

Taking Their Breath Away:
The Effect of Environmental
Tobacco Smoke on Children in
Newberry County

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Grant Homes, Newberry SC

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Thanks to Everyone Involved

- Lovelace Family Practice, Prosperity SC
- Renee Martin, SC Tobacco Intervention and Prevention Strategy (TIPS) Coordinator
- Grant Homes, Newberry SC
- Mid-Carolina AHEC Coordinators
 - Julie Ghent and Laurie Patenaude
- Dr. Chessman, Dr. West, and others who provided feedback via WebCT

Effects of Smoking in Newberry County

- 28% of people in Newberry County smoke, vs. 26% in SC as a whole
- 78 ER visits in 2001 for asthma in kids under 12
- 2 Hospital admissions for asthma in 2001
- 294 ER visits for upper respiratory infections in 2001 in kids under 12
- Each visit costs about \$900-1200.

- Source: SC Office of Research and Statistics website

AIMS

- Globally:
 - Fewer of the adult residents of Grant Homes will smoke
 - Those who choose to smoke will smoke less
- Immediate:
 - The adults at Grant Homes will increase their understanding of the effects of ETS on children.
 - The adults at Grant Homes will express increased interest in smoking cessation
- Community support for this is demonstrated by the positive response to previous anti-smoking presentations at Grant Homes, and strong community anti-smoking resources (e.g., TIPS)

Identified Measures

- Pretest of knowledge about ETS
- Post-test to measure effectiveness of presentation at relaying information
- Pledge Cards
 - To stop smoking and/or not allow smoking around their children
- Written and Verbal Feedback from Participants on Post-test

Proposed Change

- Anti-Smoking Pitch targeted to Adults
 - Previous projects targeted kids at Grant Homes
- Drivers:
 - Enthusiasm of staff at Grant Homes
 - Support from TIPS
- Barriers:
 - Addictiveness of cigarettes
 - Complacency/Guilt/ Hopelessness
 - Finding time to attend a presentation

PDSA Cycle: Plan

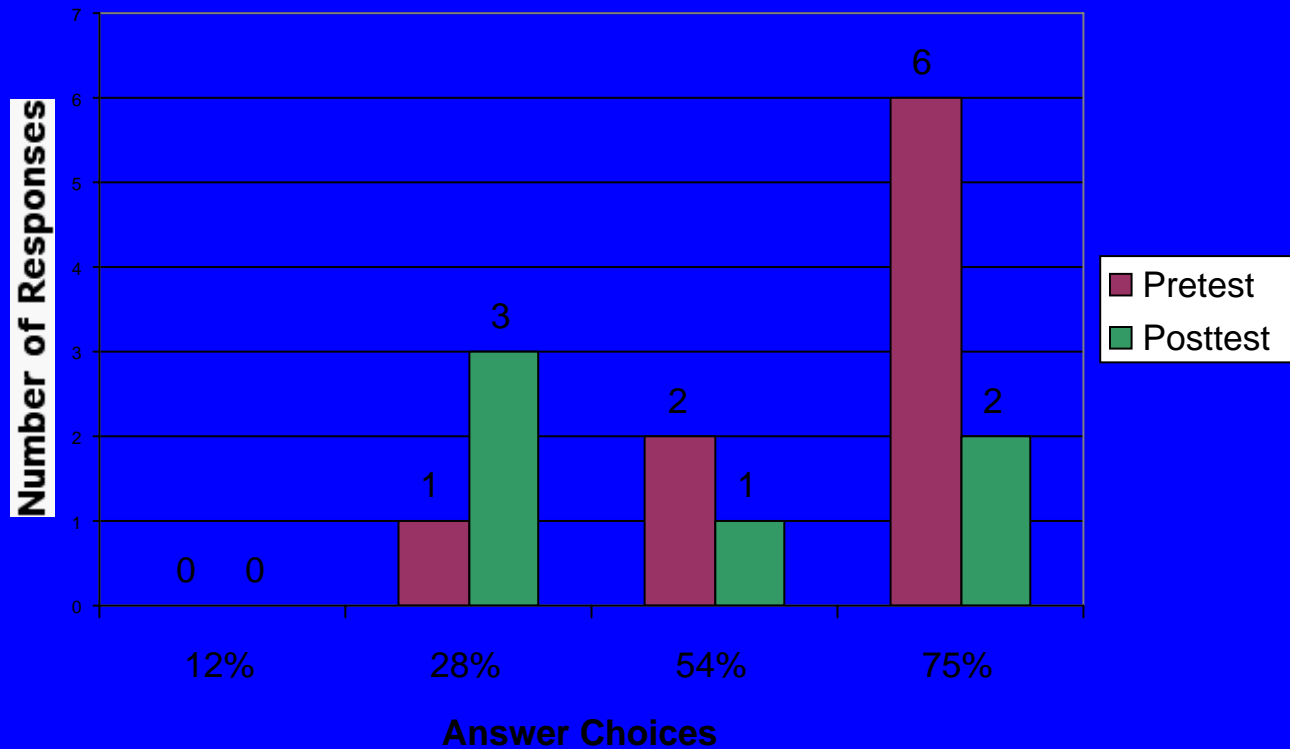
- Met with Renee Martin to discuss ideas
- Read over previous student projects from Newberry County to see what had been effective
- Discussed project details with Laurie and via WebCT with MUSC faculty
- Performed online research for information about ETS and children
 - I found a great presentation from the EPA and AAP
 - http://www.epa.gov/smokefree/aapkit/ets_presentation_color.pdf
 - I added slides specific for Newberry County
- Developed Pretest, Post-Test, and Feedback form

PDSA Cycle: Do

- Renee Martin coordinated dinner and door prizes for attendees, along with scheduling event
- Powerpoint Presentation was given 05/13/03 to moms at Grant Homes while their children were meeting for a beauty pageant rehearsal
 - Nine mothers attended
- Pretest distributed before presentation
- Floor opened to questions after presentation
- Data compiled and analyzed by me and Renee Martin

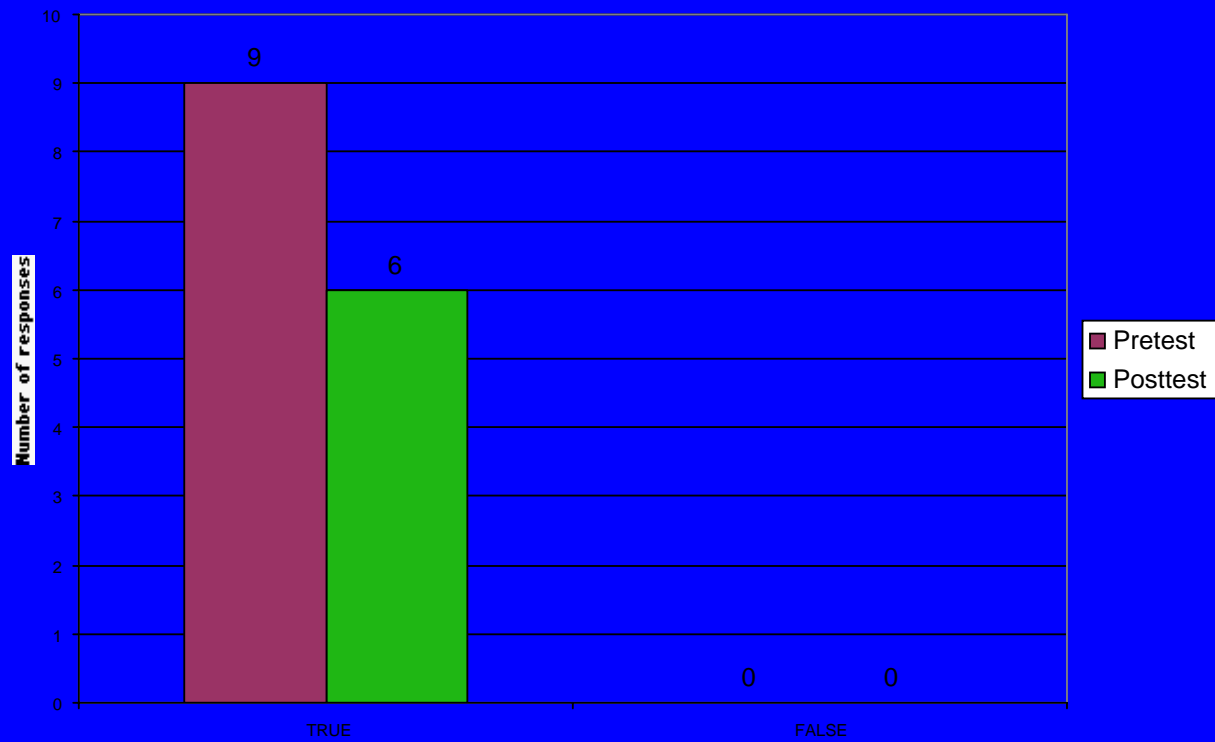
PDSA Cycle: Study

What Percentage of People In Newberry Smoke?



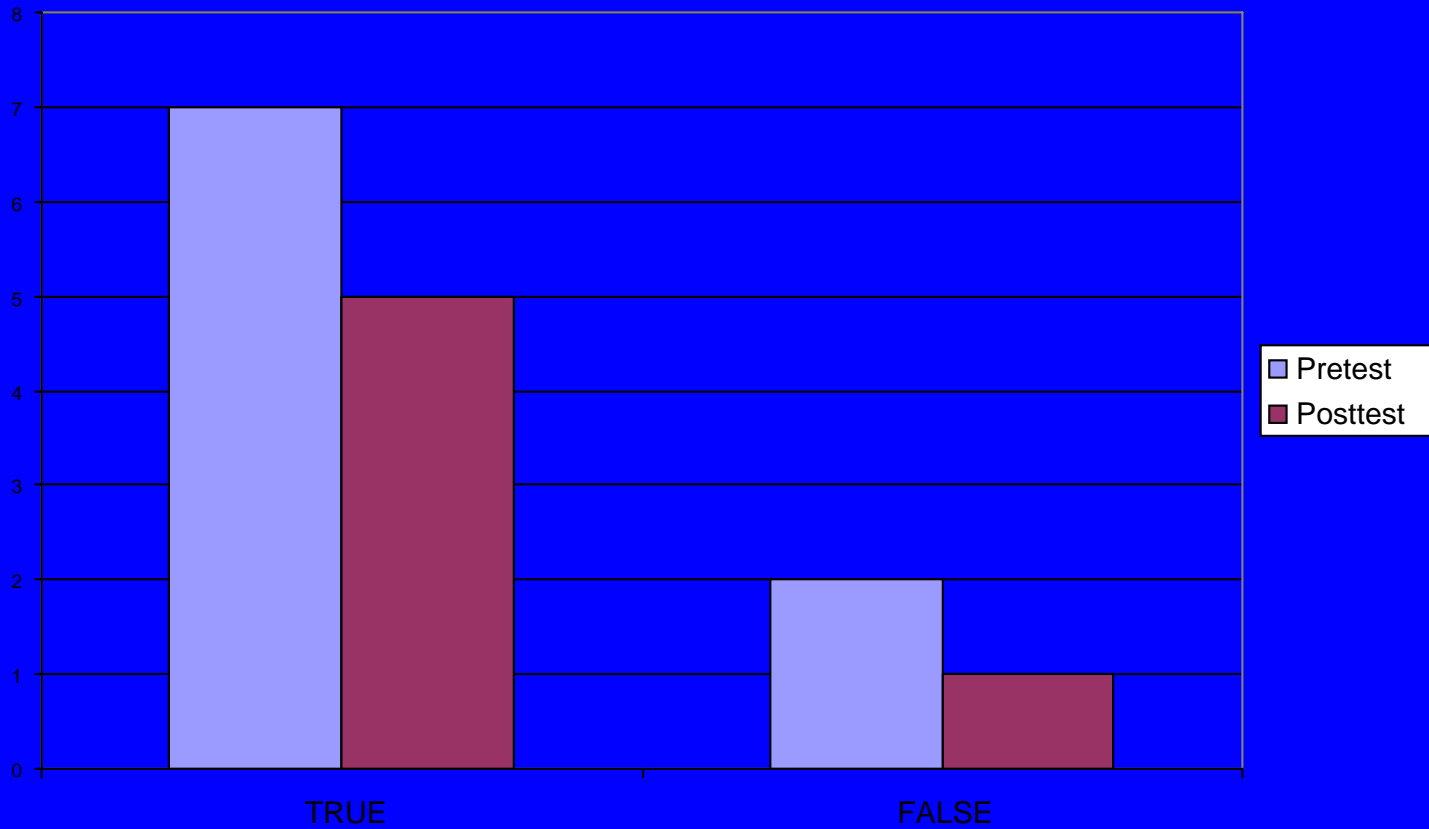
PDSA: Study

Children Can Get the Same Diseases from Secondhand Smoke as Smokers Do



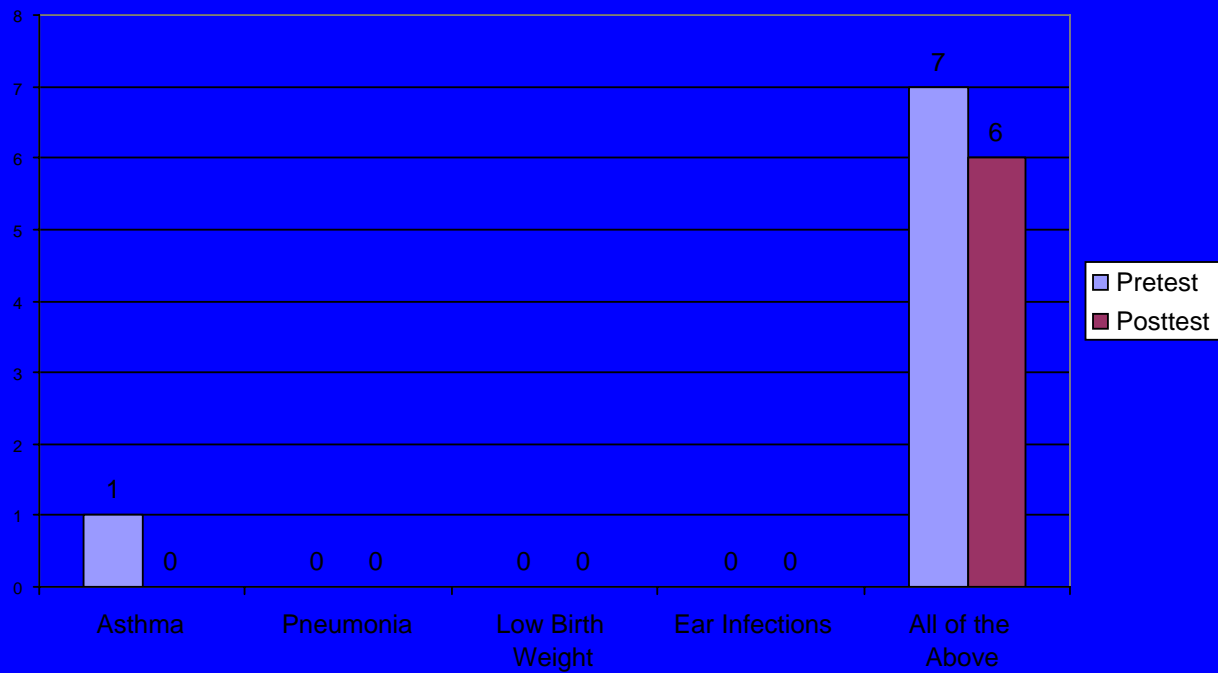
PDSA: Study

Smoking 2 ppd Increases Child's Risk of Asthma



PDSA: Study

Secondhand Smoke Increases the Risk of Which of the Following?



PDSA: Study

- All attendees completed the pledge card.
- Feedback from attendees:
 - All who completed the form thought the presentation was informative and would be interested in further presentations on the topic
- Suggestions for improvement:
 - One attendee thought the presentation was rushed
 - Another suggested showing pictures of diseased lungs
 - Another wanted to have examples of people with smoking-related diseases

PDSA: Act

- TIPS will assist those who noted a desire to stop smoking on their pledge card
- Give presentation to a larger, more diverse audience
 - Be sure to tailor information to the audience's understanding of smoking-related illnesses
- Emphasize the fact that 72% of SC *doesn't* smoke
- Emphasize the effects of ETS on days of work lost caring for sick kids, increased healthcare costs
- Humanize the information for attendees

Lessons Learned/ Suggestions for Future Students

- I was surprised by how much the attendees over-estimated the prevalence of smoking in SC
- Try to build on the experiences of others
 - Many good resources exist on the Internet
- Free food only attracts so many people
 - Quantity vs. Quality of attendees
- Give the presentation to nine people as if you are presenting to 29
- Make sure that the event is well-publicized