

Local Programs Promoting



VOLUME 2



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*, with the message, “Until you can quit, go outside for your kids,” promotes public awareness of the detrimental health effects to children of exposure to secondhand smoke. The goal of the program is a 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. While these groups vary in many ways; size, scope, resources, and location, they share the same goal and exhibit a similar commitment.

As in the initial volume, Volume 2 of *Local Programs Promoting Smoke-free Homes* continues to provide brief descriptions of nine different and diverse programs. In 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 did they do it? What materials were used? What are they going to do next? What were their challenges? What results did they get? These are the key questions of program development and implementation.

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

The brevity of each description is not meant as a reflection of the substantial commitment the programs made to protect children from secondhand smoke.

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* Webpage at <http://www.epa.gov/smokefree/>.

Boulder County Colorado Health Department Tobacco Education and Prevention Partnership (TEPP)

- Serves almost 300,000 residents
- Received a grant from EPA Region 5 in January 2004 to continue implementing the *Smoke-free Homes Program*

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Collaborated with five community programs: the Community Infant Project (CIP); Women, Infants, and Children (WIC) clinics; the Environmental Health Radon Program; "Genesis" (teen pregnancy program); "Bright Beginnings" (educational program for new parents); and physicians (provide continuing medical education (CME) credit classes) to educate the public about secondhand smoke and the *Smoke-free Home Pledge Campaign*

Communications

- Produced an article and print advertisements on the *Smoke-free Home Pledge Campaign* and placed them in parenting publications, the local newspaper, and a newsletter that reaches child care centers
- Provided faith communities with an abbreviated version of the article for inclusion in their community bulletins

Outreach and Education

- Designed a display board with posters, magnets, and brochures to promote the *Smoke-free Home Pledge* and set up the display at five community events during 2003
- Distributed magnets and brochures to 23 child care centers, 10 pediatric clinics, 46 faith-based communities, and at 2 car-seat safety check events
- Conducted training sessions for WIC, CIP, Genesis, and child care staff on the *Smoke-free Home Pledge Campaign* and effective communication with parents and caregivers
- Provided *Smoke-free Home Pledge* brochures and the American Academy of Otolaryngology's "Poisoning Our Children" videos (available through EPA in English and Spanish) to child care centers
- Provided informational materials on secondhand smoke and the *Smoke-free Home Pledge* brochure for use by the county radon program and to local physicians
- Conducted child-care training for staff and parents and provided child care centers with a sample education policy, including strategies for communicating the *Smoke-free Home Pledge Campaign* message to parents and caregivers

Results

- Collected more than 181 *Smoke-free Home Pledges* at community events
- Distributed 4,000 *Smoke-free Home Pledge* brochures through community partners
- Provided assistance to 10 child care centers that implemented the educational policy to communicate the *Smoke-free Homes* message to parents and caregivers

Challenges and Lessons Learned

- Scarcity of Spanish-language secondhand smoke materials limited effective outreach to Hispanic population

Future Plans

- Continue outreach to child care centers, WIC offices, pediatric clinics, obstetrician offices, and clinics in local hospitals to increase education to pregnant women
- Integrate the *Smoke-free Home Pledge Campaign* into low income housing education efforts
- Provide sample educational policy plans to additional child care centers and offer training to child health care program liaisons with community partner organizations

For More Information on This Program Contact:

Boulder County Health Department, Tel: 303-413-7540

<http://www.co.boulder.co.us/health/enviro/indoorair.htm>

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/>

Carbon-Monroe-Pike Counties Pennsylvania Drug and Alcohol Commission, Inc.

- Serves Carbon, Monroe, and Pike counties in Pennsylvania
- Supported by the Single County Authority (SCA), established to provide administration, planning, and coordination of drug and alcohol services for Carbon, Monroe, and Pike counties
- Primary contractors for the Pennsylvania Department of Health
- Provides drug and alcohol outpatient services
- Performs compliance checks on businesses to stop sale of tobacco to minors and to ensure compliance with other tobacco retail regulations

Program Activities Promoting *Smoke-free Homes*

Collaboration

- Collaborated with the Latino-American Alliance of Northeastern PA, East Stroudsburg University, and Penn State Cooperative Extension to reach minority groups

Communications

- Ran advertisement for three months on a series of billboards with the secondhand smoke message "I love you Mom, but not your smoke, so let's take it outside"
- Conducted a radio interview for the Great American Smoke-Out that focused on the *Smoke-free Home Pledge Campaign* and smoking cessation
- Created two slides with secondhand smoke and the dangers of smoking message with the Monroe County "BUSTED" teen anti-tobacco group that were shown in theaters before movies

Outreach and Education

- Developed and performed half-hour long puppet shows for kindergarten and pre-school audiences that discussed dangers of cigarettes and secondhand smoke
- Provided children with packet that included a coloring book, crayons, the *Smoke-free Home Pledge* card, and information for parents about secondhand smoke and the Pledge
- Set up booths at health fairs and expos on the dangers of secondhand smoke and smoking, and had *Smoke-free Home Pledge* cards available
- Spoke to people about the dangers of secondhand smoke to their children and the importance of keeping homes and cars smoke-free at the Carbon County Health Fair, Weatherly School District health and safety fair, two senior citizen health fairs, an Aventis (drug manufacturer) health and safety fair, and the Stroudsburg Mall Community Day event
- Developed the "Wheel of Misfortune," an educational tool for elementary school children that asks questions about the dangers of smoking and secondhand smoke (e.g., what is secondhand smoke, name a chemical in cigarettes, etc.)

Results

- Attended approximately 15 health fairs and events in 2003
- Reached about 1,000 students and families with the educational puppet shows

Challenges and Lessons Learned

- Difficult to reach the Hispanic population because of a lack of Spanish-language materials

Future Plans

- Expand current activities and promote smoke-free restaurants and work sites



For More Information on This Program Contact:

Drug and Alcohol Commission, Inc., Tel: 570-421-190 ext. 3742

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/>



Hernando County Florida Health Department

- Located on the central west coast of Florida with a population of 135,000
- One of the top three counties in the state for smoking-attributable deaths, based on 1997-1999 averages
- Estimated 21% of residents smoke
- Approximately 81.4% of Hernando high school students are exposed to secondhand smoke
- Received a four-year block grant awarded to the state from the Centers for Disease Control and Prevention (CDC) for health programs addressing policy and environmental changes in tobacco use
- Goal to reduce by 3% the number of children 19 and under in Hernando County who are exposed to secondhand smoke in the home by June 2006

Program Activities Promoting *Smoke-free Homes*

Communications

- Published a "Protect Our Youth" advertisement on secondhand smoke, including the local health department telephone number for questions and the toll-free FL smoking quit line, in a local daily newspaper one day of the week for seven weeks, reaching approximately 17,000 residents
- Produced a 30-minute educational program on secondhand smoke and the *Smoke-free Home Pledge* that aired regularly on the government cable station health program "Healthy Hernando"
- Program included a small segment shown from the American Academy of Otolaryngology's "Poisoning Our Children" video included in EPA's "Secondhand Smoke Community Action Kit" and an interview with the Students Working Against Tobacco (SWAT) program coordinator sharing local statistics on secondhand smoke and smoking
- Speaker and the program host took the Pledge on air and encouraged viewers to log on to the EPA Webpage to take the Pledge (<http://www.epa.gov/smokefree/pledge/>)

Outreach and Education

- Distributed posters, bookmarks, and cartoon type brochures on secondhand smoke during "Red Ribbon Week," an annual awareness Campaign for substance and drug abuse, to all students attending two local elementary schools
- Coordinated a *Smoke-free Home Pledge* activity with the guidance counselor and physical education teacher at a local elementary school
- Distributed a mini *Smoke-free Home Pledge* card to 800 students to take home to their parents
- Asked parents to sign the Pledge card and have their child return the signed card to school to receive the *Smoke-free Home Pledge Kit*

Public Outreach

- Mailed 5,000 health surveys to randomly selected households to collect health information, including whether children under the age of 20 lived in the household and if smoking was allowed in the home
- Received about 1,500 surveys
- Set up a Pledge table and promoted the *Smoke-free Home Pledge Campaign* at four health fairs
- Collected Pledges on-site and provided *Smoke-free Home Pledge Kits*
- Tracked Pledges through a sign-in sheet that provided names and zip codes of Pledge-takers

For More Information on This Program Contact:

Heart Healthy Hernando Program Coordinator, Tel: 352-754-4067 ext. 149

email: HernandoCHD@doh.state.fl.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/>

Hernando County Florida Health Department CONT'd.

- Partnered with the youth organization, SWAT, to attract attention to the *Smoke-free Home Pledge* table at health fairs and community events
- Distributed free giveaways, including pins, key chains, and other promotional items to attract visitors to the booth
- Conducted education sessions on the *Smoke-free Home Pledge Campaign* for local community groups, such as Take off Pounds Sensibly (TOPS) group and during new employee orientation and staff training at local health department
- Displayed anti-tobacco posters at county recreation parks and at a skate board park, including posters communicating the health risks of exposure to secondhand smoke and to "Be Smoke-Free"
- Conducted seven two-hour educational interactive sessions on secondhand smoke and tobacco at three summer youth camps, reaching approximately 350 children, 5-14 years of age
- Provided educational materials on the *Smoke-free Home Pledge Campaign* and secondhand smoke to children to share with their parents
- Conducted a poster and flying disk design contest for the children attending local county summer day camps; students included messages about secondhand smoke in their designs
- Distributed laminated, mini tobacco-free Pledge cards to children attending the county summer day camps
- Youth at the summer camps organized and performed a mini puppet show on the hazards of tobacco and secondhand smoke
- Youth designed posters communicating the secondhand smoke and *Smoke-free Home Pledge* messages to create a graffiti wall in the schools where the camps were held

Results

- Collected 492 *Smoke-free Home Pledges* from one elementary school event during Red Ribbon Week
- Provided education and collected almost 200 *Smoke-free Home Pledges* at health fairs and community groups

Challenges and Lessons Learned

- Difficult to track Pledges submitted through the Web site, even though the Web site provides easy access for everyone to take the *Smoke-free Home Pledge*
- Process of distributing preliminary information on the *Smoke-free Home Pledge* to youth and parents and then distributing Pledge Kits to students who returned Pledges from their parents was cumbersome but necessary
- Emphasize to partners the importance of using zip codes to track the number of Pledges received
- Individuals like to receive something in recognition of taking the Pledge

Future Plans

- Promote the *Smoke-free Home Pledge Campaign* during parent teacher organization and association meetings
- Target another school to continue the *Smoke-free Home Pledge Campaign* during next year's "Red Ribbon Week"
- Continue to gather Pledges at public events and health fairs
- Promote the *Smoke-free Home Pledge Campaign* at local maternity wards, physician offices, and Women, Infants, and Children (WIC) offices
- Distribute educational materials through the Healthy Start program for new mothers
- Promote the *Smoke-free Home Pledge Campaign* and smoking cessation classes on the health department's Web site
- Produce a public service announcement (PSA) to air on the county's local cable television station

For More Information on This Program Contact:

Heart Healthy Hernando Program Coordinator, Tel: 352-754-4067 ext. 149

email: HernandoCHD@doh.state.fl.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/>

West Virginia Division of Tobacco Prevention

- WV has 10 regional tobacco prevention coordinators who monitor related activities in the communities
- Approximately 12,000 - 14,000 pregnant women in West Virginia are at high risk (income below \$25,000 per year)
- 38% of women of child bearing age (18 - 44) smoke
- West Virginia leads the nation in smoking rates among pregnant women (26%)
- 44% of homes where there are children under 18 years old do not prohibit smoking in the home
- Program began in 1999-2000 as a pilot project with a two-year grant from the EPA

Program Activities Promoting *Smoke-free Homes*

Collaborations

- Contracts with the American Lung Association of West Virginia on programs addressing topics such as youth cessation, Teens Against Tobacco Use (TATU), and Clean Indoor Air (CIA)
- Involved the Wellness Council of West Virginia in consulting with businesses to develop smoke-free workplace policies, implement tobacco cessation programs, and provide information on secondhand smoke and the *Smoke-free Home Pledge* for employees and their families
- Provided information and training to 140 counselors in the county health departments' Right from the Start Program to provide counseling to Medicaid-eligible pregnant women about smoking cessation and secondhand smoke exposure for infants and children
- Collaborated on issues relating to smoke-free places with the West Virginia Asthma Education Program to involve the network of families and physicians of asthmatics

Communications

- Shared the database with the American Lung Association of West Virginia to distribute information and/or updates on issues pertinent to smoking and tobacco use (people signing Pledges were given the opportunity to be removed from the database if they didn't want to receive updates)
- Youth empowerment program designed a "smoke-free" sticker that appeals more to young people

Results

- Developed a database that currently has 1,500 listings of people who took the *Smoke-free Home Pledge*
- Received three national awards for reaching clean indoor air goals. Currently 49 of 55 counties in the state have regulations requiring smoke-free public places and workplaces
- Generated significant media coverage about CIA and smoke-free places due to aggressive programs to implement CIA regulations. A December 2003 WV Supreme Court decision that upheld county board of health authority to enact these measures has increased community awareness of CIA issues

Challenges and Lessons Learned

- Difficult to track who registers with EPA's toll-free number after receiving materials
- Overcame the challenge by having people sign the *Smoke-free Home Pledge* at the booth and forwarding information to EPA to process mailings of Pledge kits
- Staff or volunteers for health fairs and community events must be friendly and creative to attract interest in the booth and effectively communicate the message of secondhand smoke to secure Pledges

Future Plans

- Set a goal for each of the state's 10 regional coordinators to collect 500 *Smoke-Free Home Pledges*, to reach 5,000 more families during FY2004 and continue this goal for FY2005
- Continue to implement the *Smoke-free Homes Campaign* and build coalitions throughout the state

For More Information on This Program Contact:

Clean Indoor Air Program Manager, Tel: 304-558-0888

Email: garlandholley@wvdhhr.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/>

Rice County Minnesota Public Health Nursing Service

- Rice County is a semi-rural area, south of the Minneapolis and St. Paul metropolitan area, with an estimated population of 57,000
- Significant Spanish speaking population with smaller populations from Somalia and Sudan
- Funded, in part, by a one-year Indoor Air Quality (IAQ) Model County mini grant awarded to Rice County in February 2003 by the National Association of Counties (NACo)
- Additional funding received to participate in NACo's *Smoke-free Home Pledge* County Challenge incorporating resources from EPA's *Smoke-free Home Pledge Campaign*

Program Activities Promoting *Smoke-free Homes*

Outreach and Education

- Met with staff from Rice County's Women, Infants, and Children (WIC) office to discuss current approaches to working with pregnant women who smoke
- Provided WIC staff with educational materials on the dangers of secondhand smoke, asthma triggers, and smoking cessation, and helped them select materials that could easily be incorporated into activities with current WIC clients
- WIC staff selected the publication from the U.S. Department of Health and Human Services' *Smoke-free Families* program, "You Can Quit Smoking: Good Things Happen as Soon as You Quit"
- Spoke with WIC clients about secondhand smoke and the *Smoke-free Homes Program* and encouraged them to take the *Smoke-free Home Pledge*
- Ran continuous secondhand smoke videos in English and Spanish in WIC waiting rooms to raise awareness
- Provided EPA *Smoke-free Home Pledge Kits* to Family and Child Health Public Health Nurses who shared information on the goals of preventing exposure to environmental tobacco smoke (ETS) and tobacco cessation with clients who receive in-home services
- Presented materials on secondhand smoke and the dangers to children at the Rice County fair, three health fairs hosted by county organizations, and at a workforce development meeting
- Distributed the EPA *Smoke-free Home Pledge Kits* and other free giveaways, such as air fresheners, produced by the Southeast MN Youth Tobacco Prevention Coalition

Communications

- Wrote two articles on secondhand smoke and the *Smoke-free Home Pledge* that appeared in two local newspapers and a newsletter distributed to all Rice County residents
- Created a display on secondhand smoke, including presentation slides from the "Secondhand Smoke Community Action Kit," that was set up in the lobby of the PHN office during July and August
- Displayed Pledge cards on the table for visitors to take the *Smoke-free Home Pledge*
- Distributed *Smoke-free Home Pledge Kits* to anyone who took the Pledge
- Developed a Spanish version of the "Take the *Smoke-free Home Pledge*" card
- Provided input in the development of a brochure, "Get Alarmed," that addresses the potential fire hazards posed by smoking in the home
- Distributed the brochure to fire departments throughout the county



For More Information on This Program Contact:

Rice County Tobacco/Youth Risk Behavior Programs, Tel: 507-332-5921

Email: RCPublicHealth@co.rice.mn.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/>



Rice County Minnesota Public Health Nursing Service Cont'd.

- Amended a MN Department of Health questionnaire to include the question "How often does someone smoke in your home?" (approved by the MN Department of Health) to collect information on smoking behaviors of pregnant and post-partum women served by Women, Infants, and Children (WIC).
- Set up the *Smoke-free Homes* display in five WIC clinics throughout the county during June 2003. The display offered information and resources on the *Smoke-free Homes Program* (in English and Spanish) and collected *Smoke-free Home Pledges*
- The Faribault Youth Tobacco Prevention Coalition produced a series of six slides to communicate the messages of the dangers of secondhand smoke that were shown in a local theater before each movie for three months
- Worked with elementary, middle, and high school students and youth groups in Faribault to design 1,000 luminary bags that were displayed at a community event for the Great American Smoke Out in November 2003

Results

- 56 families took the *Smoke-free Home Pledge* at the *Smoke-free Homes* display set up in five WIC clinics throughout the county
- Collected 192 *Smoke-free Home Pledges* at nine different sites/events throughout the year
- Distributed the EPA *Smoke-free Home Pledge Kit* and materials to each person who pledged
- Published four articles in print media

Challenges and Lessons Learned

- Overall, people were very willing to talk about secondhand smoke and expressed interest in keeping their homes smoke-free
- Videos aired in WIC waiting rooms seemed minimally effective
- Spanish video seemed very culturally appropriate and useful but perhaps not the most beneficial in WIC waiting rooms due to numerous distractions
- Difficult to fit secondhand smoke issues into existing WIC programs filled with other activities
- Limited staff resources hindered the amount of outreach that could be conducted, however, the activities that were undertaken proved to be successful

Future Plans

- Applying for a second mini-grant from the National Association of Counties (NACo) for FY 2004
- Work more closely with medical providers and nurse practitioners to share information and provide educational materials to help them better communicate the importance of a smoke-free home with their patients
- Continue to meet with pregnant WIC participants who quit smoking during pregnancy and help them to develop an action plan to stay smokeless after delivery

For More Information on This Program Contact:

Rice County Tobacco/Youth Risk Behavior Programs, Tel: 507-332-5921

Email: RCPublicHealth@co.rice.mn.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/>

Southeastern Ohio Regional Tobacco Consortium (SEORTC) Licking, Fairfield, Perry, Vinton, and Ross Counties

- Serves a five county region with an estimated population of 400,000—each county works independently as part of the consortium
- Three counties have formed tobacco-free coalitions to promote the prevention and cessation of tobacco use and minimization of exposure to secondhand smoke
- Received partial funding from the Ohio Tobacco Use Prevention and Control Foundation

Program Activities Promoting *Smoke-free Homes*

Communications

- Published a Web site, www.seortc.org, that includes information on county coalition activities, smoking statistics for each county, and links to take the *Smoke-free Home Pledge*
- Provided information on secondhand smoke and children's health in the local newspaper
- Produced a *Smoke-free Home Pledge* advertisement that was displayed on a bag used to distribute a free newspaper to local residents

Outreach and Results

- Promoted the *Smoke-free Home Pledge* at local and county health fairs, hospitals, and work places
- Promoted a smoke-free car program by providing free car air fresheners in the shape of a Volkswagen Beetle with the message "Keep Me Smoke Free"
- Distributed *Smoke-free Home Pledge* brochures and conducted educational sessions for expectant and new mother clients of Women, Infants, and Children (WIC) and at a prenatal clinic
- Provided information and Pledge brochures to new and expectant families through home nurse visits for Bureau for Children with Medical Handicaps (BCMh) and "Help me Grow" programs
- Encouraged tobacco-free coalition members and members of the Board of Health to take the Pledge
- Free newspaper bag advertisement reached 148,000 residents of a low socioeconomic population
- Collected 629 *Smoke-free Home Pledges* in 2003

Challenges and Lessons Learned

- Many non-smokers did not understand the importance of the *Smoke-free Home Pledge*
- The number of people who have pledged via the Web site link is unknown—would be helpful for the coalition to have these numbers from EPA

Future Plans

- Conduct outreach in community gathering places like the local grocery store and county courthouse square
- Conduct outreach to university and college-age students through events on local campuses
- Place *Smoke-free Home Pledge* brochures at local libraries
- Expand outreach efforts to expectant and new mothers through secondhand smoke billboards for WIC clinics
- Expand distribution of the newspaper bags with *Smoke-free Home Pledge* advertisements to local residents
- Expand outreach efforts to school PTA groups and faith-based communities
- Goal to collect 2,000 *Smoke-free Home Pledges* by 2005

For More Information on This Program Contact:

Licking County Health Department, Tel: 740-349-6495, email: www.seortc.org

Fairfield County Department of Health, Tel: 740-653-4489 ext. 182

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/>



Troy Community Coalition, Michigan

- Troy is the 12th largest city in Michigan, a suburb north of Detroit with 81,000 residents and a business community active in community events
- Troy has an 18% minority population and 24% of the total population is 18 years old and younger
- Introduced the *Smoke-free Home Pledge Campaign* in September 2003 after learning about it at a community health conference

Program Activities Promoting *Smoke-free Homes*

Public Outreach

- Coordinated a fundraising event for the Coalition at the local Wal-Mart with donated snacks
 - Displayed booth had two easels with the *Smoke-free Home Pledge* posters and a banner, *Smoke-free Home Pledge* brochures, magnets, and other prevention information on drug and alcohol use
 - Displayed giveaway magnets on metal posts around the booth
 - Framed *Smoke-free Home Pledge* brochures for quick reference display
 - Provided information about the *Smoke-free Homes* Program, collected Pledges, and gave out kits
 - Promoted the event at the Coalition meeting and issued a press release
- Participated in a Community Walk to raise money for educational programs in the Troy community
 - Displayed a booth with easels with the *Smoke-free Home Pledge* posters, *Smoke-free Home Pledge* brochures, magnets, and other information on drug and alcohol use
 - Organized a crafts activity and supplied materials for kids to make bookmarks with the message "Smoking Bugs Me"
- Distributed information on the *Smoke-free Home Pledge* at parent-teacher conferences in two local high schools during eight four-hour periods
 - Displayed posters and handed out information on secondhand smoke and the *Smoke-free Home Pledge Campaign*
- Participated in the Community Kaleidoscope, a community-wide family fun event sponsored by the Coalition, the City of Troy, and the Troy School District
 - Displayed posters and information on *Smoke-free Home Pledge Campaign*
 - Distributed information on the *Smoke-free Home Pledge Campaign* and prevention information on drug and alcohol use and collected Pledges
 - Organized an activity table and provided crafts materials for kids to design bookmarks with the message "Too Smart to Smoke"
 - Organized two teams of community volunteers, including the Captain of the Police Department and a State Representative who spoke to people about the *Smoke-free Home Pledge Campaign* and collected pledges
 - Teams competed to get the most pledges

For More Information on This Program Contact:

Troy Community Coalition Program Director, Tel: 248-823-5210

Email: stewartca@ci.troy.mi.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/>

Troy Community Coalition, Michigan Cont'd.

Publicity

- Promoted the *Smoke-free Home Pledge Campaign* on the Coalition Web site and provided EPA's toll-free number to receive the Kit
- Shared information on the *Smoke-free Home Pledge Campaign* and smoke-free activities at monthly coalition meetings
- Notified the community about secondhand smoke issues and the *Smoke-free Home Pledge Campaign* through a newsletter distributed to nearly 40,000 homes

Results

- Collected 160 pledges at the Wal-Mart event which attracted 500 people
- Collected 60 pledges at the Community Walk
- Collected about 140 pledges at the Community Kaleidoscope

Challenges and Lessons Learned

- Smokers are happy to not smoke around children
- Use manpower and opportunities to share information
- Always have *Smoke-free Home Pledge Kits* available
- Activity tables are helpful in educating children about secondhand smoke and keeping them busy while Coalition staff talk with parents about the *Smoke-free Home Pledge Campaign*

Future Plans

- Continue to implement the *Smoke-free Home Pledge Campaign* at community events, like the Troy Daze Fair, and share information at monthly Coalition meetings
- Provide *Smoke-free Home Pledge* information at the Annual Summit, where the Coalition presents all local data to community leaders, including data on drugs and tobacco
- Ask Coalition Business members to publicize the *Smoke-free Home Pledge Campaign* to their employees using lunchroom posters, flyers, and "in-house" corporate Pledge signing events



For More Information on This Program Contact:

Troy Community Coalition Program Director, Tel: 248-823-5210

Email: stewartca@ci.troy.mi.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/>

Volusia County Florida Health Department

- Volusia County has an estimated population of 443,000 and is located on the Northeast coast of the Florida panhandle
- One of 67 counties in Florida that has a Tobacco-Free Community Partnership
- Tobacco education activities are funded in part by a grant provided to the Florida Department of Health by the Centers for Disease Control and Prevention (CDC) for activities that address chronic disease prevention

Program Activities Promoting *Smoke-free Homes*

Communications

- Designed a billboard Campaign with "cherub faces" to communicate the message "Do you want them smoking too?"
- Designed and maintains two Web sites www.volusiaswat.com and www.healthyvolusia.com that share information on local Students Working Against Tobacco (SWAT) initiatives, the county's Community Health Planning and Assessment Project, and other local news and facts on tobacco
- Produced hand-held fans that communicate the secondhand smoke and environmental tobacco smoke (ETS) messages and are offered as free giveaways at health fairs and other community events

Community Outreach

- Attended a community health fair hosted by the Department of Children and Families
Set up a display table and had a sign-up sheet for people to sign the *Smoke-free Home Pledge* on-site
- Distributed EPA education materials on the dangers of secondhand smoke
- Provided free giveaways to booth visitors, including pencils and pens
- Coordinated with SWAT to distribute information on secondhand smoke and tobacco use with students and collect *Smoke-free Home Pledges* at local high schools and colleges
- SWAT teams exchanged information with community members at the local YMCA, collected *Smoke-free Home Pledges*, and distributed certificates

Results

- Attended about 20 events throughout 2003, exceeding the original goal of 10 events, where support staff for the Tobacco-free Partnership and SWAT members shared information on secondhand smoke and the *Smoke-free Home Pledge*

Challenges and Lessons Learned

- State budget cuts reduced the number of staff available to help with community outreach activities and other work necessary to process and submit the number of *Smoke-free Home Pledges* collected to date to EPA
- People who took the *Smoke-free Home Pledge* seemed to be excited that someone would follow up and send them the *Smoke-free Home Pledge Kit*

Future Plans

- Work with five Women, Infants, and Children (WIC) centers (serving 8,600 clients) throughout the county to share information on secondhand smoke and tobacco cessation
- Applying for another grant from the CDC through the Florida Department of Health for FY 2004 to continue outreach on tobacco education

For More Information on This Program Contact:

Volusia County Tobacco Prevention Coordinator, Tel: 386-274-0603

volusiahealth.com/eh/contact_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/>

City of New Haven, Connecticut Community Clean Air Initiative

- Comprehensive air quality program that includes the City's Air Toxic Project, the Climate Protection program, indoor air quality, and Clean Fleets initiatives
- Serves approximately 124,000 residents

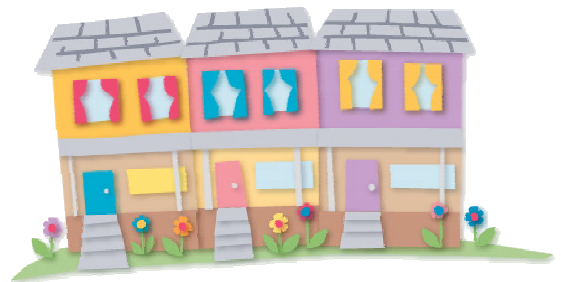
Program Activities Promoting Smoke-free Homes

Outreach and Education

- Distributed *Smoke-free Home Pledge* and secondhand smoke materials to directors of area pre-school and day care centers to be forwarded to parents
- Distributed materials to each school nurse in the New Haven public school system
- Attended an educational event at the Connecticut Children's Museum and provided educational materials to home health care professionals for distributing to children and families
- Distributed *Smoke-free Home Pledge* and other information materials on secondhand smoke to the City's Board of Aldermen with a letter asking board members to contact the Initiative if interested in sharing materials with constituents
- Distributed materials to representatives of local hospitals and health clinics during a meeting of the City's Asthma Initiative
- Presented information to attendees about the *Smoke-free Home Pledge Program*
- Distributed approximately 1,100 packets of materials, including information on the *Smoke-free Home Pledge Campaign* and secondhand smoke

Future Plans

- Follow-up with targeted community groups, especially day care centers and pre-schools
- Integrate the *Smoke-free Home Pledge Campaign* into the City's new Indoor Air Toxics program, funded through a Healthy Communities grant from EPA of New England



For More Information on This Program Contact:

Community Clean Air Initiative, Tel: 203-946-6752,

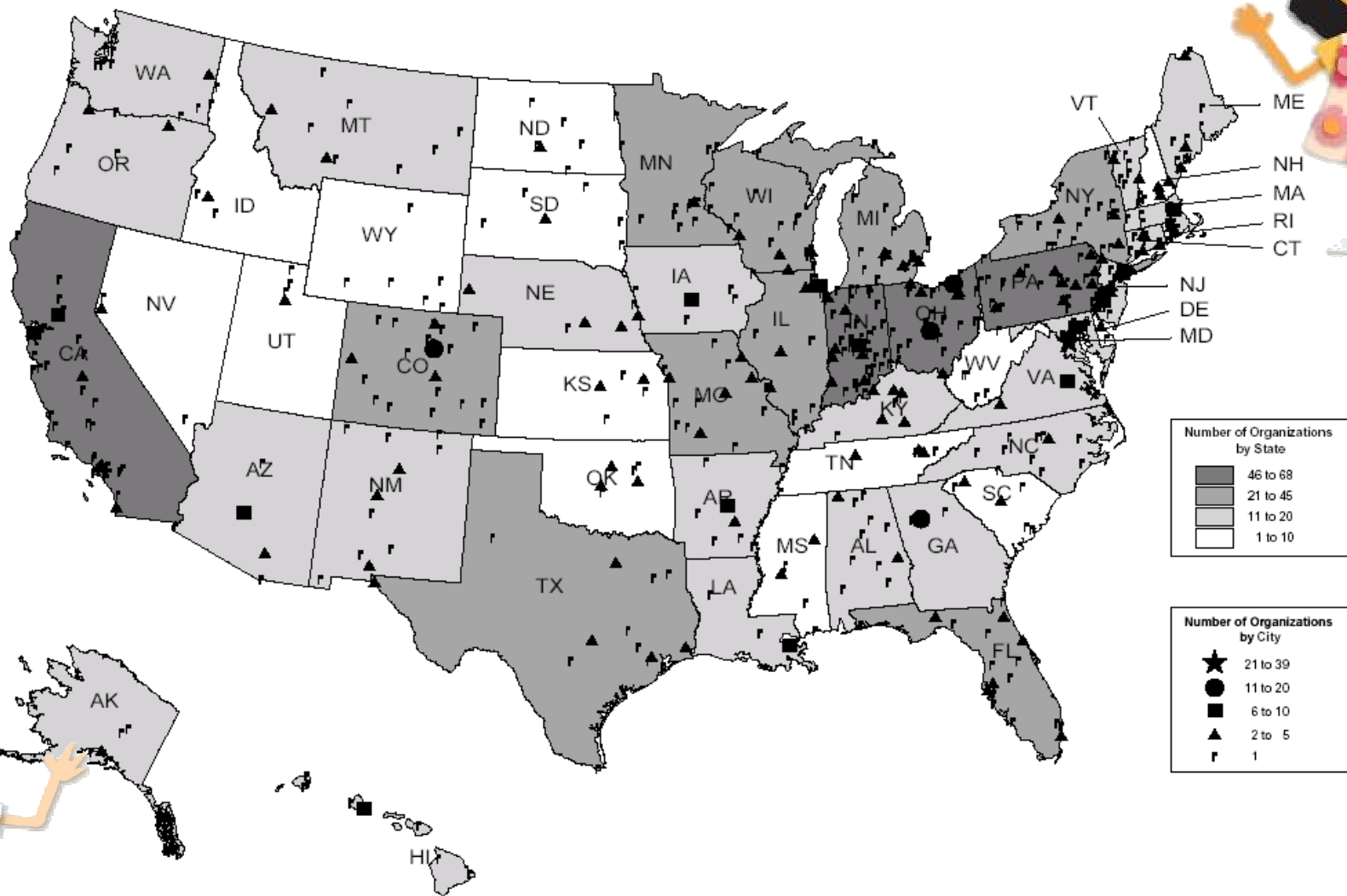
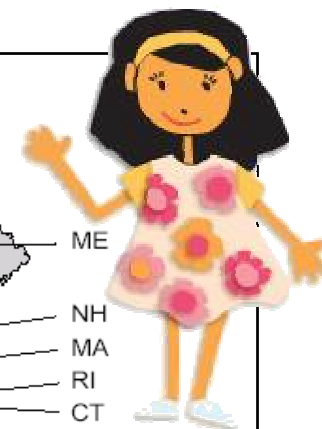
Email: NHInfo@Newhavenct.net

Or

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

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Smoke-free Homes Outreach



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