

TIPS

Tobacco Intervention & Prevention Strategy

*A Community Based Initiative to
Better the Health of Newberry County*

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Lovelace Family Practice

Prosperity, South Carolina

- Dr. Oscar F. Lovelace, Jr. M.D.
- Glaxo Wellcome
- DHEC
- American Lung Association
- Newberry Community
- Many Others.....

Smoking in Newberry County and South Carolina

- ❑ Smoking starts at a young age
- ❑ Most teens have tried smoking
- ❑ Many start before age 13
- ❑ 38.6% of Youth in SC smoke
- ❑ 24% of Newberry County adults smoke compared to 23% of South Carolina adults.

What do we want to change?

- ❑ Improve smoking and tobacco awareness within the community
- ❑ Reduction in the use of tobacco by the residents of Newberry County
- ❑ Discourage the youth of Newberry County from starting smoking
- ❑ Improve quality of life (as measured by an appropriate objective instrument)

Outcome Measures

- Movement from one stage of change to another
- Smoking cessation rates among TIPS participants
- Decrease in smoking related illnesses over the long term
- Development of community, business, and school smoking policies

How do we accomplish this?

Prevention

- Community based education
- Policy development
- Mass media communication
- Cultural relevance

Intervention

- Smoking cessation programs
- Medications
- Mass media communication
- Community empowerment

Intervention

Smoking Cessation

- **Plan** - To develop and put into use a comprehensive, community based smoking cessation program which will include health education, stress management, behavior modification, along with medication therapies
- **Do** - Secure dates and locations to hold interventions, determine speakers for general sessions, arrange advertisement, recruit volunteers/counselors, obtain sponsors and business partners. Give survey to practice patient population

Intervention

Smoking Cessation

- Study - Reviewed articles, programs, and information relating to smoking cessation. Reviewed survey results.
- Act - Negotiated pilot program to begin next month at Georgia-Pacific to test program. Program kick off to take place in January 2000.

Prevention

School Presentations

- **Plan** - Developed and implemented strategies targeting adolescents including education through news articles, billboards, public service announcements, and school based education programs.
- **Do** - Presented ideas for school implementation to school board. Contacted newspaper and local radio stations about printing/airing public service announcements. Contacted individual schools and teachers to arrange time and date for presentations. Recruited other volunteers for school presentations.

Prevention

School Presentations

- **Study** - Reviewed school oriented tobacco education programs. Developed power point presentation with pictures. Developed questionnaires to assess presentation effectiveness.
- **Act** - Traveled to local schools. Gave presentations, answered student questions, and had students fill out surveys.

Valuable Lessons

- ❑ Most smokers in Newberry County are interested in quitting, but admit they do need help and can't do it on their own.
- ❑ As a whole, there is community support for a smoking cessation program. Many community leaders and businesses feel that smoking cessation is important.
- ❑ High school teens report mixed ideas related to smoking. Surveys indicate smoking rates are similar to adults but not as pronounced.
- ❑ Peer pressure still seems to be a big factor for initiating smoking.
- ❑ Most feel they don't truly understand the effects of smoking on the body.