

STOP Conference Call
All STOP Personnel
March 2, 2009, 10:00 CST

Conference call participants:

Judy Boser, UTK
Gary Skolits, UTK
Melissa Brown, Grundy
Lauren Brown, Meigs
Lisa Carter, Union
Mike McDonough, Campbell
Sara McWilliams, Wayne
Chris Robinson, Johnson
Mike Brown, Hardeman
Tara Light, East Region
Joseph Sanders, West Region
Jill Thomas, MTSU and Mid-Region
Wendy Tabor, THEC
Linda Doran, THEC

The conference call was chaired by Linda Doran and followed the previously distributed agenda.

1. **Evaluation.** Gary Skolits reported that the UTK assessment team had completed 7 of the first round of county visits with the remaining 2 in progress. He is preparing an executive summary of the outcome of the visits. The second round of assessment site visits will occur in April.
2. **American Lung Association N-O-T tobacco cessation training and small grants.** The \$500 grant to each of the five counties wishing to provide N-O-T training will be sent directly to the LEA from the American Lung Association. Counties are asked to record this grant as “match” in the year-end financial report. Even though a match has not been required for the STOP program, presenting a record of local contributions, other supportive funding, and in-kind support will show the full extent of the county’s adoption of the STOP program.
3. **Youth Summit.** Jill Sanders and Wendy Tabor presented updates on Summit planning. One new item was parking arrangements at MTSU. Jill indicated that dorms will be identified soon. The THEC contract with MTSU will soon be final. Mike McDonough called attention to the need for a THEC invitation letter sent to the LEAs for student participation in the Summit in that such a letter would be important for parents’ permission for students to attend. That letter will be out soon.
4. **Report on Regional Meetings.** Jill, Tara Light, and Joseph Sanders reported on recently conducted and scheduled regional meetings and site visits. Some topics

covered in these meetings are importance of addressing all five Core Components, discussion of pre-survey results, and strategies for ensuring a good response rate for the post-survey. Another topic was how to get more information to parents on importance of tobacco use prevention and cessation. The regional coordinators briefly outlined February activity in their counties. A more complete update on county activity is presented below.

5. **THEC County visits.** Linda presented the schedule of county visits and thanked everyone for the opportunity to meet with coordinators in their counties. Grundy, Hardeman, and Meigs visits have been completed and were highly successful in generating a good conversation about successes and areas of need for greater THEC support for GEAR UP and STOP. Dr. Richard Rhoda, THEC Executive Director, Katie Tone, and Linda Doran attend for THEC. Regional coordinators are present along with Jo Edwards of MTSU and Dru Potash of the Department of Health. County representatives include the LEA, STOP and GEAR UP coordinators, at times Coordinated School Health, Advisory Team members, or other local supporters of GEAR UP and STOP.

March 5, 10:00 am Wayne
March 16, 9:00 am Johnson
March 16, 1:30 pm Cocke
March 17, 9:00 am Union
March 17, 2:00 pm Campbell
Lake to be scheduled

6. County Activity Updates.

Hardeman County, Michael Brown

There have been no tobacco use infractions so far. Attended regional meeting in Jackson on Feb. 12th. Participated in STOP conference call. Planning with student council poster contest for Kick Butts Day. 3 Students from each Aspire group became members of student advisory council.

Lake County, Kerri Ervin and Charlotte Vaughn

Jan. 05, Met with Tobacco Committee to plan for Kick Butts Day. Poster contest is planned. As an incentive to encourage participation, teachers will be given gifts in addition to incentives to students for their participation.

Plan to purchase 50 no smoking signs to post in schools and businesses. The school is 100% smoke free. Gave out door prizes (shirts, hats, basketballs) promoting Lake County Against Tobacco at several home basketball games.

We are working on the March 2nd "Take it Outside" campaign.

Attended Western regional meeting Feb 12th. Submitted 3rd quarter report.

Wayne County, Sara McWilliams

In February 2009, Wayne County STOP participated in several activities to raise awareness of consequences of using tobacco products and to inform the local public of

the purpose of STOP. STOP paperwork was also maintained and updated during January, including monthly activity forms which were submitted to Dr. Linda Duran by February 27, 2009.

On February 2nd, Ms. McWilliams and partners presented the Tar Wars curriculum to 3rd and 4th graders at Waynesboro Elementary. This presentation had been previously slated for January 28th, but due to snow was rescheduled for this date. On February 6th, Ms. McWilliams picked up entries for the Tar Wars poster contest to be judged by Wayne County Bank on February 10th. Three winners were chosen for each of the three elementary schools, with the first place winners being sent in to the TN State Tar Wars Poster Contest to take place on March 1st, 2009, in Nashville. Local prizes for each 1st, 2nd, and 3rd place winners were provided by Wayne County Bank (1st: \$100.00 Savings Bond, 2nd: \$50.00 Savings Bond, 3rd: Backpack full of goodies). STOP partnered with Coordinated School Health, Community Funded Tobacco Prevention, Wayne County Health Council, UT Extension, and Wayne County Bank to present Tar Wars and implement the poster contest to local 3rd and 4th graders in all of the three county elementary schools. WMS middle school students in the CFTP group “KATS – Kids Against Tobacco Substances,” practiced and performed the puppet show “Adventures in Nicotine Land” as part of the Tar Wars presentations.

On February 6th, STOP partnered with Coordinated School Health and Community Funded Tobacco Prevention to sponsor an informational booth about tobacco use at the Wayne County High and Frank Hughes High Tobacco-free basketball game. Anti-tobacco promotional items were distributed to the crowd along with basketballs being thrown into the crowd designed to display Fronzie with the QuitLine number.

Ms. McWilliams attended a mandatory county-wide school inservice session on February 16th in Waynesboro.

Wayne County students of all ages participated in “Through With Chew Week” activities from February 17th – 20th. A proclamation was signed into effect by Wayne County Mayor Jason Rich on Friday February 6th making this week an official county-wide event. Student Coalition groups at each high school planned different activities to stress the importance of kicking the smokeless tobacco habit. Activities were planned and implemented by the coordinator for all middle and elementary schools.

On February 18th, Ms. McWilliams sent her partner Jeff Skelton, Coordinator of School Health, to meet with the STOP Advisory Board to plan activities during a subcommittee meeting and announced updates to the Health Council during the regular meeting thereafter. Ms. McWilliams was unable to attend this monthly meeting due to a STOP training session at MTSU.

Ms. McWilliams also participated in the State STOP monthly conference call on February 2. She met with regional coordinator Joe Sanders and other western regional coordinators on February 12th in Jackson to discuss future county plans. She attended the STOP state training session at MTSU on February 18th. Also, she met with Dr. Debbie Alexander-Davis, the UT evaluator assigned to Wayne County, in Waynesboro on February 20th for the initial site visit. Additionally, a meeting with Dr. Rhoda, Dr. Doran, and Ms. Tone was scheduled for March 5th in Wayne County, which is being rescheduled in place of a prior meeting cancelled for snow.

Meigs County, Lauren Brown

Lauren had the evaluation meeting where she and the evaluator went over the activities completed in Meigs County. They discussed how the activities fit into each of the 5 core components noting that there was overlap and some of the activities fit into more than one component. In the coming months, she will focus on student involvement. Two middle school students will help her because they had tobacco violations.

Lauren will talk with teachers to see if anyone is interested in tobacco free messages and also contact the student council. She is also in contact with the journalism class which plans to make a commercial for elementary schools.

Grundy County, Melissa Brown

Some suggestions from Melissa for Lauren to involve more students: Pick a few high school students and have them help. Some of the other counties have a specific group of students they always work with, but Melissa does not. She uses HOSA students and students from the Government classes. That way, a larger sector of students is doing things so that the same students aren't the ones volunteering all the time. For example, in Grundy County, one writes the paper, one takes pictures, one does announcements, there is a small core group, but that doesn't mean they are involved in everything that she does.

Grundy County will have the evaluation meeting on March 6, 2009

Upcoming event:

March 17 – Grundy County Health Fair at Grundy County High School 8:00 am – 2:15 pm. Many booths to educate kids about tobacco-American Lung Association, roll over vehicle, helicopter life flight, drug trailer, beer goggles, dietician, UT Agriculture Department display on sugar and fat and more!

Both Melissa and Lauren attended the TAG/TEG training on Feb 26 & 27 in Lenoir City.

Jill will be doing a site visit in Meigs and Grundy Counties on March 30 and 31. We will also have a Middle TN Regional meeting at a location TBA on the evening of March 30.

Campbell County – Mike McDonough

- conducted a Dangers of Smokeless Tobacco Campaign at both Campbell County and Jellico High Schools
- Poster contest
- Radio spot on 5 radio stations
- Press release in 2 newspapers & half page add in 2 newspapers
- Flyers to be distributed this week – student designed

- Attended Citizens Addressing Juvenile Issues meeting and gave presentation on the Tobacco Use Prevention and Cessation Program
- Met with Juvenile Court Judge who sees all students receiving tobacco citations
 - Gave DVD, posters, and booklets

Johnson County – Chris Robinson

- Healthy Hear Fair on February 13th – along with the Johnson County Coordinated School Health
 - Employees wore Healthy Heart T-shirts on the 13th
 - Display at the Central Office
 - Information included:
 - Tobacco affect the heart
 - Cessation information
 - Employees register for a drawing – free massage
- Meeting of Johnson County Health Council
 - 15 students
 - Upcoming events discussed
 - 3 students to be doing PSA’s on local radio station for KickButts Day
 - Completed on February 19th and will air weekly till March 25th
- Weekly meeting with the Teen Health Council and Coordinated School Health to plan “Through with Chew” week and “KickButts” Day

Cocke County – Marshal Knight

- Smokeless Tobacco Campaign
 - “50 Things You Should Know About Spit Tobacco” pamphlets handed out
 - 500 handed out
 - Quiz question – drawing for gift card
- 3000 anti-tobacco activity books delivered to all 1st-6th graders
- Poster contest extended to March 6th – due to snow
- Working on KickButts Day and Smoking During Pregnancy Campaign
- Met with SADD/STOP group and faculty advisor at Cocke County
 - New members

Union County – Lisa Carter

- Doing tobacco education and secondhand smoke education in classrooms
- 2 Saturday detention classes this month.
- One student quit dipping after the class and is planning to stay that way
- Tobacco Class at alternative school
- Spent most of time in the wellness classrooms
 - There all day

When finished every freshman in school for tobacco education, prevention, cessation, and second hand smoke

- Poster contest at the middle school
- Announcements to kick off poster campaign and worked on what to do for Kick Butts Day
- The freshman liked the Pam Laffin DVD
- Students learned about second hand smoke and the dangers of it, tobacco and what's in it and the effects of it, smokeless tobacco harmful effects, cessation and prevention