



RECOVERY & PREVENTION
RESOURCES
of Delaware and Morrow Counties

Morrow County Tobacco Project

Morrow County Tobacco Project: Changing Perceptions and Behaviors of Residents

Many residents appreciate Morrow County because it is rural, it is relatively inexpensive, and it still has proximity to Columbus. Morrow County also has higher tobacco use rates than the general population. In fact, tobacco use rates in Morrow County are higher than the state and national averages for both smoking and the use of smokeless tobacco for youth and adults.

There are striking differences in the use of smokeless tobacco among Morrow County youth. Based on 2002 data, a full 22% of Morrow County Middle school students use smokeless tobacco compared to 10.7% nationally. The increased prevalence of tobacco use in Morrow County can be translated into higher rates of associated health problems. It is also a concern since tobacco use is correlated with use of other substances including alcohol and other drugs.

Morrow County also has had a culture that tends to tolerate both tobacco use and second-hand smoke. It is common to hear people express the belief, for example, that smokers should not have their rights infringed upon and should be allowed to smoke wherever they wish. Given the prevalence of tobacco use and attitudes which are tolerant of tobacco use, Morrow County clearly needed programs and initiatives to educate the population, challenge attitudes related to the health of both tobacco use and second-hand smoke, and provide cessation services to tobacco users.

Using the TUPCF funds provided since July of 2003, Recovery & Prevention Resources and its partner agencies have been working to strengthen and improve capacity, programming and services to serve as the foundation of comprehensive tobacco



prevention and control for Morrow County. The areas of focus include youth prevention and cessation, adult cessation, cessation for pregnant women, and reduced exposure to second-hand smoke.

Youth Tobacco Use Prevention: Keep A Clear Mind and TAR WARS

Through the Morrow County Tobacco Project and the Ohio Tobacco Use Prevention and Control Foundation, youth tobacco prevention programs are implemented throughout the school year. 5th grade students in all four school districts participate in *Keep A Clear Mind (KACM)* and *Tar Wars* program.

In the 2004- 2005 school year, these programs were conducted in each of the four school districts in the county. Additionally, *Tar Wars* was conducted at Mt. Gilead Christian School.

Approximately, 450 fifth grade students from eight schools and their parents participated in *Keep A Clear Mind* program; these students also participated in *Tar Wars*.

- 92% of participants reported never smoking an entire cigarette and 95% reported never using smokeless tobacco.
- 82% of participants reported that if their best friend offered them a cigarette they would definitely not smoke it and 91% reported that if their best friend offered them

smokeless tobacco they would definitely not use it.

- 88% of program participants thought that young people who smoke cigarettes and 87% of program participants thought that young people who use smokeless tobacco "definitely do not" look cool.
- 52% of program participants increase their knowledge by the end of the program.
- 91.6% of program participants said that smoke from other peoples cigarettes is definitely harmful to them.

FY 2005 Summary Report

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Special points of interest:

- 92% of participants in KACM reported never smoking an entire cigarette and 95% reported never using smokeless tobacco.
- 73% of businesses surveyed in Morrow County reported being SMOKE- FREE!!
- 12% of adolescents reported quitting smoking at the end of the program.
- 38% of all FFS Participants quit smoking by the end of the program.

Adult Smoking Cessation Programs



Freedom From Smoking® (FFS) program was provided during FY 2005. This program is an evidence-based eight-week smoking cessation support program researched and developed by the American Lung Association. The eight-session workshop is conducted by a trained and certified facilitator who helps participants: strengthen their determination to quit, learn to handle situations which trigger their smoking, identify healthy substitutes for smoking, and develop individual plans for dealing with the physical, social and emotional aspects of quitting.

- 67 residents from Morrow County enrolled in the FFS program.
- 38% of all program participants quit smoking by the end of the program.

- 28% of all program participants remained smoke-free for at least 30 days after the completion of the program.
- 10% of all program participants remained smoke-free for at least 60 days after the completion of the program.
- 100% of the participants who were still smoking at the end of the program reported seriously wanting to quit.
- 89% of program participants who completed the program made at least one quit attempt.

Additionally, Morrow County Health Department staff provided individualized tobacco cessation and education information to families served through the HMG program and Newborn Home Visitation programs. The

nurses provided individualized education including educational materials and helped these parents develop a plan for quitting tobacco. 41 women and/or families in the HMG program reported being current smokers. Of the 19 women/families that completed at least one follow-up visit:

- 37% decreased the number of days cigarettes were smoked.
- 56% decreased the number of cigarettes smoked.
- 47% reported making at least one quit attempt that lasted for a minimum of 24 hours.
- 4 participants received referrals to smoking cessation programs including *Freedom From Smoking*® and the Ohio Quit Line.

Reducing Secondhand Smoke

The Morrow County Tobacco Project used many different strategies to target reducing exposure to secondhand smoke. Each of the tobacco prevention and cessation programs had a secondhand smoke component in the curricula.

Youth

- 92% of youth reported that smoke from other people's cigarettes was "Definitely" harmful to them.

- 38% of program participants reported decreased exposure to secondhand smoke.

Adult

- 64% of Morrow County residents surveyed reported they would support a law that makes restaurants smoke-free.
- 76% of adult cessation participants decreased

exposure to secondhand smoke in their homes or in their cars.

- 44% of participants increased their knowledge about the harms associated with secondhand smoke.

Additionally, over 3625 Smoke-Free Home Pledges were distributed to families in the county this fiscal year.

Adolescent Smoking Cessation Programs

Based on the lack of programs and services for youth tobacco users, project staff determined that there was a great need to develop and implement education and cessation programs targeting youth tobacco users. Specifically, project and school staff identified the need for programming for youth who are in violation of school tobacco policies, youth who receive a tobacco violation through law enforcement, and youth who express the desire to stop using tobacco. The *Tobacco Education*

Group (TEG) & Tobacco Awareness Program (TAP) were implemented in the county this fiscal year. *TEG* was designed for youth smokers who currently do not plan to quit using tobacco. *TAP* is intended for those youth who want to quit.

- 71 youth (50 smokers) participated in the programs in FY 2005.
- 12% reported quitting smoking at the end of the program.

- 10% reported being smoke-free for at least 60 days after the completion of the program.
- 75% of the smokers reported wanting to quit smoking at the end of the program.
- 46% of the participants who were still smoking at the end of the program reported a decrease in the amount of tobacco products used.

92% of youth reported that smoke from other people's cigarettes was "Definitely" harmful to them.

12% reported quitting smoking at the end of the program.

Reducing Smoking Among Pregnant Women

The Morrow County Health Department and the Help Me Grow (HMG) Program have been working to reduce tobacco use among pregnant women. HMG nurses use home visits to assess smoking status of the family, provide education about the risks of smoking during pregnancy, and assess interest in participating in an individualized or classroom smoking cessation program.

13 pregnant women received services from the HMG program during FY 2005. Five of the 13 participated in at least one follow-up home visit.

- 1 woman who participated in at least one follow-up home visit report quitting smoking

and maintaining it for at least 60 days.

- 60% received referrals for smoking cessation programs.
- 60% of the women decreased the number of cigarettes smoked per day.
- 1 woman reported at least one quit attempt that lasted for a minimum of 24 hours.

For a number of reasons, success has been limited with this population. The Morrow County Help Me Grow program is unique in that most HMG participants do not voluntarily enroll in Help Me Grow. As a result, there is resistance from and high turnover with these families. Thus, project staff have to overcome general resistance

as well as resistance to changing habits related to tobacco use.

In addition, we continue to have very low referrals of pregnant women from health care providers. The most significant issue is that there are no obstetricians in the county. A secondary issue is that most referrals to Help Me Grow come from Children's Services or the WIC clinic and these are women who already have children. Rather than women who are referred while pregnant. The project continues to explore avenues to increase referrals of pregnant women.



Where Do Local Businesses Stand?

In FY 04, we conducted a survey of local businesses to determine if smoke-free policies were in place or if the business was interested in implementing a smoke-free policy in their establishment. We obtained a list of businesses from the Chamber of Commerce and surveyed a representative sample of restaurants and businesses. Staff made up to three attempts to conduct the telephone survey with sampled restaurants and businesses. In FY 05, we re-surveyed the respondents from FY 04 to learn about any changes in smoking policies

at their worksites.

Of the 34 businesses contacted in FY 2004, 30 (88%) were re-surveyed in FY 2005. Of these 30 businesses, 22 (73%) reported being smoke free. In FY 04, 21 of the 34 (61%) businesses surveyed reported being smoke-free. Two businesses reported making changes to their smoking policies or non-smoking areas. Two of the eight businesses without non-smoking policies expressed interest in adopting a non-smoking policy at the work-

site. Seven additional businesses were interested in receiving information about smoking cessation classes for their employees. One business reported including information about smoking cessation in their monthly employee newsletter.

During FY 2004, nine businesses reported being smoke free. In FY 2005, one additional business reported becoming smoke-free.

73% of businesses surveyed in Morrow County reported being SMOKE-FREE!!

Community Perceptions

107 Morrow County residents were surveyed this year at various community events, including the Morrow County Fair and Kindergarten registrations.

- 34.6% of residents surveyed reported currently smoking everyday and 1.9% reported using chewing tobacco everyday.
- 24.5% of residents surveyed reported being exposed to secondhand smoke in their

homes in the previous seven days.

- 34.6% of residents surveyed reported being exposed to secondhand smoke in their cars in the previous seven days.
- 64.1% of residents surveyed reported that they would support a smoke-free law in their community.
- 47.7% of residents felt that smoking in indoor dining areas

should not be allowed.

- 61.7% of residents felt that smoking in public buildings should not be allowed at all.
- 17.8% of residents felt that smoking in bars should not be allowed.
- 96.3% of residents felt that smoking in daycare centers should not be allowed at all.
- 66.4% of residents felt that smoking in indoor sporting events should not be allowed.

64.1% of residents surveyed reported that they would support a smoke-free law in their community.

Recovery & Prevention Resources

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stand

The **stand** campaign was launched by the Ohio Tobacco Use Prevention and Control Foundation (TUPCF) in February 2002 to help address the use of tobacco among Ohio youth which ranks above the national average.

Ohio's **stand** campaign is a multi-faceted counter-marketing movement for kids, by kids, designed to help TUPCF reach its purpose of reducing tobacco use among Ohioians. Through bold prevention communication efforts designed to reach, educate and empower the diverse populations of Ohio youth, kids ages 11-15 are empowered to take a stand against tobacco to become the first generation not hooked on tobacco.

During the first year of the Morrow County Tobacco Project, youth at local schools developed large and active **stand** groups. Project staff strengthened these two highly successful local **stand** groups. Students met year-round twice a month. Over 200 students participated in at least one project including anti-tobacco poster projects, **stand** at the movies, **stand** movie premier, and the tobacco fact sticker project. Thirty students participated in the legislative visit to the Ohio State House. One entire school participated in an assembly and other activities during Kick Butts Day.

Changing Community Norms

A significant number of Morrow county residents tends to tolerate both tobacco use and secondhand smoke. Given the prevalence of tobacco use and attitudes which are tolerant of tobacco use, Morrow County clearly needed programs and initiatives which raised awareness of the health risks associated with tobacco use and secondhand smoke. Recovery and Prevention Resources along with the Morrow County Health Department, the Morrow County Health Coalition, and its Tobacco Subcommittee took on this task throughout the past year.

First, we focused on educating the community about available smoking cessation resources. We employed numerous marketing techniques to recruit participants. We also began educating employers about the importance of smoking cessation. During FY 2005, we offered smoking cessa-

tion classes for adults at both community locations and work-sites.

The project also used public advertising. Two different billboards focused on the harm associated with secondhand smoking and smoking while you are pregnant. With limited media availability in the county, billboards are one of the most effective approaches to reaching a large audience to raise awareness about the health risks of tobacco use. Project staff also distributed Smoke-Free Home Pledges to over 3625 families this year. These pledges targeted families of pre-school and elementary school age children.

Finally, the Morrow County Tobacco Project conducted compliance checks of local establishments. The goals of the compli-

ance checks were to determine what percentage of businesses in the county were appropriately asking for identification prior to the sale of the tobacco product and to track ongoing tobacco sales compliance. A 19-year-old female attempted to purchase tobacco products at a sample of businesses in the county. 22 local businesses in the county were included in the compliance checks. Six of the businesses did not demonstrate compliance by properly requesting identification. 73% of local businesses were in compliance. Following these checks, project staff notified all vendors about their compliance or lack of compliance. Staff also submitted a news article in the weekly paper reporting the results of the compliance check and noted the names of vendors which appropriately requested identification for a tobacco purchase.

