

# Success in Tobacco Prevention and Control

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2006-2010

**Prepared for:**

Washington State Department  
of Health Tobacco Prevention  
and Control Program

**Prepared by:**

More Voices Inc.



## *Contents*

Introduction.....	3
Community at Large Stories.....	5
Healthcare Stories.....	37
Worksite Stories.....	48
Youth/School Stories.....	52
ESD Tobacco Program Stories.....	84
Tribal Tobacco Program Stories.....	101

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## *Introduction*

The following pages highlight the successful efforts of tobacco prevention and control contractors across the state of Washington between 2006 and 2010. This report contains 97 success stories reported in the tobacco prevention programs web-based reporting system, Catalyst. The stories document events in counties large and small, and cover a broad range of topics including newly implemented policies, youth engaged in tobacco prevention, and successful partnerships. Some successes are small but represent meaningful steps in a challenging environment, while others are dramatic and represent powerful change in a community.

## *Methods*

These stories were identified by tobacco program contractors as representative of success in their communities. The information was collected in two different ways. First, evaluation contractors reviewed reporting in Catalyst and drafted a success story page for any entries that looked promising. After starting a draft with the available information, contractors were asked to provide more details on the story.

Second, general requests for successes from all contractors every year garnered more stories, some of which were not documented in Catalyst. Ninety-seven full-page success stories were created over four years. For some years the tribe and ESD stories were summarized in short paragraphs and combined on one page.

The county stories are organized by domains to include: Community at Large, Health Care, Worksite and Youth/School. ESD and Tribe stories follow separately. Most stories have the same format, which includes a header of the county and year, a text box that summarizes the success, a section for background, a section to describe results and follow up, and contact information. Exceptions are tribal and ESD policies that in some years were compiled in summary format rather than individual pages for each tobacco contractor.

## *Results*

Domain	Number of stories
Community at Large	31
Healthcare	10
Worksite	3
Youth	31
ESD	16
Tribal	6

## *Next Steps*

The stories in this report vary in length and the amount of detail provided, as they are the result of efforts to gather the widest possible range of success stories without screening or filtering. Currently, as part of another project, in-depth interviews are being conducted to develop selected stories in greater detail. The selected success stories will complement this broader report. In the upcoming fiscal year plans include continuing to collect and document successes, and interviewing contractors to more

fully develop their stories of successful approaches to local tobacco prevention and control. Our goal is to document this valuable information in stories that inspire and support the work of other tobacco prevention advocates across the state of Washington and as part of the larger national and international effort.

## *Community at Large Stories*

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# Success in Tobacco Prevention and Control

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Adams County, Washington

2007-2008

*The tobacco sales training piece that is included in food handlers' trainings has been very effective in getting information on youth access laws and instruction on checking ID to a good number of community members.*

## *Background:*

The tobacco education piece has been included in food handlers' classes since the beginning of 2007. These classes reach both people who work in a food sales setting that may also sell tobacco products as well as the general population. Classes are offered in English and in Spanish. In 2007-2008 this program reached 845 people.

New tactics when doing compliance checks also are reaching more retailers. Rather than trying to remain as anonymous as possible, I have been going into each business and talking to management and/or staff about complying with tobacco retail laws. Any clerk who refuses to make a sale during a compliance check is mentioned by name when yearly congratulations letter and Certificate of Appreciation are sent to the owners/managers of any business that was 100% compliant for the previous year. This has been very well received and has helped to foster a sense of collaboration rather than regulation. It is more common now for a retailer to contact me to request new signs, both for "no sales to minors" and "no smoking" signs.

## *What happened next:*

Adams County Health District continues to include a brief piece on tobacco retail sales and reading of proper identification as part of all Food Handler classes. A yearly update is provided to staff who conduct the Food Handler's classes as well as training whenever a new employee takes on that task. From July through December 2008, 55 classes reached 287 individuals.

## *For more information contact:*

Karen Potts, Adams County Health District  
(509)659-3320 [karenp@co.adams.wa.us](mailto:karenp@co.adams.wa.us)

# Success in Tobacco Prevention and Control

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Clallam County, Washington

2006-2007

***The tobacco prevention program conducted a total of 23 retailer compliance checks in Clallam County between July 2006 and June 2007, and there were no sales to minors.***

***Background:*** This project was successful largely because the tobacco prevention program conducts a great deal of retailer education in conjunction with compliance checks. In addition, the tobacco program holds free retailer education classes in the community on a regular basis. The program has a history of collaborating with the Washington State Liquor Control Board when conducting compliance checks.

Clallam County Health and Human Services also has a partnership with Jefferson County Health Department to conduct the checks in West Jefferson County because the travel time from Port Townsend to the western portion of the county is prohibitive. This cooperative agreement fosters relationships between agencies.

***What happened next:*** The local newspaper ran a story regarding tobacco compliance checks, which was great publicity. The article raised the issue of youth being in possession of tobacco for the Port Angeles High School Student Assistance Professional and the Clallam County Juvenile and Family Court Commissioner. Although they have always been advocates of youth not using tobacco and have done work around youth treatment for nicotine addiction, the story in the newspaper has brought the issue to the forefront again. Agencies will continue to work together to ensure that law enforcement agencies are consistent when they issue infractions to youth.

***For more information contact:***

Jill Dole, Clallam County Health & Human Services  
(360) 565-2608 [jdole@co.clallam.wa.us](mailto:jdole@co.clallam.wa.us)

# Success in Tobacco Prevention and Control

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Clallam County, Washington

2007-2008

*Continued pressure and communication with local, state and national Eagles representatives eventually led to a closing down of a members-only smoking room at the local Aerie #483.*

*Background:* Over the course of a year more than 25 complaints were filed with the Tobacco Prevention & Control Specialist concerning smoking inside the Eagles Club. A November 2006 meeting with the County Health Department and the Aerie Board of Directors ended in a stalemate, with the Eagles asking for an exemption to the 25 foot rule. They never did pay the \$175.00 fee to file for a rebuttal, however. In November, 2007 a letter was written by Jill Dole to the National Grand Secretary of the Fraternal Order of Eagles in Ohio regarding the issue. Soon thereafter another meeting was set up with the County and a new local Eagles Board of Directors. After hearing from the National Aerie, the local Eagles Club took the law seriously, and the smoking room inside was moved outside.

This success was brought about by collaboration between Dr. Locke, County Health Officer, Iva Burks, Director of CCHHS, and Jill Dole, Tobacco Prevention & Control Specialist.

*What happened next:* Because of the Eagles taking the lead on this issue, other service clubs in the County have been willing to comply with I-901. Also, more and more people are showing up at dances at the Eagles Club.

*For more information contact:*

Jill Dole, Clallam County Health & Human Services  
(360) 565-2608 [jdole@co.clallam.wa.us](mailto:jdole@co.clallam.wa.us)

# Success in Tobacco Prevention and Control

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Clallam County, Washington

2008-2009

***Our Tobacco Control Program created a Tobacco pull-out informational section that was inserted into 20,000 issues of the Peninsula Daily News, and distributed to all middle and high school students in Clallam and Jefferson Counties.***

***Background:*** The 8-page “Breath of Fresh Air” pull-out section was a collaborative effort between the TPC Program and the newspaper advertising department to celebrate the Great American Smoke-out and our local hospital becoming smoke-free. Over 40 community agencies were contacted for buy-in; as a result of advertising there was no cost to the TPC program. A variety of articles offered relevant information about tobacco use and abuse, including an interview with a previous compliance check youth operative, and an ex-smoker’s testimonial about the Quit Line.

***What happened next:*** Feedback was extremely positive. Copies of the section were given out at fairs, in healthcare offices, at the county courthouse, and in schools in Clallam and Jefferson. The expectation is that it will be an annual section of the newspaper, gaining more community buy-in each year.

***For more information contact:***

Jill Dole, Clallam County Health and Human Services  
(360) 565-2608 [jdole@co.clallam.wa.us](mailto:jdole@co.clallam.wa.us)

# Success in Tobacco Prevention and Control

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Clark County, Washington

2006-2007

***When Battle Ground's Fairgrounds Park was renovated to include a skate park, the city council decided to make the entire park tobacco free.***

***Background:*** In 2004, youth in the Clark County Health Department's Breathe Coalition advocated for tobacco-free policies at Battle Ground city parks and testified at city council meetings in support of such policies. A policy passed but did not include enforcement.

When Fairgrounds Park was renovated the Battle Ground City Council proposed that the skate park section of the park be tobacco free as a way to reduce litter and possibly vandalism. The City Council then decided to make the entire park tobacco free, and included a \$100 fine in the municipal code for infractions.

***What happened next:*** The fact that no one from outside the community proposed or advocated for or against a tobacco-free parks policy is an example of how this community now "owns" this policy and the health value of protecting the public from secondhand smoke exposure. Now the idea of tobacco-free parks truly is a community norm.

***For more information contact:***

Theresa Cross, Clark County Health Department  
(360) 397-8122 [theresa.cross@clark.wa.gov](mailto:theresa.cross@clark.wa.gov)

# Success in Tobacco Prevention and Control

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Grant County, Washington

2006-2007

*The Tobacco Program partnered with the fire department to provide smoke alarms to 84 families and in the process provided education about the harm of secondhand smoke.*

**Background:** This tobacco health disparity project came about after the Health Department received a Fire Safety grant targeting low income families with a special emphasis on families with a household member who smokes and mobile home park residents. This project included providing families with smoke alarms by way of an application process and fire escape training coordinated and facilitated by Grant County health educators, volunteer firemen and other community partners. We installed the smoke alarms and provided residents with fire safety and secondhand smoke materials.

Fire Marshals and/or Fire Department Assistant chiefs of each city/town hand picked specific trailer parks for us to provide education and smoke alarms. Fire Departments explained to us that they also had free fire alarms for citizens who were interested in installing their own smoke alarms.

**What happened next:** The project was such a success in that we exceeded our goal of reaching 60 homes. With the help of many volunteers, a total of 288 smoke alarms were installed in 84 homes with 318 potentially saved lives throughout Grant County. This smoke alarm project educated all the participants and forged new partnerships.

100% of families who completed our evaluation/ survey agreed tobacco is annoying and harmful.

**For more information contact:**  
Grant County Health District  
(509)754-6060 [www.granthealth.org](http://www.granthealth.org)

# Success in Tobacco Prevention and Control

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Grant County, Washington

2007-2008

*This was a successful year for making new partners in the fight against tobacco use through the Breastfeeding Coalition, partnering with WIC, MSS, Catholic Family and Child Service, Child Care Resource & Referral, Family Services of Grant County, Head Start staff and DSHS Division of Children and Family Services.*

***Background:***

These partnerships came about because as a small community agency representatives attend a community forum meeting on a regular basis. The chair of this meeting is the Prevention Specialist-Director of Prevention and Recovery Center for Grant County. Approximately 30 different community partners attend this meeting each month.

The partnerships are friendly and helpful. Supporting the efforts of all the partners has included sharing materials, providing presentations, and participating in a variety of health fairs. Partners went on community walks, met to create a milk matters magazine for a local community resource, and created an annual breast feeding booth for the Grant County Fair grounds for mothers of infants to provide privacy and a changing room.

***What happened next:*** We continue to attend community forum meetings throughout the year as well as other community meetings, trainings and presentations. This year Tobacco funding through ESD 171 brought two trainings that integrated DSHS providers, social service providers and mental health providers. These well attended trainings created many new partnerships.

Our tobacco usage statistics indicate that adult smoking rates are down and fewer youth are smoking; our continual goal and message of preventing youth access and initiation to tobacco remains in place.

***For more information contact:***

Grant County Health District  
(509)754-6060 [www.granthealth.org](http://www.granthealth.org)

# Success in Tobacco Prevention and Control

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Grant County, Washington

2008-2009

*Our Tobacco Control Program provided 100 parents of young children Secondhand smoke awareness in English and Spanish utilizing Environmental Protection Agency's Social Marketing campaign.*

*Background:* Quincy Community Health Center marketing department invited the Tobacco program from the Grant County Health District, WIC staff, MSS staff, Child Care provider agencies, Prevention and Recovery Center of Grant County and Head Start personnel to attend this health fair. QCHC also hired a Radio station to provide media coverage.

This was a back to school family health fair. Students received free back packs from the Quincy Community Health Center for having their immunizations up to date before school started. Various agencies attended and provided youth with educational prevention posters, pens, pencils and various clearinghouse materials. A Spanish-language radio station made announcements and provided music throughout the day.

Over 100 families participated in signing the Smoke Free Home Pledge. The Smoke Free Home Pledge states, "For the Love of the Family- as a Mother, or a Father, I \_\_\_\_\_ pledge to make sure that no one smokes in my home, my car, or anywhere around my children."

"Smoke free homes are a gift of love."

*What happened next:* Partnerships and friendships were created.

*For more information contact:*

Grant County Health District

(509)754-6060 [www.granthealth.org](http://www.granthealth.org)

# Success in Tobacco Prevention and Control

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King County, Washington

2007-2008

*PHSKC is collaborating with existing partnerships in the African American community to support tobacco cessation in appropriate agencies in King County*

*Background:* Several years ago, our program was supporting in part the tobacco cessation educational efforts implemented through the jails and day reporting, and began initial communication with folks at various work release programs. We learned that the Center for MultiCultural Health, or CMCH had an established relationship with some of these agencies through some of their other educational efforts. In 2007 we met with CMCH and decided they were a better fit for ongoing, direct educational support for these programs.

*What happened next:* In an effort to work closer with our special populations, we worked to support the BTIS in the African American Community through the Center for MultiCultural Health. CMCH has already been implementing brief tobacco interventions and does their own culturally appropriate interventions. However, with their assistance, we were able to provide support for the work that they do, including brief tobacco intervention trainings and support for Reynolds work release in 2008. As a result of this great partnership, CMCH in partnership with our program scheduled future trainings for Bishop Lewis and the Madison Inn in 2008-2009 which are also work release programs.

*For more information contact:*

Scott Neal, Public Health Seattle King County  
(206) 296-7613 [Scott.Neal@kingcounty.gov](mailto:Scott.Neal@kingcounty.gov)

# Success in Tobacco Prevention and Control

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King County, Washington

2007-2008

*We have made our Brief Intervention training and support materials relevant for Latino outreach workers*

*Background:* We were approached by SeaMar to deliver the Brief Intervention (BTIS) training in Spanish to *Entre Hermanos*, a community agency that does outreach to the Latino GLBTQ population. To comply with this initial training request, I went to deliver our standard 1-hour BTIS training with some minor changes to reflect GLBTQ and Latino relevant data. SeaMar staff, Sarah Houston, agreed to co-present in the event that translation was necessary.

*What happened next:* The training went well, and most of the outreach workers were able to understand the training, though we did interpret the training for a few staff in the same room. Based on our feedback from that training, it became clear that while the BTIS training may or may not be needed in Spanish, the outreach materials should definitely be in Spanish. We extended these questions to SeaMar in Seattle and to WACMHC, who in turn raised the issue with Latino stakeholders and members of the Hispanic advisory board. In the spring of 2008 we were asked to present the BTIS content to the Hispanic community advisory board to get their feedback on translation needs and other materials that could support the implementation of the BTIS in their communities. This project will continue through 2008-2009 and will likely result in more culturally specific materials for the Latino outreach workers, and may or may not result in the translation of the BTIS curriculum into Spanish. As an initial project we created a small, sturdy bookmark *Within 20 Minutes of Your Last Cigarette* which is in Spanish on one side, and English on the other that was completed in early 2008. The bookmark includes the appropriate Spanish and English Quitline numbers on the appropriate side. We hope to have this bookmark made available through the state DOH clearinghouse in the upcoming year.

*For more information contact:*

Scott Neal, Public Health Seattle King County  
(206) 296-7613 [Scott.Neal@kingcounty.gov](mailto:Scott.Neal@kingcounty.gov)

# Success in Tobacco Prevention and Control

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King County, Washington

2008-2009

*PHSKC has produced a full-color guide for landlords and property managers on smoke-free housing. The guide coordinates with the SmokefreeWashington website and includes information and pictures from around Washington. Contractors in and out of King County will be able to use the guide as a one-stop source of information for smoke-free housing audiences.*

*Background:* PHSKC has been building a smoke-free housing outreach program since 2004. The Smoking in Public Places law implementation in 2006 drove up demand for smoke-free places, including homes in multi unit housing. PHSKC has educated landlords and property managers at industry events (trade shows, conferences, etc), through trade papers, and through relationship building with key housing providers like the King County Housing Authority. Smoke-free outreach in King County grew as the trend towards smoke-free housing grew nationwide. PHSKC used materials created in other counties and states to meet requests for information.

In January, the opportunity came up to create a print piece unique to Washington that would contain information from all the various handouts PHSKC had been using. DOH awarded the program a CDC grant to develop a housing guide that would be useful in King County and statewide. PHSKC contracted with GMMB, creators of the SmokefreeWashington.com website, which includes smoke-free housing information. On a very short production timeline, PHSKC and GMMB produced a guide that was both well-designed and useful. The guide contains both the reasons to go smoke free and the practical steps you would take to implement a smoke-free policy.

*What happened next:* PHSKC ran the first printing of the guide in May, and counties from the Northwest Tobacco Free Partnership jumped in on the order as well. The first event the program handed out the guide at was the Washington Multi-Family Housing Association Educational Conference. Attendees were there from Senior Services of Snohomish County and they were delighted to see one of their smoke-free properties featured. PHSKC will distribute the guide at events over the next workplan years, as well as provide them to housing partners like the Rental Housing Association of Puget Sound who can distribute them to members. The guide has also proven useful for tenants seeking assistance with smoke intrusion who want to bring materials to their landlord.

*For more information contact:*

Sarah Ross-Viles, Public Health Seattle King County  
(206) 296-7613 [Sarah.Ross-Viles@kingcounty.gov](mailto:Sarah.Ross-Viles@kingcounty.gov)

WADOH TPC Program Assessment and Evaluation

# Success in Tobacco Prevention and Control

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Kitsap County, Washington

2008-2009

***Law enforcement has begun to issue tickets for violations of the Smoking in Public Places law. The increased awareness of this issue is resulting in better enforcement.***

***Background:*** The Bremerton Police Department and Liquor Control Board were working a DUI enforcement detail late one Friday night. Upon their arrival at a local tavern they noticed the "NO SMOKING" sign on the door as they entered, two customers and the bartender were smoking inside the bar. Since this was the second time in two days that this had occurred, the officers were less than thrilled. ID's were checked, one patron was 18 and drinking, tickets were issued and the smoking violation information forwarded to the health district.

However, the police department wanted to be able to do more around the issue of smoking. They asked the health district for help with information on what other counties were doing, what RCW's, ordinances, they were using to ticket and will now enforce the Smoking in Public Places Law.

***What happened next:*** Having the police department approach the tobacco program for more information was a big deal. Now there is a greater partnership/team effort around the issue, and more eyes watching what's going on in the community. Some businesses that have been reluctant to comply may adhere to the law now that they know law enforcement is paying attention. The program is also able to issue health district tickets faster. Before this incident, the food inspectors had to actually see the people smoking to issue a ticket, now they listen to the tobacco program.

***For more information contact:***

Shelley Rose, Kitsap County Health District  
(360) 337-5230 [roses@health.co.kitsap.wa.us](mailto:roses@health.co.kitsap.wa.us)

# Success in Tobacco Prevention and Control

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Klickitat County, Washington

2008-2009

*Tobacco Free “Women Choosing Health” events in White Salmon and Goldendale were a great opportunity to promote tobacco-free norms.*

*Background:* Klickitat County Health Department received a grant through the Office on Women’s Health which helped to fund these successful 1<sup>st</sup> annual events that were held May 16, 2009. The events consisted of a 5K run/walk, health fair and speaker series. There were 150 participants, 30 agencies/business represented and eight professional speakers which included five doctors. The events provided a great opportunity to address all aspects of health. We were able to promote these events as tobacco free and received positive feedback through our evaluation which will be important as we continue to work toward changing community norms around tobacco use at community events in Klickitat County.

*What happened next:* We encourage all participants to complete a post-event evaluation which consisted of five basic questions about the event. As an incentive to filling out the survey we provided all the participants with a goody bag which included a pedometer, Luna Bar, Chap stick and educational material about the serviced provided at Klickitat County Health Department. We were able to get over 100 surveys back with some great feedback about the events!

*For more information contact:*  
Klickitat County Health Department  
(509) 493-1558

# Success in Tobacco Prevention and Control

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Klickitat County, Washington

2008-2009

***For the first time there is going to be a Tobacco Free Kids Zone at the annual White Salmon Springfest this May.***

***Background:*** Springfest is an annual festival held in White Salmon the last weekend in May. This community event is focused on live music with family activities such as a 5K run/walk, kids run, pony rides, climbing walls, jump castles and games. Typically over 500 people attend this 3 day festival.

Klickitat County Health Department met with the organizers of the Springfest Festival in White Salmon regarding establishing the youth area of the event as a tobacco free zone. All of the event promotional materials and website included the tobacco free area as a new feature of this community event. The event committee was very receptive to the idea and even discussed the possibility of establishing the event as entirely tobacco free based on the feedback this year. The committee is allowing KCHD staff to provide written policy regarding maintaining the youth area as tobacco free, post three tobacco free zone banners throughout the youth area of the event and place Quit Line information on all the garbage cans. Staff plans to work with local high school students to complete an informal assessment of the compliance with the tobacco free youth area and provide to prevention materials during the event.

***What happened next:*** The great success was having our proposal accepted. After the event is held we will follow up to assess how the policy was implemented, and to make plans for the next year.

***For more information contact:***  
Klickitat County Health Department  
(509) 493-1558

# Success in Tobacco Prevention and Control

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Lewis County, Washington

2008-2009

***The Chehalis City Council agreed to post signs at the city park playgrounds that read, "For Our Kids Sake, Please No Smoking near Play Area."***

***Background:*** The Lewis County Tobacco Prevention and Control Program's strategic plan included implementing smoke-free areas in parks, which turned out to be a challenging task. Starting with the County Parks, in 2005 the Commissioners approved a plan for the three County Parks to have the signs near play areas that say "For Our Kids Sake, Please No Smoking near Play Area". The Tobacco Program coordinator then approached the City of Chehalis and Centralia Parks & Recreation Department and they were initially interested. However, both cities declined to post the signs, thinking they would need to enforce it with Law Enforcement. Education efforts that it was more of a courtesy and did not need to be enforced, still met with resistance. After repeatedly hitting dead ends, it was decided to have a youth group get involved.

***What happened next:*** The Tobacco Program coordinator starting conversation with a local Girl Scout Troop and met with them spring/summer of 2008. The Troop wrote a letter to the City of Chehalis talking about projects they need to do and working with them to have signs in play areas at local parks was one of their projects. After several attempts to meet with the Parks and Recreation leadership, Sonia had a chance encounter to set up a meeting with a local pediatrician who sits on the Chehalis City Council. He was on board with having signs near play areas at local parks; he said that children did not need to be around cigarette smoke. He wanted the Girl Scout Troop to send him a letter and he would pass it out to the rest of the City Councilmen, he also wanted to girls to come to a council meeting and do a presentation. The troop took the original letter they had sent to the City of Chehalis and addressed it to the City Council members. Sonia brought a copy of the letter and some of the designs for signs the Troop had come up with. It was unanimously passed to have the signs put in local parks. The Girl Scout Troop just needed to decide what sign they wanted to use. The Chehalis Parks Department will be responsible for putting up the signs.

***For more information contact:***

Sonia Ferguson, Lewis County Social Services  
(360) 740-1489 [Sonia.Ferguson@lewiscountywa.gov](mailto:Sonia.Ferguson@lewiscountywa.gov)

# Success in Tobacco Prevention and Control

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Mason County, Washington

2008-2009

*“Our work with the Fir Tree Park Apartments (HUD housing for seniors) to implement a smoke-free policy was successful and has led us to expand our efforts to develop smoke-free housing policies.”*

*Background:* We were contacted by a tenant who was frustrated with a neighbor smoking on a shared entrance area, which exposed him to secondhand smoke. We assisted the tenant in writing a letter to the property owner asking for a smoke-free policy and made follow-up calls and visits to the owner, property manager and apartment manager to discuss the benefits of going smoke-free and the legal rights to do so. We also provided sample smoke-free tenant notice and lease information. After seeking legal advice, the owner made the decision to phase in a smoke-free policy. The apartment manager asked us to attend a tenant meeting to discuss the new smoke-free policy, answer questions, and distribute Quit Line information. Approximately 30 tenants attended the meeting. One person had already called the Quit Line as a result of this policy. She shared her experience in calling the Quit Line and how she received free nicotine patches, etc

*What happened next:* We developed a smoke-free policy survey and information packet that we sent out to all multi-unit housing in Mason County. The survey asked about existing smoke-free policies and interest in more information about smoke-free policy implementation. Through returned surveys and follow-up calls, we created a list of Smoke-Free Housing in Mason County, which we plan to promote through media, the county website and other targeted areas in the community. We are also in discussion with the Mason County Housing Board to implement smoke-free policies in all HUD housing.

*For more information contact:*

Ben Johnson, Mason County Public Health  
360-427-9670 ext. 400 [benj@co.mason.wa.us](mailto:benj@co.mason.wa.us)

# Success in Tobacco Prevention and Control

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Okanogan County, Washington

2008-2009

*“Our successes were mostly in the form of partnerships this year. Our work with partners has allowed tobacco prevention and control to be integrated in several programs.”*

*Background:* Okanogan County Public Health has combined its Tobacco Coalition with the Okanogan County Community Coalition (formerly Community Mobilization). This group is focused and dedicated to prevention and we are happy to be a part of their team. We believe that this transition allows us to bring tobacco issues to a larger table of community partners, while sending the message that we value the time of the people that show up.

We have also partnered with Juvenile Detention and offer nurse screenings and visits as well as monthly prevention education in the school there. The education, done by the Tobacco Program, focuses on comparing methamphetamine to tobacco. These two drugs, while on opposite ends of the drug spectrum, each have huge implications for addiction—methamphetamine because of drug intensity and tobacco because of frequency of use.

Our third partnership has been with numerous county agencies around the idea of Preconception Health and how to incorporate the vision into the work that we are already doing. Preconception Health strives for women’s health across the lifespan focusing on making healthy choices that positively impact moms, babies, and families before, during and after pregnancy.

*What happened next:* These partnerships are ongoing and we expect to strengthen and expand them over time.

*For more information contact:*

Crystal Pritchard, Okanogan County Public Health  
(509) 422-7391 [cpritchard@co.okanogan.wa.us](mailto:cpritchard@co.okanogan.wa.us)

# Success in Tobacco Prevention and Control

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Pacific County, Washington

2008-2009

*“As a result of trainings implemented in the last year, we have been able to build our capacity as a community network which has also led to a more comprehensive approach to substance abuse prevention (including tobacco).”*

*Background:* The Pacific County TPC program combined forces with TPRC and our local coalition members to provide local training opportunities that would strengthen our tobacco prevention efforts by increasing our collective knowledge regarding community health, the importance of tobacco prevention and how environmental policy change can impact our efforts.

In order to maximize the benefit of hosting Tobacco Prevention Resource Center (TPRC) trainings, we began the process by identifying school and community needs. We then were able to provide targeted training opportunities to address those identified community gaps. Due to the coalitions broad reach we have also been able to go beyond traditional training attendees. For example, the upcoming training entitled “Mysteries of the Teenage Brain” has attracted almost 100 registrants from a cross section of the community. The trainings have provided increased knowledge, opportunities to network and tools to facilitate conversations, planning and implementation.

*What happened next:* Ideally, the school and community partners will begin to speak a common language and to approach our work in a collective fashion with common understanding. These trainings have contributed to a more comprehensive and effective substance abuse prevention/tobacco control program.

*For more information contact:*

Tara Finch, Pacific County Health and Human Services  
(360) 642-9349 [tfinch@co.pacific.wa.us](mailto:tfinch@co.pacific.wa.us)

# Success in Tobacco Prevention and Control

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Pierce County, Washington

2008-2009

***Tacoma Pierce County Health Department (TPCHD) partnered with Fantasy Lights at Spanaway Park to join in cessation promotion to all who attended the light show from 11/27 through January 4th.***

**Background:** Pierce County Parks and Recreation is in its 14<sup>th</sup> year of putting up the largest holiday drive-through light display in the Northwest. Fantasy Lights at Spanaway Park has become a family tradition for many in the area. Tobacco Prevention program was interested in developing a media campaign for the event in 2007 but started work on it too late. Amrit Lal, TPCHD Prevention Specialist, took the lead with this project and when it became too late to anything for that year, Lal kept his file close by and began planning for Fantasy Lights 2008. He worked closely with Pierce County Parks and Recreation and the support from their leadership and staff was wonderful. Lal worked with his tobacco prevention program team and department public information staff to come up with the theme, "It is Time to Quit Smoking- Make This Your New Year's Resolution". Similar messages were flashed on the electronic board on well-traveled Pacific Avenue during the 40 day run of the display. Advertisement in the News Tribune was also included as part of the overall package.

Cost for this project was minimal, so expense for this activity was not a factor. The major issues were around communication and coordination between Park media staff, Health department public information and Tobacco prevention staff.

**What happened next:** TPCHD staff had a booth at the entranceway the first night they opened for the community to walk through. 540 people collected cessation information as they entered the park the first night. A 3X5 ft. banner displaying the theme, "It's time to Quit Smoking, Make this your New Year's Resolution" greeted everyone who attended this event during the six weeks this exhibit was open. Approximately 128,000 visitors came the following nights in cars and each car was given information on the Quit Line, smoking in cars with children and smoking cessation.

**For more information contact:**  
Amrit Lal, TPCHD Prevention Specialist  
(253) 798-3548 [mswami@tpchd.org](mailto:mswami@tpchd.org)

# Success in Tobacco Prevention and Control

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San Juan County, Washington

2007-2008

*Tobacco-related articles published in the local newspapers have generated conversations and met with positive feedback. In addition, they fulfill a capacity building need, getting tobacco prevention and control out in the popular culture of this county.*

*Background:* Over the course of the year the Tobacco Prevention Program submitted articles to three local newspapers about compliance check results and social sources of tobacco to youth. The article about parents talking to their kids about tobacco was particularly well received; it was published not only in the local papers, but the schools also sent it out in their parent newsletters.

*What happened next:* The reception to both the article, and the issue was very positive, and seemed to raise awareness. In this county, people really talk about things in the local newspapers, so these articles activated the community network. Feedback from friends and family indicates that these articles are being discussed in many community circles.

*For more information contact:*

Martha Sharon, San Juan County Health Department  
360)378-4474 [marthas@co.san-juan.wa.us](mailto:marthas@co.san-juan.wa.us)

# Success in Tobacco Prevention and Control

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San Juan County, Washington

2008-2009

*The Tobacco Prevention and Control Program is working with Lopez community members to develop a drug prevention partnership. We have already been awarded a Drug Free Communities grant of \$35,000/year for two years, for the coalition. It is good work for collaboration in the community for sustainable prevention work.*

*Background:* Lopez Island is the only island in San Juan County that has not applied for the DFC grants; the money that it brings in will help us to hire a coordinator, and work toward sustainable environmental changes in prevention on Lopez.

This mentoring grant allows us to create a strategic plan and strengthen partnerships. We will next apply for the \$125,000/year grant that is renewable for up to ten years. With that grant we will strengthen our tobacco, alcohol and other drug prevention work for the foreseeable future.

*What happened next:* The Kenya Masala event, Drumpowerment, served to “kick off” the new Lopez Partnership. There was an all-school assembly for 225 kids and an evening community event for 130 people. Both were very well received. Kenya is great at getting a community message of healthy choices, prevention, and community. It was a perfect fit for this community, and a great way to get the message of the emerging prevention coalition out to the community.

*For more information contact:*

Martha Sharon, San Juan County Health Department  
360)378-4474 [marthas@co.san-juan.wa.us](mailto:marthas@co.san-juan.wa.us)

# Success in Tobacco Prevention and Control

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Snohomish County, Washington

2006-2007

*Community Transit, which connects Snohomish County neighborhoods with downtown Seattle, is posting durable metal “no smoking” signs at transit stops after previous stickers didn’t hold up to abuse.*

**Background:** Snohomish Health District had collaborated with the transit provider to post the paper stickers following passage of the 25-foot law in 2005. The transit authority unilaterally developed and began posting the metal signs after the paper stickers failed. They took a proactive position to develop durable, metal signs that will ensure the ‘no smoking’ message stays in front of transit customers.

Transit maintenance workers suggested the idea of permanent signs after repeatedly having to replace the stickers. The guys in the shop came up with a design and transit contracted with the state Correctional Industries to fabricate them.

**What happened next:** The new signs feature the Snohomish Health District’s Tobacco Resource Line number, providing transit users and others with an easy way to report violations of the state’s “25-foot” secondhand smoke law. The signs also include the Web URL for Washington Tobacco Quit Line ([www.Quitline.com](http://www.Quitline.com)).

The goal will be to have these signs on all bus shelters maintained by Community Transit throughout Snohomish County. Community Transit is happy to share the design with any other interested transit provider.

**For more information contact:**

Annie Peterson, Snohomish Health District  
(425) 339-5279 [apeterson@shd.snohomish.wa.gov](mailto:apeterson@shd.snohomish.wa.gov)

Thanks to Brad Wright of Wright Communications for this story.

# Success in Tobacco Prevention and Control

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Snohomish County, Washington

2007-2008

*After 14 months of the Washington Clean Indoor Air Act inspector conducting evening and weekend compliance checks in Snohomish County bars and restaurants, it is clear that indoor smoking is virtually non-existent in Snohomish County businesses.*

**Background:** Since the evening and weekend inspector began in October 2007, he has conducted nearly 250 inspections of Snohomish County establishments; primarily restaurants and bars between 9PM and 2AM. The program hired a private contractor to conduct inspections when it became clear that enforcement of the WA Clean Indoor Air Act (WCIAA) was beyond staff capacity, based on a large number of complaints by the public to the Tobacco Resource Line. In the same time period as above, program staff made 67 compliance inspections and 458 phone calls to businesses and individual complainants. In May 2008, SHD EH food inspectors surveyed all establishments visited to check for compliance with WCIAA. Of the 73 surveys done, only 29 businesses were in compliance with the law. EH food inspectors now carry signs on all routine inspections and work more collaboratively with the Tobacco Prevention & Control staff.

The ongoing presence of a WCIAA inspector allows our program to more efficiently respond to complaints from the public as well as partner with agencies to address policy development and change. Since October 2007, our inspector has found NO indoor smoking violations. The majority of reports are now about 25 foot violations. From July 1 - December 31 of 2008, 98 on-site inspections were made with approximately half found in compliance, and the rest out of compliance for the 25' rule.

**What happened next:** The contract for evening/weekend inspections has been extended through the 2008-2009 fiscal year. Enhanced enforcement, tobacco free campus policies, smoking shelter criteria and building law enforcement partnerships support SHD's commitment to improving the health of Snohomish County citizens via protection from exposure to secondhand tobacco smoke.

**For more information contact:**  
Annie Peterson @ 425-339-5279  
[apeterson@shd.snohomish.wa.gov](mailto:apeterson@shd.snohomish.wa.gov)

# Success in Tobacco Prevention and Control

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Spokane County, Washington

2006-2007

*By any measure, Washington's expansion of the Clean Indoor Air Act has been a huge success in Spokane County. Spokane County has seen an increase in businesses compliance with the law over the past two years.*

**Background:** After passage of Initiative 901 in 2005, Spokane County set up a phone complaint line and ran a media campaign encouraging people to report violations. The program also sent informational post cards to all businesses in Spokane County detailing their responsibility under the law. Complaints to the Clean Indoor Air Information and Complaint law have continually plummeted despite promotion of the phone line.

Program staff follow up on all complaints by performing on-site checks and speaking with the person in charge. If a business is found to be in violation, staff first issue a warning, if a smoking violation is witnessed they are assessed a \$75 re-inspection fee. Upon re-inspection, if the violation has not been remedied, we continue with our enforcement procedure which eventually ends with seeking an injunction from a judge to ensure compliance.

The success in enforcing I-901 is attributable to the strong leadership at the Spokane Regional Health District, excellent legal advice, support from DOH to reallocate funds, and most of all community support. Relationship building with restaurant owners has been instrumental in swaying public opinion within the restaurant community. Staff also developed excellent relationships with the Local Liquor Control Board officials as well as with the Fire Marshalls and Building Code Inspectors within Spokane County.

**What happened next:** Complaints have continued to decrease. There are still legal challenges from some businesses, and all parties are looking forward to clarification within the court system.

***For more information contact:***

Spokane Regional Health District  
(509) 324-1452 [www.spokanecounty.org](http://www.spokanecounty.org)

# Success in Tobacco Prevention and Control

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Spokane County, Washington

2007-2008

*Partnering with the local landlord association has been extremely effective and sustainable. Hundreds of smoke free lease addendums have been distributed throughout Spokane. There have also been monthly feature articles dedicated to the benefits of smoke free housing.*

*Background:* This partnership was formed from a simple phone call from the Tobacco Program to the landlord association to inquire whether or not they had any interest in working together. The Director was very interested in offering smoke free lease addendums to her landlords. Program Staff researched smoke free lease addendums and developed one that fit our needs. An attorney in Spokane reviewed the addendum to be sure that it was legally sound. Landlords appreciated the fact that it was reviewed locally and was not a policy from a different state.

*What happened next:* Tobacco Program staff will continue working with the landlord association and providing smoke free lease addendums and education to their members. Staff has approached an agency that works with subsidized housing to develop smoke free policies. It is our goal to have rental options available to anyone interested in avoiding the dangers of secondhand smoke. As the demand grows, it is easier to implement policies.

*For more information contact:*

Spokane Regional Health District  
(509) 324-1452 [www.spokanecounty.org](http://www.spokanecounty.org)

# Success in Tobacco Prevention and Control

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Thurston County, Washington

2006-2007

*Tobacco Free Thurston County worked with the Hands on Children's Museum to make Sand in the City a tobacco-free event.*

**Background:** Sand in the City is a large and popular summer event that includes sand sculpture contests, a huge sand box for children to play in, and many family-oriented activities. This well attended event is sponsored by The Hands on Children's Museum. TOGETHER!s program, Tobacco Free Thurston County (TFTC), approached them initially because the event was on Port of Olympia property and might be required to be smoke-free. After discovering that the event was held outside of the smoking ban area, event organizers were asked to consider a voluntary tobacco ban. They initially said no but after correspondence and input from TFTC, they agreed that a courtesy ban would be a good idea. TFTC created and posted the signage used at the event.

**What happened next:** Event organizers responded positively to the signs. They report that people complied with the signs, and that it was a great idea and they will be using the signage and courtesy ban next year and in following years!

An unexpected outcome was that our query sparked the port staff to research this issue because they were unaware of their own policy/ban. The port became reintroduced to and educated about the smoke-free ban that they already had in place.

This was a low-cost activity that required staff time to cultivate partnerships and sell the idea of having a tobacco-free event.

**For more information contact:**

Meghan Sullivan, Thurston TOGETHER!

360-493-2230 ext 19 [msullivan@thurstontgether.org](mailto:msullivan@thurstontgether.org)

# Success in Tobacco Prevention and Control

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Wahkiakum County, Washington

2008-2009

*The Tobacco Program collaborated with several agencies to provide a retailer education class that addressed both alcohol and tobacco sales to minors.*

*Background:* Coordinated by the Tobacco Prevention Specialist, this event was a first of its kind in Wahkiakum County. Twenty-six retailers attended a two and a half hour training session from 10 a.m. until 12:30 p.m. This was a collaborative effort between Wahkiakum County Health & Human Services, Washington State Liquor Control Board and Wahkiakum Community Network. Invitations were hand delivered with a follow-up phone call to request attendance.

Focusing on Washington State and local efforts to reduce underage smokers, the trainers talked about the adolescent brain development, verifying age by reading ID and identifying when someone is using fake ID. All of the trainers asked the retail clerks to partner with them to keep tobacco out of the hands of underage youth. Snacks and drinks were provided by the Wahkiakum Community Network. This event came about because of the partnership in Clark County with the Health Department and Liquor Control Board in providing retail education. It was replicated in Cowlitz County and now in Wahkiakum County.

*What happened next:* After the training, many participants said they would like to see it made available for other clerks. One more training such as this, with 26 new participants, would reach 100% of the retail clerks in our county. During our Synar compliance checks, we would like to decrease our four retailer check rates to zero percent.

*For more information contact:*

Linda Hartung, Wahkiakum County Health & Human Services  
(360) 795-8630 [hartungl@co.wahkiakum.wa.us](mailto:hartungl@co.wahkiakum.wa.us)

# Success in Tobacco Prevention and Control

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Wahkiakum County, Washington

2009-2010

*Complaints about vendors selling toy cigarettes at a festival have led to positive changes.*

***Background:***

After the Bald Eagle Festival that takes place annually in mid August, the Tobacco Program received two separate complaints about a vendor selling toy cigarettes to youth at \$1.00 each. The sponsor of this event (Chamber of Commerce) was contacted to request the vendor's information. After a little investigation, we discovered that the Chamber screens for inappropriate items with their vendors. We then talked about the complaints that we received about the toy cigarettes and their availability to young children. We requested that toy cigarettes be included in their screening process. The Chamber agreed.

A contact was made with the vendor who lives in NE Oregon and travels the summer fair/festival circuit throughout our area. We discussed the issue with him and requested that he no longer sell this product to youth, and he agreed to the request.

The social norms around youth smoking are changing in Wahkiakum County. Several years ago there would have been no complaints about these sales, the Chamber would not have agreed to screen for toy cigarettes and we wouldn't have had a vendor agree not to sell toy cigarettes. Because of the education that is taking place in the community and schools, people know who to talk to about their concerns.

***What happened next:***

The next event that the Chamber sponsored was a three-day Pro Longboard event at the end of August right before school started. The Chamber requested our assistance in recruiting youth to participate with the event. Again, we had a discussion about the event organizers from Portland - whether or not they were smokers. They agreed to check and make sure that no smoking occurred during the event.

***For more information contact:***

Linda Hartung, Wahkiakum County Health & Human Services  
(360) 795-8630 [hartungl@co.wahkiakum.wa.us](mailto:hartungl@co.wahkiakum.wa.us)

# Success in Tobacco Prevention and Control

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Walla Walla County, Washington

2007-2008

*Tobacco Free Parks can enhance positive adult role-modeling by exposing children to tobacco free behavior norms.*

*Background:* Walla Walla County has taken the first steps towards establishing tobacco free parks by generating community survey feedback. To date there have been 732 surveys collected, with 94% saying they would support tobacco free parks and 89% indicating support for some type of tobacco regulations in the public parks (i.e. no smoking around play areas). Letters to the editor have started to help bring public awareness to the premise behind tobacco free parks.

*What happened next:* As the New Year progresses and the weather warms, qualitative data collection will occur to foster more personal perspectives when presenting community feedback to the Park's Board and City Council. The goal is to establish at least one tobacco free park in Walla Walla County by the end of 2009.

\*Note: In 2009 Parks, Recreation, and Urban Forestry approved a plan to place educational signage in each city park and sports' complex.

*For more information contact:*

Walla Walla Health Department  
(509) 527-3290

# Success in Tobacco Prevention and Control

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Walla Walla County, Washington

2008-2009

*The Tobacco Prevention and Control program has been working with community partners to integrate tobacco education and cessation in several different programs.*

*Background:* By attending the Children's Forum Coalition, the Substance Abuse Task Force, the Methamphetamine Coalition, and the Oral Health Coalition partnerships continue to grow with the with providers to help facilitate action plans to help people quit using tobacco. The Children's Forum included many staff members working with low income families and a discussion regarding implementing the brief tobacco intervention and motivational interviewing took place. Attending the Methamphetamine Coalition and the Substance Abuse Task Force supports movement towards integrating cessation in addiction counseling. In addition, a tobacco prevention program newsletter was made which is the first of monthly outputs to help keep current collaboration and education efforts in the community.

*What happened next:* As a result of these partnerships several positive steps towards addressing tobacco use disparities have evolved. The training in Walla Walla on integrating tobacco dependency treatment into addiction counseling was well attended and well received. Representatives from each of the local addiction counseling facilities attended this training and are taking the next steps to help their clients overcome nicotine addiction. The partnerships with Head Start and other early learning provides is leading to a ongoing commitment between their staff and the county tobacco prevention program to help parents with children enrolled in the Head Start program quit smoking.

*For more information contact:*

Walla Walla Health Department  
(509) 527-3290

# Success in Tobacco Prevention and Control

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Walla Walla County, Washington

2009-2010

*In 2009 the Walla Walla Parks, Recreation and Urban Forestry Department agreed to place educational signage in all city parks and sports complexes.*

**Background:** Health Department staff spent nearly two years laying the groundwork for this project. They began with surveys of community members at a variety of venues and events. The surveys covered a range of health-related topics, and asked questions about support for tobacco-free zones around children's play areas at parks. Nearly 700 surveys were collected. All local pediatricians were surveyed, and they were unanimous in their support for tobacco-free parks.

The next step was an educational campaign that included articles in the paper, letters to the editor, and engaging youth in a park clean-up to collect cigarette butts. The parks director, who has always been a strong partner of the tobacco prevention program, agreed that the community was ready for a parks policy.

Health Department staff presented a proposal for tobacco-free play areas at parks to the Parks Board. The decision was instead to make all the parks and sports complexes entirely smoke free. Rather than an enforceable ordinance, the board decided the emphasis should be educational.

**What happened next:** The parks board decided to limit signage to one per park, and Health Department staff has researched different signs, and will present them for approval by the parks board in spring 2010. The parks department will create and post the signs.

**For more information contact:**  
Walla Walla Health Department  
(509) 527-3290

## *Healthcare Success Stories*

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# Success in Tobacco Prevention and Control

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Adams County, Washington

2006-2007

***Othello Community Hospital has adopted a policy to ask patients about tobacco use and provide cessation education and support for those who need it.***

***Background:*** This policy was a result of years of relationship building between tobacco program staff and hospital staff. Tobacco program staff offered Brief Intervention trainings, and the respiratory therapist became trained. After the training he became interested in writing a policy and procedure, and the programs worked together to get the necessary information and materials in order.

Now all inpatient admits are asked if they use tobacco as part of the admission procedure. All admission forms are done electronically. When a patient is indicated to be a tobacco user in the electronic chart it automatically triggers a red flag message that goes to the Respiratory Therapy Department. A Respiratory Therapist will carry out a brief intervention to determine if the patient is interested in written cessation materials or a Quit Line Referral. There are also steps written into the procedures for nursing staff or the Respiratory Therapist to contact the MD if Nicotine Replacement Therapy is indicated while the patient is hospitalized and/or on discharge.

***What happened next:*** Since adopting the policy, partnerships have continued with the hospital to provide cessation services for the community. Tobacco program staff continue to work with the hospital to develop a plan for tracking/assessment of compliance with the policy.

***For more information contact:***

Karen Potts, Adams County Health District  
(509)659-3320 [karenp@co.adams.wa.us](mailto:karenp@co.adams.wa.us)

# Success in Tobacco Prevention and Control

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Asotin County, Washington

2007-2008

*The "Tobacco Implications and Therapeutic Interventions for Your Patients" conference represented a first for the Lewiston-Clarkston Valley. It was the first time two public health agencies in different counties and states partnered around tobacco prevention and control.*

***Background:***

Asotin County Health District, North Central District Health Department in Idaho, and other community partners co-sponsored Tobacco Implications and Therapeutic Interventions for Your Patients. This day-long conference was designed to bring health care providers and representatives from different agencies together in addressing tobacco use. Registration filled to capacity with participants representing 15 different area agencies. Three speakers presented on various topics related to tobacco use and/or cessation. The local hospital (which is a tobacco-free campus) donated the space and prepared dinner.

Participant evaluations were highly favorable. Further requests for this conference have been received from the nursing program faculty at the local community college.

*What happened next:* As a result of this effort, collaborative relationships are developing among area agencies. Discussions are currently underway to create ongoing cessation support groups and/or classes for area residents. There is also consideration for developing a support system via the Internet for local and regional tobacco prevention and control personnel.

***For more information contact:***

Donna Franklin, Asotin County Health District  
(509) 758-3344 [dschaff@co.asotin.wa.us](mailto:dschaff@co.asotin.wa.us)

# Success in Tobacco Prevention and Control

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Chelan and Douglas Counties, Washington 2006-2007

*In collaboration with the Tobacco Cessation Resource Center, the Chelan Douglas Health District Tobacco Program Coordinator participated in the DOH Systems Change Pilot Project over the course of seven months. The project developed in partnership with a medical center and allowed for testing Systems Change there.*

**Background:** The Wenatchee Valley Medical Center (WVMC) was selected as the pilot site for the Systems Change Project, with a clinical staff member assigned to participate on the site team. To prepare the team, educational requirements included online learning modules and weekly conference calls with healthcare professionals experienced in systems change. This education provided the framework and tools to plan and implement the PDSA (Plan-Do-Study-Act) cycles to test systems change regarding tobacco intervention.

After gathering baseline data through chart reviews, the site team chose to test the feasibility of identifying and documenting tobacco use as a vital sign. Several test cycles were conducted with two Family Practice departments and one Internal Medicine department. All participating staff (Medical Assistant, Registered Nurse and Physician) were trained on the Brief Model of Tobacco Intervention and given instructions in conducting the intervention with patients over a period of several days.

Overall, the test outcomes showed identifying tobacco use as a vital sign was feasible to integrate into routine clinical practice. Participating staff provided positive feedback noting the ease of conducting the intervention and incorporating it into their job duties.

**What happened next:** The WVMC clinical partner carried on this effort by presenting a tobacco intervention plan to the organization's management team. The proposal included the steps to performing a system-wide tobacco intervention to fit the current structure of the computerized patient record. The proposal was accepted although amended to only require annual updates of tobacco use status. The change will occur at which time a planned redesign of the patient record takes place.

**For more information contact:**

Darcee Anderson, Tobacco Program Coordinator  
509-886-6424 [darcee.anderson@cdhd.wa.gov](mailto:darcee.anderson@cdhd.wa.gov)

# Success in Tobacco Prevention and Control

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Columbia County, Washington

2006-2007

*Collaboration between our Tobacco Program and the Columbia County Dental Health Coalition has greatly improved the dental health outcomes for the Columbia County residents and provided great support against the use of tobacco products for those clients seeking services at local dental clinics.*

**Background:** The Columbia County Health Department (CCHD) Tobacco Program has been an active participant in the CCHD Dental Health Coalition for the past five years. CCHD has provided training opportunities in Brief Tobacco Interventions for the two dental offices in our community. The dental clinics in return educate patients who use tobacco products about the effects of tobacco to their dental health and how to check for signs for oral cancer. The dental staff hands out educational materials provided by the CCHD Tobacco Program and refers to the Quitline for cessation services.

Dr. Howie Blessing, contractual facilitator of the dental coalition, provides a yearly presentation to 5<sup>th</sup> grade students in the Dayton School system about how tobacco plants are grown, leaves harvested, and smokeless tobacco is made. Dr. Blessing is a dynamic presenter and shows the students slides, pictures, and teeth of patients whose dental health has been compromised by the use of smokeless tobacco products.

**What happened next:** Surveys have indicated a delay in initiation of smokeless product use by youth until they reach high school. This is encouraging as smokeless tobacco is a product receiving higher use in rural areas. Dentists are referring patients to the quit line and assessing and educating on oral cancer signs. Overall, the collaboration between the dental health coalition and the tobacco program has improved the dental health of the community.

**For more information contact:**

Vickie Hodgson, Columbia County Health Department  
(509) 382-2181 [Vickie\\_hodgson@co.columbia.wa.us](mailto:Vickie_hodgson@co.columbia.wa.us)

# Success in Tobacco Prevention and Control

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Cowlitz County, Washington

2007-2008

*The pilot project to increase the ability of pregnant women to remain smoke free reached 16 women. Nine of the women quit. Being a part of the program helped increase knowledge about second hand smoke and the health effects to the baby.*

*Background:* The Tobacco Coalition, in conjunction with the First Steps program at Family Health Center, started a pilot project to help pregnant smokers remain tobacco-free. Pregnant women who were enrolled in the First Steps program and had either already quit at the beginning of their pregnancy, or were willing to set a quit date within the next 30 days, were eligible. Participants were tested for the presence of nicotine in their saliva once per trimester, and once after delivery. Those with a negative test chose an incentive, varying from baby items to mom items. Additionally, participants were sent monthly postcards with messages of encouragement and suggestions for helping to remain tobacco free.

*What happened next:* Although this is a promising project, we have decided to end the program in the spring of '09. We feel we will be more successful in combating prenatal smoking when we can achieve the support of local obstetricians. Additionally, we see the need to continue our work to change social norms. Further work in increasing community readiness will help.

*For more information contact:*

Jessica Bell, Cowlitz County Health Department  
(360) 501-1228 [bellj@co.cowlitz.wa.us](mailto:bellj@co.cowlitz.wa.us)

# Success in Tobacco Prevention and Control

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King County, Washington

2006-2007

*We promoted systems change in a variety of sites in Seattle and King County; trained staff, helped move many sites to smoke free status, encouraged many people in these settings to quit smoking, and increased awareness of support services and resources for staff and clients.*

**Background:** While the smoking rates in King County and Seattle have plummeted over the last 10 years, rates for people suffering from mental illness, homelessness and chemical dependency have decreased only slightly. One of the key reasons has been the lack of access to treatment options for this population. For the past several years Public Health Seattle/King County (PHSKC) has been working with community and public health clinics to increase access to quality cessation services for low SES people in King County and Seattle (over 100,000 adult client visits/year).

With the passage of the smoking ban in 2005, PHSKC started receiving complaints from homeless service clients, transitional and long term housing, mental health and drug treatment sites concerning the indoor smoking policies in these locations, prompting us to come up with an intervention plan that acknowledged the historic lack of resources and tobacco treatment services for these populations. We developed targeted curriculums that made the trainings relevant to individual sites and developed model protocols for sites. Many of the sites have banned smoking, incorporated ongoing smoking/tobacco cessation support groups, taken time for staff training, promoted clients to call the Quitline and access more intense services in the community and public health clinics.

**What happened next:** PHSKC continues to train sites in Brief Tobacco Intervention, and are working with sites now that are potentially in violation of the smoking ban. With the passage of the mandated coverage for smoking cessation in Medicaid, more providers are showing an interest in increasing their skill set in smoking cessation and tobacco. We have been asked to present on these activities at conferences around the county and continue to work on improving the quality and access to our services.

***For more information contact:***

Scott Neal, Public Health Seattle King County  
(206) 296-7613 [Scott.Neal@kingcounty.gov](mailto:Scott.Neal@kingcounty.gov)

# Success in Tobacco Prevention and Control

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Kitsap County, Washington

2007-2008

*The Kitsap County Tobacco Cessation Resource brochure is now being stocked in the warehouse at Harrison Medical Center. Departments throughout the hospital are able to access supplies of this brochure through their own warehouse.*

*Tobacco Prevention Activity:* C3.02, Public Education- Cessation

*Background:* The brochure was first produced by the county tobacco coalition ten years ago, and the tobacco prevention program has been updating and distributing it ever since. Health district tobacco staff are responsible for maintaining the brochure master to keep it updated, and provide brochures to the hospital. It currently contains local cessation programs and support groups, the Quitline, online information and programs, and a panel "When Smokers Quit". We distribute it to schools, social service agencies, businesses, and healthcare providers and at community events.

*What happened next:* Requests to restock the brochure come in regularly, so this is a resource that community agencies are familiar with and use.

*For more information contact:*

Karen Boysen-Knapp, Kitsap County Health District  
360) 337-5231 [boysek@health.co.kitsap.wa.us](mailto:boysek@health.co.kitsap.wa.us)

# Success in Tobacco Prevention and Control

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King County, Washington

2008-2009

*As of January 2009, King County Mental Health Chemical Abuse and Dependency Services Division (MHCADSD) is requiring contracts for all agencies to address nicotine addiction by providing education, resources, and identifying cessation goals in treatment plans.*

**Background:** Since 2006, Community Tobacco Cessation Partnership (CTCP) has been promoting cessation efforts at Highline Mental Health (now renamed Navos). CTCP support includes providing Brief Tobacco Intervention Skills Trainings for staff, support groups, and providing NRT. Navos staff facilitated highly successful support groups and tracked each person's weekly progress (checking vitals signs working on relapse prevention) and dispensed NRT.

Two years ago, we received a message from Amnon Schoenfeld, Director of MHCADSD saying that he had a conversation with the director of Highline about the success of the cessation support we were providing and the results of the work. Amnon requested a meeting with us to hear more about CTCP and the importance of tobacco cessation for people living with mental illness and chemical dependency.

Last year, staff met with MHCADSD about the Medicaid benefit for smoking cessation. Based on our previous work with mental health and CD staff and the availability of the new resources through Medicaid, the division decided to add a nicotine treatment and systems change requirements to contracts for treatment and prevention services. These new requirements became effective this year and involve 30 MH and CD agencies in the county.

**What happened next:** Since then we were invited to an Annual Provider Meeting where we were able to do outreach, promotion and education about our program. This resulted in invitations to several smaller provider meetings, a division meeting on collaboration, and several on site agency trainings on BTIS. Additionally we are working with MHCADSD on designing a curriculum for Peer to Peer counseling and have been asked by Pierce and Snohomish counties to share the contract language being used by MHCADSD.

Next steps are continued training for all sites, attending provider meetings and providing technical support and assistance. Ultimately, we will provide recommendations on contract language for policy change for tobacco-free campuses.

**For more information contact:**  
Scott Neal, Public Health Seattle King County  
(206) 296-7613 [Scott.neal@kingcounty.gov](mailto:Scott.neal@kingcounty.gov)

# Success in Tobacco Prevention and Control

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Lincoln County, Washington

2006-2007

*The health department created a network tracking form for Maternal Child Health clients that asks about tobacco use and helps support clients quit tobacco use.*

**Background:** While most pregnant women receive prenatal health care in Spokane, they do receive Maternal Child Health (MCH) and WIC services at the Lincoln County Health Department. Tobacco program staff created a spreadsheet that is used with Maternal Child Health and WIC clients that asks health related questions including:

- Is the client a tobacco user?
- Do any household members smoke?
- Did they receive Quitline information?
- Have they set a quit date?

This form helps the health department evaluate the education given to a target population and aid clients in the quitting process. The form is also used as a reminder for coordinators to follow-up with any quit attempts or offer further education and support.

**What happened next:** 545 clients were tracked on the form in 2006. Each client who answers yes using tobacco goes through a brief intervention and given at least information on the Quitline if not a quit kit. This process is a little different for women who are pregnant and smoking. They receive a more intense intervention and are strongly encouraged to quit smoking at every follow up appointment. They also receive a diaper bag that contains information on quitting smoking and the benefits for everyone as well as a few supplies for the new baby.

**For more information contact:**

Danita Hammond, Lincoln County Health Department  
(509) 725-9213 [dhammond@co.lincoln.wa.us](mailto:dhammond@co.lincoln.wa.us)

# Success in Tobacco Prevention and Control

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Lincoln County, Washington

2008-2009

*The number of calls to the Washington State Tobacco Quit Line from Lincoln County has increased because health care providers are promoting cessation.*

*Background:* Lincoln County Health Department is one of the founding members of the Lincoln County Public Health Coalition with Lincoln Hospital and Odessa Memorial Healthcare Center. The coalition was established in 1993 and has been able to implement a multitude of successful projects and programs. Having a pre-established partnership and healthy working relationship has been one of the key factors in the success of promoting the WA State Quit Line to patients at the clinic level. Having support from hospital and clinic administration has made access to the clinic and staff painless. While the tobacco champion has changed over the past few years the current system has worked well.

The tobacco program coordinator sends updates and information to the lead medical assistant at North Basin Medical Clinics and the clinic manager at Odessa Clinic. When needed, the tobacco program coordinator attends a provider meeting to go over any new campaigns or information the providers may find useful to know for their patients. The health department also acts a resource for patients if the provider or medical assistant is unable to answer all their questions about the quit line or other local resources that may be available. The clinic staff had been previously trained in Basic Tobacco Intervention Skills and has moved to electronic medical records which made referrals to the Quit Line a natural part of the clinic's practice.

*What happened next:* This system has been working successfully for Lincoln County and will continue unless there is a drastic change to part of the system. The relationships with the agencies and staff are what have made this system work. Provider training will continue as well as education for the medical assistants.

*For more information contact:*

Danita Hammond, Lincoln County Health Department  
(509)725-9213 [dhammond@co.lincoln.wa.us](mailto:dhammond@co.lincoln.wa.us)

## *Worksite Success Stories*

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# Success in Tobacco Prevention and Control

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Kittitas County, Washington

2007-2008

*We were successful this year in having the entire grounds and 25' beyond become smoke free at our County court house.*

*Background:* Early in 2007 our Human Resource Department received a complaint from an employee regarding smoking in the center courtyard. The issue was brought before the county commissioners and they in turn looked to their Health Department to gain clarity on whether having employees smoke in the court yard was an infraction of the Smoking in Public Places law. After determining that it was, the first order of action was that the courtyard be made smoke free. However, this left many issues with other entrances to the courthouse.

The Health Department Director, Cathy Bambrick, took the lead on determining if there were other places around the court house that did not fall into compliance with the law. There were in fact other areas found, and the stance that she took with the commissioners was that as the department that enforces the law in the community we had to be an example to other businesses/agencies in our appearance and compliance with the law. The commissioners approved a motion to become smoke free in March of 2008.

*What happened next:* We are currently looking into pursuing all county grounds becoming smoke free but this is a political and financial issue because of a large rodeo and fair that happens yearly at our county fairgrounds. We are pressing forward and hope to see progress in the coming year.

*For more information contact:*

Sarah Bedsaul, Kittitas County Health Department  
(509) 962-7680 [sarah.bedsaul@co.kittitas.wa.us](mailto:sarah.bedsaul@co.kittitas.wa.us)

# Success in Tobacco Prevention and Control

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Mason County, Washington

2006-2007

*Mason County was invited to present at the Joint Conference on Health because of the Employee Health Challenge implemented in 2006 which promoted health behaviors such as quitting tobacco.*

**Background:** Mason County conducted a worksite health promotion program between January-March of 2007. Over three hundred employees from eight local businesses participated in the Mason County Employee Health Challenge. Participants earned points for engaging in health activities such as exercise, nutrition, and preventative check-ups. Special emphasis was made on the health impacts of tobacco, including opportunities to earn daily points for not using tobacco and bonus points for quitting tobacco for 30 or more days. Health tips on the impacts of tobacco use and cessation resources were also provided to participants.

**What Happened Next:** Program outcomes included three participants quitting tobacco use as part of their personal Health Challenge goals. All Health Challenge points were sent to Washington Health Foundation resulting in Mason County being the #1 government organization in the Healthiest State in the Nation Campaign in 2007. Mason County was asked to present information about the Employee Health Challenge at the Washington Health Foundation's Annual Meeting and at the Joint Conference on Health.

The Employee Health Challenge was such a success that it is becoming an annual event with hopes to expand it to more work sites. Plans include developing a pre- and post-survey to evaluate the Health Challenge and a web-based reporting system.

***For more information contact:***

Ben Johnson, Mason County Public Health  
(360) 427-9670 ext. 545 [benj@co.mason.wa.us](mailto:benj@co.mason.wa.us)

# Success in Tobacco Prevention and Control

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Skagit County, Washington

2008-2009

*In December 2008, Skagit County Tobacco Control Program was awarded an American Legacy Foundation (ALF) "Small Innovation Grant" to support Cascade Job Corps towards creating a Tobacco-Free Campus. Out of the 100 applications that were submitted to ALF nationwide, only ten grants were awarded.*

**Background:** Cascades Job Corps is a residential education and career training program sponsored by the U.S. Department of Labor that serves disadvantaged and economically challenged youth aged 16 to 24. Skagit TPC has been partnering with Cascades for over six years in providing quarterly cessation classes to students on Cascades campus. Although approximately 20 youth attended the classes each quarter, the majority of participants were not successful in remaining tobacco-free because of prevalence of use among their peers on campus and the pervasive social acceptability of tobacco use in their environment. A January 2008 survey by Skagit TPC showed a 53% tobacco use rate among Cascades students. The survey also indicated that tobacco use increases after students begin residing at the campus.

In 2006, Skagit TPC first approached Cascades about applying for the ALF grant opportunity and worked with Cascades each year to develop the grant strategies. After three letters of Intent and two requests for proposals, the grant was awarded in December 2008, and will run through November 2009. The one-year, \$100,000 grant allows Skagit TCP and Cascades to partner in implementing comprehensive strategies to build a tobacco-free policy at Job Corps Cascades Campus.

**What happened next:** Grant Activities began in December 2008, and aim at increasing cessation resources for students and staff as well as developing a strategic plan for creating a tobacco-free campus. Activities include increasing and promoting tobacco cessation opportunities for students and staff, educating all new students on tobacco policies/resources, convening a Wellness Committee of students and staff that will create a strategic plan for implementation of a new tobacco policy, increasing healthy activities for students, training health clinic staff on tobacco cessation, as well as services from professional marketing and evaluation contractors. All aspects incorporate a high level of student and staff involvement in the process.

At completion of the grant a "resource kit" will be developed to share successes/challenges to the remaining 119 Job Corps centers across the nation.

**For more information contact:**

Allison Johnston, United General Hospital  
(360) 856-7389 [allison.johnston@unitedgeneral.org](mailto:allison.johnston@unitedgeneral.org)

*Youth/School Success Stories*

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# Success in Tobacco Prevention and Control

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Adams County, Washington

2008-2009

*After a couple years without a youth coalition, a new group started at Ritzville High School. These kids got right on board and have had a great year.*

*Background:* In October 2008, 13 Ritzville area high school youth attended the WA State Prevention Summit along with five adults representing Adams County Health Dept, Adams County Community Counseling, Adams County Sheriff's Office, Adams County Environmental Health and a community representative. By the end of the Summit they decided they were interested in bringing prevention activities to their school. Shortly after, the students met with the RHS High School Principal, Health teacher, Home Economics teacher and Journalism teacher to obtain approval for new school club and projected activities.

The students met weekly and implemented an event for the Great American Smokeout in November that was written up in the Ritzville Journal Times as well as the school newspaper. Other activities have included: attending SpeakOUT Youth Leadership training, TATU trainings, a policy enhancement project, forming a Relay for Life team, and supporting an event that brought in Brad Barton, a speaker who presented to approximately 120 grade school, 80 middle school and 120 high school students as well as about 50 adults.

*What happened next:* Ten youth and four adults attended the WA State Youth Prevention Spring Forum. The group that had worked on the Brad Barton event did a power point presentation and shared a large collage-style display board of their activities. American Lung Association and American Cancer Society were credited for their support of this project.

Another group presented a power point on their tobacco policy enhancement project. They will be presenting information to school staff, the school board, County Commissioners, City Council and Chamber of Commerce on tobacco policy as it relates to the school district and on the correlation between tobacco use and academic achievement. In addition they will be putting up posters they designed throughout the school and community as part of the social norms campaign portion of their project with ESD 101. The posters reflect the numbers of local youth who do NOT use tobacco.

*For more information contact:*

Karen Potts, Adams County Health Department  
(509) 659-3320 [karenp@co.adams.wa.us](mailto:karenp@co.adams.wa.us)

# Success in Tobacco Prevention and Control

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Chelan and Douglas Counties, Washington 2006-2007

***Chelan-Douglas TOGETHER! in partnership with schools and the community put on a Latino Leadership event that included a tobacco track for youth and parents. 30 families participated.***

**Background:** Chelan-Douglas TOGETHER! for Drug Free Youth partnered with Washington State Association of Community and Migrant Health (WACMHC), Wenatchee Valley College, Skills Source, North Central Educational Service District, Columbia Valley Community Health (CVCH), Children's Home Society, and *La Super Z* radio station, to provide leadership training for Latino youth that included a tobacco-prevention message. Student workshops focused on academic success, leadership skills and prevention. As an example: the WACMHC-delivered workshop, "Don't Hi-jack Our Culture," exposed tobacco-industry efforts to target Latino youth. *La Super Z's* workshop, "Creating a Winning Public Service Announcement", taught participants how to deliver tobacco-free messages to their community. Simultaneously, parents participated in workshops focused on building strong families, staying healthy, and supporting their teens in school. The parent workshops also included "Don't Hi-jack Our Culture", this one led by local *promotoras de salud* from CVCH. This has become a popular annual event.

**What happened next:** *La Super Z* radio station held a contest for participating students, to develop a "winning PSA". They were so impressed that they selected two entries. Those student teams, accompanied by their advisors and TOGETHER! staff, recorded tobacco-free Public Service Announcements to be aired by a station that reaches approximately 42,000 listeners each day.

**For more information contact:**  
Marilyn Dold, Chelan-Douglas TOGETHER!  
(509)662-7201 [togethermd@nwi.net](mailto:togethermd@nwi.net)

# Success in Tobacco Prevention and Control

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Clark County, Washington

2007-2008

*The No Stank You event held at a local movie theater was a big success, with a huge turnout of 11- to 18-year-olds.*

## *Background:*

No Stank You Total Theater Takeover is an event to reach out and educate teens about the negative effects of tobacco use. In preparing for this event (No Stank You Total Theater Takeovers) Clark County Public Health - Tobacco Prevention & Education Program partnered with GMMB, ESD 112 prevention intervention specialists and TATU group from Union High School to recruit youth street teams. We worked with TATU youth volunteers, using peer educators model, to inform other teens that smoking and other types of tobacco use are hazardous. TATU Students distributed No Stank You materials, free movie tickets and No Stank You t-shirts to youth, and took pictures of youth in front of the No Stank You Display.

The Tobacco Prevention and Education program promoted the event by working with community partners and distributing flyers to youth in Clark County. The Union High School TATU volunteers did an excellent job of engaging youth in the No Stank You campaign and promoting acceptance of the campaign by making it fun. Teenage movie-goers were enthusiastic about the activity and giveaway items, and they took lots of pictures with NSY props.

*What happened next:* Potential outcomes of the event include more youth visiting the No Stank You web site, registering to earn more No Stank You t-shirts, and becoming tobacco-free! A second NSY Total Theater Takeover will take place again in Clark County on February 14, 2009, at Cascade Cinemas.

## *For more information contact:*

Long Vue, Clark County Public Health Dept

360-397-8214 [long.vue@clark.wa.gov](mailto:long.vue@clark.wa.gov)

OR

Katie Gilliam, GMMB 206-352-8598

# Success in Tobacco Prevention and Control

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Clark County, Washington

2008-2009

*Through partnerships with several community organizations and agencies, youth in Clark County are taking action, learning new skills, and making a difference.*

*Background:* Ads and Subtract is a project to reduce alcohol and tobacco advertisements in Clark County. Supported by a grant from the Washington State Reduce Underage Drinking (RUaD) Coalition, the project is lead by Strong Teens Against Substance Abuse Hazards (STASHA). The Clark County Tobacco Prevention & Education Program partnered with PREVENT! the Substance Abuse Prevention Coalition of Clark County and the Clark County Youth House and was supported by many community agencies to implement this project.

On May 2, 2009, 45 youth and adult partners participated in “Ads and Subtracts Day of Action.” Youth and adults received an interactive training about the effects of alcohol and tobacco advertisements on youth and how to survey local stores for these ads. Attendees then ventured into the community to survey alcohol and tobacco ads and drug paraphernalia throughout Clark County. The survey results were processed to help shape us understand alcohol and tobacco advertisements. The youth and adults involved reflected at the end of the day and said they learned a lot, and were motivated to improve the landscape in Clark County.

*What happened next:* On May 14, 2009, Operation Respond worked with youth and adults from the community to generate ideas, resulting in two prioritized strategies: work with store owners to improve advertisements, and provide positive recognition for stores with minimal advertisements. Strategies will include creating “Business Toolkits” with information for stores owners, starting a “Store of the Month” program to recognize store owners with positive publicity (purchase an ad in the newspaper, create a certificate), and asking coalition members and people in the community on specified day to shop at identified store and thank them for caring about the youth in our community.

*For more information contact:*  
Long Vue, Clark County Public Health Dept  
360-397-8214 [long.vue@clark.wa.gov](mailto:long.vue@clark.wa.gov)

# Success in Tobacco Prevention and Control

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Clark County, Washington

2009-2010

*Prevent! Coalition and STASHA, Clark County's Peer Education Team partnered with Clark County Public Health and several community organizations to reduce alcohol and tobacco ads in Clark County.*

**Background:** PREVENT! Coalition and STASHA, Clark County's Peer Education Team partnered with Clark County Public Health and several community organizations to reduce alcohol and tobacco ads in Clark County. The impetus for the project came because community members were expressing concerns about excessive advertisement particularly in neighborhoods with low socioeconomic status. Research indicates that youth exposed to tobacco advertisement affects their behaviors and attitudes toward using alcohol and tobacco (Arch Pediatr Adolesc Med. 2006; 160:18-24).

Our first step was to survey stores in Clark County to determine the number of alcohol and tobacco ads. Youth and adult community members were recruited to survey stores for ads inside and outside of the stores, and the content of ads to determine if they are targeting youth. STASHA developed and provided a youth-led training on how to conduct the survey, ensuring that the information collected are accurate and meaningful.

**What happened next:** Fifty-four youth and adult volunteers donated over 270 hours to survey about 100 stores in Clark County for the presence of alcohol and tobacco ads along with the presence of drug paraphernalia. With this survey info, an action plan was created to work with store owners on reducing ads and introducing positive prevention messages. The group is currently working to pass a local ordinance banning drug paraphernalia. As the next step, the volunteers will re-visit the 100 stores to deliver outreach materials created by the volunteers themselves, which includes a "Store of the Month" program. Stores who have reduced alcohol and tobacco advertisements and/or implement a store policy on keeping advertising to a minimum may qualify for the Store of the Month program.

Communities throughout Washington State have sought support to implement this project in their communities, and the ADS and Subtract project has been replicated in Thurston and Cowlitz Counties. Additionally, the project has been presented at the Washington State Prevention Summit and to the Reducing Underage Drinking Coalition in Olympia, WA.

**For more information contact:**  
Long Vue, MPH Clark County Public Health Dept  
360-397-8214 Long.Vue@clark.wa.gov

# Success in Tobacco Prevention and Control

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Clark County, Washington

2009-2010

*Youth who attended a SpeakOut workshop have become advocates for tobacco awareness in their school and inspired students and staff to become involved.*

## *Background:*

Prairie High School (PHS) ROTC cadets Jayson Camp and Justin Plummer and Health Sciences and Career student, Annelies Buck, attended American Cancer Society (ACS) SpeakOut Workshop on November 4, 2009. They became concerned about the issue of chewing tobacco taking place in the classrooms at PHS. During ACS SpeakOut training, they wanted to educate staff about the importance of reducing youth access to chewing tobacco as a prevention strategy, improve the implementation of existing school policies about youth possession of tobacco products, and discourage tobacco use among teens by sending a consistent school wide message that tobacco use (including chew) is harmful and illegal. Therefore, they decided to create a chewing tobacco awareness presentation to educate all PHS staff during Through with Chew Week.

The presentation took place on February 9, 2010 during an all-staff meeting. The presentation provided many resources and ideas for PHS staff to take action if they discover that students are using or has possession of chew tobacco products. Jason, Justin and Annelies proposed that students caught chewing tobacco be required to attend a one-hour tobacco education class. This would help students understand tobacco addiction and assists them in becoming ready to quit. Overall, the staff was very engaged and asked many questions.

## *What happened next:*

The presentation provided resources for PHS staff to refer students to the tobacco education classes if they have caught a student in possession of tobacco products, or using tobacco. Through the efforts of this presentation, several students were referred to the tobacco education classes by their teachers. From April 2010 to May 2010, more than ten students were cited in possession of tobacco products by their teachers.

Jayson Camp and Justin Plummer are also involved with TATU (Teens Against Tobacco Use). In March 2010, they presented a lesson on Second-Hand Smoke to fifty-eight, Glenwood Primary School, 4<sup>th</sup> grade Health and Fitness students.

## *For more information contact:*

Cindi Schroeder, Prevention Specialist  
Prairie High School  
(360) 885-6579

Long Vue, MPH Health Educator  
Clark County Public Health Dept  
(360) 397-8214

# Success in Tobacco Prevention and Control

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Garfield County, Washington

2007-2008

*The Student Awareness Movement (SAM) club has been a very successful activity. Working with youth is rewarding and there is a strong and solid group of youth who are willing and motivated to help in events.*

*Background:* The SAM club began its year of activities in July, planning two movie nights for August plus a table for National Night Out. The rest of the year was filled with activities including a Halloween skate party, Tom the Turkey Community Scavenger Hunt, Winterfest activities, and more. Teen leaders attended training and conferences, and also participated in the Teens Against Tobacco Use (TATU) trainings and presentations.

These students are positive role models for younger youth within the community and certainly make our community proud. They have done some great events this year that have gotten a wide range of youth and adults involved. I am very proud of the things they have accomplished and the future they have planned for the next year. There are 15 members belonging to our SAM club, with 6 of them taking on active leadership roles within the group.

*What happened next:* The SAM club is still going strong, and continues to implement many activities that promote tobacco-free norms among the youth in our community.

*For more information contact:*

Tina Warren, Garfield County Health District  
(509) 843-3412 [twarren@co.garfield.wa.us](mailto:twarren@co.garfield.wa.us)

# Success in Tobacco Prevention and Control

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Garfield County, Washington

2008-2009

*On March 14, 2009 Pomeroy hosted the conference, "Magic of Rhythm...and Everyone Plays their Part." Students from 10 middle schools as well as two youth groups attended.*

**Background:** This conference developed because of seven middle school students who attended the Youth Prevention Summit in Yakima in October. Their idea was to give other kids the same experience that they had. So with the help of the Tobacco Prevention Program and DASA, the students organized the event. We had many local sponsors, including 21<sup>st</sup> Century, CSAP, RCAP, ALAW, and ESD123. Plus we had a lot of wonderful people/organizations to host the youth workshops. The planning students went to some of the surrounding schools to personally invite them, helped in planning the food, and developing ideas for workshops. In the end we had 14 students from Pomeroy helping organize and participate in the conference.

154 students and 21 advisors attended the event. The day included general sessions with keynote speakers: Attorney General Rob Mckenna, Magician/Illusionist Brad Barton, and DrumPowerment performance by Maketa Wilborn. Then students were allowed to choose from 13 different workshops between the a.m. and p.m. workshop sessions. We also had two adult workshops.

**What happened next:** As a result of the conference our group was chosen to present its project at the Spring youth forum in Grand Mound on April 29<sup>th</sup>. Our conference has also been featured in the ESD 123 Newsletter, Garfield County Human Services Newsletter, East Washingtonian, and the Walla Walla Catholic Schools Newsletter. Evaluations were handed out and comments included: "Superb", "Learned a lot of information—enjoyed", "Tremendous opportunity for our small Eastern Washington communities," etc. Plus our students offered a "And Everyone Plays their Part by Paying it Forward Scholarship": These were 2 scholarships (\$300, \$200) offered to all schools that attended—challenging them to return to their community and develop an activity/event to spread what they had learned from the conference. Then they sent back what their plan was and our students would pick the winner to receive the scholarships. Although we did have lots of interest in this contest, no actual applications were submitted.

Our students, participants, and sponsors felt very encouraged regarding the outcome of the conference and hope to continue this activity, making it an annual event.

**For more information contact:**

Tina Warren, Garfield County Health District  
(509) 843-3412 [twarren@co.garfield.wa.us](mailto:twarren@co.garfield.wa.us)

WADOH TPC Program Assessment and Evaluation

# Success in Tobacco Prevention and Control

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Jefferson County, Washington

2007-2008

*Youth are more excited than ever to participate in tobacco prevention activities. Our local Tobacco Prevention T-shirt design contest has been met with a tremendous response.*

***Background:***

The Tobacco Prevention T-shirt project was a partnership with a local 501 (C3) non-profit organization. The Boiler Room is a volunteer-run, drug and alcohol-free coffeehouse located in the heart of downtown Port Townsend, Washington devoted “to support the expression and activities of youth as part of our larger community in a healthy and productive way”. It generated a great deal of positive attention for the subject of Tobacco Prevention in Jefferson County, where Health Youth Survey data shows the susceptibility for youth tobacco use is higher than WA state rate.

School teachers have given extra credit for students to complete designs, booths at local schools to promote the contest have been mobbed with students, older siblings have recruited younger siblings to think of tobacco prevention messages, community has embraced the project, entries were submitted from across the county, word of mouth message of tobacco prevention has been circulating, the local newspaper covered the event. And it's great fun.

This project was organized by summer intern Helen Piling and idea came out of our work to promote our premier Teens Against Tobacco Use (TATU) training in the schools. This year we trained 19 Port Townsend High School students and they presented to 4<sup>th</sup> grade classes in the area. Plans are underway for TATU to expand in 2009.

***What happened next:*** The TATU program will be expanding to reach more Jefferson County youth. Promotion of No Stank You continues with members participating in a booth at the County Fair, and more people becoming involved. Plans are in place to increase the number of 4<sup>th</sup>-5<sup>th</sup> grade classes receiving tobacco prevention education.

***For more information contact:***

Karen Obermeyer, Jefferson County Public Health  
(360) 385-9400 [kobermeyer@co.jefferson.wa.us](mailto:kobermeyer@co.jefferson.wa.us)

# Success in Tobacco Prevention and Control

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King County, Washington

2007-2008

Through the Smokefree Families Project PHSKC supported systems change in Head Start/Early Childhood Education and Assistance programs with 5 organizations at 12 different sites.

*Background:* Between July 1, 2007, and June 30, 2008, we worked closely with The American Legacy Foundation, Department of Health (Tobacco Control), Puget Sound ESD, American Lung Association Tacoma/Pierce Health Department and King County ECEAP and HEAD START Centers to develop and implement smoking cessation and prevention strategies for Head Start and ECEAP families (Smoke Free Living for a Healthy Family). These strategies included Brief Tobacco Intervention Skills and Motivational Interviewing training for staff, and in-depth resource training for Family Advocates and site leadership highlighting the Washington Tobacco Quit Line and other resources for more intensive cessation services for the families. Additionally, 13 sites applied and received mini grants to conduct tobacco prevention and control activities at their family gatherings. All sites agreed to and participated in a baseline survey/assessment and individual tobacco and resource training at all sites.

*What happened next:* We have expanded the number of participating sites in 2008-2009 to 20. We have conducted another kick off training for new sites (BTIS and Motivational Interviewing) and opened the training up to other areas of the state. We will be conducting the resource training soon and will be following up with the initial sites for additional evaluation in the coming months.

*For more information contact:*

Scott Neal, Public Health Seattle King County  
(206) 296-7613 [Scott.Neal@kingcounty.gov](mailto:Scott.Neal@kingcounty.gov)

# Success in Tobacco Prevention and Control

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King County, Washington

2008-2009

*Public Health Seattle King County worked with DOH, Puget Sound ESD, American Legacy Foundation, Tacoma Pierce Health Department and others to develop and promote Smoke Free Living for a Health Family for ECEAP and Head Start Families in King County and Washington State.*

**Background:** Smoke Free Living for a Healthy Family is focused on improving the health of all Head Start and ECEAP children by improving their living conditions and promoting smoke-free living environments. Smoke Free Living for a Healthy Family provides accessible information and tools to Head Start and ECEAP families allowing them to develop smoke-free homes as well as providing smoking families the opportunity to access resources to help them stop smoking or using other tobacco products. Head Start/ECEAP staff had long had a requirement to ask about tobacco use, but never knew before what to do after the questions was asked. This program provided the tools that staff need to help the families and refer them for additional support and resources (The WA Quitline).

After a successful pilot project in Pierce County in 2007, DOH reached out to King County to expand the project. We met with the American Legacy Foundation, Tacoma Pierce Health Department, Puget Sound ESD and others to develop an implementation plan and schedule events. Additionally DOH asked us to expand on the assessment and evaluation plan that TPHD had started.

**What happened next:** In year one, we conducted leadership training for staff from the 12 selected ECEAP and Head Start sites (45 staff). The training components included general tobacco and secondhand smoke knowledge, tobacco's effects on early childhood development, as well as BTIS and motivational interviewing skills trainings. Individual site trainings included reviews of DOH materials, Asthma prevention resources, and local clinical resources, King County Public Health services and an overview of WA Quitline Services.

In year two we expanded to 19 sites in King County, conducted statewide program training, a Resource Training for King County staff, worked with TCRC to provide an in-depth Motivational Interviewing Training for King and Pierce County specifically for early childhood development staff, and followed up the initial assessment with a one year site evaluation. This has been a great project for developing collaboration with lots of diverse agencies. In the fall of 2008 this program was the subject of a National NPR story highlighting the success of the collaboration. "We finally know what to say to our families after we ask them if the smoke or use tobacco." One ECEAP staff member said.

**For more information contact:**  
Scott Neal, Public Health Seattle King County  
(206) 296-7613 [Scott.neal@kingcounty.gov](mailto:Scott.neal@kingcounty.gov)

# Success in Tobacco Prevention and Control

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Kitsap County, Washington

2006-2007

*“Our project working with youth to create a music video resulted in a video that was aired during the finale of American Idol!”*

**Background:** No Stank You.com ran a music video contest inviting youth to produce an anti-tobacco advertisement. The winner’s videos were to be aired on the local showing of the popular TV show American Idol. This became a project for the Kitsap Alternative Transition School (KATS) program at the Kitsap County Juvenile Detention Facility. Work involved KATS staff and students, along with technical assistance from the health district, writing, acting and producing a music video on tobacco use prevention and cessation. The resulting winning music video appeared during a commercial break on the finale of American Idol.

<http://www.youtube.com/watch?v=xuhcjA4XQgk>

**What happened next:** Ongoing work with youth after this event included conducting a weeklong media literacy and production class for teens at the Bremerton Housing Authority community center summer program. Media Literacy presentations continue at the KATS program. This is a great way to engage youth in tobacco prevention activities.

**For more information contact:**

Shelley Rose (360) 337-5230 [roses@health.co.kitsap.wa.us](mailto:roses@health.co.kitsap.wa.us)

Karen Boysen-Knapp (360) 337-5231 [boysek@health.co.kitsap.wa.us](mailto:boysek@health.co.kitsap.wa.us)

# Success in Tobacco Prevention and Control

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Klickitat County, Washington

2008-2009

***Funding for Prevention Specialist at White Salmon and Goldendale High Schools created new opportunities for youth tobacco prevention.***

***Background:*** Klickitat County Health Department collaborated with ESD 112, 105 and both school districts to provide funding and support for a part time prevention specialist in the high schools. Due to funding challenges this was the first year we were able to have prevention specialists at both high schools. The prevention specialist positions were able to establish active youth coalitions, conduct peer education programs such as TATU, participate in community events, conduct compliance checks and National Tobacco events such as a Great American Smokeout, Through with Chew week, Kick Butts Day and World No Tobacco Day. Klickitat County Health Departments plans to build on this partnership with ESDs and schools next year!

***What happened next:*** Klickitat County Health Departments plans to build on this partnership with ESDs and schools next year!

***For more information contact:***  
Klickitat County Health Department  
(509) 493-1558

# Success in Tobacco Prevention and Control

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Lewis County, Washington

2006-2007

*Lewis County's youth prevention team put on their annual Youth Prevention Summit on February 27, 2006. About 300 youth attended this popular event.*

**Background:** The Youth Prevention Team and Tobacco Prevention staff spent a great deal of time and effort to make the summit a success. ALAW and Washington State Clearinghouse had informational booths during lunch. There were various breakouts, such as Bob Mortimer, a triple amputee who talked about drinking & driving, how to write a great Public Service Announcement, and Erik Vidstrand presented the tobacco piece. He showed pictures of the effects of tobacco, and for the people in the first row, he handed out his "barf bags" in case they couldn't handle some of the pictures he showed. He had a lot of information about the tobacco companies and their lies, and he was very well received.

This was the 5<sup>th</sup> annual Youth Prevention Summit. Members of our Youth Prevention Team go to the statewide prevention summit every year to attend various breakout sessions to see if there is something that they would like to bring to our area or they have ideas on what they would like to have already. Preparation is time consuming, but everyone pulls together and it always goes well. Assisting with the youth are the Tobacco Prevention staff, CMASA staff and DUI/Traffic Safety staff as well as other volunteers.

**What happened next:** The summit serves as a recruitment tool for the Youth Prevention team, and the members are already talking about next year's summit.

***For more information contact:***

Sonia Ferguson, Program Coordinator  
360-740-1489 [SAFergus@co.lewis.wa.us](mailto:SAFergus@co.lewis.wa.us)

# Success in Tobacco Prevention and Control

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Lewis County, Washington

2007-2008

*Our Youth Prevention Team had another active year and implemented several successful activities.*

*Background:* The Youth Prevention Team has been in place for several years, and put on their sixth annual Lewis County Youth Prevention Summit on February 26, 2008. Once again, it was a huge success. There were about 300 youth and between 30-40 adults attending the event. There were various breakouts and for the tobacco piece we brought in Rick Bender, a well known speaker who lost his jaw to cancer. Rick was very well received and spoke with all the youth who approached him with questions. Five different schools even asked if we could help bring him back to their schools for presentations.

The Youth Prevention Team also assisted Tobacco Prevention and Control staff with manning a booth at local Youth Spring Fair and annual SWW Fair. One fair day was even designated specifically as a tobacco prevention day. The youth are really great at the fairs, putting on interactive games inviting passersby to try the game. Our booth gets quite a few visitors, and the prevention team youth have many opportunities to talk about tobacco prevention.

*What happened next:* The Youth Prevention Team continues to be active in the community and is gearing up for the seventh annual summit, which will be held in March.

*For more information contact:*  
Sonia Ferguson, Program Coordinator  
360-740-1489 [SAFergus@co.lewis.wa.us](mailto:SAFergus@co.lewis.wa.us)

# Success in Tobacco Prevention and Control

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Lincoln County, Washington

2007-2008

*Youth Diversion has become a successful program offered by the Lincoln County Health Department and has led to positive relationships between Juvenile Court, the School District and the Health Department.*

**Background:** The Lincoln County Health Department offers tobacco diversion classes at no cost to all Lincoln County youth who are caught using or in possession of tobacco. The program has been consistently utilized by juvenile court services for youth who are on probation. Since the start of this program there also has been sporadic use by county school districts.

**What happened next:** Over the past two years the Davenport School District has started consistently referring their tobacco infractions to the tobacco prevention coordinator at the Health Department. The tobacco prevention coordinator meets with students as a group or on an individual basis. Meetings take place after school at the Health Department or during lunch at Davenport High School. The diversion classes are a condensed version of Freedom from Smoking and tobacco education and structured more as an open forum for information to be shared. The tobacco prevention coordinator sets ground rules at the first meeting whether it is with just one student or a group of students. The ground rules are:

- Conversations are safe and confidential unless the student shares information that must be reported due to legal reasons.
- Diversion classes are not a form of punishment but an opportunity to learn about tobacco (i.e. how to quit, what effects tobacco has on a person-physically, financially and personally).
- Diversion classes can only help the student if they are honest with the information they share, false information will not lead to helpful answers or suggestions and it's a waste of everyone's time.

Students who come through the class seem to leave with different attitudes. The hope is that the class will help youth quit smoking but if they aren't willing to quit at least they have a greater understanding of what they are choosing to do to their bodies. Youth have given positive feedback at the end of the sessions whether they have quit or not. The school staff has also been extremely accommodating when sessions occur during school hours. The program has survived staff changes and new administration. This looks to be a promising practice in the Davenport School District.

***For more information contact:***

Danita Hammond, Lincoln County Health Department  
(509)725-9213 [dhammond@co.lincoln.wa.us](mailto:dhammond@co.lincoln.wa.us)

# Success in Tobacco Prevention and Control

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NE Tri Counties, Washington

2006-2007

*Youth have become involved in tobacco prevention activities in greater numbers, thanks to collaboration between the NE Tri County Health District and the American Lung Association of Washington.*

**Background:** In 2005 the health district began to contract with the American Lung Association of Washington (ALAW) for additional Teens Against Tobacco Use (TATU) program services in the NE Tri County area. The purpose of the contract collaboration was to expand TATU into all three counties, and increase overall youth involvement in the tobacco prevention program.

Dr. Victor DeNoble, a former Phillip Morris researcher and tobacco industry “whistle-blower,” visited a number of schools in the NE Tri Counties to begin building youth interest in tobacco prevention and aid in recruiting adults and teens to the TATU program. ALAW conducted site visits to school staff in each county, facilitated tri-county as well as individual school TATU trainings, assisted teens in TATU presentation preparation, contacted local media to publicize TATU events, and provided on-going technical assistance and communication.

**What happened next:** By targeting youth involvement and TATU program efforts in the NE Tri Counties, the program achieved the following:

- TATU integrated into all three NE Tri Counties, with a total of 10 groups adopting the program including one on the Colville Reservation
- More than 1,100 youth impacted by the TATU message
- Mini-Grants awarded to four NE Tri County groups for community tobacco prevention events, presentation supplies, and transportation
- Increased involvement of NE Tri County teens in partner organization trainings, such as the ACS Speakout
- Positive recognition of youth tobacco prevention efforts in national and local publications

**For more information contact:**

NE Tri-County Health Department  
(509) 684-5048

# Success in Tobacco Prevention and Control

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Okanogan County, Washington

2006-2007

***Tobacco-related Public Service Announcements (PSAs) have aired on local radio and have been an effective way to spread tobacco prevention messages.***

**Background:** A student group at Okanogan High School met to focus on speaking out about teen health issues such as Tobacco, Injury, and Sexual Education. Students were responsible for developing and recording PSAs directed towards younger students, peers, and adults. They completed eight teen health radio messages.

Sheriff Frank Rogers, who is active in our tobacco coalition, recorded the following PSA:

"I'm Sheriff Frank Rogers. Purchasing or giving tobacco to a minor is against the law. Violators face a fine up to \$5,000 and minors in possession of tobacco face a fine up to \$87. Obey the law, keep tobacco out of the hands of minors. This public service announcement is brought to you by Okanogan county Public Health, the tobacco coalition, and Okanogan County Sheriff's Office. Partnering to keep tobacco out of the hands of youth."

**What happened next:** The messages aired on local radio stations KOMW and KNCW and ran from two to six months.

The PSAs have generated a great deal of feedback, so it is evident that people are, at a minimum, hearing them. The students are constantly coming up with new ideas on messaging and like to change the PSAs in the rotation frequently.

***For more information contact:***

Crystal Pritchard, Okanogan County Public Health  
(509)422-7391 [cpritchard@co.okanogan.wa.us](mailto:cpritchard@co.okanogan.wa.us)

# Success in Tobacco Prevention and Control

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Pacific County, Washington

2006-2007

***County youth coalitions were very active this year, with participants from four school districts involved in a variety of tobacco prevention activities.***

***Background:*** There were four active youth coalitions in Pacific County this year representing four of the five school districts. All four of the groups participated in Teens Against Tobacco Use (TATU) trainings. They then prepared and conducted TATU presentations, reaching all 5<sup>th</sup> grade students county-wide. The youth coalitions also put on a variety of events at their respective schools including prevention week at Naselle, Smoke Free Pledge and Bring Your Own Banana (BYOB) ice cream social event at Ilwaco, and a coloring/essay contest at South Bend. The coalitions received a total of \$500 worth of TATU mini grants and \$250 in American Cancer Society grants to help fund their events.

***What happened next:*** TATU trainings reached over 60 high school students from Pacific, Lewis, and Wahkiakum Counties. Pacific County TATU teens then provided presentations to 250 5<sup>th</sup> graders and reached an estimated 400 additional 5<sup>th</sup>-8<sup>th</sup> grade youth at during other events.

***For more information contact:***

Melissa Sexton, Pacific County Health and Human Services  
(360)875-9343 [mwildhaber@co.pacific.wa.us](mailto:mwildhaber@co.pacific.wa.us)

# Success in Tobacco Prevention and Control

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Pacific County, Washington

2007-2008

*110 middle school students, 22 high school volunteers, and 29 adult chaperones spent 12 hours watching movies, playing board games, playing sports, playing tobacco bingo, guitar hero, creating No Stank You! sweatshirts, and more. This was an opportunity for the school and the community to show that they care about the health and well being of the students at Ilwaco Jr./Sr. High School.*

*Background:* This event originated at a community town hall meeting in May of 2008. At that meeting, several students who wanted to make a difference at their school and were committed to live healthy substance free lives, decided that they wanted to sponsor a substance free event for their classmates. They applied for a mini-grant through our local prevention network and were awarded funds to purchase food and other supplies for an event in June. It was a success! When these students returned to school in September 2008, they knew that they wanted to plan a follow-up event, and on November 14<sup>th</sup>, 2008 the "Ilwaco Middle/High School Substance Free Lock-in took place. Sarah Taylor, Ilwaco's Prevention Interventionist played an integral role in planning and implementing this event.

*What happened next:* This quote from the Marc Simmons Ilwaco's principal sums it up quite nicely; "Changing the perception begins by changing our own habits." This Lock-in gave the community adults and youth the opportunity to interact in a positive, substance free environment and initiated a step towards promoting healthy choices as a community norm. Many of the students wore their NSY sweatshirts the next week at school and continued to promote a substance-free and tobacco-free lifestyle. In addition, data was gathered using a voluntary survey regarding youth alcohol, tobacco and illegal drug use and perception of harm. This data has sparked network discussions and has been used to plan other school projects and activities.

*For more information contact:*

Tara Finch, Pacific County Health and Human Services  
(360) 642-9349 [tfinch@co.pacific.wa.us](mailto:tfinch@co.pacific.wa.us)

# Success in Tobacco Prevention and Control

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Pierce County, Washington

2006-2007

*A unique partnership with Early Head Start, Head Start & ECEAP centers increased the cessation knowledge and skills of staff and parents alike.*

**Background:** The Pierce County Head Start dissemination project was implemented in 2006, providing tobacco cessation information, resources, referrals and support to families enrolled in early childhood programs. The purpose of this project was to replicate what had been developed in four pilot Head Start sites around the country. This required the formation of a partnership involving the Washington State Department of Health's Tobacco Prevention & Control Program, the American Legacy Foundation, the Center for Community Action and Training, the Puget Sound ESD, and the Tacoma-Pierce County Health Department.

In Pierce County, seven sites with multiple centers were self-selected based on their community readiness. The sites represented Early Head Start, Head Start and ECEAP programs. Staff members at each site were provided with an introduction to the project, technical assistance as needed and training in tobacco 101, brief interventions, and motivational interviewing. The goal throughout the project was to integrate tobacco education and cessation work into their existing system.

**What happened next:** Successes from this project included effective partnerships, revision of forms at the agency level to include extended questions concerning tobacco use, sustainability, and successful connections with agency leadership. Feedback from staff was very positive. They enjoyed the trainings and liked the tools they were given to work with families. They also commented on how easy it was to integrate into their existing work with families. The program not only impacted the families but staff members interested in quitting tobacco. The program has now expanded into King County through a partnership with the Seattle-King County Health Department.

**For more information contact:**  
Tacoma-Pierce County Health Department  
(253)798-3579

# Success in Tobacco Prevention and Control

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San Juan County, Washington

2008-2009

"I facilitated TATU (Teens Against Tobacco Use) groups at all three schools in San Juan County this fall. The teens who presented were very impressed with the information, and were very moved by their experience of teaching the fifth graders. In turn, the fifth graders were impressed that the "cool" high school students would talk with them, and were moved by the content."

*Background:* It took me a few years to get into the schools with this program, but it only took one class in each school to get the teachers totally sold on it. They ask me eagerly to come back now, each year. There are more youth interested in being student teachers now, also, as word gets out that it is a fun and rewarding experience.

*What happened next:* The teachers come in and listen, also, and always say they are so glad that we came. They have asked us to return and present next year. Teen teachers have given us names of other youth who are interested in being trained in TATU and presenting next year. With this momentum, the program should expand even more.

*For more information contact:*

Martha Sharon, San Juan County Health Department  
360)378-4474 [marthas@co.san-juan.wa.us](mailto:marthas@co.san-juan.wa.us)

# Success in Tobacco Prevention and Control

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Skagit County, Washington

2006-2007

*Approximately 180 middle school students from Swinomish tribe, Upper Skagit tribe, Lummi Indian Nation, Island, San Juan, Skagit, Snohomish, and Whatcom counties attended the sixth Untold Regional Youth Summit at Swinomish Youth Center in La Conner, Washington on March 14, 2007. An additional 50 adults attended the event as well, creating an overall attendance of 230 people.*

**Background:** Planning meetings for Untold began in October 2006. Representatives from American Cancer Society, American Lung Association, Island County, San Juan County, Skagit County, Snohomish County, Whatcom County, Swinomish tribe, Upper Skagit tribe, and Lummi Nation participated in planning meetings. College students were recruited in January to assist in the planning process. College students assumed the role of leaders for middle school students during the event. Swinomish tribe helped support the event by providing the event location as well as volunteers to prepare food.

Kenya Masala, a nationally-renowned youth motivator, served as the Master of Ceremonies for the event. The Organ Ladies and Power of Hope assisted by providing educational sessions for the youth around issues of tobacco use and addiction, as well as how to express tobacco prevention messages through artistic methods. As a result of the event, youth indicated they felt confident talking to others about tobacco issues, and expressed interest in participating in follow up activities in their own communities. Collaboration among all regional entities was crucial to the success of the event.

**What happened next:** As a result of the event, more youth were recruited to participate in community prevention events. A follow-up activity in Skagit County for Kick Butts Day attracted 35 new youth who had attended Untold. A few of the youth continue to regularly participate in the countywide youth coalition Skagit HEAT (Helping Educate About Tobacco).

**For more information contact:**

Allison Johnston, United General Hospital  
(360) 856-7389 [allison.johnston@unitedgeneral.org](mailto:allison.johnston@unitedgeneral.org)

# Success in Tobacco Prevention and Control

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Skagit County, Washington

2007-2008

*The Skagit County Tobacco Control Program collaborated with representatives from local schools and community agencies to develop a new youth leadership group called VOICE (Voicing Our Ideas, Challenging Everyone).*

*Background:* TCP started meeting with representatives from local schools and community organizations to begin discussions around developing a youth leadership board in January 2008. An Oasis Teen Shelter Americorps volunteer took the lead on facilitating meetings and recruiting youth. Overall, approximately 30 youth attended a kick-off retreat in June 2008. Youth from Concrete, Sedro-Woolley, Burlington, and Mount Vernon were represented at the retreat.

*What happened next:* TCP has assisted in the coordination of the VOICE since the initial retreat in June. VOICE meets monthly to plan various community events. VOICE events and projects have included an ice cream social, Halloween dance, holiday service projects, and Policymaker Education Day in Olympia. VOICE will continue to work on the issues of secondhand smoke in cars with children, drunk driving prevention, suicide prevention, serving the community, and many other projects. In addition, VOICE members are assisting in organizing a Skagit Summit that will help connect VOICE members to social service agencies. The Summit is planned for February 28, 2009.

*For more information contact:*

Allison Johnston, United General Hospital  
(360) 856-7389 [allison.johnston@unitedgeneral.org](mailto:allison.johnston@unitedgeneral.org)

# Success in Tobacco Prevention and Control

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Skagit County, Washington

2008-2009

*From June 2008-May 2009, VOICE youth coalition members have completed over 2,400 hours of community service.*

*Background:* The Skagit County Tobacco Control Program collaborated with the Educational Service District 189, local school districts, Skagit County Human Services, Oasis Teen Shelter, Skagit County Youth and Family Services, and other community agencies to form a new youth coalition called Skagit VOICE (Voicing Our Ideas, Challenging Everyone). The youth coalition consists of 8<sup>th</sup>-12<sup>th</sup> graders in Skagit County who are interested in improving the health and well-being of youth in the area.

Meetings between local community agencies and school districts to form the VOICE leadership group began in February 2008. The group met twice a month to determine who would serve as a coordinator for VOICE, how youth would be recruited, and what resources each agency would contribute to make VOICE successful. Approximately 30 youth were recruited in May-June 2008 to attend a Spring VOICE retreat. The retreat provided youth an opportunity to create the mission, goals, and objectives of the group, as well as develop team-bonding and leadership skills.

*What happened next:* VOICE currently meets every other week for two hours to plan service projects in the community. Tobacco Control Program staff assist with the meetings and help coordinate events as necessary. A second annual Spring Retreat is planned for June 5-7, 2009, where VOICE will be discussing sustainability of the group beyond the funding cycle for the VOICE coordinator. Tobacco Control Program staff will continue to assist VOICE with meetings and events for the next biennium (2009-2011).

*For more information contact:*

Lisa Mitchell, United General Hospital  
(360) 856-7388 [lisa.mitchell@unitedgeneral.org](mailto:lisa.mitchell@unitedgeneral.org)

# Success in Tobacco Prevention and Control

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Skagit County, Washington

2008-2009

*The Head Start pilot project has allowed us to reach more individuals with tobacco intervention and education.*

**Background:** The Department of Health Tobacco Prevention and Control Program provided the Skagit County Tobacco Control Program (TCP) an opportunity to participate in a pilot project with the local Head Start program. The goal of the pilot project is to incorporate tobacco cessation interventions into routine procedures. The Brief Intervention model was initially promoted to health care providers, and has since expanded to reach other providers who may have an opportunity to impact tobacco users. The Head Start Pilot Project is being conducted in a few counties throughout Washington State.

Initial meetings between DOH, Skagit/Islands Head Start, and TCP began in February 2009. At the meeting, DOH, Head Start, and TCP decided to collaborate with three Head Start programs in Skagit County each year until all Head Start programs were incorporating tobacco cessation interventions into standard protocol. In April 2009, TCP staff conducted BTIS trainings with three Head Start programs and collaborated with the Skagit/Islands Head Start program manager to update forms to include more information on tobacco use and secondhand smoke exposure.

**What happened next:** In the next biennium, the Tobacco Control Program will train an additional six sites in the Brief Tobacco Intervention.

**For more information contact:**

Allison Johnston, United General Hospital  
(360) 856-7389 [allison.johnston@unitedgeneral.org](mailto:allison.johnston@unitedgeneral.org)

# Success in Tobacco Prevention and Control

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Spokane County, Washington

2008-2009

*Because of the efforts of the youth coalition, Spokane Teens Against Tobacco (STAT), to make "Pig Out in the Park" a smoke-free event, the park board is phasing in smoke-free policies for all City of Spokane parks and events.*

**Background:** After attending a media training sponsored by the Department of Health, the Spokane Teens Against Tobacco (STAT) youth coalition decided to make a big- usually very smoky, local event- Pig Out in the Park tobacco free. We brainstormed tactics at the training to engage the media in the effort. First and foremost, we needed to create a spectacle. The STAT kids got up early on the Saturday before Pig Out in the Park, donned latex gloves and starting gathering discarded cigarette butts. After an hour, they had collected many butts. The following Saturday at the same time, but after a day and half of Pig Out in the Park festivities, the kids gathered butts again, this time accompanied by the local National Public Radio Station and two local television stations . The STAT kids discussed why they felt that it was important to have Pig Out in the Park designated as tobacco free, the tremendous amount of litter being only one reason.

Staff at the Spokane Regional Health District (SRHD) contacted the Spokane City Park Board and asked to be on the Park Board agenda to discuss the possibility of designating Pig Out in the Park as tobacco free. The following month STAT was placed on the agenda. Staff worked closely with the STAT kids to develop a power point presentation to use at the meeting. Three of the leads for this project practiced incessantly, asking each other potential questions and perfecting their presentation techniques.

When the time came to present, they did an awesome job and their message was very well received. The idea of designating Pig Out as a tobacco free event was referred to committee. STAT kids and SRHD staff attended the committee meetings where it was decided to make all of the city parks tobacco free all of the time with the exception of allowing a designated smoking area at big events. Public input was scheduled. The STAT members their families, SRHD staff and Tobacco Free Spokane collation members all provided input on why a tobacco free policy would be beneficial to the community.

### ***What happened next:***

Currently the Park Board is planning on having all events in Riverfront Park be tobacco free with a designated smoking area. The city will take on the responsibility of maintaining the tobacco free zone signs near playground equipment (currently the responsibility of the SRHD). The re-vote has been moved to the June 11th meeting.

***For more information contact:***

Spokane Regional Health District  
(509) 324-1452 [www.spokanecounty.org](http://www.spokanecounty.org)

# Success in Tobacco Prevention and Control

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Thurston County, Washington

2007-2008

*Students Protesting Lies About Tobacco (SPLAT!) met 18 times over the course of the school year and reached 18 new youth, greatly exceeding goals as well as expanding the group's potential.*

*Background:* Thurston Together! has a long history of working with youth, and SPLAT! has been an active coalition for several years. This was a rebuilding year, as staff turnover and youth ageing out diminished the number of experienced members. Nonetheless, the group had many great accomplishments this year.

SPLAT! youth participated in policymaker education, Teens Against Tobacco Use (TATU) trainings and presentations, retailer compliance checks, and more. The major project SPLAT! members worked on was the Kick Butts Day "Would You Miss Me" project. Two noteworthy outcomes from this event include the media coverage the event generated as well as the 225 smoke-free pledges that local high school students signed during the event!

*What happened next:* There were challenges this year that included staff turnover, building rapport with new youth members, gaining administration buy-in for the Kick Butts Day project, and harnessing and guiding youth energy and passion. A success was the recruitment of many diverse new youth, as well as the fact that the Kick Butts Day project is likely to become an annual tradition!

*For more information contact:*

Meghan Sullivan, Thurston Together!

(360) 493-2230 [msullivan@thurstontogether.org](mailto:msullivan@thurstontogether.org)

# Success in Tobacco Prevention and Control

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Wahkiakum County, Washington

2006-2007

*Youth coalition members receive training, learn new skills, bond, recognize and support each other while affecting social norms on a personal, family, school and community level.*

**Background:** Youth Coalition members have gone through a three day basic training that is offered to the entire 8<sup>th</sup> grade class. They participate in SpeakOut and TATU trainings and belong to the local Drug, Alcohol & Tobacco Abuse Prevention (DATAP) youth group. All have been on the planning committee for the basic training and have conducted workshops for SpeakOut. Members participate in summer events such as Relay for Life, Lance Armstrong's Live Strong Challenge and Wahkiakum County Health & Human Services fair booth. During the school year they participate at the Prevention Summit and Cowlitz Tribal Health & Wellness Walk. For a two year period of time they have constructed a pledge wall at the Wahkiakum County Fair. People willing to pledge would place their hands in tempera paint, and then place it on construction paper covering the wall. They are pledging to be tobacco, alcohol and drug free!

**What happened next:** The Youth Coalition members worked with the Wahkiakum Community Network to construct a permanent pledge wall for adults and youth that addresses tobacco, alcohol and other drugs. During the Bald Eagle Festival, clay tiles were used as the background for the handprint and first names of pledge participants. In addition to being a permanent piece of art work, this pledge wall will hang 3' x 15' on the side of Bob's Market in the center of downtown Cathlamet. Plans are to dedicate the permanent pledge wall on Bald Eagle's Day in July.

This unique and vibrant group of young people has been very active. They have formed strong bonds and support each other throughout the school year. They have participated in boards and committees, volunteered at events, and provided positive role modeling for other youth in the community.

**For more information contact:**

Linda Hartung, Wahkiakum County Health & Human Services  
(360) 795-8630 [hartungl@co.wahkiakum.wa.us](mailto:hartungl@co.wahkiakum.wa.us)

# Success in Tobacco Prevention and Control

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Wahkiakum County, Washington

2007-2008

*The Tobacco Prevention and Control Program partnered with Wahkiakum School District to enhance teaching opportunities, build relationships and identify champions to support efforts within the schools.*

**Background:** Synergism happened when tobacco prevention and school staff got together to plan an event at the school during Great American Smoke Out (GASO). The school counselor worked with the entire school staff including custodial staff to put on an event. 104 youth who signed pledges during GASO received NoStankYou.com t-shirts. The ESD prevention specialist for the county worked with DOH Tobacco Prevention staff to supply educational materials and logistic for the event. The school counselor also talked with the youth in the classroom, and he said it was a howling success.

***What happened next:***

The weekly newspaper Wahkiakum County Eagle published an article in the Thanksgiving issue giving the youth and staff recognition.

The 7<sup>th</sup> grade teacher followed up with a two week unit on tobacco with youth constructing power point presentations on issues around tobacco use. Tobacco program staff was invited to view these power point presentations and found them to be impressively professional. Students learned technology, research techniques and presentation skills.

To keep the no-tobacco momentum going, during spirit week two school staff joined together to wear identical no tobacco t-shirts. Wahkiakum Community Network wrote an article about tobacco use in a weekly column called "Did you know". Overall, youth are receiving information outside of classroom that using tobacco isn't a social norm in this community.

***For more information contact:***

Linda Hartung, Wahkiakum County Health & Human Services  
(360) 795-8630 [hartungl@co.wahkiakum.wa.us](mailto:hartungl@co.wahkiakum.wa.us)

# Success in Tobacco Prevention and Control

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Whatcom County, Washington

2006-2007

***Whatcom County's Youth Coalition, Students Working Against Tobacco (SWAT), had an active year and participated as a Washington Youth Action Team.***

***Background:*** Development and growth of the SWAT Leadership Board was the main contributing factor to the success. Board recruitment was open to the 8 community groups that have participated in SWAT or TATU in the past including students from Lummi and Nooksack tribes. The leadership board developed their workplan which included plans for Great American Smoke Out, Kick Butts Day and World No Tobacco Day, and the coalition focused on an area of community policy change around second hand smoke at the Northwest County Fair. The leadership board successfully planned and ran quarterly general SWAT meetings, to implement activities such as a letter writing campaign to tobacco retailers regarding tobacco industry anti-smoking campaigns, and successful promotion of three "tobacco holidays".

***What happened next:*** This was the first year SWAT participated as a Washington Youth Action Team, and it was a great experience for the students! They received policy training and street marketing experience. The students felt as if the YAT events were rewards for the work they do. SpeakOUT Workshops and Summit are the best training opportunity for the students to gather the useful information they need to prepare them in completing their workplan. The hiring of a temporary employee to assist solely with the youth coalition allowed the program to successfully promote and recruit talented students.

***For more information contact:***

Heidi Wiersma, Whatcom County Health Department  
(360) 676-6724 ext. 30689 [hwiersma@co.whatcom.wa.us](mailto:hwiersma@co.whatcom.wa.us)

## *ESD Success Stories*

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# Success in Tobacco Prevention and Control

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ESD 101

2006-2007

***Districts implementing the Life Skills curriculum have increased to almost half the districts in the ESD 101 region.***

***Background:*** Over the past seven years, ESD 101 has built capacity to support districts in implementation of the Life Skills curriculum. Life Skills was brought into 5 districts in the region through an implementation grant from National Health Promotion Associates during the 2001-2002 school year. These districts were provided with free staff training and curriculum over the course of four years. Districts which participated in this early adoption of the curriculum in the region became strong supporters of the program. In fact, one small rural district showed huge reductions in their 30 day use patterns between the 2000 and 2002 Healthy Youth Survey, with the addition of the Life Skills curriculum being the only change in prevention programming in that district during the time period.

As the five original districts found success with the curriculum, other districts began to ask for it. The ESD 101 tobacco prevention specialist became a certified trainer of the curriculum. By having this resource, we are able to provide free training, as well as technical assistance support to all the districts.

***What happened next:*** About 27 districts, almost half the districts in the ESD region, have now adopted the curriculum. The tobacco prevention specialist is able to work with districts through all phases of curriculum implementation including: curriculum adoption, training, implementation and evaluation. She is also a valuable resource to districts to determine creative ways of implementing the curriculum within the school day, problem solving any issues that may come up and helping to keep a high level of implementation fidelity. Districts that never offered a prevention curriculum are now able to implement a science-based best practice.

***For more information contact:***

Tricia Hughes, Tobacco Prevention Coordinator  
(509) 789-3591 thughes@esd101.net

# Success in Tobacco Prevention and Control

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ESD 101

2006-2007

***Riverside Middle School implemented a social norms marketing campaign around tobacco use in their school and got students talking about the issue.***

***Background:*** During the 2006-07 school year, the Riverside School District received a small grant from the Greater Spokane Substance Abuse Council to design and implement a social norms campaign around a substance abuse or violence prevention issue. The student assistance specialist worked with youth involved in the Washington Drug Free Youth group to choose the topic that they wanted to work on and the group chose tobacco. They created a poster that included youth from the middle school in the picture and the message that "91% of Riverside Middle School Students do not smoke."

***What happened next:*** Kids now know what their tobacco use rate is at the middle school and are not under the misperception that rates are much higher. This has created a positive school norm where tobacco use is not accepted and may translate into few kids using tobacco or beginning onset at a later age. Teachers have reported that kids are now talking with each other about tobacco use and other substance use issues. Social norms marketing is being conducted in a new district this year and will probably continued to be rolled out to other districts next year.

***For more information contact:***

Tricia Hughes, Tobacco Prevention Coordinator  
(509) 789-3591 [thughes@esd101.net](mailto:thughes@esd101.net)

# Success in Tobacco Prevention and Control

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ESD 105

2006-2007

*ESD 105 Tobacco Prevention & Control staff meet quarterly with Health and PE teachers in the region. Health and PE teachers enjoy the opportunity to network with one another and to stay abreast of trends in HYS data and other current happenings in the Health and Fitness field.*

**Background:** With the advent of high stakes testing, many school districts, felt the need to focus on reading, writing, and math. Sometimes this resulted in cutting back on health and PE class time. In an effort to further tobacco prevention efforts for all youth and thinking of natural school allies, ESD staff convened three region-wide health and fitness teacher meetings throughout the school year. ESD staff share tobacco prevention and media literacy curricula, Healthy Youth Survey data, parenting education tips, and other supportive learning environment information. The Health teachers really appreciate the focus of the meetings. Many of them are coming on their own time and at their own expense.

**What happened next:** Because of the solid relationships established, Project ALERT curriculum was implemented in three school districts. Great Body Shop curriculum was implemented in two additional districts. Selected health teachers attended TPRC trainings on working with students from poverty. Other health teachers were given "scholarships" to attend the 1<sup>st</sup> Annual Healthy Schools Summit and learned about the Coordinated School Health model and ways to implement. Media Literacy lessons were delivered to two school districts. Health teachers were educated on using HYS data in school improvement planning and at least seven school districts formally used this data in their plans.

**\*2007-08 update\*** Because of the groundwork that has been laid with the health teachers, the most recent Health & Fitness CBA (Classroom Based Assessments) training was wildly successful. Over 65 teachers from the Elementary, Middle School and High School levels trained on how to administer and score CBA's. In the 2008-09 school year, schools are required to administer these to students at the 5<sup>th</sup> grade, 8<sup>th</sup> grade and high school level.

**For more information contact:**

Anna Marie DuFault, Tobacco Prevention Coordinator  
(509) 454-3130 [annamaried@esd105.wednet.edu](mailto:annamaried@esd105.wednet.edu)

# Success in Tobacco Prevention and Control

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ESD 112

2006-2007

*Through collaborative programming, ESD 112 provided Tobacco Prevention Services in 28 of 30 school districts during the 2006-07 school year.*

**Background:** It is constant work (as staff come and go in schools) to show the connection between tobacco use and academics. By having someone in the building, even just a few hours a month, the districts learn more about why tobacco prevention is important to the educational process. Children who use tobacco products have a very short attention span (2-3 minutes) because they are in withdrawal and thinking about when they are going to get their next "fix." A child in withdrawal is not ready to learn. We also know that children who smoke have more absenteeism due to more upper respiratory illness and skipping class to get their nicotine. Tobacco use is related to a whole range of other problems that are also barriers to education. The problem is not all other educators know this. When we have the opportunities to develop relationships with schools, whether it is through a PI, school nurse or school counselor, we have an opportunity to help more children be successful in school.

The ESD 112 employed or sub-contracted Prevention/Intervention Specialists to provide a range of tobacco prevention services in 15 school districts. To provide tobacco prevention services in our remaining school districts, funding was provided to the ESD 112 School Nurse Corps and two school counselors who provided prevention services in 13 of our remaining districts. Having a paid staff person in each district allows students to receive services from the DOH list including: curriculum, assistance with tobacco policy improvements, training for school staff, parent education, school-based intervention and alternative to suspension classes, and enhancements including prevention clubs, school-wide awareness activities and TATU education.

**What happened next:** In the 2007-08 school year, tobacco prevention services were expanded to all 30 ESD 112 school districts.

**For more information contact:**

Kara Seaman, tobacco program coordinator  
(360) 750-7500 [kara.seaman@esd112.org](mailto:kara.seaman@esd112.org)

# Success in Tobacco Prevention and Control

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Puget Sound ESD 121

2006-2007

***PSESD's Youth Diversity Summit brought together several cross-cultural and community partners and was so popular that we had a waiting list for attendees.***

***Background:*** The annual, statewide Youth Diversity Summit held in March 2007 had so many teams register - twice as many as the facility could accommodate - that PSESD wound up holding an additional Summit for 2007, in September. School teams consisted of approximately five students and their adult advisors. 15 schools sent teams to the March event and 14 schools sent teams to the September event. Over the past two years, the districts have started the trend of sending all their high schools. One district sent both high school and junior high teams in September.

Several Cross Cultural partners, as well as American Lung Association of Washington participated in the event. Carl from Seattle Indian Health Board brought his drumming band for the closing ceremonies. Yvette from ALAW presented about media literacy in one of the workshop sessions. Eric from Asian Pacific Islanders Coalition Against Tobacco presented about the link between tobacco and health disparities across cultures.

***What happened next:*** Although the Summit has historically been held in March, the overwhelming feedback was to make September the permanent schedule. There will be an increase in the focus on alcohol, tobacco and other drugs, as one of our new partnerships/sponsors is funded by a Drug Free Communities Grant. Plans are in place to invite the three past Cross Cultural partners to return, as well as seeking to get the rest of the Cross Cultural partners on board.

***For more information contact:***

Melia LaCour, Program Manager Equity in Education  
(425) 917-7848 [mlacour@psed.org](mailto:mlacour@psed.org) OR  
Wendi Gilreath, Program Manager Prevention Center  
(425) 917-7818

# Success in Tobacco Prevention and Control

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North Central ESD 171

2006-2007

*Partnering with other agencies increased the number of trainings, brought in more community partners and consequently built a stronger, more comprehensive approach to tobacco prevention.*

**Background:** NCESD maximized the benefit of hosting Tobacco Prevention Resource Center (TPRC) trainings, seeing them as an opportunity to engage current and potential partners. We reached out to identify school and community needs, then provided training in Motivational Interviewing, Bridges out of Poverty, the Science of Nicotine Addiction, Media Literacy in Diverse Communities, and Social Norms: the Power of the Positive. We were able to raise the skill level of not only our Student Assistance Specialist staff and tobacco contractors, but of school nurses, Readiness-to-Learn case managers, Treatment Center staff, and parents.

Partnering with other agencies widened the audience beyond traditional attendees. For example: NCESD partnered with Rural Health Foundation and Wenatchee Valley College to provide CME's to physicians and nurses for the "Science of Nicotine Addiction" training delivered by Dr. Alex Stalcup, and with Chelan-Douglas TOGETHER! for Drug Free Youth to have Dr. Stalcup address a parent/community group the following day. We partnered with our local SPG-SIG grantee to retain Dr. Jeff Linkenbach an extra day in our region, reaching a wider audience with his Social Norms training.

**What happened next:** School and community partners began to speak a common language and to approach our work with a common understanding - beginning with the shared understanding that tobacco use is an addiction, not a "habit". We hear from these new partners: the dentist who talks about addiction, not just oral health, with his patients; the teacher who now devotes time to media literacy lessons; the community coalition building a Social Norms campaign to reduce tobacco initiation during summer break. These efforts all contribute to a comprehensive and effective tobacco program in this region.

***For more information contact:***

Mike Lynch, Tobacco Program Coordinator  
(509) 665-2631 [mikel@ncesd.org](mailto:mikel@ncesd.org)

# Success in Tobacco Prevention and Control

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ESD 189

2006-2007

*Trainings focused on risk and protective factors have increased tobacco prevention knowledge and the ability of staff to help more youth succeed in school.*

**Background:** Maurene Staunton is the principal at an alternative high school in Arlington. She was hired by our ESD during the summer of 2006 to research the effect of Alcohol, Tobacco, and Other Drugs (ATOD) on academic achievement. Maurene worked half time for NWESD providing trainings to our 29 school districts involved with Safe and Drug Free Schools.

The training is entitled, "Supportive Learning Environment: Connecting Risk & Protective Factors to Student Achievement." It includes connecting Healthy Youth Survey data to measure risk & protective factors, creating a School Improvement Planning process, and links prevention programs with academic success.

*"If schools only focus on school management and instruction to attain student success, they will fall short of their goals."\**

**What happened next:** Maurene presented to hundred of Administrators, Superintendents, Student Assistance Professionals and ESD Board members on the impact of ATOD and academic achievement. She will have been to seven out of nine ESD's by the end of this school year.

As a result, school districts administrators are working on increasing one more protective factor in their schools. This will allow at least 20-30% more students to be successful, and hopefully delay the onset of tobacco use.

\*The Foundations of Social and Emotional Learning." Teachers College; Columbia University, 2004.

**For more information contact:**  
Kristen Anderson, Tobacco Program Coordinator  
(425)710-4363 [kanderson@esd189.org](mailto:kanderson@esd189.org)

WADOH TPC Program Assessment and Evaluation

# Success in Tobacco Prevention and Control

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## Washington State Educational Service Districts 2007-2008

*The following are samples of success stories reported in Catalyst by Educational Service Districts across the state.*

**ESD 105:** Student Assistance Professionals are moving to provide the GAIN short screen on all tobacco discipline referrals, and then move these students into the alternative to suspension programs or their case load. This year each of these districts insured that students with a tobacco infraction met with the Student Assistance Professional.

**ESD 112:** Several school districts have revised policies or implemented alternative to suspension programs for students found using tobacco. One School District approved a district-wide alternative to suspension policy, while another changed its procedures to include a suspension and a one day tobacco class for a first offense. In conjunction with law enforcement and the local health department, a middle school in White Salmon solidified its alternative to suspension program. The Kelso School District adopted a uniform tobacco policy and procedure for all schools using the DOH ideal policy and procedures.

**ESD 113:** Throughout the year ESD 113 with North Thurston school district P/I specialist & Tobacco Free Thurston County have been working with local law enforcement to provide referral sources for students who are being ticketed for tobacco violations. Lacey police have increased the number of tickets being written for under aged tobacco possession and referrals are being made to ESD 113, TFTC & North Thurston P/I.

**Puget Sound ESD 121:** The policy enhancement project has provided the framework to take a closer look at a specific district/community and their policies, procedures, district systems, etc. Clover Park School District is under several major stressors, yet are still engaged and committed to this special project. The district administrator in charge of the project is new to his position, and has many duties, but is accepting more and more responsibility and leadership for this project.

**ESD 123:** The Tobacco Policy Enforcement Enhancement project in Clarkston School District shed light on the fact that the schools policy and procedure was in writing, however, was slightly lacking in enforcement-this project increased awareness of ATOD issues for students, school staff, parents, and community members.

**North Central ESD 171:** NCESD 171 maximized the benefit of hosting TPRC trainings by engaging significant numbers of potential as well as current partners, so that new research-based strategies are now incorporated not only by NCESD staff and tobacco program staff, but also by the medical and dental community, social service agencies, academic and after-school programs.

**ESD 189:** From January through June the ESD gave financial support and technical assistance to the Snohomish school district to do a thorough review of their tobacco policy and procedures in addition to curriculum review, Healthy Youth Survey and data review, training and education. One exciting result was new policy and procedures approved by their school board on June 10th!

# Success in Tobacco Prevention and Control

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Educational Service District 101

2008-2009

***In collaboration with the Ritzville School District, Adams County Health Department and Educational Service District 101, the J.D.D.I. (Just Don't Do It!) group has had a busy year!***

***Background:*** Shortly after the Washington State Prevention Summit, the Just Don't Do It! (J.D.D.I.) group was formed at Ritzville High School. Fourteen youth attended the summit with Karen Potts from Adams County Health Department and were energized to take action when they returned to their community. In January, the ESD became involved and the youth set forth a plan for the spring.

Through the overarching goal of increasing awareness of the Ritzville School District's tobacco policies and procedures, the group has implemented several activities. The J.D.D.I. presented to school staff, school board members and other community groups about the connections between tobacco use, academic achievement and other health risks. They also conducted a social norms campaign around tobacco use in their school through the creation of colorful and creative posters highlighted that most students do not use cigarettes or spit tobacco at Ritzville high School. The group also attended the Washington State Spring Youth Forum in Grand Mound, where they were able to present their project to a group of peers. Finally, they helped to bring in Brad Barton (Master Magician and Prevention Specialist) for three presentations to all grade levels in the district, where Brad spoke about the positive power of choices.

***What happened next:*** The youth returned from the Spring Forum and will continue to give community level presentations as well as TATU presentations to the elementary and middle school students. J.D.D.I will also have a youth team in the Ritzville Relay for Life and are beginning to plan for next school year.

***For more information contact:***

Jana Koller, ESD 101

(509) 549-4591 [jkoller@esd101.net](mailto:jkoller@esd101.net)

# Success in Tobacco Prevention and Control

Educational Service District 105

2008-2009

***The ESD successfully created and maintained partnerships that effectively leveraged DOH Tobacco Prevention funding.***

- ESD 105 maintains strong partnership with the Kittitas County Community Network, which provides Life Skills training for middle school students in the Easton, Cle Elum-Roslyn, Thorp, and Kittitas school districts. DOH Tobacco Prevention funding offers training and materials to facilitators to ensure competent implementation of the tobacco prevention curriculum. ESD 105 enables Kittitas County Health Department to fund peer educators of the Teens Against Tobacco Use program. During the 2008-2009 school year, over 500 elementary students saw presentations on dangers of tobacco use.
- ESD 105 is fortunate to collaborate with the National Guard Drug Demand Reduction program and its Drug Demand Reduction Specialist, Sergeant Jeremy Allgaier. Sgt. Allgaier is trained to deliver Project ALERT to middle school students and has worked with seven districts delivering the tobacco prevention message to students and families in the region.
- Naches Valley School District has sustained the Project ALERT program in partnership with its state incentive grant to reduce underage drinking. All sixth graders receive Project ALERT lessons while seventh and eighth graders receive booster lessons.
- ESD 105's partnership with the Yakima County Community Mobilization and County Substance Abuse Prevention grants has enabled us to offer best-practice parenting programs in nine different communities. Three of the most effective parenting programs used include: Strengthening Families, Los Niños Bien Educados, and Strengthening Multi-Ethnic Families.
- Allied Arts and the Juvenile Justice Center became new partners with ESD 105 this year when the ESD 105 Tobacco Prevention Coordinator introduced digital storytelling to incarcerated youth. Youth created their own digital stories, resulting in nine finished stories available to the community upon request. This successful model will be replicated with foster care youth during the summer of 2009.
- EVERY school district in the ESD 105 region participated in the 2008-2009 Healthy Youth Survey. All grade levels reported 69% or better participation rates, a phenomenal feat. The data is now being used by school staff, families, and community groups to better meet the needs of youth.
- Several high quality Tobacco Prevention Resource Center trainings generated ripple effects throughout our region: Life Skills, Community Coalition Development, and Motivational Interviewing.
- A new understanding of the link between tobacco use, academic achievement, and student success was presented to school staff, treatment providers, parent support personnel, human resource directors, Juvenile Justice probation officers, and school homeless liaisons from more than twelve agencies. These agencies were equipped with effective tools to help clients create smoke-free homes.

***For more information, contact:***

Anna Marie Dufault  
ESD 105 Tobacco Prevention Coordinator  
(509) 454-3130  
[annamaried@esd105.wednet.edu](mailto:annamaried@esd105.wednet.edu)

Susan Martin  
ESD 105 Prevention Coordinator  
(509) 454-3127  
[susanm@esd105.wednet.edu](mailto:susanm@esd105.wednet.edu)

# Success in Tobacco Prevention and Control

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OESD 114

2008-2009

*The Strengthening Families program has been well received and families are benefiting from the collaborative efforts that make the program happen.*

*Background:* ESD114 Student Services Center conducted a Strengthening Families Program series at Mountain View Middle school in Bremerton in March and April. 11 families registered and had a consistent attendance of 8 families (about 20 participants each week). This was a collaborative effort with the Pathways to Success department, and was strongly supported by the school administration. The collaboration enabled us to reach out and invite 425 sixth grade families to make them aware of this opportunity.

Strengthening Families is a proven effective program from Iowa State University Extension. It is created for students ages 10-13 and their parents/caregivers. The program is seven weeks long and is preceded each week by dinner. There are 3 facilitators who provide the sessions. They eat with the families, and then the parents and one facilitator go to a facilitated video-based session, while the students have their own class with 2 facilitators. Both groups have a chance to practice new skills and have fun. After an hour, the groups join together for an hour-long family session. This is a highly structured program, intended to create a positive parenting atmosphere where parents learn to "show love and set limits" and to learn new skills. The students practice deflecting peer pressure, setting goals and understanding consequences of their actions. It is designed to teach families how to enjoy each other and work together.

The families who participated in this series were highly engaged, and within the seven weeks, family dynamics could be seen changing. There were 4 with perfect attendance. Watching a family session, where the parents are guided to support and encourage their youth, and also to have fun with them, was truly magic!!

*What happened next:* The participants gave very positive evaluations and reported their own behavior change as well. The connection with SFP has allowed the parents who participated to have a relationship with the Student Assistance Professional in the building, the counselors who presented their graduation certificates and a bond with each other. A positive experience for Mountain View Middle school was a major outcome.

*For more information contact:*

Anne Burns, OESD 114

(360) 782-5070 [aburns@oesd.wednet.edu](mailto:aburns@oesd.wednet.edu)

# Success in Tobacco Prevention and Control

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Puget Sound ESD 121

2008-2009

***Student Assistance Professionals have worked within their schools to ensure that tobacco prevention messages are being incorporated in school activities and programs.***

*Background:* Many PSESD SAP/PI staff have incorporated "did you know" tobacco facts into the daily bulletins in their schools. These facts are either read over the PA system, or aloud in class. This ensures that the same information is reaching both staff and students. Tobacco-related information is also posted on the web pages of PI's who have been granted web pages in their schools. Through the web pages parents and community are being reached as well.

In addition, many PSESD SAP/PI staff are using Healthy Youth Survey data in their classroom presentations. They share data with students, and then engage students in discussions and interpretive activities to gain additional insights from students about the use of tobacco and other substances in their schools. It's also helpful to increase staff awareness of student perceptions of behavior and their feedback about the data.

*What happened next:* These consistent and ongoing efforts ensure that awareness of tobacco use and its effects is always at the forefront for students, staff and parents.

*For more information contact:*  
Wendi Gilreath, Program Manager  
(425) 917-7818 [wgilreath@psesd.org](mailto:wgilreath@psesd.org)

# Success in Tobacco Prevention and Control

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Puget Sound ESD 121

2008-2009

***Efforts to strengthen tobacco policies in schools have led to more partnerships and increased awareness of the need for policy improvement.***

***Background:*** In the fall of 2008, Clover Park School District's School Board formally accepted the enhanced Tobacco Free Schools Policy. PSESD has continued to work with the district this year to follow up and assist with policy implementation strategies. This includes working with the building prevention - intervention specialists to discuss how school level procedures will be impacted with the updated policy. The ESD also distributed Diversion Kits for the three high schools to support the policy alternatives to suspension.

In early 2009, Tacoma Public Schools accepted the invitation to participate in a policy project for this current school year. The focus of this work included a survey of building principals and assistant principals to determine their perception of the effectiveness of district tobacco policy and building-level tobacco procedures; and an intensive review by the PSESD of the student handbooks for each middle school and high school in the district. There are 14 secondary schools in Tacoma School District. This component is currently in process, and includes formal recommendations by the PSESD to enhance the tobacco procedures. PSESD staff is working with District Administrators, building leaders and PI staff during the initial stage of the project.

***What happened next:*** Many hours spent in team meetings have reached staff in several schools, more signage has been posted, and handbooks are being updated to reflect current tobacco policy.

***For more information contact:***

Wendi Gilreath, Program Manager  
(425) 917-7818 [wgilreath@psed.org](mailto:wgilreath@psed.org)

# Success in Tobacco Prevention and Control

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Educational Service District 123

2008-2009

***ESD 123 supported the Magic of Rhythm Prevention conference in Pomeroy, WA during March 2009. With support from their advisors, the SAM prevention club at Pomeroy High School planned, implemented, and evaluated this event.***

**Background:** In April 2008, a Speak Out training (sponsored by ACS and ESD 123 Prevention Services) was hosted in Pomeroy to give seven prevention club members an opportunity to engage in learning valuable leadership skills. Then the Pomeroy SAM club (Student Awareness Movement Club) attended the Washington State Prevention Conference in Yakima during the fall of 2008 and were tasked with the challenge to go back to their district and do something with what they learned. They did not take this challenge lightly, but began making a plan, delegating tasks to each group member and working together as a team. On March 14, 2009, this group of dedicated teens got to share their hard work with other youth from around the region. Their group advisors, Peggy Gutierrez and Tina Warren provided support and encouragement, but the kids did everything from creating their own logo and theme to planning what breakout sessions would be available.

To kick off the event, Washington State Attorney General, Rob McKenna gave some opening remarks about having fun and making healthy choices. Then, Brad Barton, Magician, Author and Speaker, wowed the youth with some magic tricks and discussed how pressures from media and peers can be deceptive. Other great presenters included Maketa Wilborn, Founder of CPS Consulting Group (Rhythm Power). Breakouts included topics such as; tobacco prevention 101, media literacy, alcohol, peer groups & influences, internet safety, how Max the drug dog works, and many more great prevention topics.

ESD 123 prevention services supported this event with staff time, recruiting students and dollars for supplies/transportation.

**What happened next:** Approximately 160 middle school students attended from 12 schools from across the region including students from Asotin, Clarkston, Pomeroy, Dayton, Walla Walla, Pasco and a few students from private schools. This exciting event was a great way to get youth involved in prevention.

**For more information contact:**

Rebecca Sutherland, ESD 123

(509) 544-5763 [rsutherland@esd123.org](mailto:rsutherland@esd123.org)

WADOH TPC Program Assessment and Evaluation

# Success in Tobacco Prevention and Control

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Northwest Educational Service District 189 2008-2009

*Tobacco use is associated with an increased risk of dropping out of high school. A comprehensive school tobacco policy will help change community norms so students are encouraged not to use, and fulfill a school's mission of offering a safe and healthy learning environment.*

## *Background:*

In the 2007-2008 school year, NWESD was awarded a grant from the Department of Health to conduct a school policy enhancement project in one district. The Monroe School District was chosen based on their size and readiness to implement such a project. As a result, a team was formed to analyze their current tobacco policy and procedures, recommend changes, and streamline the tobacco activities already taking place in their district. The effort was a success, though more time was needed to fully implement all pieces of their plan. At the same time, NWESD TPCP began a focus on school policy improvement and generated support in other districts to start looking at their policy and procedures to find ways to meet their needs, reduce youth tobacco use, and strengthen their own tobacco prevention and intervention programs.

## *What happened next:*

As a result of the work started during the last school year, districts in this region have been busy with policy and curriculum review and implementation this year. Both Monroe and Conway school districts adopted new tobacco policies and procedures in the Fall '08. We have also contracted with the Prevention Specialist in the Snohomish school district to focus on policy enhancement. This year they are doing a thorough data and curriculum review with the end goal of implementing a best practice curriculum, starting in the 2009-2010 school year. In addition, middle schools in the Mount Vernon school district (our last large district to implement a tobacco prevention curriculum) began a curriculum review and have chosen to implement The Great Body Shop and Choosing Not To Use in 7<sup>th</sup> and 8<sup>th</sup> grade health classes.

## *For more information contact:*

Kristen Anderson, Northwest ESD 189  
[kanderson@nwesd.org](mailto:kanderson@nwesd.org)

# Success in Tobacco Prevention and Control

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Northwest Educational Service District 189 2008-2009

*Partnerships recognize the importance and potential influence of all members who work with and invest in the education of the children—whose future, in turn, will affect the quality of life in the entire community.*

*Partnerships By Design, 2002*

## *Background:*

This ESD region has a strong history of collaboration among all Tobacco Prevention and Control partners throughout the five counties. The school year started with over 100 youth and 50 adults attending the 7<sup>th</sup> annual Untold Youth Summit, a multi-agency effort focused on tobacco prevention and advocacy, on November 14, 2008. NWESD has always been a part of this collaboration, however it has historically been focused on tobacco contractors and hasn't typically reached out to other prevention partners.

## *What happened next:*

NWESD connected with some new community partners, most notably, county Prevention Specialists typically funded through DASA. This collaboration fostered trainings in our region. The ESD set the lofty goal of hosting a Life Skills Training of Trainers this year, as several districts see this as a key to the sustainability of the program. By developing a partnership with the Snohomish County Prevention Specialists who also had Life Skills in their work plan, we were able to make this a reality.

Furthermore, this partnership helped to connect schools to more county resources (something that has been missing in Snohomish County). NWESD TPCP was able to provide technical assistance to the Mukilteo School District and connect them with their county Prevention Specialist. Through that partnership we developed a plan to implement the Strengthening Families Program in their district. 20 parents took advantage of this program and it was a huge success! By continuing these non-traditional partnerships, we will be able to bring even more ATOD-V prevention/intervention resources and services into the 35 school districts in our region.

## *For more information contact:*

Kristen Anderson, Northwest ESD 189

[kanderson@nwesd.org](mailto:kanderson@nwesd.org)

*Tribal Success Stories*

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# Success in Tobacco Prevention and Control

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Cowlitz Tribe

2006-2007

*The 3<sup>rd</sup> Annual Cowlitz Tribal Health Walk saw over 450 participants between walkers, staff, community members and community organization information tables.*

**Background:** The purpose of the walk is to educate community members about health disparities affecting the Native American community in Cowlitz County including tobacco abuse and second hand smoke exposure. The annual event is held the 3<sup>rd</sup> Saturday of September and is co-sponsored by the City of Longview Parks and Recreation Department and Cowlitz on the Move, a coalition of local partners.

The Cowlitz County Health Department and the Northwest Portland Area Indian Health Board also provided information booths at the walk addressing tobacco related issues. Other community vendors including St John's Medical Center, Family Health Center, Kelso Indian Education, NARA Northwest, Cowlitz County CASA, and other local community based organizations provided information on making healthy lifestyle choices.

**What happened next:** The popularity of this event has continued to grow, with over 400 participants at the 2007 walk. Youth from Wahkiakum County wore the Mr. Butts costume and used sidewalk chalk to write anti-tobacco messages. Custom Nalgene water bottles with the Quit Line number were given to the first 50 participants to pre-register for the event.

***For more information contact:***

Maggie Miller, Tribal Health Educator; Program Coordinator  
(360) 575-6229 [Mmiller.health@cowlitz.org](mailto:Mmiller.health@cowlitz.org)

# Success in Tobacco Prevention and Control

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Jamestown S'Klallam Tribe

2006-2007

*The annual Youth Canoe Training and Journey has become a significant event for the Tribe. It is designed to give each child confidence and a sense of community belonging.*

**Background:** The summer youth program is a seven-week program filled with a wide variety of activities and events. Thematic curriculum and activities in July included a visit to Peninsula College for lessons in learning styles and communication, underage drinking prevention and D.U.I. lessons, Coast Salish art designs and painting, cedar weaving, clamming on ancestral land, financial literacy lessons held at a local bank, canoe training, natural resource education, meal preparation for a youth-sponsored staff luncheon and a field trip to a county courthouse to view a drug related trial.

In August the youth continued canoe training, hiking, lessons in wilderness first aid, tobacco prevention and presentation, vegetable harvesting at a local organic farm, berry picking and meal preparation. The harvesting experiences were opportunities for youth to experience the process of 'field to table'. Healthy fresh dishes and meals were prepared by the youth and then served at the Canoe Landing Ceremony the following day.

**What happened next:** A culmination of the seven-week program ended with the final landing day of the 'Youth Passages Canoe Journey'. The youth paddled 10 miles total on the final journey. Over 50 friends, family and community members stood on the shore of Lake Crescent and greeted the homeward bound canoes filled with 16 youth. Each puller announced his or her name and family affiliation and, in keeping with the Native American canoe journey protocol, asked for permission to land. The Jamestown Vice-Chair welcomed the canoes and granted them permission to come ashore. This program is becoming widely known amongst our community partners and other tribes. Presentations are scheduled around the state to share its successes as well as the protective factors this kind of program creates for tobacco use and other risky behaviors.

**For more information contact:**

Kim Kettel, tobacco program coordinator

(360) 681-4626 [kkettel@jamestowntribe.org](mailto:kkettel@jamestowntribe.org)

WADOH TPC Program Assessment and Evaluation

# Success in Tobacco Prevention and Control

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Puyallup Tribe

2006-2007

*A shift in social norms was seen during the Puyallup Tribal Health Authority's Powwow when two male traditional dancers carried a fan promoting cessation and smoke free environments during the Grand Entry Ceremony.*

**Background:** The Puyallup Tribal Health Authority (PTHA) hosts a Powwow every October. It took three years of education in the community as well as a decrease in smoking rates before the PTHA Powwow Committee felt confident that the community would accept a smoke free Powwow. An education table set up during the event promotes smoke free homes and cessation and announcements are made during the Powwow to remind people that the event is smoke free. The Native design fans were a project of the Northwest Portland Area Indian Health Board and the WA State Tribal Tobacco Coordinators with funding provided by the Washington State Department of Health Tobacco Program.

**What happened next:** In 2006, PTHA Tobacco Program staff and volunteers handed out the fans to the dancers and the audience. The audience accepted the fans and all during the night they were used to cool down in the bleachers. All of the dancers accepted the fans with a handshake and read them carefully. Having male powwow dancers use the cardboard native design fans promoting smoke free environments and cessation as part of their regalia was a huge change in community norms. Some of the children asked their parents if they could dance with the smoke free fans instead of their traditional fans and were granted permission. The fans were treated with respect.

***For more information contact:***

Puyallup Tribal Health Authority  
(253)593-0232

# Success in Tobacco Prevention and Control

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Puyallup Tribe

2006-2007

*The clinic system for treating tobacco use is a successful clinical intervention and was showcased as a Quality Improvement program during the clinical accreditation review process.*

**Background:** In 2002 the Puyallup Tribal Health Authority (PTHA) implemented the Public Health Service Clinical Best Practice Guidelines for the Treatment of Tobacco Use into the medical and dental clinics. The PHS Guidelines include chart identification, provider education, cessation services that include cessation medication, and the 5A's of brief tobacco cessation intervention delivered by health care providers. The 5A's of brief tobacco intervention include asking about tobacco use at every visit and advising all tobacco users to quit. Patients not ready to quit are provided education and those ready to quit are referred to the cessation program. Since the integration of the PHS Guidelines in 2002 smoking rates have decreased by 26% and clinic visits for upper respiratory infections, coughs, and asthma have decreased by 60%.

**What happened next:** The PTHA clinic system to treat tobacco use began as a Quality Improvement Project and in 2004 it became fully integrated as a standard of care in all clinics. This protocol driven comprehensive system-wide approach for treating a chronic disease is recognized as a model program within PTHA and in the community at large. The Quality Improvement Team highlighted the clinic system as a model program for the accreditation review in July 2006. The intensive evaluation and oversight of the clinic system has helped to lead the way to revisions in other clinical protocols.

**For more information contact:**

Puyallup Tribal Health Authority  
(253)593-0232

# Success in Tobacco Prevention and Control

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Seattle Indian Health Board

2006-2007

*Members of the Urban Indian Tobacco Coalition formed a Secondhand Smoke Workgroup to plan and implement a social marketing campaign to address secondhand smoke. Targeting Urban Indian communities of King, Spokane and Pierce counties, the message that "Air is Sacred: Protect your family from secondhand smoke" was disseminated via window clings and note pads by partnering organizations.*

**Background:** Seattle Indian Health Board received funding to conduct a locally driven social marketing campaign for the Urban Indian population. The Urban Indian Coalition formed a SHS Workgroup and met with the marketing group, GMMB, to begin planning the approach. Once the campaign topic (SHS) and the approach (focus groups) were selected, workgroup members met including representatives of the Urban Indian Health Institute who designed the focus group protocols and procedures.

Two focus groups were conducted in both Seattle and Spokane with logistics being coordinated by GMMB. The 49 focus group participants included smokers and non-smokers of diverse age groups 18 years and older. Themes emerged upon analysis of the focus group discussions which the workgroup used in the creation of an image and message of the window cling and note pad promotional items. There was consensus that the image would need to represent the diversity of the Urban Indian community, thus the eagle with a pipe emerged. The message further addressed an underlying belief among Native Americans that tobacco is sacred and is to be used in a traditional manner. The promotional items were distributed at local events in King, Spokane, and Pierce counties.

**What happened next:** The eagle and pipe image have been used by the Urban Indian Tobacco Coalition for publications, presentations, announcements for local events including a powwow, a plaque for an executive luncheon, and t-shirts for the leadership institute. The SHS Focus Group Report generated by UIHI is a useful document for further planning because it provides a snapshot of how the community views commercial and traditional tobacco use. The collaborative experience of implementing a media campaign has equipped Coalition members with sustainable knowledge and has prepared them for future activities.

**For more information contact:**

Annette Squetimkin-Anquoe, Tobacco Program Coordinator  
(206)324-9360 [annettes@sihb.org](mailto:annettes@sihb.org)

# Success in Tobacco Prevention and Control

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Seattle Indian Health Board

2007-2008

*The Youth Leadership Workshop was a successful event, and youth developed three short films with a tobacco prevention message to be used for community education.*

**Background:** The two-day event was held in April at the Seattle Center House. The Urban Indian Tobacco Coalition Youth workgroup planned this tobacco prevention activity as a way to build capacity by developing youth leadership skills while creating a tangible tool which would be useful for future community education efforts.

Nine youth attended the Native Youth Spring Workshop with Master of Ceremonies Danson Coin and Mistress of Ceremonies Elyse Umemoto, Miss Washington 2007.

Key partners included American Lung Association of Washington, American Cancer Society, and King County contractors who presented on Tobacco 101, Advocacy-Speak Out, and Media Literacy respectively. Additional topics included the traditional use of tobacco and spokesperson training. These dynamic workshops prepared the youth for scripting three short videos with tobacco-free messages which were filmed by Longhouse Media.

**What happened next:** The short films were included in the "Washington State Urban Indian Tobacco Coalition Stories," a DVD that was completed in 2008-2009. This informative DVD was disseminated among Urban Indian and tribal tobacco programs in order to continue raising awareness about secondhand smoke, tobacco prevention, and cessation concerns.

***For more information contact:***

Annette Anquoe, Tobacco Coalition Coordinator  
Seattle Indian Health Board  
P.O. Box 3364  
Seattle, WA 98114  
[annettes@sihb.org](mailto:annettes@sihb.org)  
206/324-9360

# Success in Tobacco Prevention and Control

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Washington State Tribes

2007-2008

*The following are samples of success stories reported in Catalyst by Tribes across the state.*

**Colville Confederated Tribes:** Learning the process of making traditional tobacco has been educational, and then for me to carry that information out to other community members will be an honor. Learning to combine traditional tobacco has been richly appreciated so therefore I can carry some knowledge to share with the community members with strength.

**Makah Tribe:** The second annual tribal SPEAKOUT/TATU gathering of the west coast tribes was a great success, the turnout was fantastic. The Peninsula College offered the use of their long house, the YMCA allowed the use of their gym for the youth to play basketball. The youth were questioned as to what they had learned in the workshop for that day and had to make a basket to earn a gift card...they did well. The kids are already asking when the next training will be held.

**Port Gamble S'Klallam Tribe:** The Tribal campus is once again Smoke Free for the day as per council resolution passed in 2006 to support those who are participating in the Commit 2 Quit and to raise awareness about the importance of quitting.

**Quileute Tribe:** During the Canoe Journey, QSWAT team worked with other youth in canoe families to encourage them to stop the use of tobacco products around the canoes and the camping areas. This was brought back to the captains of the canoes and they also agreed to have their canoes be tobacco free on the waters.

**Suquamish Tribe:** Eight youth and five adults (staff) participated in the Healing of the Canoe project. We conducted a Tobacco Soup Activity and had youth and one adult demo back to group three other TATU activities. The youth appeared to enjoy the time and asked appropriate questions. It is exciting to finally be able to start working with the youth, and plans are in place to continue with the Healing of the Canoe and to start with the after school and youth center.

**Swinomish Tribe:** The Swinomish Tribal Senate continues to recognize the need to support a policy of No Smoking 25 feet from entrances of Tribal Buildings.

**Yakama Nation:** Yakama Nation Tobacco Prevention has been involved with many different youth programs, and working with Denny Hurtado from the Indian Education Office and Craig Bill from the Governor's Office of Indian Affairs was a great opportunity to teach youth how the Treaty of the Tribes impacts our home reservations and communities. The students are able to look at the treaty as a whole to see how it works, which includes many rights, including tobacco relations, and how it is viewed different from tribe to tribe in Washington State. This conference moves the youth to think of the treaty and how to use and protect it from this day on.