

Smoking Prevention in Prosperity, SC: Addressing the Younger Generation with “Patrick, the Pack Rat”



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Dean's Rural Clerkship



Site Information

- Lovelace Family Medicine, Prosperity, SC
 - Dr. Oscar Lovelace
 - Dr. Chip Dixon
 - Dr. Lisa Heichberger
 - Dr. Romi Bassey
- Renee Martin, TIPS Coordinator
- Jana Livingston, Jamie Graffagnino, and Debbie Wilson at LFM
- Prosperity-Rikard Elementary School: Kindergarten and 1st grade



Background

- Tobacco is the #1 killer in the US, accounting for 440,000 deaths per year and \$150 billion in health care costs and lost productivity¹
- 4.5 million adolescents currently smoke in the US¹
 - 28% of US high school students smoke
 - 36% of SC high school students smoke
 - 11% of middle school students smoke
- Each day 4,800 adolescents smoke their first cigarette, and almost 2,000 will become regular smokers which results in 730,000 new smokers per year.¹
- Newberry County Statistics (1992-93):²
 - 43.5% of 15-year-olds smoke
 - 30.8% of 13-year-olds smoke
 - 13.3% of 11-year-olds smoke

¹ American Lung Association: www.lungusa.org

² Kids Count: www.kidscount.org



Aims

- The positive relationship between Lovelace Family Medicine and Prosperity-Rikard Elementary School will be perpetuated.
- Kindergarten and 1st grade children will understand the positive benefits of not smoking.
- The educator will better understand the barriers to health education in our younger population.



Measures

- Survey of the teachers to determine the effectiveness of the presentation
- Subjective observation of the knowledge gained by children who attend the presentation
- Personal reflections on the barriers encountered while planning and enacting the presentation



Possible Changes for Improvement

■ Drivers:

- School administrators and teachers welcome the presentation.
- There is already a positive relationship between Lovelace Family Medicine and Prosperity-Rikard Elementary.
- The puppet show and topics for discussion that make up the presentation are already created and tested.
- There are people at LFM who are willing to help you put on the show (thanks Jana, Jamie, and Debbie).

■ Barriers:

- Teachers are reluctant to allow time for any objective measures, i.e. pre and post-tests.
- It is difficult to objectively measure effectiveness of the presentation when your audience is 140 five and six-year-olds.



PDSA

- Plan
 - Meet with Newberry County TIPS Coordinator who will arrange a time and place for the presentation
 - Recruit 3-4 other people to help with the show
- Do
 - Give the presentation at Prosperity-Rikard Elementary School
 - Administer surveys to teachers who attend the presentation
 - Subjectively assess the knowledge gained by the children who attend the presentation
- Study
 - Analyze the results of the teacher survey to determine the effectiveness of the presentation
 - Collect thoughts from the presenters about the quality and effectiveness of the presentation
 - Reflect on the barriers encountered along the way
- Act
 - Present the data from the survey to Newberry County TIPS Coordinator and Lovelace Family Medicine
 - Make suggestions to TIPS Coordinator about possible improvements for the presentation



The Presentation

- Intro (5 min): Introduce “Patrick, the Pack Rat” to children and explain that we plan to teach them about the good that comes from not smoking.
- Puppet Show (10 min): Patrick and his friends Kimi and Byron (“The Rat Pack”) meet Smokey who pressures them to smoke. The Rat Pack overcomes Smokey’s peer pressure and decides not to smoke.
- Discussion (15 min): In an interactive discussion, the children learn how much money one saves, how much better of an athlete one will be, and how much healthier one will be if he chooses not to smoke.

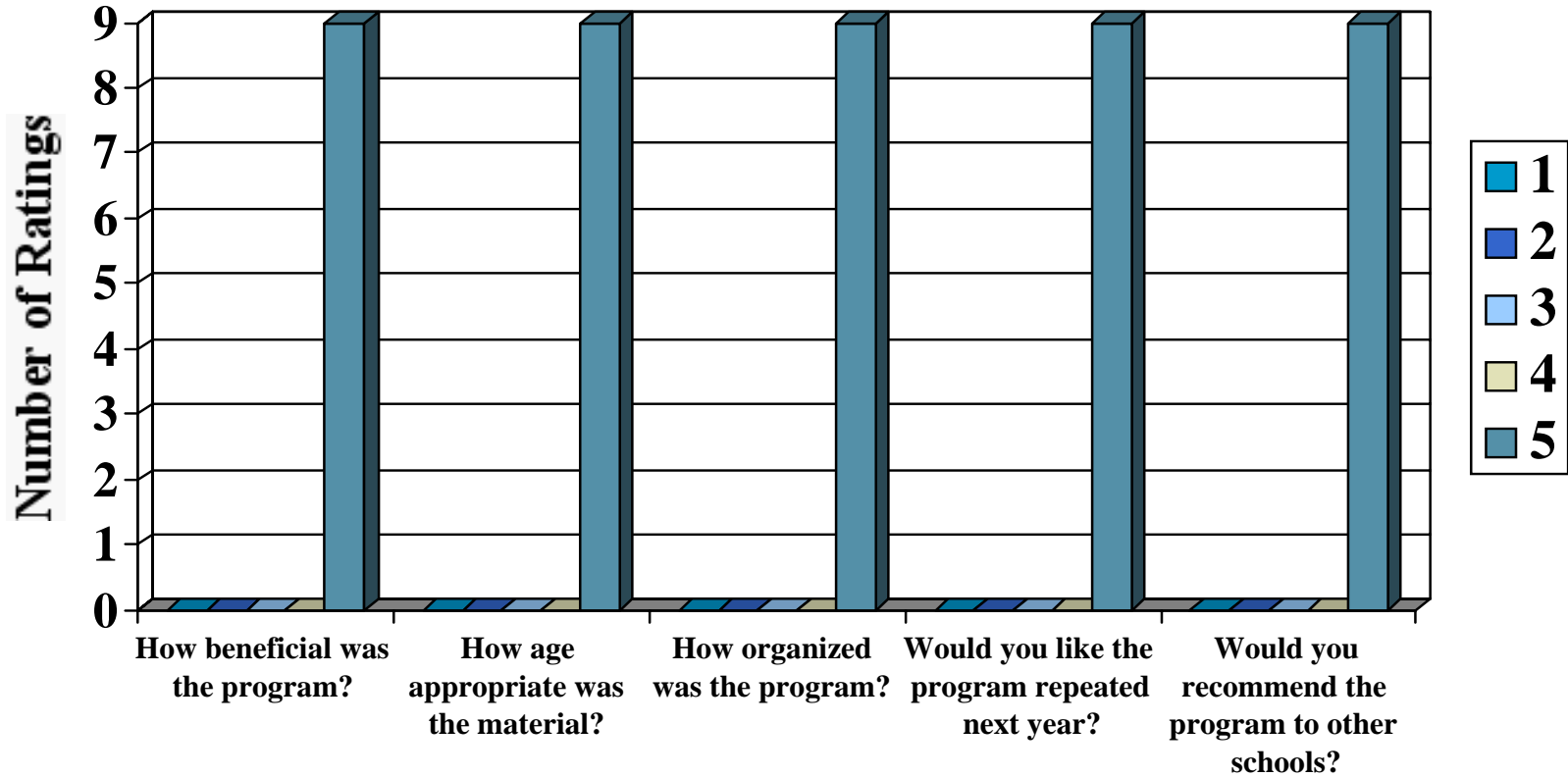
The Show



The Show



Survey Results



On a scale of 1-5...



Survey Comments

- Thanks for coming
- Impressive, enjoyable, informative
- Our children really enjoyed the show and were very attentive. Thank you for sharing your program with our students.
- Good message for our kids
- Students were very attentive to message
- Students listened well during the puppet play and got the message.
- Very educational on the children's level



Lessons Learned & Next Steps

■ Lessons

- Children are eager to learn and much smarter than you think.
- Five and six-year-olds can understand that smoking is bad for them as long as the evidence is presented to them at their level.
- Teachers have a lot going on--you must try to cater to their schedule.
- If you are trying to teach while Patrick is in the room, he must be standing beside you when you want the kids to pay attention.

■ Next Steps

- Determine a better way to objectively measure effectiveness.
- Before the presentation, identify one class that will attend the presentation and administer pre and post-tests to that particular class.
- Continue to assist with the presentation even if it is not your project. It is a worthwhile learning experience, and the kids really do take the message home with them.

The End



Tobacco
Free Is the
Way to Be!