

**STOP Tobacco Use Program**  
**Monthly Conference Call for All Program Participants**  
**November 3, 2008, 10:00 am (Central)**

The call was chaired by Linda Doran, Associate Executive Director, Tennessee Higher Education Commission, with participation by county and regional coordinators, UTK program evaluators, and THEC staff. The conference call discussion followed the previously-distributed agenda for the meeting.

**(1) Update on surveys and evaluation.** Dr. Gary Skolits, UTK STOP program evaluator, reported that all systems have sent in their surveys (with one submission update coming in with about 50 additional surveys). Acceptable response rates have been achieved. Moreover, given the nature of the survey task, the regional and schools' system coordinators have been very responsive and effective in coordinating this effort. We look forward to completing the survey result data files for transmission to Nashville and moving on to other aspects of the evaluation. We are planning county visits to work with local coordinators on implementing program activity evaluation as reflected in county STOP action plans.

**(2) Update from regions.**

**MIDDLE TENNESSEE.** Jill Thomas provided the following summary of activity.

**Meigs County and Allison Burnette.**

On October 27, in honor of Red Ribbon Week, speaker, George Cudabac from the American Lung Association did 2 presentations at the elementary schools in Meigs County at 9:30am and 1:30pm. He did a really good job reaching the kids and had some very good information. High School kids did a skit about the effects of tobacco use to the elementary kids. The high school kids didn't have much time to rehearse and there weren't any microphones at one school, but in spite of these circumstances, they did an excellent job and were well received by the younger kids. Overall, the activities were a success for Meigs County!

**Grundy County and Melissa Brown.**

- RAM Clinic in Grundy County on November 1 & 2 was WONDERFUL! Melissa worked in the dental area where she volunteered to work wherever needed and cleaned chairs between patients. There were 24 dentists who were doing fillings, cleanings, restorative of gaps between teeth & extractions of upper and lower teeth for dentures. The patients would come on Saturday to extract the upper teeth and come back Sunday for extraction of all the lower teeth. Melissa was able to talk with ~25 people (out of 401 patients) on Saturday and ~100 people (out of 200) on Sunday, giving them TN Quitline information and reminders of not smoking after extractions to prevent dry sockets.
- Melissa will be teaching classes on Tuesday, November 4 on Tobacco Alias'
- "Remember Me" campaign through Great American Smokeout. Her goal is to raise \$2,500 and has raised \$50 so far (with only 175 people at the last football game). The display will be inside the school and remain posted at all basketball games until November 20<sup>th</sup>.

## **WEST TENNESSEE.**

West TN county coordinators gave summaries of activity. The following calendar of activity was reported by Joseph Sanders, West regional coordinator.

**Lake County and Charlotte Vaughn and Kerri Ervin.** Patrick Reynolds presented to high school and elementary/middle school 4-8<sup>th</sup> graders and met with community leaders at a luncheon where he also made a presentation for civic leaders. The presentations were highly successful. T-shirts are being ordered for all students for Red Ribborn week. Site coordinators also discussed ideas for the Great American Smokeout. Joseph met with assistant principle and county school superintendent.

**Hardeman County and Mike Brown.** Joseph met with site coordinator to discuss ideas for the Great American Smokeout and shared concept of "adopt a smoker." Mike is developing a student council that will assist in planning and implementing "sound bites" to be displayed in school halls, and Mike is negotiating with the local radio station to air these sound bites. Joseph met with the local school superintendent.

**Wayne County and Sara McWilliams.** Joseph met with coordinator and district school superintendent and health coordinator. Discussed ideas for Red Ribbon Week and Great American Smokeout.

## **EAST TENNESSEE.**

East TN county coordinators gave summaries of activity. While she was unable to be on the conference call, Tara Light, East regional coordinator, provided the following account East Tennessee activity as reported by the site coordinators.

### **Cocke County and Marshall McKnight.**

Marshall has been getting together information for my collaborative group meetings and for presentations for school classes. He made one presentation of STOP last week and did one-on-one counseling with an 8th grader who was caught with spit tobacco. He did a modified two session "Alternative to Suspension" program with him, as requested by the assistant principal. He has four freshman orientation classes to address next month at Cocke County High School, so he is preparing hour and a half program for that (including a 25 minute video on spit tobacco). He has been meeting with my SADD/STOP group at CCHS every other Friday, so Marshall is trying to get them ready for the Secondhand Smoke Emphasis for next month's GASO here in the county. He still have not met with his collaborative group at Cosby High School - they have just finished their SACS review this month - so he is behind getting them involved in the program. He has ordered about half of my materials for next month's displays at the high schools for GASO.

### **Campbell County and Mike McDonough**

Mike conducted the first Steering Committee meeting in September; completed the pre-surveys at Campbell County and Jellico high schools; recruited a student task force at Campbell County and Jellico high school; scheduled a Tobacco Presentation at the county GED School and Alternative School for Nov, 10 and 17. He has met with the Director of Schools and scheduled a presentation on changing the School Tobacco Policy for the school board in June. He did not want to make a change in the middle of the school year or to concern the board with this topic during the academic year. He has developed and released a press release on the start of the Tobacco Use Prevention and

Cessation Program; attended the Campbell County Health Council Meeting in October; is working with the County Mayor on spending \$6,800 of unspent tobacco grant funds and on developing a plan for the new \$21,000 Tennessee Health Department Tobacco Grant.

**Lisa Carter and Union County.**

A meeting of the Union County STOP steering committee is scheduled for November 11. The committee is broadly representative of schools, community, local business, students, faculty, and GEAR UP TN. Lisa has met with the juvenile court judge regarding STOP counseling for students caught smoking. She is working with coordinated school health, is issuing a county newsletter and is undertaking a slogan contest. Tee shirt slogans and designs are being developed through student input and a local merchant has provided deeply discounted shirts. Plans are underway for high school and middle school STOP events at basketball games.

**Johnson County and Christine Robinson.** Through the month of November Chris and the STOP student coalition will be presenting the TAR WARS program to Johnson County 4<sup>th</sup> graders. A STOP booth was set up in partnership with the JCHS Health Occupations and Johnson City Health Department at the JSHS open house and parent/teacher conferences. STOP pamphlets, key chains, and stickers were given out. JCMS students wrote an article for their school newspaper about the STOP program, interviewing Chris.

**(3) Invoicing and fiscal matters.** THEC Budget Officer Jason Cavender requested that coordinators send quarterly reports of expenditures using the spread sheet posted on the STOP website. The purpose of providing these accounts is to assist coordinators in their accounting of program expenditures as they prepare for the official and required January budget reconciliation report (July 1- December 31, 2008) report due to THEC and the final budget reconciliation due July 2009. See attached Master Calendar. Jason also encouraged site coordinators to record “match” and in-kind contributions to the STOP program. While a match is not required, such an account of the considerable county and regional contributions underscores commitment to the STOP program.

**(4) Discussion of Spring Summit.** Kathleen Tone, GEAR UP TN Director, and Jill Thomas, MTSU, briefed conference call participants on early planning for a June 2009 STOP student summit in conjunction with the annual GEAR UP TN student summit. The conference and campus stay will engage student leaders from both programs and promote participation in higher education as well as improved health behaviors.

**(5) Monthly reports, mid-year and final reports.** Linda Doran reinforced the importance of the preparation of county action plans and monthly reports in anticipation of mid-year and final reports. She reminded everyone that the forms for these plans and reports are posted on the STOP website.

**(6) Media.** Linda Doran thanked coordinators for providing electronic and paper copies of media releases and accounts of media presentations and encouraged continued activity by students and others in the community in communicating the ambitions and successes of the STOP program. Linda asked that all communication about media activity be copied to Dru Potash, DOH.

The next regularly scheduled conference call of regional coordinators, UTK evaluators, DOH personnel, and THEC program management will be Tuesday, November 18 at 10:00 central.

The next STOP program regularly scheduled conference call will be December 1, at 10:00 central.