

# MFH Tobacco Prevention and Cessation Initiative Evaluation Report Brief- 2007 Summary

## Introduction

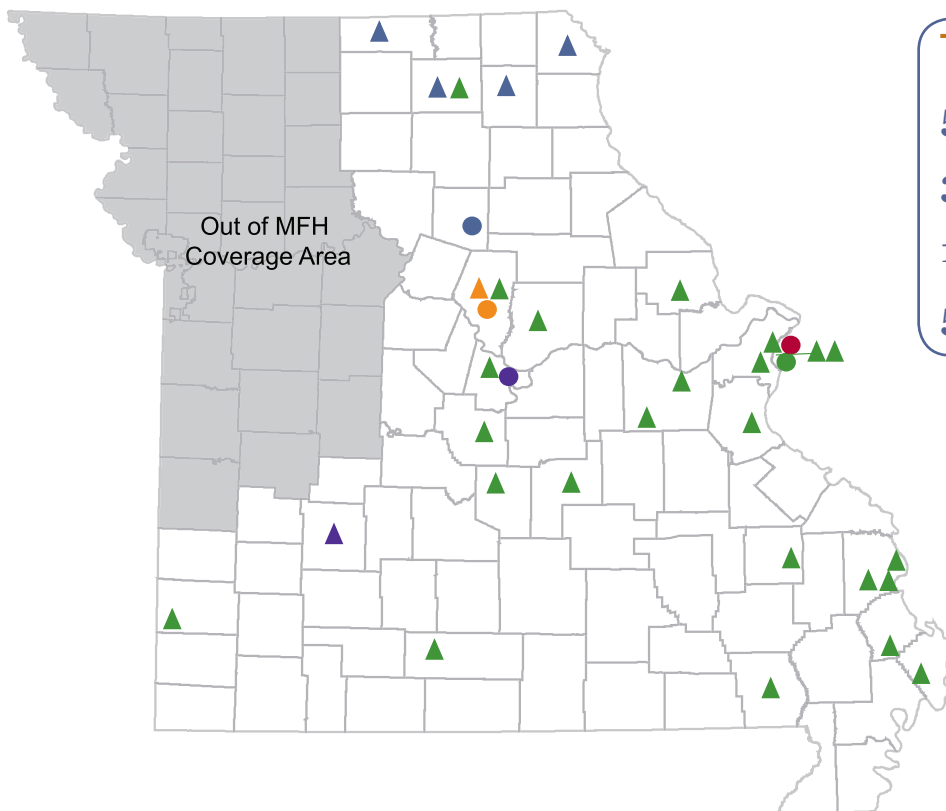
This report is part of a series developed to keep you up-to-date on the progress of the Missouri Foundation for Health's (MFH) Tobacco Prevention and Cessation Initiative (TPCI). More information about TPCI can be found on page seven. This Evaluation Report Brief provides an overview of the activities that occurred in 2007 for the school and worksite strategies. Data for the reports are primarily taken from the Tobacco Initiative Evaluation System (TIES), a web-based database in which grantees enter their data required for the Initiative evaluation. Future reports will provide updates on the two strategies and a more specific focus on particular topics of interest.

All TPCI stakeholders will receive the Evaluation Report Brief on a quarterly basis. It will also be posted on the *Missouri Evaluation Connection* website (<http://mec.slu.edu>). Please contact us with content ideas and other feedback to ensure the reports are a useful resource for you.

## Initiative Overview

TPCI grantees implement programs to address the burden of tobacco use in Missouri. This section provides an overview of *who* did *what* and *where* across the entire Initiative in 2007.

### Map of TPCI Grantees in 2007



### TPCI by the numbers in 2007...

**5** regional grantees with  
**30** community grantees working at  
**186** worksites and **164** schools in  
**57** Missouri counties

#### Regional Grantee Locations

- American Lung Association
- MO Dept. of Health and Senior Services
- Randolph County Health Dept.
- University of MO-Columbia
- University of MO-St. Louis

#### Community Grantee Locations

- ▲ American Lung Association
- ▲ MO Dept. of Health and Senior Services
- ▲ Randolph County Health Dept.
- ▲ University of MO-Columbia

## Initiative Overview (continued)

### School-based Programs Overview

- Teens Against Tobacco Use (TATU)
  - Teens learned about the effects of tobacco use and developed skills to teach younger children about tobacco use
  - Regional Grantee: American Lung Association of the Central States
  - 14 community grantees
  - 104 program sites
- Project Smokebusters
  - Teens learned the effects of smoking, how to communicate them to the public, and how to advocate for tobacco policy change
  - Regional Grantee: Randolph County Health Department
  - 4 community grantees
  - 42 program sites
- Youth Empowerment in Action (YEA!)
  - Youth became empowered to make their own choices and decisions through media literacy education and hands-on media production experience
  - Regional Grantee: University of Missouri-St. Louis
  - 0 community grantees
  - 18 program sites

### Worksite-based Programs Overview

- Freedom from Smoking (FFS) & Employer Assisted Smoking Elimination (EASE)
  - Community members and employees learned strategies to help them quit smoking and remain smoke-free
  - Regional Grantee: American Lung Association of the Central States
  - 15 community grantees
  - 116 program sites
- Employer Tobacco Policy Project
  - Employers learned about the benefits of strong workplace tobacco policies and how to effectively implement them
  - Regional Grantee: Missouri Department of Health & Senior Services
  - 1 community grantee
  - 57 program sites
- Campus-Community Alliances for Smoke-Free Environments (CASE)
  - College and community leaders worked together to change policies to increase smoke-free workplaces and access to cessation resources
  - Regional Grantee: University of Missouri-Columbia
  - 1 community grantee
  - 13 program sites

## School-based Programs

The goal of school-based programs is to prevent tobacco use through education and policy change within schools and their surrounding communities. This includes planning and implementing various educational and advocacy activities.

In 2007, three different school-based programs were implemented in Missouri. All of the programs focused on educating students about the effects of tobacco use and helped students develop skills to communicate to others through presentations or media. The majority of program sites were high schools, followed by middle schools.

### Where were the schools involved with TPCI in 2007 located?

As seen in the map, school sites were most concentrated in three general areas: the northeast portion of the state, St. Louis City and County, and the southeast region.

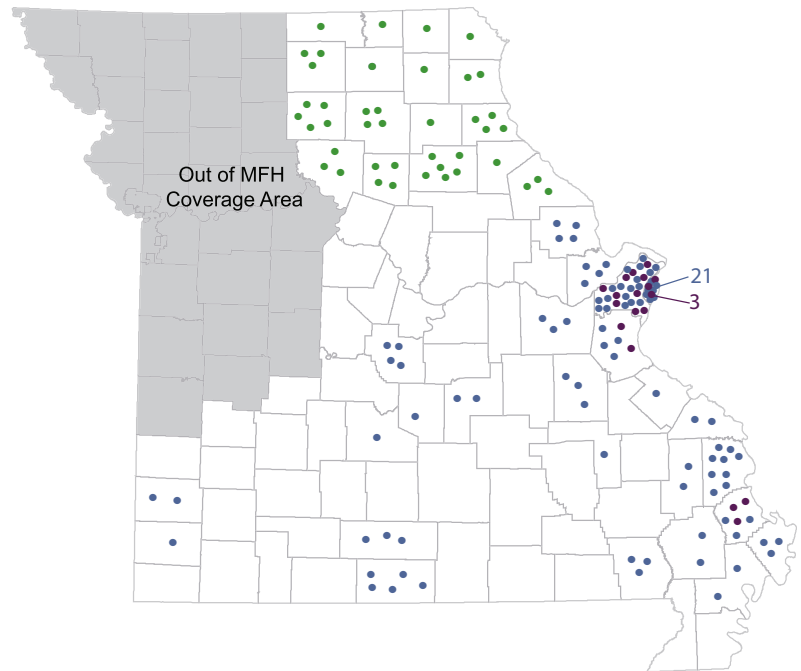
### How many schools were involved in TPCI in 2007?

In 2006, TPCI grantees worked with 101 school sites. Seventy-three of these sites continued into 2007, and by the end of the year an additional 91 sites came on board. The line graph to the right shows the number of schools that were involved in TPCI during 2007. An average of eight new sites became active in TPCI each month. The largest increases in new sites were seen in July and August 2007.

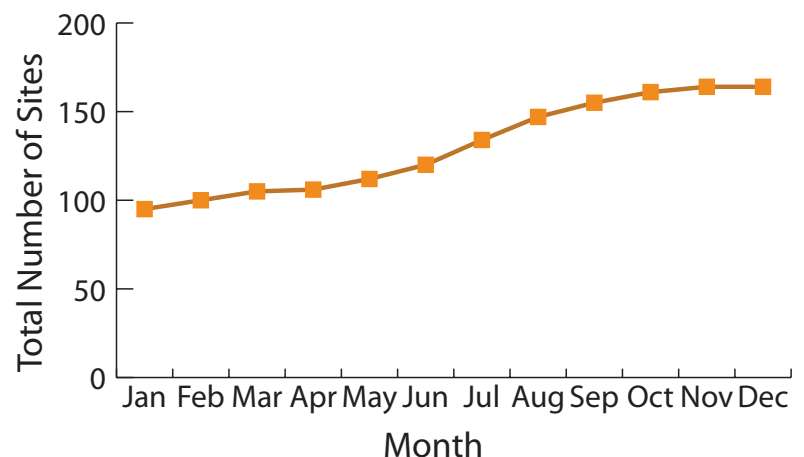
### School programs by the numbers in 2007...

- 164** school sites active in TPCI
- 91** new sites recruited by grantees
- 8** new policies enacted in schools and communities
- 8** school groups involved in enacted policy changes

### Map of schools working with TPCI in 2007



### Accumulation of schools in 2007



## School-based Programs (continued)

### What activities were schools involved with in 2007?

Activities conducted in school settings fell into three categories:

- **Capacity-Building:** conducted by grantees to prepare sites for implementing their program
- **Educational:** conducted by or with youth to increase knowledge or skills to prevent tobacco use
- **Advocacy:** involves youth arguing for, defending, or recommending a specific policy change regarding tobacco issues

Within the three categories there are a variety of specific activities ranging from training youth under capacity-building to communicating with decision makers under advocacy. The graphic to the right shows the number of people reached by or involved in several of the activities.

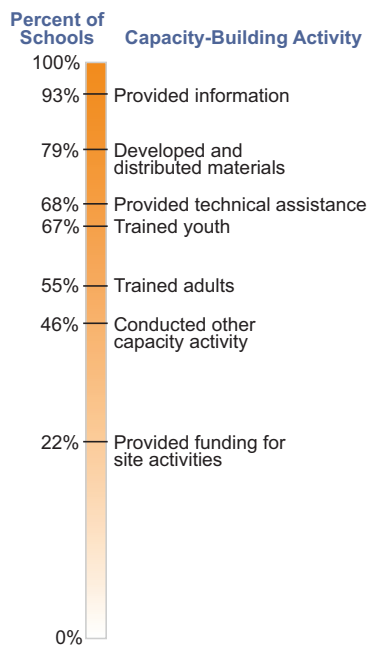
The graphics below show the percentage of school sites involved in each type of activity. All sites were involved in some type of capacity-building and educational activity. A much smaller percentage of schools had students advocating for policy change.

### Reach of activities implemented by school programs in 2007

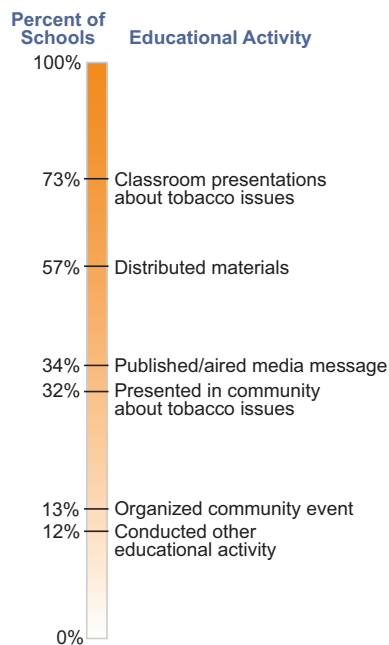
Capacity-Building	Total*
Trained Adults	315
Trained Youth	2,912
Provided funding	\$ 36,469
Educational	Total*
Conducted classroom presentations	41,603
Presented in the community	25,571
Distributed brochures or other materials	23,306
Organized community awareness event	20,223
Published or aired educational media messages	13,262,749*
Advocacy	Total*
Presented in the school or community	3,795
Published or aired media messages encouraging policy change	653,238*
Collected endorsements	7,213
Communicated with decision makers	734

\* Unless otherwise specified, totals are an estimate of the number of people reached by or involved in each activity. Note: For numbers related to media messages it is an estimate of the number of "hits" a message may have had (i.e., an individual may have heard the message more than once.)

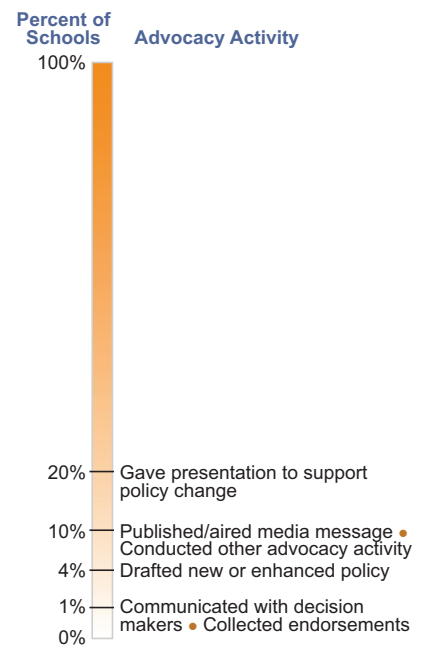
#### Capacity-Building Activities



#### Educational Activities



#### Advocacy Activities



## Policy Profile: A Smoke-Free School District

**Program:** Smokebusters

**School:** Louisiana High School

**Location:** Louisiana R-II School District; Pike County; Central/Northeast Missouri

In May 2007, the Louisiana High School Smokebusters group advocated for a school-based policy for the Louisiana R-II School District. The comprehensive policy applies to students, faculty, staff, visitors, and patrons of Louisiana R-II School District at all times. Smoking is restricted on the school grounds including school sports arenas/complexes and school vehicles. For the full text of this policy, please contact Tanya Montgomery at [montgotp@slu.edu](mailto:montgotp@slu.edu).

## Worksite-based Programs

In an ongoing effort to protect employee health in Missouri, TPCI's regional and community grantees worked with employers and communities to:

- Educate Missourians about tobacco use
- Promote and implement cessation programs
- Advocate for smoke-free workplace policies

As a result of these efforts in 2007, thousands more Missourians went to work in smoke-free environments.

## Where were the sites involved with TPCI in 2007 located?

As seen in the map, worksites were most concentrated in several counties across the state. Specifically, Jasper County and Polk County in southwest Missouri and Scott County and Butler County in southeast Missouri each had a large number of TPCI worksite programs in 2007.

### Worksite programs by the numbers in 2007...

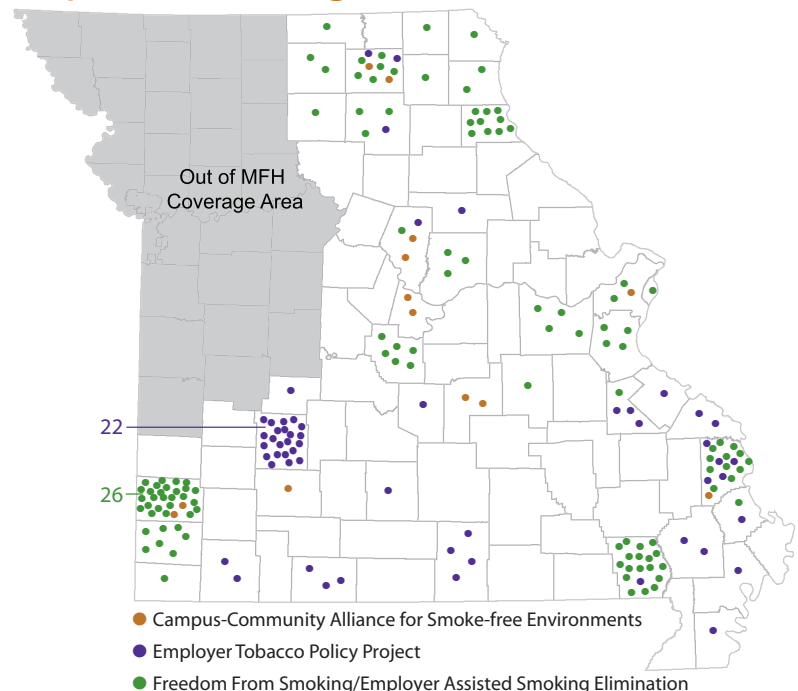
**186** sites were active in TPCI

**177** new sites recruited by grantees

**9** new policies enacted in worksites and communities

**23,223** more Missourians benefited from a new worksite or community tobacco policy

### Map of sites working with TPCI in 2007

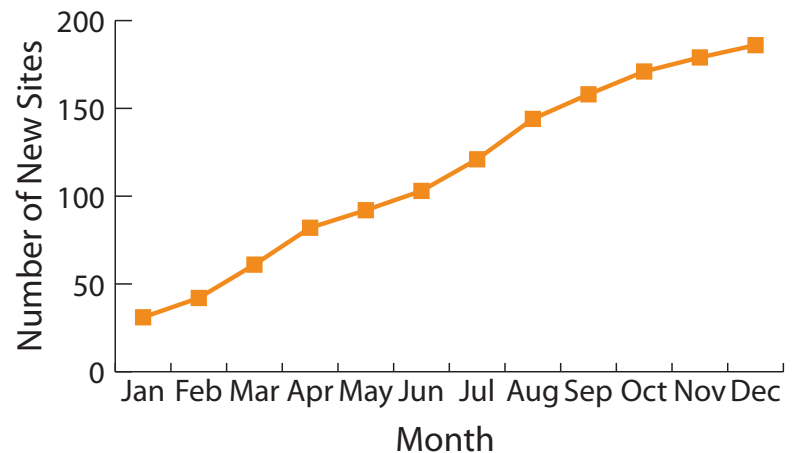


## Worksite-based Programs (continued)

### How many sites were involved in TPCI in 2007?

In 2006, TPCI grantees worked with 32 worksites or communities, nine of these sites continued in 2007. About 15 new sites became involved with TPCI each month for a total of 177 new sites in 2007. By the end of the year there were 186 TPCI worksites or communities.

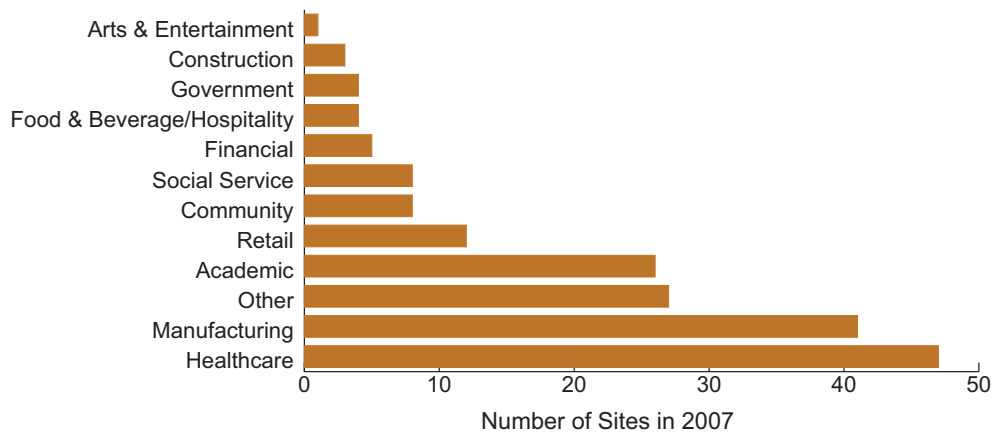
Accumulation of sites in 2007



### What kinds of sites were involved in TPCI in 2007?

The 186 TPCI sites range from small restaurants with just a few employees to large manufacturers with hundreds of employees and even entire Missouri communities. In 2007, many of the TPCI sites were in the healthcare or manufacturing industries.

Types of sites involved in TPCI in 2007



### What activities were sites involved with in 2007?

Activities conducted in worksite or community settings fell into two categories:

- **Capacity-Building:** activities conducted by grantees to prepare each site for implementing worksite or community-based programs
- **Intervention:** activities implemented at a worksite or in a community to increase cessation

Within the two categories there are a variety of specific activities ranging from conducting a training under capacity-building to providing Nicotine Replacement Therapy under intervention. The graphic to the right shows the number of people reached by or involved in several of the activities.

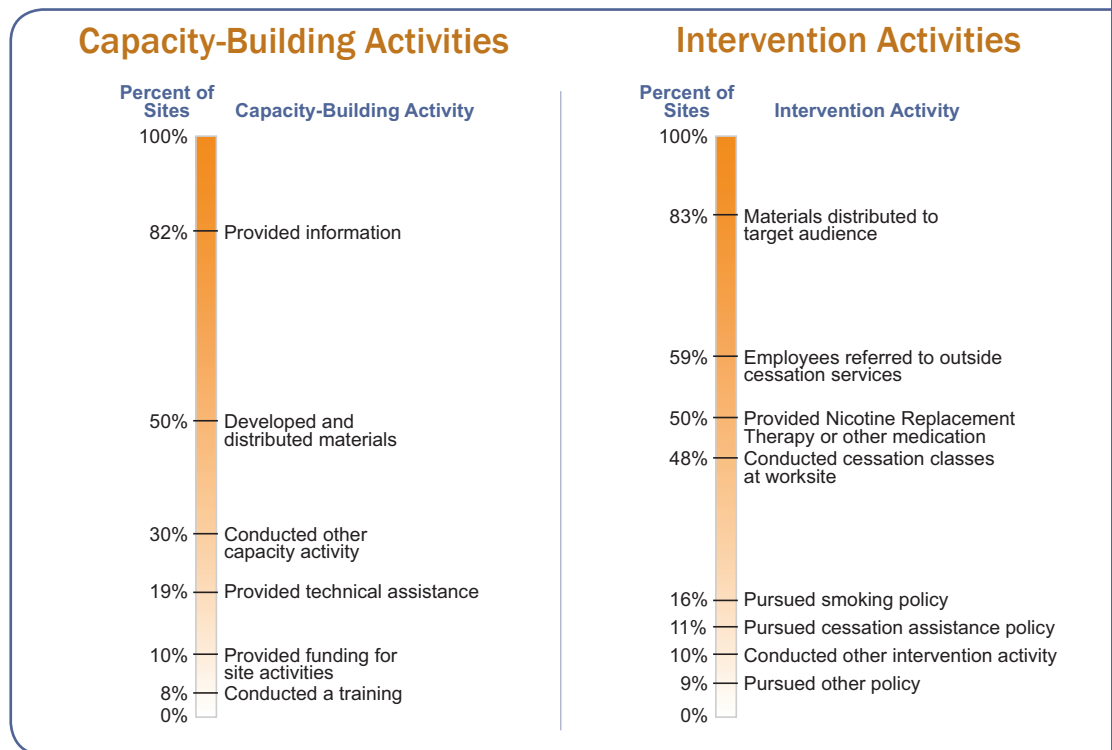
Reach of activities implemented by worksite programs in 2007

Capacity-Building	Total*
Conducted a training	77
Provided funding	\$ 33,495
Intervention	Total*
Distributed brochures or other materials	49,224
Referred employees to outside services, provided nicotine replacement therapy, or conducted cessation classes at worksite	4059**

\* Unless otherwise specified, totals are an estimate of the number of people reached by or involved in each activity. \*\* This is the total number of people who received at least one of the cessation services/resources.



The graphics below show the percentage of sites involved in each type of activity.



## Policy Profile: A New Tobacco-Free Campus

**Grantee:** Missouri Department of Health and Senior Services

**Worksite:** The Lutheran Home

**Location:** Cape Girardeau; Cape Girardeau County; Southeast Missouri

**Employees protected by the policy:** 500

In December 2007, The Lutheran Home approved a tobacco-free workplace policy covering its entire campus and company vehicles. The Lutheran Home's services include skilled nursing, assisted living, adult day care, and home health. The policy applies to everyone on the property and includes provisions for self-help materials regarding cessation and onsite cessation classes. For the full text of this policy, please contact Tanya Montgomery at [montgotp@slu.edu](mailto:montgotp@slu.edu).

## MFH TPCI Background

In 2004, MFH identified tobacco use as a major health issue affecting the residents of their service region. MFH determined the scope of this problem required a coordinated long-term approach and thus made a commitment to a nine-year Tobacco Prevention and Cessation Initiative. TPCI involves multiple approaches to address tobacco use including grantmaking, policy development, capacity building, evaluation, and communication activities. The four TPCI strategies currently being funded are:

- Worksite-based cessation programs
- School-based prevention programs

- Local tobacco policy change
- Tobacco use disparities in priority populations

For the worksite and school programs, TPCI provides a two-tiered approach:

**Regional Grants** – funding for organizations and/or collaboratives with established programs which can be coordinated on a regional level

**Community Grants** – funding for community based organizations to deliver and conduct the programs developed by the regional grantees

### School and Worksite Grantees in 2007

- American Lung Association of the Central States
- Butler County Health Department
- Clark County Health Department
- Columbia/Boone County Health Department
- Douglas County Health Department
- Fulton State Hospital
- Institute for Family Medicine
- Jefferson County Health Department
- Kirksville R-III School District
- Knox County Health Department
- Lincoln County Health Department
- Living Word Apostolic Church
- Marquand-Zion R-XI School District
- Miller County Health Center
- Missouri Baptist Hospital-Sullivan
- Missouri Department of Corrections
- Missouri Department of Health & Senior Services
- National Council on Alcoholism & Drug Abuse
- Ozark Center
- Phoenix Programs, Inc
- Polk County Health Center
- Preferred Family Healthcare, Inc.
- Prevention Consultants of Missouri
- Pulaski County Health Department
- Putnam County R-I Schools
- Randolph County Health Department
- Saint Francis Medical Center
- Saint Louis County Department of Health
- Scott County Public Health Center
- Southeast Missouri Hospital
- Southeast Missouri Mental Health Center
- Susanna Wesley Family Learning Center
- Union R-XI School District
- University of Missouri- Columbia
- University of Missouri- St. Louis

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