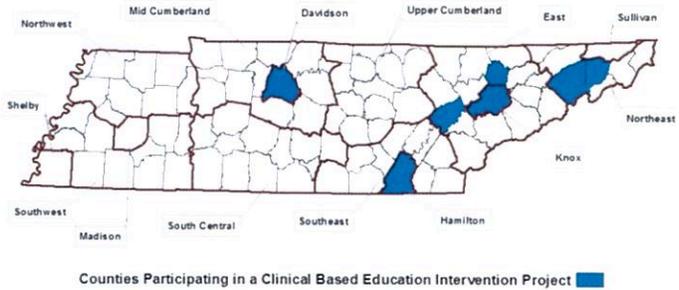


Clinical Practice-Based Educational Intervention Projects

Effective practices: CEASE (Clinical Effort Against Secondhand Smoke Exposure), 5As and 2 A+R, "Smoking: Your Choice, Not Mine"



7 counties
\$94,000 Year 1 Tobacco Settlement investment

Goals for change

County health departments partner and engage with community pediatric practices to reduce second hand smoke exposures and pregnancy smoking.

Community pediatric practices adopt new smoking cessation support education protocols.

Parents adopt smoke-free locations (cars, kitchens, porches) around their children.

By the numbers

43 practices involved
 279 practitioners trained
 6,692 children served by pediatric practices

45% of children in practices estimated to be exposed to second hand smoke

New partnerships created with community practices: Birth and Women's Center, UT Medical Center, East Tennessee Children's Hospital, Matthew Walker Community Health Center, Meharry Pediatrics

From the field ...

Prior to this project, Lisa Ross Birth and Women's Center representatives served on a pregnancy prevention coalition but did not have an existing partnership with tobacco-related activities. Because of the Power to Quit program participant celebration (baby shower) and the program as a whole, representatives started coming to Smoke Free Knoxville Coalition meetings, welcomed us to provide 5As Training, and expressed interest in other tobacco-related activities. With Hope Resource Center, the opportunity to serve women with the Power to Quit (CO) program and ability to receive the 5As Training started the partnership since no prior partnership existed.

Knox County

Improvements Identified by Plan-Do-Check-Act Cycles of Learning

- Offer additional training for partners and develop evaluative research questions for different project models
- Conduct pre- and post-surveys at presentations to assess participant's knowledge about tobacco exposure
- Offer additional participation incentives for practices that guarantee follow-up with patients
- Create different project PowerPoints that describe different behavior change intervention approaches

Project Progress

