

Helping Children to Not Begin to Use Tobacco

Michigan Model using a school-based curricular strategy



28 counties participated
\$286,000 Year 1 Tobacco Settlement invested

Goals for change

- Enable new counties to be involved in using anti-tobacco curriculum (Cumberland, McMinn, Perry, Wilson, Williamson)
- Expand grades for which curriculum offered (Blount, Hamilton, Hickman, Lawrence, Morgan, Putnam, Roane)
- Provide partnership financing for supplies
- Integrate other effective practice interventions in schools: Project TNT, Kick Butts, TATU, Great American Smokeout, Teen Safe Night, Teen Health boards, Healthy Horizons event, etc.

By the numbers

65% of health departments provide services in schools

100% serve on each other's advisory/policy boards (health councils)

100% cooperate in community health improvement projects (PPI projects)

Project personnel presented to smoking message to key stakeholders:

- Presentations to school board: 40%
- Principals/Administrators: 86%
- Elected Officials: 62%
- Teachers (as a group): 43%
- PTA: 18%

35,272 students participated (47% grades 1-6, 25% grades 7-8, 27% grades 9-12)

From the field

*The relationship between the Health Department and CSH has improved vastly within the last six months with new health department and school personnel involved. Frequent communication is now a part of daily business. **Wayne County***

*The local Brownie troop presented facts to the school board on how secondhand smoke was a danger to students at the local elementary and intermediate schools. As a result, a policy change of tobacco free campuses were adopted by the school board. **Hickman County***

Improvements found through Plan-Do-Check-Act Cycles of Learning

- Make time for more planning and teaching
- Purchase additional instructional materials and media for the curriculum
- Educate all participating parties in teen tobacco statistics
- Facilitate more collaboration with health department and schools
- Create a set schedule or objectives to be agreed upon by school officials and teachers

Project Progress

