes Program visit www.epa.gov/smokefree