

Environmental Control Strategy



Goal: Reduce second hand smoke exposure for young children leading to fewer emergency department visits for asthma triggered by tobacco smoke.

Unit of Practice	Resources	Activities	Outputs	Outcomes	Impact
Community	<ul style="list-style-type: none"> *Tobacco Settlement funding *Community coalitions 	<ul style="list-style-type: none"> *Billboards, posters everywhere *Community events *CEASE training *Mass communications using social media *Tobacco conferences 	<ul style="list-style-type: none"> *Gold Sneaker/multi-unit housing smoke free policy adoption *Community leaders' permission for signage *Social media messaging exposure *Reduced litter 	<ul style="list-style-type: none"> *Adoption of smoke free ordinances, policies *Increase use of smoke free places *Youth empowered to speak on issues *Stronger coalitions 	Reduce second and third hand smoke exposure and tobacco induced illness
Key outcomes		Why does this strategy work?			
<ul style="list-style-type: none"> *Gold Sneaker smoke free policy now in 94 towns in 48 counties *New smoke-free voluntary policies or ordinances now in 117 towns in 61 counties. *Hundreds of messages on multiple media requesting no smoking at youth athletic fields and events across state *Successful state and local demonstrations of using social media to engage youth to promote smoke free places *Examples of health department collaboration with many types of community coalitions and partners 		<ul style="list-style-type: none"> *Funds supported local activities that strengthen partnerships and community involvement. *Coalitions, city and county governments support locally set goals and looked positively on Tobacco Free Parks initiatives. Mayoral support was the politically correct and strategic thing to do. *Initiate a voluntary ASK campaign when lacking a specific law or policy. *Use consistent reinforcing visual mass messaging to "ASK" for smoke free public spaces. *Counties linked messages to a variety of community events and at locations where youth and adults congregate (ball parks, athletic fields, public parks). *Some child care centers saw Gold Sneaker certification as free marketing. *Some private multi-unit housing owners saw the financial benefits to smoke free policy. *Support groups work to help those who may have trouble becoming smoke free. *Combined secondhand smoke and youth prevention projects proved children have a powerful voice in convincing loved ones to stop smoking while creating peer-to-peer messaging to enforce new social norm of not using tobacco. *Integrating multiple health programs allowed people to work outside their silos for greater health impact and more robust programming. 			

What did we learn that promoted Topic projects' improvement?

- Not all counties have the political will to adopt smoke free ordinances beyond voluntary smoke free requests.
- There is great concern about ignoring or not confronting the impact of e-cigarettes on children across the state.
- There is a gap in awareness and knowledge about third hand smoke.
- Health departments don't traditionally offer prevention training like CEASE to private provider offices.
- Multi-unit housing was a new unit of practice for prevention activities, but some private multi-unit housing owners were found ready adopt smoke free policies.
- Growing public interest in smoke free places will arouse more interest in local decision-making autonomy.
- Clear expectations and timelines at the onset of a new campaigns are needed when cooperating with partners.
- Changes in ER use for pediatric asthma was a poor selection as a downstream measure of outcomes from environmental control primary prevention projects.

Best practices

- Montgomery - Youth group generated and convinced local officials to pass no smoking ordinance
- Polk – Smoke free messaging included as part of cancer memory walk for community members
- Hamilton - Mayors' Smoke Free Community billboard picturing all 11 city and county mayors
- Henderson – Education about dangers of smoking in cars at child restraint traffic checkpoints
- Community coalitions support - Putnam and Rhea Anti-Drug, Monroe Substance Abuse, Hickman Clean Air, Tobacco Free Chattanooga, Shelby Let's Breathe, Smoke-Free Knoxville including Five Points neighborhood