



A Program of Washington County Health Partners

Washington County Tobacco Free Program Summary from May 2002 Inception to June 2006

Washington County Health Partners, Inc. (WCHP) was named by the Pennsylvania Department of Health to establish the *Tobacco Free Program* for Washington County beginning in May 2002. In April 2005, WCHP was named to continue the *Tobacco Free Program* from May 2005 to June 2007. ***The Tobacco Free Program's goals are to reduce adult and youth tobacco use and to eliminate it as a social norm.***

Since that time:

- 356 programs in schools and community locations have reached 13,476 children with tobacco prevention and cessation education.
- Average yearly sales rates of tobacco products to minors have fallen from 10.9% in FY 2002-2003 to 5.9% in FY 2005-2006.
- A tobacco cessation program in our county's largest Federally Qualified Health Center's (FQHC) 5 offices has been started, served 798 people, and has an impressive 23% quit rate. (Note that according to the U.S. Department of Health and Human Services, individual counseling typically results in quit percentages of 14.7% to 19.1%.)
- 77 tobacco users have received financial assistance with obtaining nicotine replacement therapy.

The *Tobacco Free Program* has 7 program areas:

1. ***Ask and Advise*** collaborates with health care professionals to implement a medical office-based system to identify and help tobacco users to quit. 92 health professionals have been trained in Clean Air for Healthy Children. 202 physicians, physician offices, and dental professionals have attended training events or personally visited. The system has been integrated into California University of Pennsylvania's Nursing Program.
2. ***Clear the Air*** increases the number of smoke-free environments. Community and hospital-based programs have underlined the importance of maintaining a smoke-free environment, especially around children. Smoke-free Home and Vehicle Pledges have been made by over 1,450 residents. Day cares, restaurants, and other workplaces have been surveyed and offered assistance with smoke-free policies and tobacco cessation resources for employees. A smoke-free dining guide has been published.



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3. ***Do Your Part*** supports local law enforcement and the business community in prohibiting the sale of tobacco products to minors. Since compliance checks were implemented in FY 2002-2003, tobacco retailers' average yearly compliance has risen from 89.1% to 94.1% in FY 2005-2006. Local police departments and Magisterial Judges have been supportive.
4. ***Help to Quit*** promotes local, phone, and internet-based tobacco cessation programs. Over 723 Tobacco Quit Kits have been distributed, and 77 tobacco users have received financial assistance with obtaining nicotine replacement therapy. A tobacco cessation guide, listing specific Washington County resources, was distributed. Our County's largest FQHC started a tobacco cessation program, served 798 people, and has an impressive 23% quit rate. (Note that according to the U.S. Department of Health and Human Services), individual counseling typically results in quit percentages of 14.7% to 19.1%.)
5. ***Knowledge in Action*** facilitates the exchange of information between experts, advocates and lawmakers. 63 community programs have reached 1,768 children with tobacco prevention education. The Tobacco Free Task Force meets monthly to review the Program's progress in the 7 program areas and provide input. 1200 people receive ***Exposure***, the task force's monthly newsletter, which includes updates with the latest information from the last task force meeting. A website (www.tobaccofreewashington.org) was launched in 2004 to enhance information exchange.
6. ***Set Them Free*** works with school-related audiences (administrators, teachers, parents, youth, Magisterial Judges, etc.) to implement tobacco-free programs. 135 school programs have reached 11,532 children with tobacco prevention and cessation education. 6 school districts have had their tobacco policies and curricula assessed and critiqued. A school resource guide will be distributed in 2006. One school district is participating in a pilot program, the ***Break Free Program***, to implement a comprehensive tobacco-free program, including the evidenced-based LifeSkills prevention curriculum in six grade levels, the Not-On-Tobacco (NOT) teen cessation program, a CigaretteBusters™ system in all buildings, and a social marketing campaign including the Washington Wild Things' mascot for students, parents, and community.
7. ***Peer Factor (BUSTED!)*** creates an active youth movement that participates in one or more of the ***Peer Factor*** challenges: to expose the truth about manipulative and deceptive marketing practices used to target teens, quit or help others quit using tobacco, and/or work to increase tobacco-free environments. 454 teens have participated in 121 events, including the American Cancer Society's Youth Tobacco-Free Leadership Institute. These teens have developed the ***Peer Factor*** challenge in which teens are challenged to quit using tobacco for one day...and then for good. Members have done Operation Storefront, a survey of tobacco retailers for tobacco advertising, and asked them to remove ads 3 feet or below from the floor and replace them with a "Washington Wild Thing is Wild About Being Tobacco Free" poster. A booth at the mall has already attracted xxx students to join ***Peer Factor***.