

# Local Programs Promoting



# Smoke-free Homes



Smoke-Free Homes Program  
Programa de Hogares Libres de Humo

## Local Programs

# Promoting

## Smoke-free Homes



# Introduction

### ***Even if you only do a little, your efforts mean a lot!***

Every day, across the nation, the health of millions of children is endangered by exposure to secondhand smoke. Consequently, children (particularly those under six years old) suffer needlessly from increased wheezing and coughing, more frequent ear infections and cases of bronchitis and pneumonia, and more frequent and severe asthma attacks. The National Cancer Institute reports that there are links between secondhand smoke exposure and Sudden Infant Death Syndrome (SIDS), new cases of childhood asthma, and behavioral and cognitive problems in children.

EPA's *Smoke-free Homes Initiative* promotes public awareness of the health risks in order to reduce children's exposure to secondhand smoke. The message is clear: "Until you can quit, go outside for your kids." State and local governments, community groups, tobacco coalitions, local and national non-profit organizations and many others work with EPA to share the *Smoke-free Homes* message with the public. These groups vary in many ways; size, mission, resources, and location, but they share the goal of protecting children's health.

*Local Programs Promoting Smoke-free Homes* provides brief descriptions of seven diverse programs. In concise, easy to read sections—*Program Activities & Results*, *Lessons Learned*, and *Future Plans*— we present the programs and discuss what each of the organizations did and how they did it. What kinds of activities and events did local organizations undertake? How did they choose their target audience? What kinds of materials did they use to attract and educate their audience and where did they get those materials? What will they do differently in the future? The program descriptions are intentionally brief to make them easy to read, but the programs profiled worked hard to accomplish more than is reflected in these short descriptions.

The program descriptions that follow provide examples of what has worked in communities from Colorado to Massachusetts. We hope that as you read about other communities' programs, you will recognize ideas that might work in your community.



To work with EPA on the *Smoke-free Homes Campaign* 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. Also, visit the *Smoke-free Homes* Web page at <http://www.epa.gov/smokefree/>.



## American Lung Association of Mississippi (ALAM), South Mississippi Region

- Serves a 9 county region in southern Mississippi with an estimated population of 440,000
- Supports advocacy and outreach efforts to prevent lung disease and promote lung health
- Provides education programs on tobacco use and asthma management to adults and teenagers
- Provides outreach to Hispanic and Asian populations on the Mississippi coast
- Received financial support from the national American Lung Association in August 2002 to provide public education on secondhand smoke

### Program Activities and Results Promoting Smoke-free Homes

#### Outreach to the Public

- Conducted outreach on the *Smoke-free Homes Pledge Campaign* at 13 school health fairs
- Presented the *Smoke-free Homes Pledge* at the Mississippi Nurses Association and Department of Health events
  - Staffed a booth and displayed Pledge cards, Pledge Kits and free giveaways
  - Displayed Spanish language brochures on asthma
  - Displayed a model that showed how secondhand smoke affects the lungs
- Distributed *Smoke-free Homes Pledge* materials to churches and community groups
- Sent a *Smoke-free Homes Pledge* card and a letter from the school nurse to 1,000 parents encouraging them to make their homes smoke-free
- Distributed *Smoke-free Homes Pledge Campaign* posters to 9 county health departments
- Conducted telephone campaigns to promote the *Smoke-free Homes Pledge*
- Staffed a pledge booth at the 1<sup>st</sup> Annual Mississippi Gulf Coast Minority Health Fair that attracted over 1,000 people
- Conducted educational programs on tobacco and asthma at 13 schools that reached more than 7,000 children in grades K-6
- Promoted the *Smoke-free Homes Pledge Campaign* at corporate wellness programs
- Delivered presentations on the *Smoke-free Homes Pledge Program* to local air force base personnel
- Delivered a presentation at the state Association of School Health on secondhand smoke and children's health
- Publicized the *Smoke-free Homes Pledge* and secondhand smoke messages on local radio and television stations
- Collected approximately 1,000 *Smoke-free Homes Pledges* at health fairs
- Distributed 6,000 *Smoke-free Homes Pledge* cards for local organizations to distribute to their clients and visitors
- Provided education and *Smoke-free Homes Pledge* materials to over 500 people at the minority health fair
- Reached over 7,000 children in grades K-6 through school presentations on tobacco and asthma
- Distributed 15,000 pledge cards to schools, local businesses, and churches

#### Future Plans

- Continue using the *Smoke-free Homes Pledge* as an outreach tool at pledge booths and during presentations

### For More Information on This Program Contact:

American Lung Association of Mississippi (ALAM), Tel: 601-206-5810

Or

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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

# The Attleboro Tobacco Control Program (ATCP)

- Located in manufacturing city in southeastern Massachusetts with an estimated population of 42,000
- Awarded a grant provided by EPA Region I to implement the *Smoke-free Homes Pledge Campaign*

## Program Activities and Results Promoting *Smoke-free Homes*

### Outreach to Schools

- Partnered with the local Drug Abuse Resistance Education (DARE) program
  - Reached over 450 students through the DARE program
- Visited 400 4<sup>th</sup> and 5<sup>th</sup> graders, distributed *Smoke-free Homes Pledge* materials, and encouraged students to share the *Smoke-free Homes Pledge Kits* with their parents
  - Collected 125 *Smoke-free Homes Pledges* from parents
- Coordinated a school-based peer education program with 6 peer educators who talked to students about secondhand smoke and children's health

### Poster Contest and Public Outreach

- Promoted a citywide poster contest for elementary and middle school students
  - Published advertisements in the local newspaper promoting the competition
  - Received 325 submissions for the poster contest and displayed 40 posters in the final competition
  - Distributed a press release one week before the poster competition
- Produced and published 2 public service announcements (PSAs) in the local newspaper on secondhand smoke and children's health
- Produced 2 television commercials on secondhand smoke and children's health
- Designed a Web site with a kid's page listing frequently asked questions on smoking
- Sent mailing to 50 local daycare providers, asthma and allergy doctors, pediatricians and general practitioners
- Attracted 150 people, including local and state dignitaries, to the poster competition
- Approximately 725 families, doctors, pediatricians and day care providers took the Pledge
- Distributed information and talked with over 500 children and families about smoke-free homes
- Shared information on secondhand smoke with 150 people at the Council on Aging
- Created "How To" implement *Smoke-free Homes* slide presentation

## Challenges and Lessons Learned

- Difficult to convince the public about the danger of secondhand smoke to children
  - Coordinated communications efforts with established and trusted community organizations
  - Developed a clear strategy to communicate the health effects of secondhand smoke exposure

## Future Plans

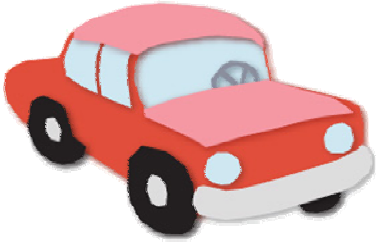
- State funding for the ATCP was cut in 2003 due to budget constraints, but the Executive Director plans to continue outreach in schools and at local community events
- Work with middle school students to develop PSAs on how children feel when exposed to secondhand smoke
- Track asthma rates of children with parents who smoke in their homes
- Encourage doctors' offices and day care centers to display *Smoke-free Homes Pledge* materials in their waiting rooms and entryways
- Offer parents and care takers access to tobacco treatment programs



**For More Information on This Program Contact:**

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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



## American Lung Association of Pennsylvania

- Serves a 5 county region with an estimated population of 250,000
- Primary contractor for Pennsylvania Department of Health's tobacco control programs
- Provides community education, including tobacco prevention and cessation programs, asthma education programs, and environmental air quality programs
- Runs an asthma camp and call center to support and educate individuals and families living with lung disease

### **Program Activities and Results Promoting *Smoke-free Homes***

#### **Outreach to the Public**

- Worked on a local media outreach campaign to promote the *Smoke-free Homes Pledge*
- Staffed *Smoke-free Homes Pledge* booth at children's health fair
  - Displayed EPA's *Smoke-free Homes Program* brochure, Pledge card, and poster
  - Provided a revised Pledge card for people who didn't want to receive the *Smoke-free Homes Pledge Kit* after pledging
  - Displayed and gave away coloring books, children's bibs, T-shirts, bookmarks, and other secondhand smoke and children materials to attract booth traffic
  - Encouraged parents to keep homes and cars smoke-free
  - Discussed health effects of exposure to secondhand smoke and links between exposure and asthma with visitors to the booth
  - Received 54 *Smoke-free Homes Pledges* at the children's health fair, and requests for 44 Pledge Kits

#### **Outreach to Expectant Mothers**

- Promoted the *Smoke-free Homes Pledge* at 5 local maternity wards and provided educational materials to Women, Infants and Children (WIC) clinics, Planned Parenthood and family planning centers
- Distributed 1,000 *Smoke-free Homes Pledge* cards to expectant mothers at a variety of sites, including WIC, Planned Parenthood, maternity wards, and a local high school
- Worked with a local high school's counseling service to educate teen mothers about the dangers of secondhand smoke
- Assembled goodie bags that included educational materials, the *Smoke-free Homes Pledge* brochure, and giveaways, such as an infant pajama set to distribute at educational events
  - Items in the goodie bags (T-shirts, bookmarks, pajamas, etc.) showcased several anti-tobacco messages, including a picture of a dinosaur with the message "Don't be a Smoke-a-Saurus"
  - Educational materials focused on health effects to children from exposure to secondhand smoke, particularly the effects on infants

#### **Future Plans**

- Continue outreach to expectant mothers
- Promote the *Smoke-free Homes Pledge* at health fairs
- Begin work with children and youth agency to educate parents about the dangers and health risks of secondhand smoke
- Continue to work with the North Central Asthma Alliance on media outreach

### **For More Information on This Program Contact:**

American Lung Association of Pennsylvania, Tel: 570-648-2055

Or

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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

# Alliance for Health Promotion



- Serves Indianapolis' 781,870 residents
- A partnership of organizations—private business, health care, government—that support healthy living initiatives and public health education
- Supports secondhand smoke awareness, education, and community advocacy efforts to promote smoke-free homes, restaurants, and workplaces
- Received financial support from the Marion County Health Department, individual and community donors

## Program Activities and Results Promoting *Smoke-free Homes*

### Outreach to the Public

- Solicited grant applications from anti-tobacco organizations
  - Established criteria for grant eligibility, including commitment to protect children from exposure to secondhand smoke
  - Funded various projects to protect youth from secondhand smoke exposure
- Helped to organize a one-day prayer breakfast with the Campaign for Tobacco-free Kids to mobilize secondhand smoke activities in the African-American, Muslim and Hispanic communities
- Incorporated environmental tobacco smoke (ETS) education and anti-tobacco advocacy skills into grant-writing workshops at a resource center for neighborhood organizations
- Distributed *Smoke-free Homes Pledge Campaign* materials at workshops
  - Collected 46 Pledges
- Staffed booth at 8 health fairs and provided free stickers, pencils and posters to attract booth traffic
- Published a Web site, [www.smokefreeindy.com](http://www.smokefreeindy.com)
  - Contains information on smoke-free indoor environments, local smoking and secondhand smoke statistics, upcoming smoke-free events, and links to additional secondhand smoke information
  - Provides information about local smoke-free legislation and suggestions for how residents can contact local politicians
- Approved grant funding for 8 organizations in FY '02 and '03
- Provided training on the health effects of secondhand smoke exposure to approximately 40 people at a resource center for neighborhood organizations representing parents and community health advocates

### Challenges and Lessons Learned

- Many non-smokers did not understand the importance of the Pledge
  - Explained that children need to be protected from secondhand smoke everywhere they spend time and taking the Pledge indicates a commitment to protect them
- Targeting outreach to diverse communities was challenging
  - Provided information on the Pledge Program at all-faith prayer breakfast

### Future Plans

- Continue to solicit applications and award mini-grants
- Attend local health fairs and community meetings to promote the *Smoke-free Homes Pledge*



**For More Information on This Program Contact:**

Alliance for Health Promotion, Tel: 317-278-0778

Or

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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

# Tobacco Education and Prevention Partnership (TEPP), Otero and Crowley Counties, Colorado

- Serves a sparsely populated, rural area with an estimated population of 26,000
- Currently, 43.6% of adults in Crowley County and 36.3% of adults in Otero County smoke
- Received funding from Colorado's Tobacco Education and Prevention Partnership (STEPP)

## Program Activities and Results Promoting *Smoke-free Homes*

### Outreach to the Public

- Conducted presentations on secondhand smoke and distributed handouts on the *Smoke-free Homes Pledge* to childcare community
  - Presented at 3 child development centers, 2 day care centers, and one Boys and Girls Club to community's youth
- Posted *Smoke-free Homes Pledge* brochures and Kits on bulletin boards at 3 county health department offices
- Played EPA's "Poisoning our Children: The Perils of Secondhand Smoke" video as well as distributed secondhand smoke literature at 3 inoculation clinics over a 3 month period
- Staffed a booth at the "Great American Smoke-out" and distributed *Smoke-free Homes Pledge* materials
  - Collected 20 Pledges
- Staffed a booth at a Red Cross bike race
- Attended Child Development Services' events and shared information on the *Smoke-free Homes Pledge*
- Posted announcements for *Smoke-free Homes Pledge* events in TEPP newsletter, partner organizations' newsletters, and local newspapers
- Attended community meetings to promote knowledge of the health risks to children from secondhand smoke
- Used free radio air time to publicize upcoming events and solicit donations and volunteers
- Collected 28 Pledges at a training event for childcare providers
- Distributed 179 brochures and distributed 31 table tents that described the dangers of secondhand smoke
- Wrote 2 articles on *Smoke-free Homes* for the TEPP newsletter
- Obtained an ad about *Smoke-free Homes* in one real estate journal

### Challenges and Lessons Learned

- The rural community's perception that tobacco issues are not a priority presented a challenge
  - Used a "soft," non-confrontational approach to talk about secondhand smoke and children's health instead of more traditional targeted anti-tobacco messages
  - Distributed *Smoke-free Homes Pledge Campaign* materials to promote awareness of children's health issues instead of traditional anti-tobacco materials
- Budget restrictions

### Future Plans

- Continue to utilize ideas and activities within the EPA's Community Action Kit "Protecting Children from Exposure to Secondhand Smoke"



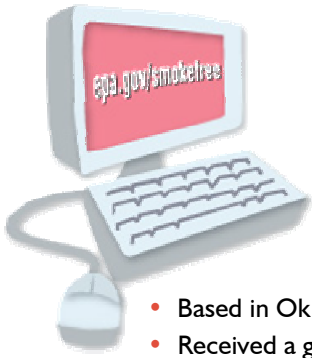
**For More Information on This Program Contact:**

Tobacco Education and Prevention Partnership (TEPP), Tel: 719-383-3055

Or

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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



# American Lung Association of Oklahoma

- Based in Oklahoma City; serves an estimated population of 500,000
- Received a grant from national American Lung Association office for outreach on secondhand smoke

## Program Activities and Results Promoting *Smoke-free Homes*

### Outreach to the Public

- Promoted awareness of secondhand smoke issues using radio, print, television, and Internet
  - Broadcast information on a radio station that targets African-Americans
  - Submitted advertisements and PSAs to local and statewide newspapers
  - Posted the *Smoke-free Homes Pledge* link on the ALA Web site
  - Worked with local television stations to secure live coverage of promotional events
- Participated in local health fairs as well as “Our Kid’s World Family Fun Fest” to gather Pledges
  - Collected 325 *Smoke-free Homes Pledges*
- Conducted asthma screenings and distributed information on secondhand smoke to children with asthma
- Trained 18 teenage volunteers to talk about the *Smoke-free Homes Pledge*
- Worked with a local company to host an employee health fair
- Created a life size, teddy bear dressed as a doctor to serve as a *Smoke-free Homes Pledge Campaign* mascot
- Displayed bear at pledge booth to draw children’s attention
- Distributed posters and photos of the bear wearing *Smoke-free Homes Pledge* messages to media
- Collected 307 *Smoke-free Homes Pledges* at various health fairs
- Collected 44 Web site and 6 phone *Smoke-free Homes Pledges*
- Conducted 4 call-in and pre-recorded radio interviews
- Printed announcements and PSAs in 6 newspapers and placed one ad in a family magazine
- Conducted 7 asthma screenings
- 6 television stations, 6 radio-broadcasting companies (covering 17 radio stations), 12 newspapers printed secondhand smoke messages featuring the teddy bear mascot
- 9 radio stations promoted EPA’s *Smoke-free Homes Pledge Campaign*

### Challenges and Lessons Learned

- Difficult to coordinate with agencies involved in related anti-tobacco issues
- Lost television coverage at a recent health fair to other more high-profile events
  - Improved communication and coordination with other agencies in order to maximize publicity
- Communicating *Smoke-free Homes Pledge* message to the Spanish-speaking community was a challenge
  - Recruited Spanish-speaking volunteer to communicate the Pledge message

### Future Plans

- Continue to conduct asthma screenings and promote the benefits of smoke-free homes
- Continue to gather Pledges at public events and health fairs

## For More Information on This Program Contact:

American Lung Association of Oklahoma, Tel: 918-747-3441

Or

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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



# Missouri Tobacco Use Prevention Program

- Serves a 17-county, sparsely populated, rural area in northeast Missouri with an estimated population of 200,000
- 27% of Missouri adults smoke and an estimated 352,000 children are exposed to smoke in their homes
- Funded by a CDC grant administered by the Missouri Department of Health and Senior Services

## Program Activities and Results Promoting *Smoke-free Homes*

### Outreach to the Public

- Provided training for Women, Infants and Children (WIC) health educators and session leaders on secondhand smoke issues—used EPA’s “Community Action Kit” in training workshops
  - Conducted pre- and post-tests to assess health educators’ knowledge of secondhand smoke issues
  - Debriefed educators after each WIC-training to evaluate the program and its successes
- Delivered sessions on secondhand smoke for WIC and Maternal & Child Health clients
  - Showed the video “Please Don’t Smoke Around Me” produced by the Tobacco Education Clearinghouse of California
  - WIC clients completed pre- and post- tests to assess increase in knowledge of tobacco-related issues
  - WIC educators followed-up with people who pledged to keep their homes, rental units, and/or cars smoke-free to help them keep their commitments
- Worked with the Southeast Regional Resource Specialist to encourage training across the state
- Conducted education sessions for WIC and Maternal & Child Health clients in 20 counties
- Collected 214 *Smoke-free Homes Pledges* and 60 pledges for smoke-free rental units and/or cars

### Challenges and Lessons Learned

- Encouraging WIC clients to attend the sessions was a challenge
  - Used the video “Please Don’t Smoke Around Me” because it emphasizes children’s health issues rather than tobacco cessation, which was a more difficult subject for some clients
  - Asked WIC educators who knew clients first-hand to run the sessions
  - Coordinated in-house sessions to offer WIC clients a comfortable and familiar environment
  - Sent thank you notes signed by health educators to commend those who took the Pledge
  - Posted a list of Pledge-takers in the WIC visitors’ area to encourage public recognition
- Making the WIC clients feel comfortable about providing personal information was a challenge
  - Revised tests to make questions less aggressive and offered option to remain anonymous
- Budget limitations
  - WIC provided free training
  - Provided free *Smoke-free Homes Pledge* materials and giveaways, such as EPA’s posters and magnets
- Limited time to spend with clients who often circulated to other WIC clinics
  - Provided routine programming and follow-up with attendees soon after the initial session

### Future Plans

- Further develop program and broaden implementation after moving from the Southwest Missouri State University to the Missouri Department of Health and Senior Services



**For More Information on This Program Contact:**

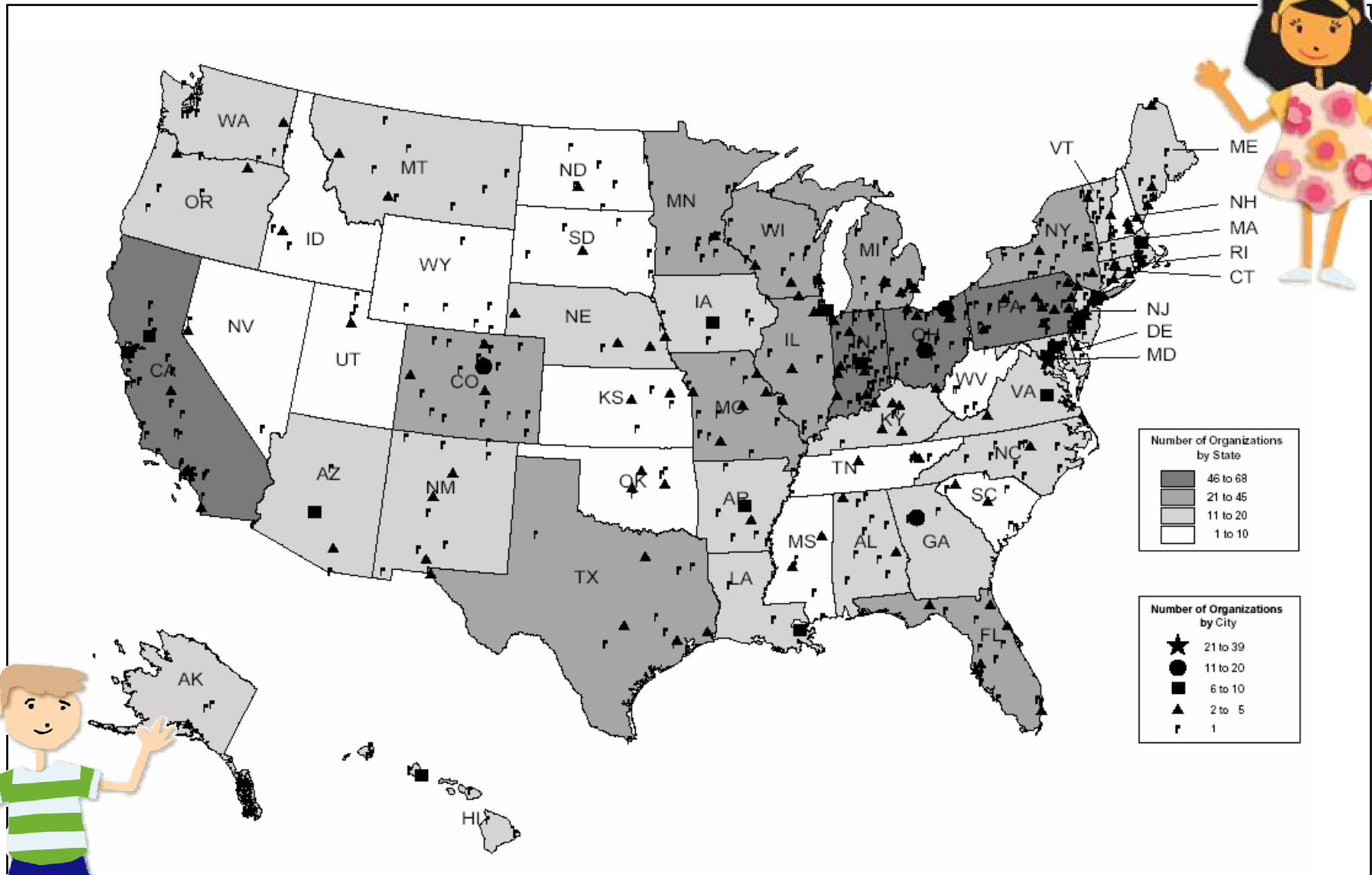
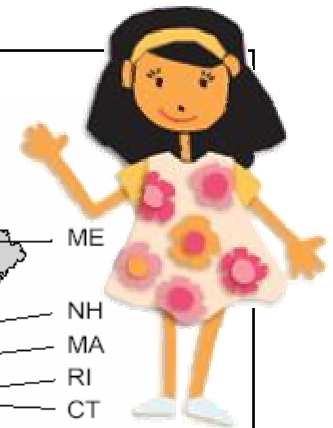
Missouri Tobacco Use Prevention Program, Tel: 660-385-3125

Or

Lou Witt, US EPA, Tel. 202-343-9051, email [witt.lou@epa.gov](mailto:witt.lou@epa.gov)

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

# Smoke-free Homes Outreach



For more info and resources on the Smoke-free Homes Program visit [www.epa.gov/smokefree](http://www.epa.gov/smokefree)