

Getting a Head Start on Living Tobacco-Free

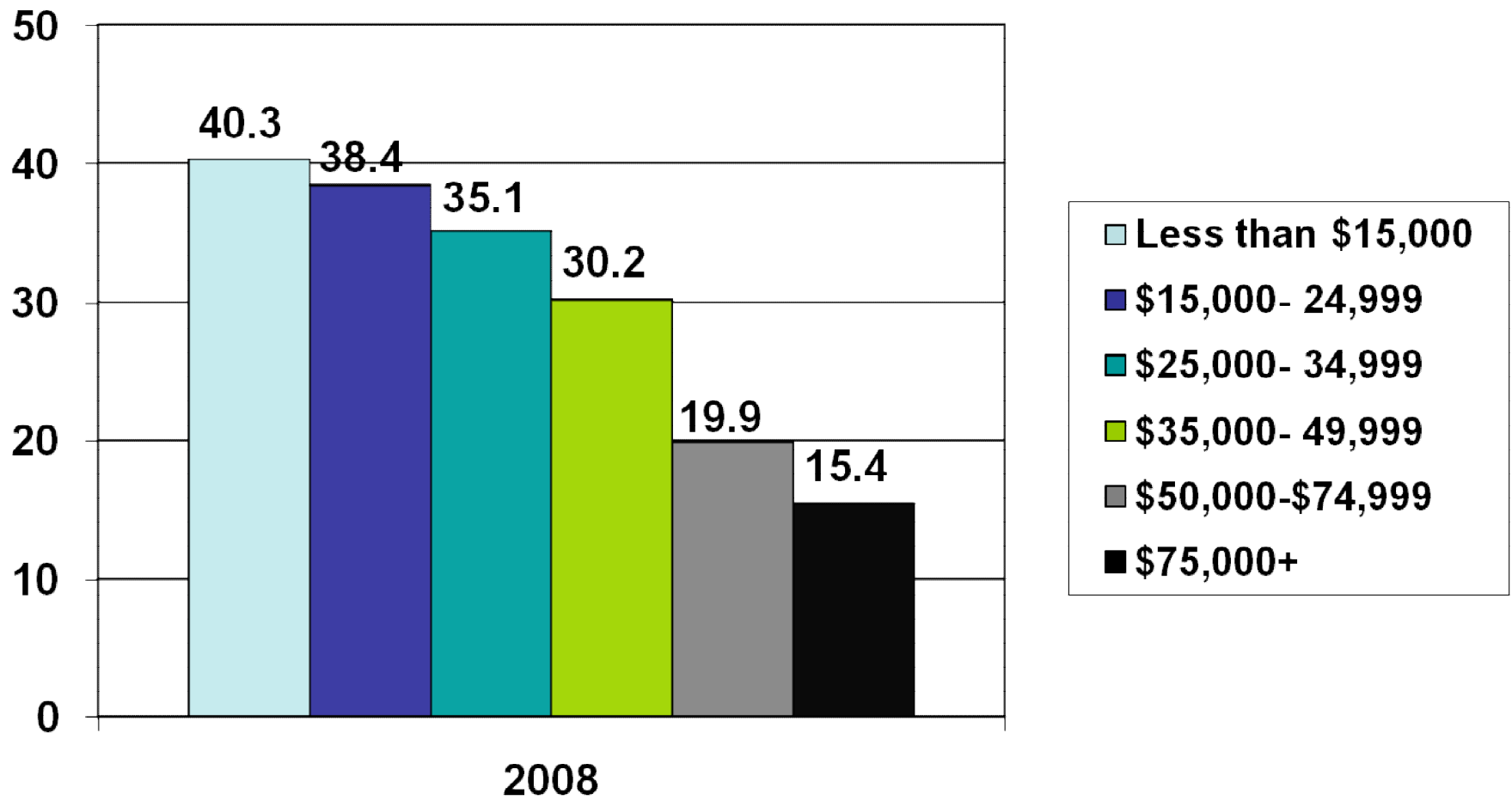


**PROMISING PRACTICES: ACHIEVING HEALTH AND
SOCIAL EQUITY IN TOBACCO CONTROL:
APRIL 27 & 28, 2010**

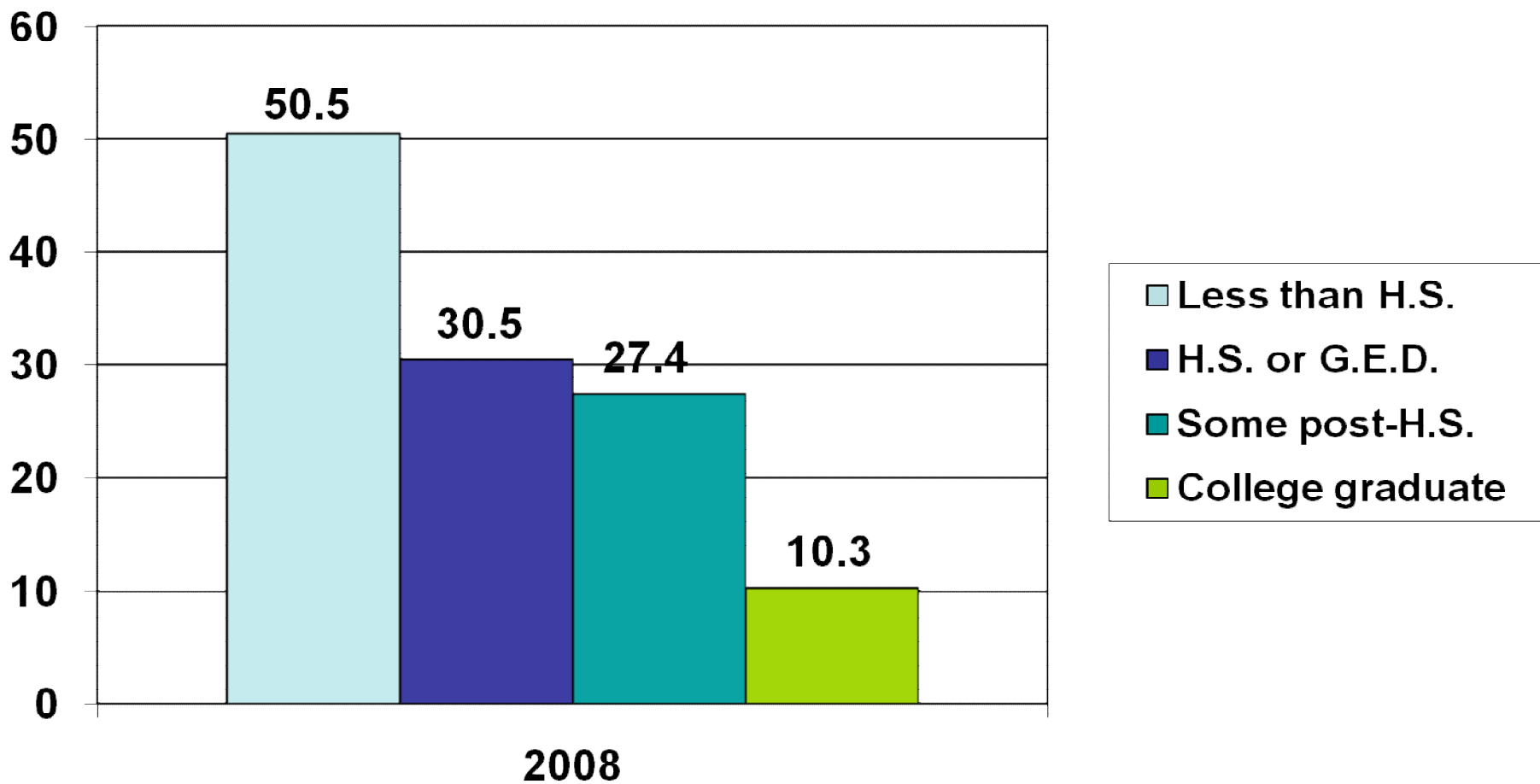
**KATELIN RYAN, MA
INDIANA TOBACCO PREVENTION AND CESSATION**



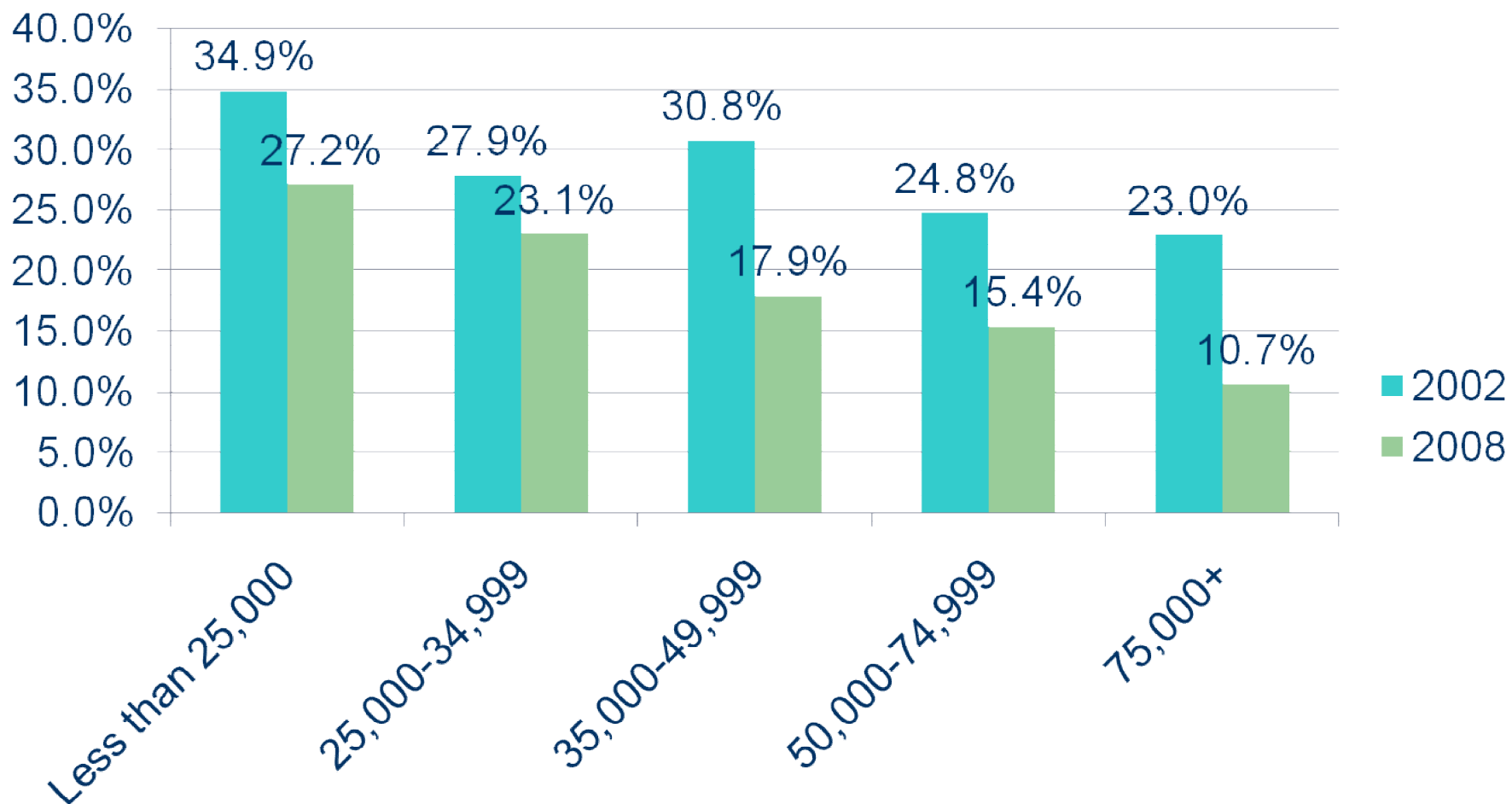
Smoking by Income Level Indiana- 2008



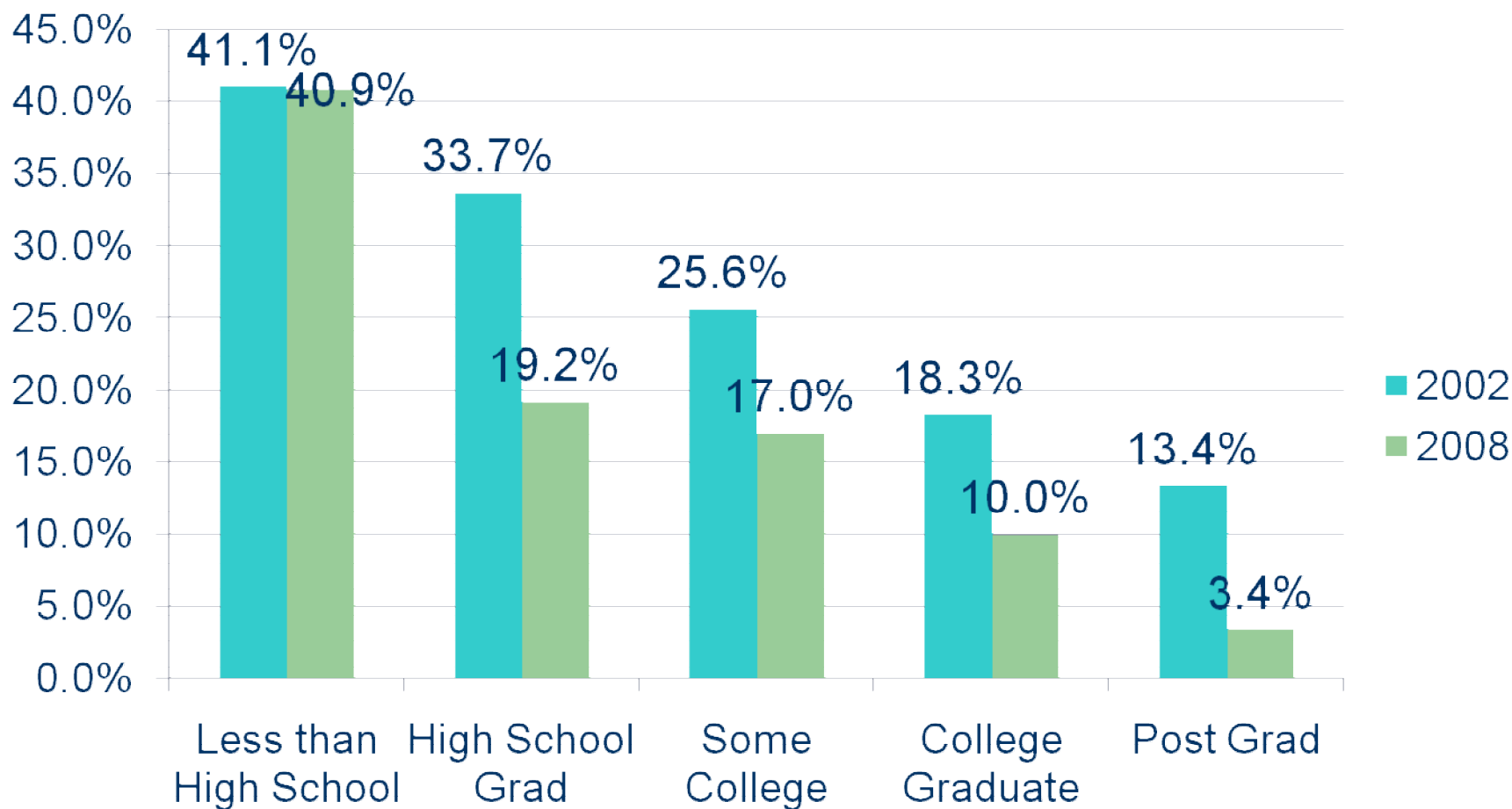
Smoking by Education Level Indiana- 2008



Smoking By INCOME Level, Indiana: 2002-2008



Smoking By EDUCATION Level, Indiana: 2002-2008



Head Start Program Services



- Early Childhood Development and Health
- Family and Community Partnerships



Head Start *School Readiness*



Promote school readiness by enhancing the social and cognitive development of children through the provision of: **educational**, **health**, **nutritional**, **social** and other services to enrolled children and families.

Head Start *Parental Involvement*



Engage parents in their children's learning & help them make progress toward their educational, literacy and employment goals.

Significant emphasis on parent involvement in the administration of local Head Start programs.

Demographics



- Most families at or below 100% of federal poverty level.
 - At least 90% of families served must meet the federal poverty guidelines.

Persons in Family	2	3	4	5
2009 Poverty Guideline	14,570	18,310	22,050	25,790

- Over 2/3 of all children enrolled in HS are minorities. Largest representation African American and Hispanic.

WHY Head Start?



- Major health effects of SHS exposure on children: SIDS, acute/chronic respiratory illnesses, asthma, ear infections, and more...
- Significant disparities exist among specific groups in Indiana and nationwide and Head Start reaches those disparate families.

Why Head Start in Indiana?



- 288 Head Start & Early HS Centers statewide
- 3,475 Head Start employees
- **15,930 families served annually**
- Head Start programs serve ALL 92 counties
- Early Head Start serves 22 counties

MOU between the EPA & Head Start



- Established a framework between EPA's Indoor Environments Division, and the Office of Head Start.
- Initiated February 2007.
- [Care for Their Air](#)
- Development of cooperative activities and identify appropriate EPA outreach materials for HS.

Getting a Head Start on Living Tobacco-Free

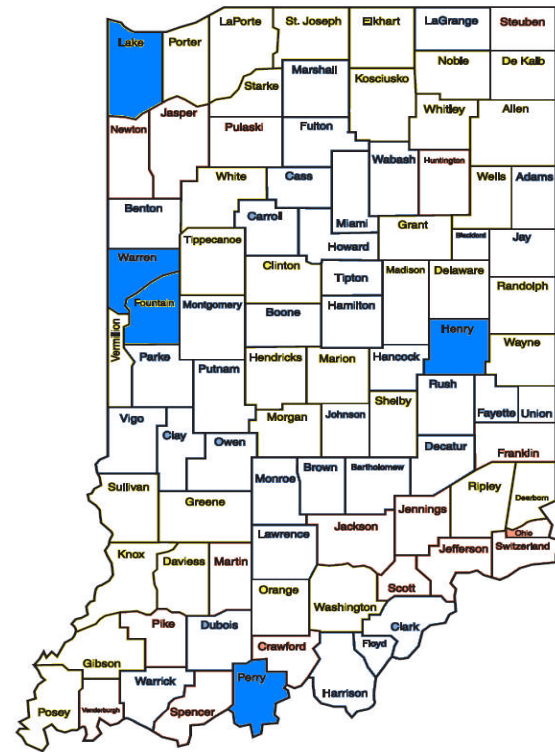


Objectives:

1. Reduce the number of children exposed to secondhand smoke in the home.
2. Encourage quitting among Head Start parents/family members, and staff.
3. Create policy change through comprehensive TF policies for Head Start centers

Four Pilot Regions

- **Lake County**
- **Fountain/Warren Counties**
- **Henry County**
- **Perry County**



Formative Research



- Key Informant Interviews
- Focus Groups
- Baseline knowledge/attitudes assessment survey

Key Informants: Agency Directors



Approach the topic of Secondhand Smoke...

1. By emphasizing health and wellbeing
2. By emphasizing savings potential

The program materials **MUST** connect with parents

Focus Groups: HS STAFF



- The topic of tobacco use is considered a “taboo” topic among staff
- Staff is over-worked and under-compensated
- Identified need for consistent & stimulating “breakthrough” communication.
- Attendance is a challenge. We need a captive audience in order to effectively relay the key messages.

Focus Groups: HS PARENTS



Do you smoke?		Do you have a family member that smokes?		Does anyone in your home smoke?	
Yes	No	Yes	No	Yes	No
15	26	31	10	18	23

Focus Groups Cont...



Staff		Parents	
Priority #1	Family/Friends	Priority #1	Family/Friends
Priority #2	Housing	Priority #2	Education
Priority #3	Healthcare	Priority #3	Healthcare

KEY Messages



1. Secondhand Smoke **Hurts**
2. Secondhand Smoke **Costs**
3. You can quit!

“Train the Trainer” Toolkit



- Purpose: develop a tool for ITPC local grantees that will equip them to engage Head Start centers in their counties.

→ ITPC local grantees will provide Head Start staff and parents with education on secondhand smoke (innovative approaches, tailored specifically for these priority populations); provide cessation resources; and encourage policy change.

GHSLTF Train-the-trainer Toolkit



- 1. Program Description
- 2. Understanding Head Start
- 3. Building Relationships
- 4. Developing a Systems Policy Change Approach
- 5. Educating Staff and Family Advocates
- 6. Marketing to Parents
- 7. Resources
- 8. Appendix

Training Modules



- Training Module 1: *Getting a Head Start on Living Tobacco Free*
- Training Module 2: Asthma Education
- Training Module 3: Using Motivational Interviewing
- Training Module 4: Providing Cessation Counseling

Ongoing Training and Support



- July 2009 – initial training for pilot counties: coordinators and representatives from HS
- Monthly conference calls
- December 2009 – Motivational Interviewing training
- February 2010 – Cessation Counseling

Baseline Assessment: 4 pilot counties



- Anonymous
- Paper survey
- Administered by tobacco coalition coordinators in pilot counties (4)
- Beginning of the school year, prior to delivery of training modules: no later than Aug 31, 2009
- Purpose: to provide us with a baseline measurement of HS parents' attitudes, beliefs, and behaviors regarding secondhand smoke and tobacco use.

Preliminary Results



- Nearly 75% of parents surveyed in pilot centers responded yes to either or both questions below:
- Does anyone smoke in your home ever? (Circle one):
YES NO
- Does anyone smoke in your car ever? (Circle one):
YES NO

Next Steps



- Recently delivered Module 4 (cessation counseling and resources) to staff in pilot centers.
- Post assessment survey to be administered toward the end of this school year (late May 2010)
- **TOOLKIT REVISIONS**
--> send to advisory group to review
- Next school year: 15-20 IN counties utilizing the toolkit



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