

JEFFERSON COUNTY HEALTH IMPROVEMENT ACTION PLAN

- **COUNTY(S)/CITY COVERED BY LPHA:**
Jefferson County, Missouri
- **SIZE OF POPULATION:**
214,120 (2005 estimate)
- **PRIORITY HEALTH ISSUE:**
Tobacco use, especially during pregnancy
- **TARGET POPULATION:**
All residents of Jefferson County, especially pregnant females
- **SUPPORTING DATA:** Nationwide, tobacco use has declined over the past 20 years. Jefferson County's smoking rate is 32% compared to 26% in Missouri and 22% overall in the U.S.¹ The rate of death due to smoking-related illness is significantly higher in Jefferson County (202 per 100,000) when compared to the state average (173 per 100,000) for 2003. Smoking is the number one prioritized risk factor for the county.
 - 1. Missouri Department of Health and Human Services.
<http://www.dhss.mo.gov/SmokingAndTobacco> Accessed on February 8, 2006
- **DATA TREND:** In 2003, the Department of Health and Senior Services (MDHSS) concluded that 26% of the Missouri population smokes compared to 32% in Jefferson County. Half of Jefferson County adult smokers have quit for a day or more in the past year, with 64% saying they intend to stop smoking in the next six months compared to 61% for Missouri. Only 48% of Jefferson County smokers were aware of available cessation assistance, such as telephone quit lines, local health clinic services and employee assistance programs, compared to 59% for the state. This indicates that Jefferson County smokers have some motivation to quit, but are unaware of the types of assistance that are available to them. Only 8% of Jefferson County employees reported their workplaces offered cessation programs or other help to employees who wanted to quit smoking compared to 21% for the state. A look at workplace tobacco policies in Jefferson County showed that only 68% of workplaces prohibit tobacco use at work compared to 74% for the state. By 8th grade, 17.5% of youth have used tobacco in some form, predominantly cigarettes, and use increases from 5.6% in grade 5 to 12% in grade 8. This indicates a strong need for cessation referral services and prevention education in Jefferson County. According to the 2000 MDHSS *Health Information and Management Resource Report* (<http://www.dhss.mo.gov>), Jefferson County is disproportionately affected by tobacco-related disease and secondhand smoke exposure compared to the state.
- **DATA SOURCES:** In order to identify evidence-based public policy strategies to improve this priority health issue, the following sources were researched:
 1. The Community Guide (www.thecommunityguide.org). JCHD has implemented several interventions listed as supported by strong evidence in the Community Guide, including smoking bans and restrictions, and a media campaign with interventions. JCHD also supports the state's telephone quitter line and increasing the unit price of tobacco.

2. Substance Abuse and Mental Health Services Administration, (www.modelprograms.SAMHSA.gov). SAMHSA model Programs are well-implemented, well-evaluated programs, meaning they have been reviewed by the National Registry of Evidence-based Programs and Practices (NREPP) according to rigorous standards of research. JCHD currently offers two model SAMHSA programs, Not on Tobacco (NOT), and Project Toward No Tobacco Use (TNT).
3. According to American Lung Association National Office Bill Blatt (202) 785-3355 the last published peer reviewed study of Freedom From Smoking (Adult) is: Rosenbaum, P. & O'Shea, R. *Large-Scale Study of Freedom from Smoking Clinics--Factors in Quitting*. Public Health Reports: 107 (2), 150-155 March-April, (1992). A study of 494 smokers attending 42 Freedom From Smoking Clinics in western New York State showed that 29% of participants reported not smoking about 1 year after attending the clinic sessions. There was a wide range of quit rates over different clinics, but the rates were similar for men and women and different age groups.

ALA National reports that FFS has a 27% success rate, however, there is a study being completed in CT data from 02-03' indicated a 57% success rate for FFS plus Nicotine Replacement Therapy (which JCHD is doing currently with the MFH grant) this study has not been published to date.

4. Tar Wars (5th grade) (<http://www.tarwars.org/x801.xml>): Tar Wars is uniquely positioned among tobacco-free education programs geared to youth and has been successful in achieving its desired outcome of increasing students' understanding of the short-term, image-based consequences of tobacco use and the deceptive tactics found in tobacco advertising. Tar Wars is consistent with the guidelines for youth tobacco prevention programs as outlined in the CDC's 2000 publication, "Guidelines for School Health Programs to Prevent Tobacco Use," and currently addresses five of the seven implementation guidelines: (2) Instruction, (3) Curriculum, (4) Training, (5) Family Involvement, and (7) Evaluation. Evaluation conducted by the Tar Wars national office utilizes pre and posttest data to measure knowledge and attitude changes regarding tobacco use. More than 63,000 pre and posttests were collected for the 2001-2002 academic year. Overall results from this evaluation showed a 90.9 percent satisfaction rate with the Tar Wars program. Nearly 90 percent correctly answered the knowledge-based questions, and 98.9 percent responded that they would not use tobacco in the coming year.

- **INVENTORY OF PUBLIC POLICY AND ENVIRONMENTAL SUPPORTS:**

Following is an inventory of public policy, other population-based strategies and/or environmental supports that are already in place to assist in reducing risks associated with the priority health problem:

1. JCHD houses a comprehensive tobacco control program. Under the leadership of JCHD, the Jefferson County Tobacco Control Coalition (JCTCC) serves as the main advocate for tobacco control and provider of prevention and cessation programs in Jefferson County. Team members have received facilitator's training in Teens Against Tobacco Use, Freedom From Smoking, Not-On-Tobacco, Teens Project Toward No Tobacco Use, the ABC's of Tobacco, Secondhand Smoke

- Training Module for Child Care Providers, Postnatal and Perinatal Cessation, Empowering Communities to Clear the Air of Secondhand Smoke, Students Working Against Tobacco and Tar Wars. A hot line has been established with a schedule for all classes.
2. JCHD's experience in tobacco control includes: tobacco cessation programs offered to the general public, employers and at local school districts; tobacco education at WIC clinics; restaurant training on Clean Indoor Air laws; and monthly newsletters as well as collaborations with civic groups, businesses and health care organizations.
 3. JCHD has a tobacco-free campus policy and is working with all school districts and employers to establish a tobacco-free policy. Over 100 restaurants in the county are voluntarily smoke-free and are included in a Smoke-Free Dining Guide.
 4. JCHD has established a media campaign including billboards, radio spots and newspaper articles.
 5. JCHD and JCTCC worked with the Arnold City Council to implement their Clean Indoor Air ordinance for restaurants and were involved in the implementation of the first tobacco-free healthcare system in the region.
- According to authoritative sources listed above the following public policy, population-based strategies and community environmental supports are still needed in our community to effectively improve the priority health issue:
 1. Identify and contact Jefferson County employers to promote cessation programs for employees and establish tobacco-free work environments.
 2. Develop and implement a model school tobacco-free campus policy.
 3. Develop and implement a social marketing campaign using mass media to reduce and prevent tobacco use and exposure.
 4. Researching and implementing a best practices program to prevent or reduce tobacco use during pregnancy.
 - **ACTION PLAN STRATEGIES FOR INTERVENTION IMPLEMENTATION TO IMPROVE INDICATORS RELATED TO THE PRIORITY HEALTH ISSUE:**
 1. Strategies to address tobacco-free work environments include: assessment of worksite tobacco policies, recruitment of employers and employees to participate, implementation of worksite education and cessation programs and assistance to employers in developing or changing worksite policies.
 2. Strategies to address tobacco-free schools include: evaluation of existing school smoking policies, identification of best practice tobacco-free policies for schools, education of schools about model policies, and assistance to schools and school districts in developing tobacco free policies.
 3. Strategies to address a social marketing campaign include: the use of billboards, radio spots, presentations, health fairs, and newspaper articles.
 4. Strategies to address tobacco use during pregnancy include: identification of best practice programs, and creation of community partnerships to facilitate recruitment of pregnant women for education and cessation programs.

- **IDENTIFIED BARRIERS TO STRATEGY IMPLEMENTATION:**
 - Social acceptance of tobacco use evidenced by the highest statewide smoking rates in Jefferson County and high rates of second-hand smoke exposure.
 - Schools and employers lack comprehensive policies and enforcement of existing policy.
 - Affordability of prominent media locations.
 - Reluctance of work sites and schools to implement model tobacco-free policies, due at least in part to competitive/economic disadvantages in the workplace.

- **ACTION PLAN TO OVERCOME OR MINIMIZE BARRIERS:**
 - Media campaign will target social acceptance of tobacco use.
 - Education and policy development in schools and worksites will address comprehensive policies and enforcement of existing policy.
 - Apply and obtain grants and other funding to offset the cost of the media campaign. Work with collaborative partners to find affordable and prominent locations.
 - Establish trust/relationships with employers. Present the benefits to employers and schools of implementing model tobacco policies. Provide policy writing assistance and prevention and cessation programs.

Action/Activity	Person/Organization Responsible	Partners	Time Line	Desired Outcome	Benchmarks	Evaluation
Conduct Baseline Assessment of workplace tobacco policies	Melissa Hogan Watts, HE Hollie Milam, HE Kelley Guertzgen, HE Coor. Health Education Staff	1. Jefferson County Employers 2. JC Chambers of Commerce 3. JC Tobacco Control Coalition (JCTCC)	Months 1-3	Completed baseline data for participating worksites within Jefferson County to use in evaluation	Completed baseline assessment of workplace policies	<ul style="list-style-type: none"> ▪ Process Indicators 1. Completed baseline assessment 2. Documented list of participants ▪ Outcome Indicators 1. Completed baseline assessment
Research and adopt a model tobacco policy for worksites	Melissa Hogan Watts, HE Hollie Milam, HE Health Education Staff	1. American Lung Association (ALA) 2. JCTCC 3. SLU Tobacco Policy Research Center	Months 1-3	Adoption of a best practice model policy that will be advocated to Jefferson County worksites	1. Database of best practice tobacco policies 2. Adoption of a model policy	<ul style="list-style-type: none"> ▪ Process Indicators 1. Documented list of best practice worksite tobacco policies and sources ▪ Outcome Indicators 1. Model policy identified for worksites
Develop and adapt educational/promotional materials to promote model tobacco policy to worksites	Melissa Hogan Watts, HE Hollie Milam, HE Health Education Staff	1. American Lung Association 2. JCTCC 3. Tobacco-Free MO Coalition 4. SLU Tobacco Prevention Center	Months 3-5	Tailored educational materials and presentations designed to recruit Jefferson County employers to implement model tobacco policies	Completed brochures, fact sheets and presentation outlines for use at worksites	<ul style="list-style-type: none"> ▪ Process and Outcome Indicators 1. Completed brochures and presentation outlines
Schedule and facilitate educational programs for worksites on model tobacco policy implementation	Melissa Hogan Watts, HE Hollie Milam, HE Kelley Guertzgen, HE Coor. Health Education Staff	1. JC Chamber of Commerce 2. JC Employers	Months 5-12	Successful recruitment of Jefferson County worksites willing to implement tobacco policies	1. Database of worksites contacted 2. Appointments set with worksites to present information 3.	<ul style="list-style-type: none"> ▪ Process Indicators 1. Database of worksites contacted 2. Database of presentations completed 3. Presentation evaluation ▪ Outcome Indicators 1. Number of presentations scheduled 2. Number of presentations completed

					Completed worksite educational programs	
Develop and run social marketing campaign to increase awareness in community for tobacco prevention/cessation policies.	Melissa Hogan Watts, HE Hollie Milam, HE Health Education Staff	1. JCTCC 2. St. Anthony's Medical Center 3. Jefferson Memorial Hospital 4. Tobacco Free MO Coalition	Months 5-12	Increased awareness among Jefferson County residents/employees of the health consequences of tobacco use and exposure, knowledge of cessation resources	1. Development of Social Marketing Campaign 2. Media spots placed 3. Media coverage of campaign	<ul style="list-style-type: none"> ▪ Process Indicators 1. Completed development of a social marketing campaign 2. Reports of all Social Marketing activities completed ▪ Outcome Indicators 1. Number of media spots placed 2. Media coverage of campaign 3. Number of cessation/prevention resources requested 4. Number of individuals attending prevention services as a result of campaign
Assist worksites in developing tobacco free policies (including cessation policies)	Melissa Hogan Watts, HE Hollie Milam, HE Health Education Staff	1. JCTCC 2. Tobacco Free MO 3. JC Chamber of Commerce 4. JC worksites	Months 5-12	Development and adoption of model tobacco policies by Jefferson County employers	1. Worksite tobacco policies and cessation policies developed 2. # of employers reporting having a tobacco policy in place will increase	<ul style="list-style-type: none"> ▪ Process Indicators 1. Documentation of worksites assisted 2. Documentation of tobacco policies implemented ▪ Outcome Indicators 1. Number of Jefferson County worksites that implement a model policy or strengthen their existing policy
Train worksites in EASE (Employer Assisted Smoking Elimination)	Melissa Hogan Watts, HE Hollie Milam, HE	1. JCTCC 2. ALA 3. JC worksites	Months 7-12	Smoking cessation programs available on site at Jefferson County employers	1. Scheduled EASE facilitator trainings 2. Number of worksites completing EASE training	<ul style="list-style-type: none"> ▪ Process Indicators 1. Documentation of worksites contacted regarding training 2. Documentation of trainings conducted and worksites that attended ▪ Outcome Indicators 1. Number of worksites trained to provide EASE
Provide Freedom from Smoking (FFS) classes to	Melissa Hogan Watts, HE Hollie Milam, HE Health Education	1. JCTCC 2. ALA 3. Jefferson Memorial Hospital	Months 7-12	Smoking cessation programs available to residents and	1. Scheduled FFS trainings 2. Number of	<ul style="list-style-type: none"> ▪ Process Indicators 1. Documentation of promotion of FFS scheduled classes 2. Documentation of trainings conducted and

the community	Staff	4. St. Anthony's Medical Center		employees of Jefferson County	individuals served by FFS trainings	individuals served <ul style="list-style-type: none"> ▪ Outcome Indicators 1. Number of individuals served by FFS class
Conduct follow-up assessment of workplace tobacco policies	Melissa Hogan Watts, HE Hollie Milam, HE Kelley Guertzgen, HE Coor. Health Education Staff	1. Jefferson County Employers 2. JC Chambers of Commerce 3. (JCTCC)	Months 10-12	Completed follow-up assessment of baseline indicators for participating worksites within Jeff County	Completed assessment of workplace policies	<ul style="list-style-type: none"> ▪ Process Indicators 1. Completed follow-up assessment 2. Documented list of participants ▪ Outcome Indicators 1. Completed follow-up assessment