

*“Secondhand Smoke Hurts Kids”
in Newberry County*



Erica Grace Smith

Deans' Rural Primary Care Clerkship

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Special Thanks for Support

From:



- Renee Martin, Tobacco Intervention and Prevention Strategy (TIPS) Project Coordinator
- Julie Ghent, Laurie Patenaude of Mid-Carolina AHEC
- Newberry Family Health Center (NFHC)
- Prosperity-Rikard School
- Dr. Timothy Hutchison
- Dr. Michael Bernardo

Environmental Tobacco Smoke (ETS), aka Secondhand Smoke

- >4000 compounds (50 known carcinogens)
- Twice the nicotine, 5 X the CO
- Kids who breathe ETS suffer more: SIDS, Asthma, Pneumonia, Bronchitis, OM, wheezing with URI
- Prevalence of smoking in **Newberry Co.** = 23%
- OM and Asthma among top 10 reasons for pediatric ER visits in **Newberry Co.**

Focus: Pediatric Asthma

- 1982-2000 prevalence doubled in US
- The leading chronic childhood disease in US
- Children of smokers twice as likely to develop asthma
- ETS increases severity and frequency of attacks
- 6% children in **Newberry Co.**
- 9th leading cause pediatric ER visits in **Newberry Co.**

AIMS



Principle Aim:

- Newberry parents will decrease their children's exposure to ETS.

The community supports this aim as evidenced by its strong commitment to family and the welfare of its children.

Other Aims:

- TIPS office's roster and database increased
- NFHC staff involved in effort
- Past students' effort to decrease Newberry's smoking burden expanded

Measures

- Total # packets distributed at Prosperity-Rikard School PTO meeting, and NFHC
- % returning pledges
- Demographic data from PTO surveys
- Feedback from PTO surveys and NFHC staff surveys
- Follow-up phone survey by TIPS office (ongoing)

Changes For Improvement

#1: Community Forums

Drivers

- Schools want speakers at PTO meetings
- TIPS program already in place
- TIPS program has funding for brochures, printing
- Raffle with pledges
- Community very family-oriented

Barriers

- Addictive nature of smoking
- Scheduling of PTO meetings
- Limited time allotted at meeting
- Logistics of distributing and collecting brochures, surveys, and pledges
- Educational level of audience
- Lack of incentives beyond raffle

Changes For Improvement

#2: Involve NFHC

Drivers

- Patient population's need
- Willingness of staff to participate
- Raffle with pledges turned in to front desk
- Willingness of TIPS Coordinator to follow-up with pledges

Barriers

- Addictive nature of smoking
- Busy practice and limited time
- Educational level of patients
- Patients forgetting to turn in pledge
- Staff forgetting about the program
- Lack of incentives beyond raffle

PDSA Cycle: PLAN



- Review projects done by previous students in Newberry
- Assess the needs of the community
- Gather data about effect of ETS on children
- Determine effective means of disseminating message to community

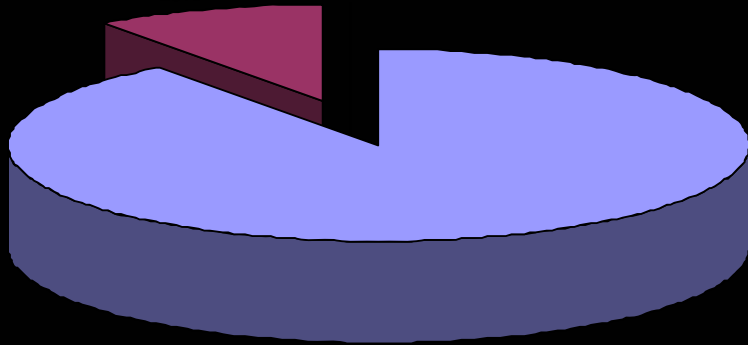
PDSA Cycle: DO

- Meet with Renee Martin of TIPS, and Laurie Patenaude of AHEC to discuss community needs and project ideas
- **Research:** Articles in Pediatrics and AJ Critical and Pulmonary Care Medicine on ETS; COPC, Continuous Improvement, and Foundation of Improvement articles from Dean's Clerkship; "Disease Data 2000" and "Secondhand Smoke and Children" from American Lung Assoc.; www.lungsusa.org/southcarolina, www.scdhec.net, www.ors.state.sc.edu; watch PSA video titled "Why Do This?"
- With Renee Martin of TIPS, arrange speaking date at PTO meeting, create "Fact Sheet" and pledge forms, assemble informational packets, arrange incentives/raffle

PDSA Cycle: DO (continued)

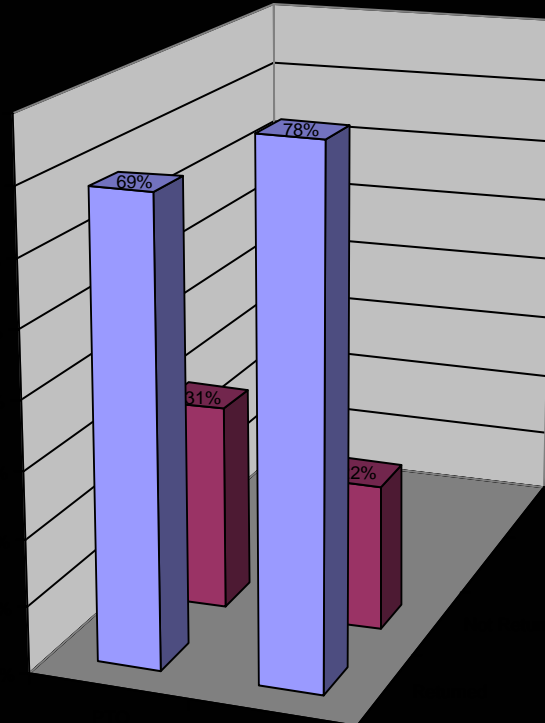
- Compose evidence-based fact sheets as handouts for NFHC staff
- Arrange individual meetings with nurses and Drs. Hutchison, Bernardo, and Garcia
- Negotiate space for packets in office
- Discuss with receptionists plan for assembling pledges
- Distribute and collect surveys from PTO parents and staff of NFHC
- Analyze data
- Document problems met along the way

PDSA Cycle: STUDY



Pledges Returned from Packets

■ Returned ■ Not Returned □ □



PDSA Cycle: STUDY

Data



PTO

- 63% very new information, 21% somewhat new; 16% heard many times
- Ave. # adults in home = 2
- Ave. # smokers in home = 0.6
- 36% have smokers in home
- 23% allow smoking in home
- 20% allow smoking in car
- 90% will use info. to decrease ETS
- #packets = 127, #pledges = 88

Office

- 5/6 = mod. new info., 1/6 = very new
- 6/6 = very relevant
- 1/6 = not receptive, 3/6 = mod. receptive, 2/6 = very receptive
- 6/6 = very appropriate project design
- Amount of time counseling:
1/6 = 30 sec., 1/6 = 1 min., 3/6 = 3 min. (1 non-responder)
- # packets/week = 9 (468/year)
- # pledges/week = 7 (364/year)

PDSA Cycle: ACT

- TIPS office will follow up with *all* parents who signed pledges
- Raffle to be held for pledges turned in at NFHC office
- Additional community forum to be conducted by Renee Martin of TIPS at Pomeria-Garmony Elementary PTO
- Next forum: place materials in seats *before* public arrives
- Letter-sized binders to be purchased to house future informational packets
- Conspicuous space created on top of cabinets at NFHC for packets.
- State tobacco cessation lobbyist notified of TIPS' efforts.

Lessons Learned

- People really will listen in their doctor's office, and in a public forum
- It's more fun creating surveys than compiling the data
- Space and time are precious in a busy practice
- Incentives help people commit
- Some incentives cost a lot of money; others are free