

# MFH Tobacco Prevention and Cessation Initiative Evaluation Report: 2005-2006 Summary

## Introduction

In 2004, the Missouri Foundation for Health (MFH) began awarding grants to address two strategies as part of their Tobacco Prevention and Cessation Initiative (TPCI): 1) Implementation of smoke-free workplace programs; and 2) Promotion of school-based prevention programs.

These two strategies are addressed through a two-tiered approach:

Regional grants- for established programs which can be coordinated on a regional level

Community grants- for community organizations to deliver the regional grantees' programs

## Report Purpose

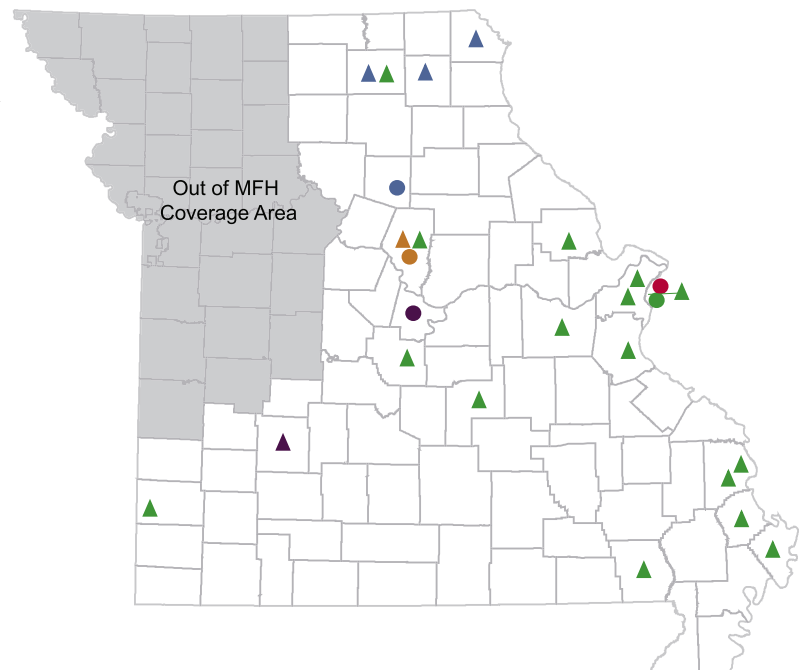
This report is the first in a series developed to keep you up-to-date on the progress of TPCI. Regional grantees are responsible for collecting and reporting on a standard set of data for the Initiative evaluation regarding their work as well as the work of their community grantees. Beginning in January 2007, grantees' data sets have been submitted via an online data collection system, the *Tobacco Initiative Evaluation System* (TIES).

This report presents aggregated data collected retrospectively from grantees regarding the activities that took place from the start of their MFH grant through December 2006 (*i.e.*, prior to launch of TIES). Updates on data collected via TIES will be distributed on a regular basis through our *Evaluation Report Briefs* which will be sent to TPCI stakeholders and made available on the *Missouri Evaluation Connection* website (<http://mec.slu.edu>).

## Initiative Overview

TPCI grantees implement programs to address the burden of tobacco use in Missouri. In December 2004, the first regional grant was awarded to the American Lung Association of the Central States. Additional regional grants were awarded in November 2005 followed by the several rounds of community grants. This section provides an overview of *who* did *what* and *where* across the entire Initiative through 2006.

Map of TPCI grantees through 2006



Regional Grantee Locations		
● American Lung Association	● University of MO- Columbia	● University of MO- St. Louis
● MO Dept. of Health & Senior Services	● Randolph County Health Dept.	
Community Grantee Locations		
▲ American Lung Association	▲ University of MO- Columbia	
▲ MO Dept. of Health & Senior Services	▲ Randolph County Health Dept.	

## Initiative Overview (continued)

### School-based Programs

- 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
  - 10 community grantees
  - 51 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
  - 3 community grantees
  - 42 program sites
- Youth Empowerment in Action (YEA!)
  - Youth participated in the piloting of a program aimed to empower them to make their own decisions through media literacy education and hands-on media production experience
  - Regional Grantee: University of Missouri-St. Louis
  - 0 community grantees
  - 8 program sites

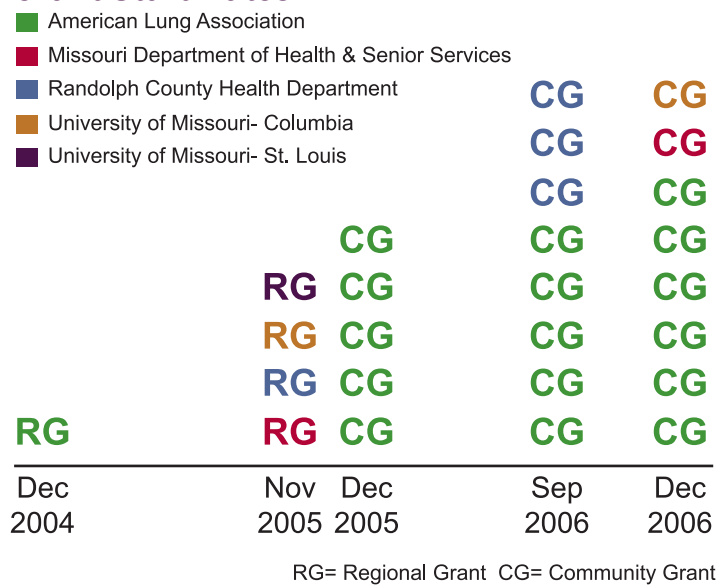
### TPCI by the numbers 2005-2006...

**5** regional grantees with  
**21** community grantees working with  
**32** worksites and **101** schools in  
**43** Missouri counties

### Worksite-based Programs

- 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
  - 9 community grantees
  - 26 program sites
- Employer Tobacco Policy Project
  - Employers were surveyed to assess their interest in strengthening their workplace tobacco policies
  - Regional Grantee: Missouri Department of Health & Senior Services
  - 1 community grantee
  - 0 program sites

### Timeline of Regional and Community Grant Start Dates



- 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
  - 6 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 building capacity for and implementing various educational and advocacy activities.

In the first two years of TPCI, three different school-based programs were implemented in Missouri. YEA!, coordinated by the University of Missouri-St. Louis, was piloted in 2006 with schools in the St. Louis area. TATU, coordinated by the American Lung Association, and Smokebusters, coordinated by Randolph County Health Department, were implemented at schools throughout the state. The majority of program sites were high schools.

### School programs by the numbers 2005-2006...

**101** school sites were active in TPCI

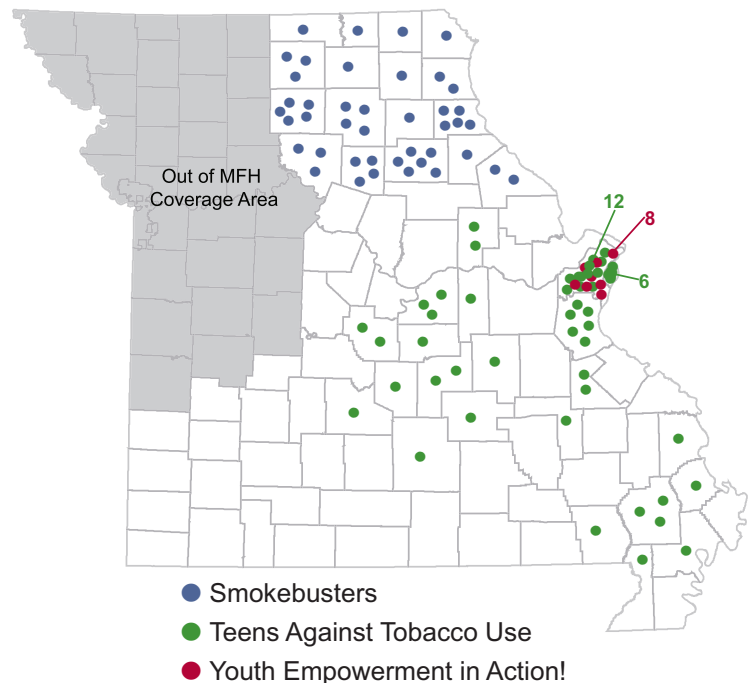
**29** partnerships formed to achieve program goals

**7** new policies enacted in schools

### Where were the schools involved with TPCI in 2005-2006 located?

As seen in the map to the right, Smokebusters was concentrated in the northeast region of the state. TATU was implemented in schools in the St. Louis area, central portions of the state and a few sites in the southeast. YEA! was located in schools in St. Louis County.

### Map of school sites working with TPCI 2005-2006



## School-based Programs (continued)

### What activities were schools involved with in 2005-2006?

Activities conducted in school settings fell into three general 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. TPCI school programs primarily focused on capacity-building and educational activities in 2005 and 2006 (see table to right). Some students were also involved in advocating for policy change, particularly those involved in Smokebusters and the YEA! program.

### Types of activities implemented by TPCI school programs 2005-2006

Capacity-Building	TATU	Smokebusters	YEA!	Total*
Provided information	X	X	X	
Distributed manuals or other materials	X	X	X	
Provided technical assistance	X	X	X	
Trained Adults	X	X	X	144
Trained Youth	X	X	X	1,638
Provided funding		X	X	\$ 60,080
Educational	TATU	Smokebusters	YEA!	Total*
Conducted classroom presentations	X	X	X	22,181
Presented in the community	X	X	X	64,935
Distributed brochures or other materials	X	X	X	18,415
Organized community awareness event	X	X	X	130,820
Published or aired educational media messages	X	X	X	10,927,423
Advocacy	TATU	Smokebusters	YEA!	Total*
Presented in the school or community		X	X	674
Published or aired media messages encouraging policy change	X	X	X	64,000
Developed/drafted a new or enhanced policy			X	
Collected endorsements				
Communicated with decision makers		X	X	89

\* 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.)

## What policy changes were schools involved with in 2005-2006?

Smokebusters reported their students being involved in seven policy changes during 2005 and 2006. Most policies applied to all district owned facilities, grounds, and transportation.

### School policy changes at TPCI sites 2005-2006

Site	County	Brief Description
LaPlata R-II	Macon	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Tobacco-free facilities, buildings, and school transportation</li> <li>• Tobacco use allowed in designated areas outside of 7:45am to 3:20pm (<i>i.e.</i>, regular school hours)</li> </ul>
Lewis County C-I	Lewis	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Tobacco-free facilities, transportation, and grounds at all times</li> </ul>
Marion County R-II	Marion	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Smoking restricted directly outside of main entrance of school building and baseball/softball field area; Smoking must be at least 50 feet away</li> </ul>
Brookfield R-III	Linn	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Tobacco-free facilities, transportation, and grounds at all times</li> </ul>
Higbee R-VIII	Randolph	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Tobacco-free facilities, transportation, and grounds at all times</li> </ul>
Kirksville R-III	Adair	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Tobacco-free facilities, transportation, and grounds at all times</li> </ul>
Ralls County R-II	Ralls	<ul style="list-style-type: none"> <li>• District-wide</li> <li>• Tobacco-free facilities, transportation, and grounds at all times</li> </ul>

## Worksite-based Programs

The goal of worksite-based programs is to reduce the prevalence of tobacco use by increasing access to cessation resources (*e.g.*, classes, nicotine replacement therapy) and advocating for policy change within worksites and their surrounding communities. This includes building capacity for and implementing various educational, cessation, and advocacy activities.

### Worksite programs by the numbers 2005-2006...

**32** sites were active in TPCI

**20** partnerships formed to achieve program goals

**1** new community-based policy passed

## Worksite-based Programs (continued)

In the first two years of TPCI, three different worksite-based programs were implemented in Missouri. FFS and EASE, cessation programs coordinated by the American Lung Association, were implemented in several counties in the state. The University of Missouri-Columbia piloted its effort, CASE, in Columbia and then began expanding their effort to other college communities including Kirksville and Rolla. The Missouri Department of Health and Senior Services sent surveys to over 150 employers to assess their current policies regarding tobacco use and their interest in strengthening them.

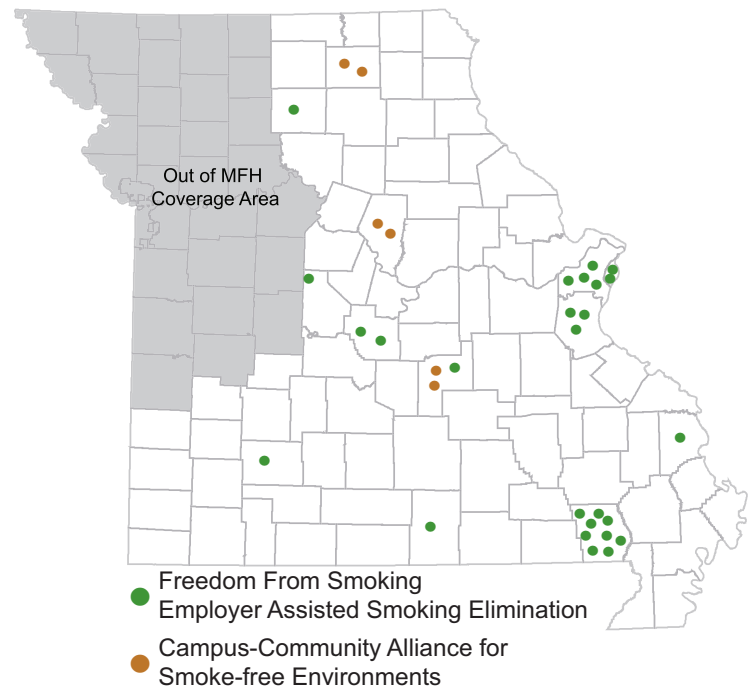
### Where were the sites involved with TPCI in 2005-2006 located?

As seen in the map to the right, there were only a few counties that had programs associated with the TPCI worksite strategy in 2005 and 2006. Butler County had the most cessation related sites for ALA's programs with a total of nine. CASE sites were located in three counties by the end of 2006: Boone, Adair, and Phelps.

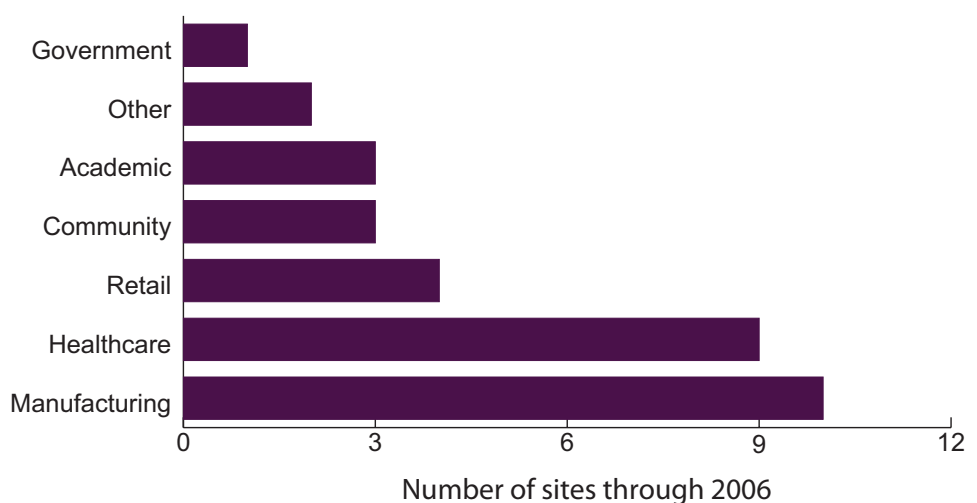
### What kinds of sites were involved in TPCI in 2005-2006?

The 32 TPCI sites range from retail operations with hundreds of employees to entire Missouri communities. In 2005 and 2006, many of the sites were in healthcare or manufacturing industries.

Map of sites working with TPCI 2005-2006



Types of sites involved in TPCI in 2005-2006





## What activities were sites involved with in 2005-2006?

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

- **Capacity-Building:** conducted by grantees to prepare sites for implementing their program
- **Intervention:** 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 what types of activities each program implemented through 2006.

### Types of activities implemented by TPCI worksite programs 2005-2006

Capacity-Building	CASE	FFS/EASE	Employer Policy Project	Total*
Provided information	X	X	X	180
Distributed manuals or other materials		X		
Provided technical assistance	X		X	
Conducted a training	X	X		50
Provided funding	X			\$ 2,500

Intervention	CASE	FFS/EASE	Employer Policy Project	Total*
Distributed brochures or other materials	X	X		
Referred employees to outside services		X		
Provided nicotine replacement therapy				
Conducted cessation classes at worksite		X		291
Provided online cessation services		X		1,388
Actively pursued changing worksite <i>smoking</i> policy	X			
Actively pursued changing worksite <i>cessation</i> policy				

\* Unless otherwise specified, totals are an estimate of the number of people reached by or involved in each activity.

## What policy changes were worksite programs involved with in 2005-2006?

CASE, coordinated by the University of Missouri-Columbia, reported one policy change they were involved with in 2006. The table below provides a brief summary of the policy.

### Worksite policy changes at TPCI sites 2005-2006

Site	County	Brief Description
Columbia	Boone	<ul style="list-style-type: none"> <li>● Passed in 2006</li> <li>● Smoke-free workplaces</li> <li>● Exemptions include: <ul style="list-style-type: none"> <li>- Hotel rooms</li> <li>- Establishments that primarily sell tobacco products</li> <li>- Separately ventilated private rooms where no employees are exposed to smoke</li> </ul> </li> </ul>

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