

Helping Children to Not Begin to Use Tobacco

Other Effective Projects



40 counties participated
\$226,000 Year 1 Tobacco Settlement invested

Goals for change

Identify and conduct effective practices that engage students in anti-tobacco activities

- Kick Butts
- Health Rocks
- Kidsville Publications
- Great American Smokeout
- Knock Tobacco Out of the Park
- Other locally developed projects

Establish new partnerships through projects: health councils, coordinated school health, ACTION Coalitions, UT and TSU Extension, faith-based entities, local businesses, Boys and Girls clubs, anti-drug coalitions, medical schools, TENNderCare, TNCEPT program, United Healthcare

By the numbers

61,015 student participants

80% of programs gained school permission for this activity during school hours or after school hours (35%)
 80% of programs were supported by faculty/school staff

Examples of changes in student attitudes about starting to use tobacco:

77% of students participating in the LifeMaze (McMinn) indicated attendance helped them make the decision not to use tobacco.

20% of Johnson County students changed their awareness of not considering chewing tobacco (smokeless) to be a safe alternative to cigarettes
 2,077 elementary school students, 164 junior high and 272 staff signed pledge to be Tobacco Free during Red Ribbon Week in Macon County as part of Project TNT

From the field

Students are inquisitive and interested in the TNT tobacco curriculum. The activities offer self-esteem, decision-making and life skills building that can be applied not only in tobacco use, but other risky behavior, as well.

Hardin County

Tobacco use is decreasing in our county at this time. If we keep educating young children and adults, the numbers will keep dropping. The goal is for less and less people to be affected by tobacco and hopefully the numbers will keep going down. **Lincoln County**

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

- Involve staff, students and community stakeholders in the planning process
- Work with schools to designate a specified time to deliver the full curriculum
- Develop more take-away materials and additional media approaches to reach students
- Improve targeted data-collecting techniques

Project Progress

