

# Early Childhood Programs Promoting Cessation

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# Overview

- Why address tobacco in early learning
- History of program
- Process for working with programs
- Mid-point findings
- What's next?
- Questions



# Head Start and ECEAP

ECEAP =  
Early Childhood Education and Assistance Program

ESD=  
Educational Service District



# Head Start and ECEAP

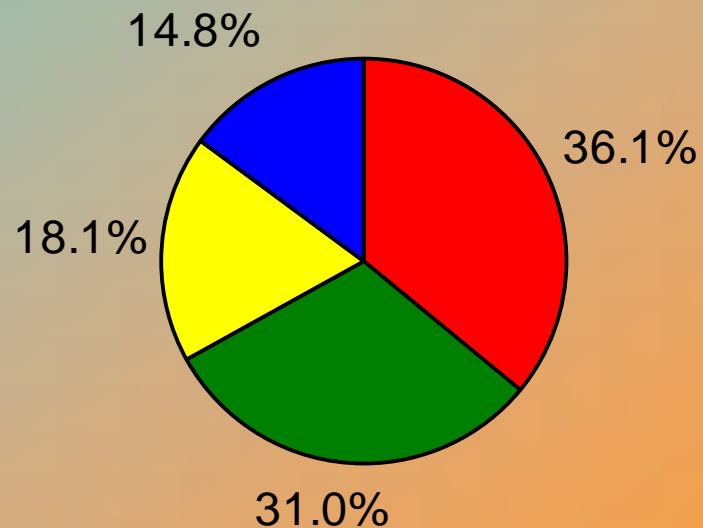
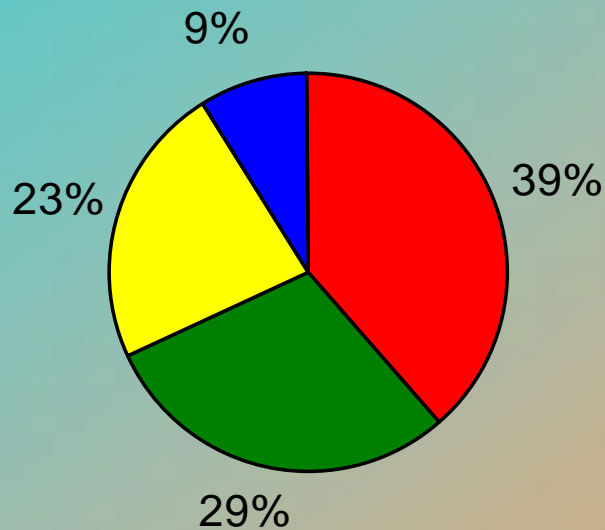
- Eligibility
  - Head Start: 100% Poverty Line
  - ECEAP: 110% Poverty Line
- Program elements
  - Early learning preschool
  - Family support and parent involvement
  - Child health coordination and nutrition



# Educational Attainment of ESD Early Learning Adults

Parent/Caretaker Education - ECEAP

Adult Education Level - Head Start



Less than high school (30.3%)

High school or GED (22.3%)

Some college (19.3%)

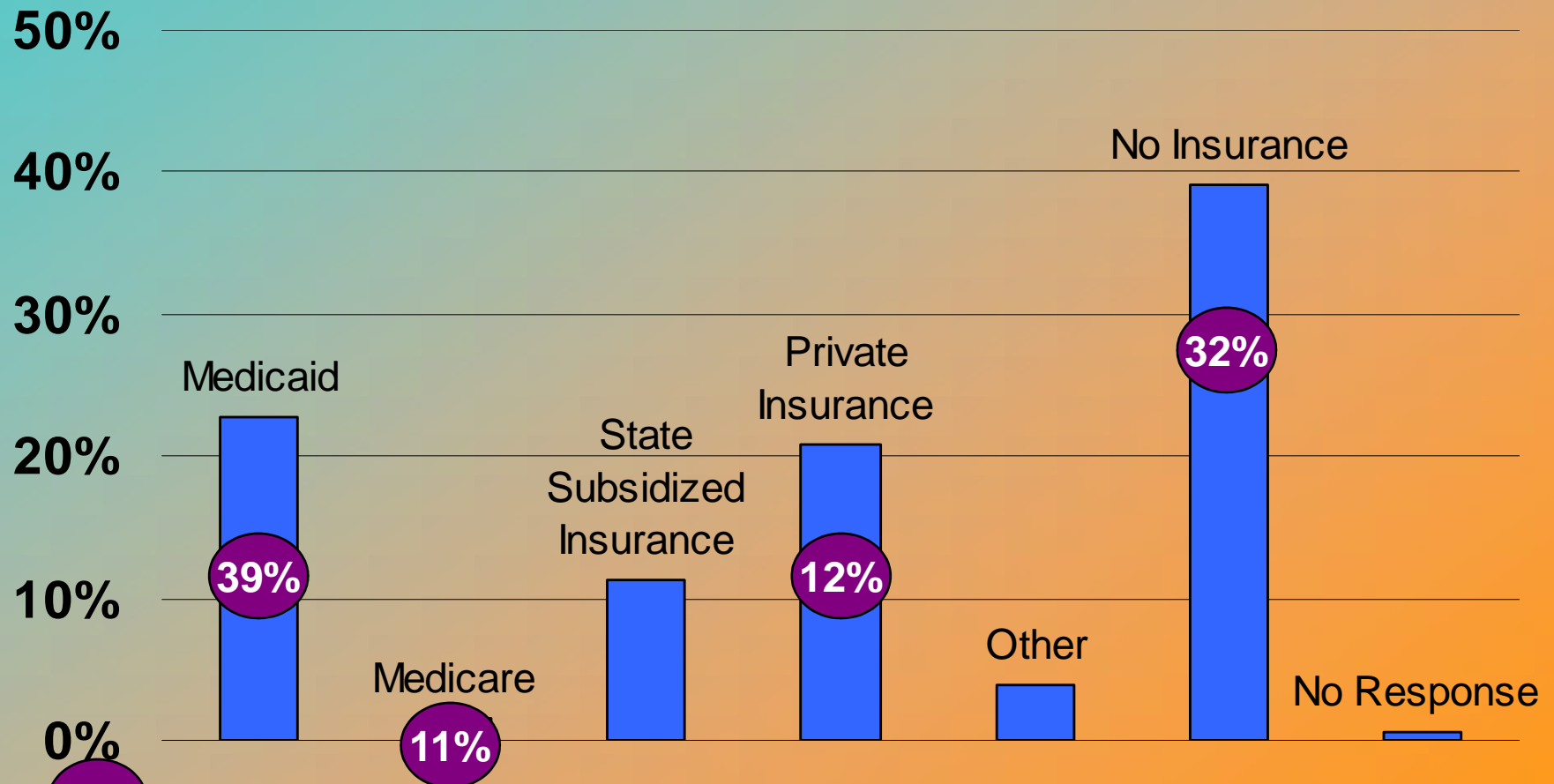
College or technical degree (8.4%)

(WA BRFSS Smoking Rate)



# Reported Insurance Coverage

## ESD ECEAP Parent/Caretakers



0%  
%

Washington BRFSS Reported Smoking Rate by Insurance Type



# History

- 2004: Free to Grow pilot with American Legacy Foundation
  - 4 diverse centers
- 2007: Pierce County, WA pilot
  - Tobacco assessment questions on ESD forms
- 2008 Smokefree Living for a Healthy Family



# Project Model and Goals

## ACTIVITIES

Recruitment

Develop  
cessation  
resource guide

Trainings in  
Tobacco 101,  
BTIS, and MI

Additional  
trainings

Administer  
< \$2,500  
budget/center

Agree to  
expectations

Attend trainings

Staff participate  
in on-site  
training

Develop  
tobacco plan  
and submit  
budget request

## OUTPUTS

Screening  
for smoking  
and SHS

Intervention  
and Referral

Policy  
changes

## OUTCOMES

Prioritization of  
tobacco

Support for families

Change in  
knowledge, attitudes  
and practices

Smokefree homes

Quit attempts

Decreased home  
SHS exposure

Decreased tobacco  
prevalence



# Key Partners

- Washington State Department of Health
- American Legacy Foundation
- Puget Sound Educational Service District
- Tacoma – Pierce County Health Department
- ECEAP and HS Centers
- Local cessation resources



**December**

**Recruitment**

**Site Leader  
Training**

**Assessment**

# Center Process

**YEAR TWO**

**Plan  
Implementation**

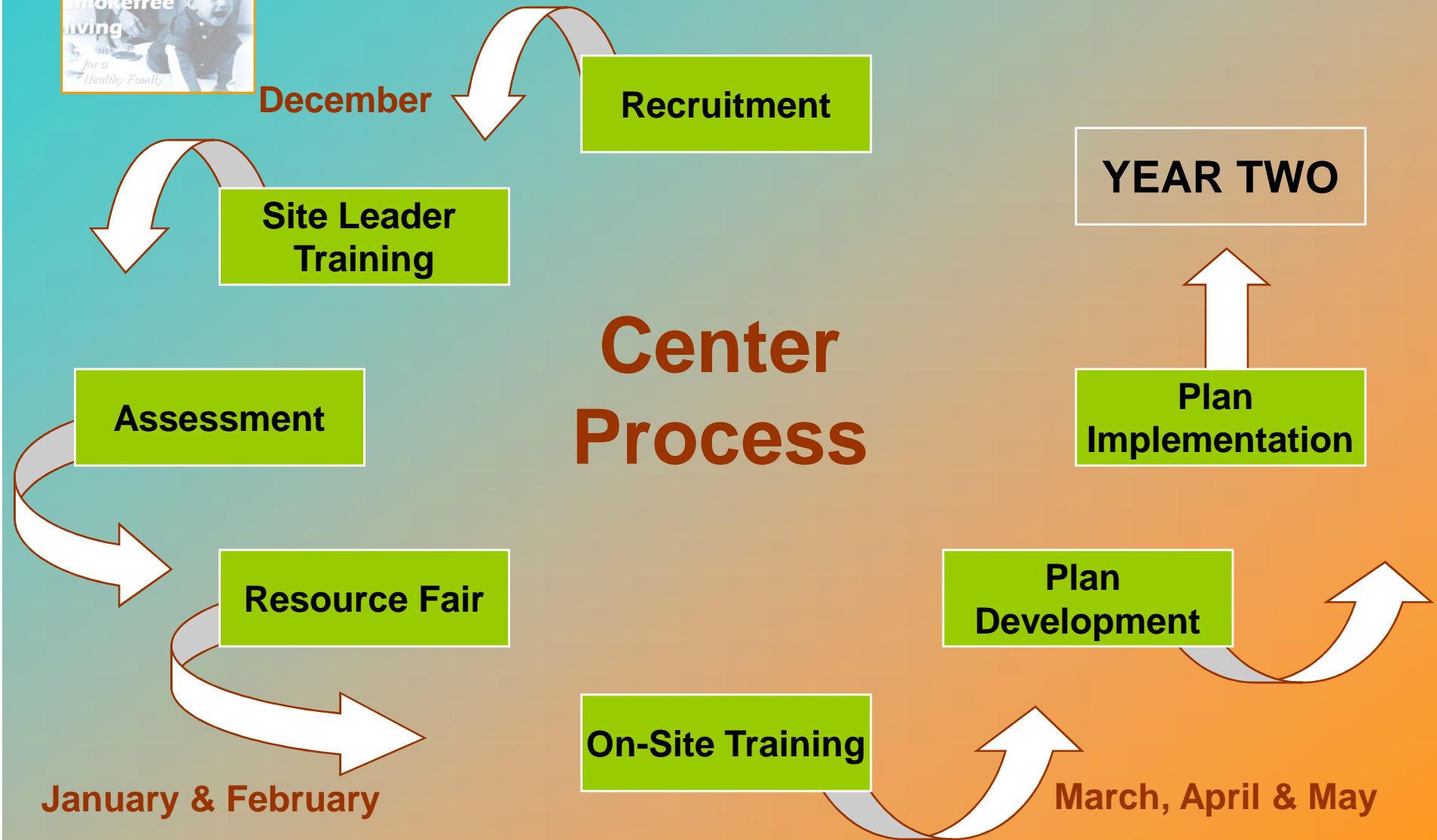
**Resource Fair**

**Plan  
Development**

**On-Site Training**

**March, April & May**

**January & February**

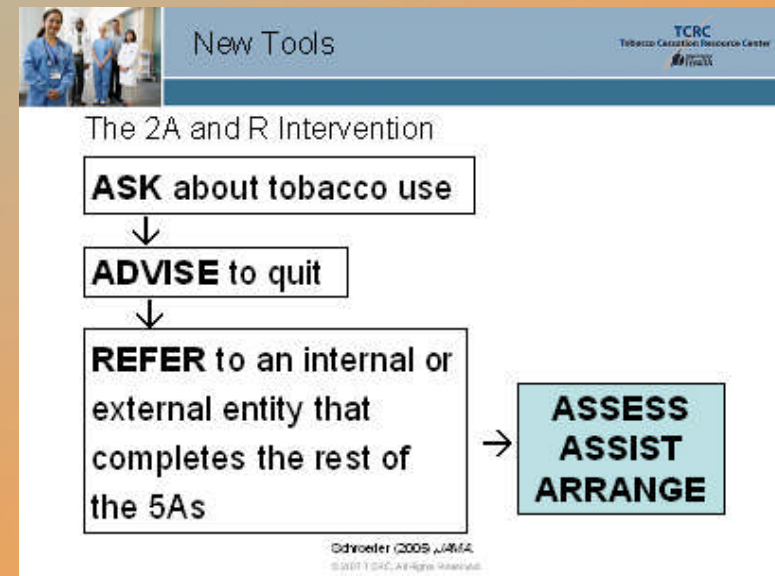




# Training Content



Child Development



Brief Tobacco Intervention



# Training Content

**Secondhand Smoke** TCRC  
Tobacco Cessation Resource Center

 An illustration showing smoke rising from a living area on the ground floor and drifting up to a bedroom on the second floor, illustrating how smoke can travel throughout a home.
 

- Surgeon General: No safe exposure to secondhand smoke
- Same chemicals
- Air filters do not work
- More than 40% of children in Head Start Exposed

*Centers for Disease Control  
www.cdc.gov/tobacco*

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## Smoke in the Home

**Resources** TCRC  
Tobacco Cessation Resource Center

Washington State Department of Health  
**Tobacco Quit Line**  
**1-800-QUIT-NOW**  
 toll-free 1-800-784-8669  
**QUITLINE.COM**

- Washington State Quit Line
- Local Health Department
- Local Organizations
- On-Line Support
- Local Support Groups
- Doctors
- Employers

 A photograph of a raw turkey sitting on a wooden surface, with a lit cigarette in its beak and smoke rising from it.
 

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## Community Resources



# Training Content

## Motivational Interviewing Is

- Starting where client is
- Understanding client's frame of reference
- Knowing choice to change is client's
- Exploring options with client
- Finding and reinforcing the client's motivation to change

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**Motivational Interviewing**



# Resource Fair



Building a world where young people reject tobacco and anyone can quit.



Public Health  
Seattle & King County



Tobacco Prevention Resource Center  
A Tobacco Prevention & Control Program



# Center Plan Components

- Identify adult smoking and SHS exposure
- Advise
- Refer – Offer resources
- Follow-up
- Promote smoke-free environment
  - Policies
  - Systems



# Center Plan Samples

- Translating materials
- Smoke-Free Bowling Night
- Staff Time for Training
- Purchasing materials: bracelets, shirts, brochures, posters, activity books



# Baseline Assessment



# Tobacco as a Center Priority

	Increase	Stay the Same	Decrease
HIGH Priority		1	
MEDIUM Priority	1		
LOW Priority	9	1	



# Tobacco Systems in Place

- Document Parent Smoking
  - 1 in computer database,
  - 11 in paper record
  - 1 not at all
- Document Maternal Smoking in Pregnancy : 11
- Document Exposure to In-home SHS: 9
- Staff Training in Effective Cessation: 1
- Routine Brief Advice to Parents: 4



# Intervention and Referral

- No centers implement cessation programs
- 2/3 Centers refer
  - Mostly to Quitline
  - One to Seattle Indian Health Board
- No centers have budget for tobacco



# Parent Engagement

- Home Visits (12/12)
- Parent Meetings (11/12)
- Parent Education Groups (8/12)
- Support Groups (5/12)



# Barriers

- **Resources (12/12)**
  - Competing priorities
  - Knowledge
  - Staff time
  - Time with parents
  - Money
- **Systems (7/12)**
  - Interpretation
  - Not using data
  - Forms
  - Parent non-response



# Next Steps

- Year Two
  - Additional trainings
  - Available funding
  - Continued assistance
- State head start
- National Head Start



# Questions?

