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Project GAP Environmental Scan, Tobacco Free Partners

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Project GAP Environmental Scan

May 2003

Tobacco Free Partners

Community Research Institute



About the Community Research Institute

The Community Research Institute (CRI) at Grand Valley State University, a partnership between the Dorothy A. Johnson Center for Philanthropy and Nonprofit Leadership and the Grand Rapids Community Foundation, serves the Greater Grand Rapids nonprofit and philanthropic community. CRI's mission is to assist nonprofit organizations with the acquisition of information and technical skills that will help to understand the evolving needs of the community, plan programs and solve problems, and measure outcomes.

CRI engages in applied research and Geographic Information Systems (GIS) projects and is a clearinghouse for community data. The CRI web site provides a comprehensive overview of community indicators at www.cridata.org

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Introduction

This report provides a profile of Kent County based services and resources relating to tobacco prevention, treatment, and advocacy as identified by Project GAP (Goals, Assessment & Planning) focus group participants. A compilation of feedback from focus group discussions on populations affected by tobacco, locations where people are affected by tobacco, reasons to prevent and treat tobacco use, service delivery gaps, infrastructure needs, critical partnerships, and windows of opportunity are also included.

Background

In August of 2001, Tobacco Free Partners (TFP) invited its members to participate in a nominal group process meeting that was facilitated by the Grand Rapids Community Foundation. This meeting allowed members to express what TFP's focus should be. Afterwards, data was combined with input from members of the Strategic Planning Committee to develop TFP's four main goals. The four goals (listed below) were used to formulate TFP's Strategic Plan.

- #1 Demonstrate leadership in coalition building
- #2 Demonstrate the effectiveness of collaborative efforts
- #3 Decrease tobacco use in west Michigan communities by fostering creative approaches to tobacco prevention, tobacco treatment/cessation and advocacy through community-based intervention
- #4 Identify prevention, cessation and advocacy gaps in the community

Through membership input and strategic planning, TFP decided that its next step would be to determine what the community needs were regarding tobacco prevention, treatment and advocacy. This information could then be used to help TFP serve its members and the community.

Purpose of Study

The Community Research Institute of Grand Valley State University contracted with Tobacco Free Partners to conduct an environmental scan (Phase One of Project GAP) to determine all the current providers of services and resources related to tobacco prevention and treatment in the Kent County area.

Methodology

Research Design

Recognizing that environmental scans represent a critical phase of larger analysis projects, as they bring to light some of the parameters under which organizations like Tobacco Free Partners operate, a focus group involving key players in the tobacco field was planned.

Input from Tobacco Free Partner's member agencies was used to identify key organizations or individuals in the community that needed to be brought into the project and to refine the focus group questions. All participants were informed of the purpose of the meeting so they could bring appropriate information and ideas.

Focus group input was supplemented with additional research including internet searches and scans of the Grand Rapids Press.

Participants

All TFP members (95) were invited to participate in this project. On top of this, 34 additional community agencies and 12 medical directors were asked to send representatives to the focus group. In the end, 14 individuals from public, private, and nonprofit sector organizations were in attendance. The following organizations were represented:

- Kent County Health Department
- Catherine's Care Center
- Planned Parenthood Centers of West MI
- HeartReach
- Project Rehab, Inc
- American Cancer Society
- Priority Health
- Saint Mary's Mercy Medical Center
- Health Plan Advocate
- NicoTeam
- The Asian Center
- Life EMS
- Michigan Medical PC

In addition, a group of 10 people who could not attend, offered their input via e-mail.

Geographic Focus

The focus group centered its attention on providers of services and resources related to tobacco prevention, treatment and advocacy in Kent County. However, discussion was open to all West Michigan services and resources. National organizations that provide services in Kent County were also included.

Findings – Prevention Services & Resources

Who are the providers of tobacco prevention services and resources in Kent County?

The tobacco prevention services that were identified by focus group participants have been divided into two categories: School-Based/Youth Programs and Community-Based Programs. A list of additional non-programmatic prevention resources is included on page 8.

School-Based and Other Youth Programs

This category of programs includes programs aimed at youth that are activity-focused and provide information on the effects of tobacco. Programs appearing in the following list represent programs serving ages ranging from toddlers to high school graduates. Culturally specific youth programs (Hispanic, Asian, and African-American) are also listed.

Teens Against Tobacco Use (TATU)

Organization: American Lung Association
Audience: High School Students
Comments: Uses “peer teaching” to educate young people about tobacco use and to advocate for tobacco-free communities.

Smoke Free for You and Me

Organization: Asian Center of Grand Rapids
Audience: Parents and Children
Comments: A day camp that discusses healthy lifestyles, adverse effects of smoking, and not smoking around children. This program may change slightly depending on the culture they are working with at the time.

Project CHARLIE (CHemical Abuse Resolution Lies In Education)

Organization: Project Rehab
Audience: Elementary School Students/Parents
Comments: This program works to increase self-esteem, improve communication skills, build healthy relationships, teach social competencies and educate participants about substance use, including tobacco. The ‘Project CHARLIE for Grown-ups’ component instructs parents on how to maintain healthy relationships within their families to reduce the risk of substance abuse, including tobacco.

Yo Puedo

Organization: Project Rehab
Audience: Hispanic Middle and High School Students
Comments: This program, whose name means "I can" in Spanish, works to increase self-esteem, improve communication, build solid relationships and develop leadership skills among at-risk Hispanic youth. Healthy decision-making, when it comes to choices like tobacco use, is covered.

Rights of Passage

Organization: Project Rehab
Audience: African-American Middle and Late Elementary Students
Comments: Utilizing the Setclae Curriculum, this program is an Africentric life-enrichment program which emphasizes self-esteem, culture and academic excellence in a structure that recognizes the importance of culture, history and ethnic identity. Healthy decision-making, including tobacco use, is included.

Michigan Model

Organization: Educational Materials Resource Center
Audience: Schools, K-12
Comments: This curriculum, which includes 40 lessons per year, addresses all the elements of prevention. Lessons covering alcohol, tobacco and other drugs. The Michigan Model emphasizes resistance skills training within the context of social and personal skills training. It also provides instruction for teachers, as well as, opportunities for student practice. The program uses interactive teaching techniques and provides assistance for teachers on class discussion procedures.

nicoTEAM

Organization: nicoTEAM
Audience: Schools, K-12
Comments: nicoTEAM is a community coalition that works to bring compelling tobacco prevention messages to youth. They provide innovative education and prevention programs with a focus on middle school students. However, their tobacco prevention programs can be used for students in grades K-12.

Project TNT (Towards No Tobacco)

Organization: Project Rehab
Audience: Youth
Comments: Brings current information to youth to support positive personal decision-making. In addition, helps youth understand laws, advertising and policy issues related to tobacco.

Alveoli Adventure

Organization: HeartReach
Audience: 3-5 year olds, can be adapted for other age groups
Comments: A hands-on experience where children learn about the dangers of smoking and breathing second-hand smoke. A 12.5 by 25 foot air sac is used to explain the body's network of blood vessels and show how red blood cells pick up gas molecules of oxygen or carbon dioxide, as well as, the unhealthy gases found in cigarette smoke. The dangerous effects of smoking are reinforced as the children are shown actual cross-sections of preserved lungs affected by emphysema and lung cancer.

Monster Cigarette

- Organization:** HeartReach
Audience: 3-5 year olds, can be adapted for other age groups
Comments: This program includes a short presentation aimed at building awareness in young children regarding the toxic ingredients, and their effects, found in cigarettes and second-hand smoke. A cigarette prop, filled with several baggies of dangerous poisons is shown and discussed with the children.

DARE (Drug Abuse Resistance Education)

- Organization:** Kent County Sheriff's Department, Kentwood Police Department, Rockford Police Department, Lowell Police Department, and Wyoming Police Department
Audience: Youth, usually starting in 5th and 6th grades
Comments: A collaborative effort between police departments, schools, parents, and community leaders. D.A.R.E. surrounds children with support and encouragement from all sides while it teaches kids how to recognize and resist the direct and subtle pressures that influence them to experiment with alcohol, tobacco, marijuana, and other drugs.

Smoke Scream

- Organization:** American Cancer Society
Audience: 5-7th grade students
Comments: A four day program kit using math, science, and health approaches to prevent smoking. The actual 'Smoke Scream' event is used to celebrate program completion or kick-off and is generally held in conjunction with the Great American Smokeout. Kids literally scream out against smoking. Students across the country yell as loud as they can, displaying their healthy, smoke-free lungs to everyone within hearing range.

Community-Based Programs

Community-based programs are programs that are carried out in local geographic communities or through organizations that address non-geographic 'communities' such as specific ethnic and racial populations.

Health Education Presentations

- Organization:** Kent County Health Department
Audience: Kent County Residents
Comments: Free community presentations or guest speakers on topics including tobacco. Can be adapted to the specific needs of nearly any audience.

Not in Mama's Kitchen

- Organization:** St. Phillips Health Ministry
Audience: African-American Women
Comments: Addresses the specific needs of black families. Aims to reduce exposure to environmental tobacco smoke by encouraging African-American women to prohibit smoking in their homes and cars. The program was created around a family model familiar to many African-Americans, with many generations together at mealtime, and a healthy respect for "mama."

Jaycees Against Youth Smoking (JAYS)

Organization:	The U.S. Junior Chamber (Jaycees)
Audience:	Students - Grades 5 th and 6 th
Comments:	Provides a free, 5-day educational program that goes into classrooms to teach children about the dangers of smoking and to help them make the informed decision to be smoke free. The curriculum has four main objectives: identifying the health risks of smoking, learning the facts about environmental tobacco smoke, learning ways to deal with peer pressure to smoke, and learning methods to help participants quit smoking if they have already started and/or help others quit.

Cancer Prevention Clinical Trials

Organization:	Grand Rapids Clinical Oncology Program
Audience:	Residents of West Michigan
Comments:	Offers the opportunity for education and participation in nationwide cancer prevention

Additional Resources

- American Heart Association - Pamphlets, Literature, and Posters. CPR classes include a discussion on smoking and its effects.
- American Lung Association - Training, Free brochures and Posters
- HeartReach - Lung and Heart Demonstrations
- American Diabetes Association - Educational Publications
- Community Clinics (Cherry Street Health Services, Heartside Clinic) - Patient and community education and counseling. May cover tobacco when needed.
- Health Fairs - Workshops and educational presentations sponsored by businesses, malls, or health task forces. Often include tobacco prevention topics.
- Media - Local news health segments occasionally provide tobacco education.
- Agency for Healthcare Research & Quality - Information Services
- American Cancer Society - Offers information in the form of literature, posters, website, and a phone line
- Centers for Disease Control and Prevention, Office on Smoking and Health - Information Services
- Kent County Health Department- Brochures and Materials

Findings – Treatment Services & Resources

Who are the providers of tobacco treatment services and resources in Kent County?

About 1.7 million adults in Michigan are smokers, approximately 25% of Michigan’s population (Michigan Department of Community Health, 2002). Tobacco Treatment most commonly comes in the form of cessation programs in Kent County. Cessation programs are intended to help current tobacco users quit and remain tobacco free long-term. The services that were identified by focus group participants have been divided up into three categories: Community Programs, National/State Programs, and Additional Resources.

Youth Programs

In Michigan, there are 100,000 smokers between the ages of 12 – 18 (Michigan Department of Community Health, 2002). This category of treatment programs includes programs aimed at helping those youth cease tobacco use. Programs in this category that were found in Kent County are primarily aimed at middle school and high school students.

ATAC Program (Adolescent Tobacco Abuse Cessation)

Organization: United Lifestyles
Audience: 10–18 year olds, Greenville
Comments: A free 10-week smoking cessation program that addresses the needs of teen tobacco users. Focuses on behavior modification and uses hands-on experience to address mortality issues.

Smoking Cessation Program

Organization: Project Rehab
Audience: High School Students
Comments: A program for youth involved in drug use treatment. Provides help to stop smoking or reduce the amount smoked, while increasing healthy lifestyle behaviors and improving life management skills (when funding is available).

N-O-T (Not On Tobacco)

Organization: American Lung Association
Audience: High School Students
Comments: A program kit designed to help students stop smoking, reduce the number of cigarettes smoked, increase healthy lifestyle behaviors, and improve life management skills. Includes a 10-session curriculum and booster sessions.

MIP (Minor in Possession)

Organization: Project Rehab
Audience: Teens, ages 13-17
Comments: An alternative to school suspension and/or legal action for teens who have been involved in an alcohol or other drug-related incident. Tobacco use is addressed when participants with tobacco-related needs are involved.

Community-Based Programs

As was seen earlier in this report, community-based programs are programs that are carried out in local geographic communities or through organizations that address non-geographic 'communities' such as specific ethnic and racial populations. The types of communities served through treatment programs in this list include geographic communities, ethnic/racial communities, business communities, and socially disadvantaged communities.

Quit Smart

Organization: Jenison Psychological Services
Audience: General Public
Comments: A research-based program developed at Duke University Medical School. Participants seeking self-help can receive a kit with a workbook and cassette for a fee. Program operates on a group or individual basis.

Holistic Smoking Cessation

Organization: The Wege Institute
Audience: General Public
Comments: A holistic approach to individual wellness and community health. Includes smoking cessation through acupuncture.

One Two Three Stop Smoking Program

Organization: Life Guidance Services
Audience: General Public
Comments: An alternative smoking cessation program which provides assessment, educational information, hypnosis, auricular acupuncture, educational information, and audio cassettes.

Celebrate Recovery

Organization: New Community Church
Audience: General Public
Comments: Weekly program which gives support and offers cessation for chemical dependency. Offered on a weekly basis. Tobacco is included as a topic.

Breathe Free

Organization: 7th Day Adventist Church
Audience: General Public
Comments: Stop smoking clinics featuring four strategies for success: physical recovery, diet power, behavior changes, and social support.

Tobacco Free For Good (TFFG)

Organization: Kent County Health Department, Saint Mary's Mercy Medical Center, Metropolitan Hospital, Spectrum Health, Zeeland Hospital, Continu Health, Royal Plastics, Johnson Controls, Cherry Street Health Services
Audience: Kent County Residents
Comments: A free six-week program that provides participants with the tools they need to become and stay smoke-free. New classes are offered monthly at many locations throughout the community.

Tobacco Consultation Service

Organization: United Lifestyles
Audience: Greenville Residents
Comments: An 8-week cessation program involving a social worker, a dietician, and a physical therapist.

Asian Cessation

Organization: Asian Center of Grand Rapids
Audience: Asian Populations
Comments: Provides cessation programs for the community in general, and Quit Kits in Chinese and Korean.

Anishinaabe Smoking Cessation Project

Organization: Michigan Inter-Tribal Council
Audience: Native Americans
Comments: An effective and culturally appropriate smoking cessation program among tribal communities.

S.A.V.E Program (Spiritually Accountable, Vocationally Equipped)

Organization: Guiding Light Mission
Audience: Transients
Comments: A work incentive program entailing 6 weeks of basic training. Includes a module on smoking cessation.

Residential Cessation

Organization: Pathfinder Resources, Inc.
Audience: People with addictions and/or crime problems
Comments: Residential programs are entirely smoke-free. Cessation groups are mandatory.

Freedom From Smoking

Organization: American Lung Association
Audience: Businesses
Comments: Workplace cessation kit program which includes a 46-page guide designed to help meet the individual needs of employees as they attempt to quit smoking for good. Designed to be delivered in a seven sessions cessation program setting. A 2-day instructor training class is available. Audiocassette programs, group clinic programs, and online programs are also offered.

Tobacco Cessation Disease Management Program

Organization: Priority Health
Audience: Businesses/ Customers
Comments: A program involving cessation help from a Nurse Health Advisor. Nurses mail educational materials, make referrals to community programs, offer support, answer questions and, if needed, work with physicians. Priority Health covers the prescription drug Zyban and generic nicotine replacement therapies.

Employee Assistance Center (EAC)

Organization: Project Rehab
Audience: Businesses
Comments: Through contracts, provides assessment, short-term counseling and referral services for employees who struggle with issues that can affect work performance, such as tobaccos use.

National/State Programs

National/State Programs are programs which are carried out on a national/state level but are distributed in a way as to reach Kent County.

The Smoker's Helpline of Michigan

Organization: Michigan Department of Community Health
Audience: Michigan Residents
Comments: Provides self-help information.

Committed Quitters

Organization: Glaxo SmithKline Pharmaceuticals Ltd.
Audience: General Public
Comments: An internet based multi-week plan involving information to stack the odds in favor of success, downloadable tips and tricks to further increase your chances, and encouraging messages. Focus is on handling the psychological part of quitting.

Quit the Nic

Organization: Blue Cross Blue Shield of Michigan
Audience: Michigan Customers
Comments: A phone cessation program involving HealthLine nurses. Readiness to quit smoking, action plans and establishing a quit dates are discussed. Participants also receive calendars and other materials. Most importantly, nurses serve as a support system for the member after the quit date. Several calls are made to encourage participants, answer questions and evaluate progress are made.

Nicotine Anonymous

Organization: Nicotine Anonymous
Audience: Former Smokers
Comments: The primary purpose is to help all those who would like to cease using tobacco and nicotine products in any form. The fellowship offers group support and recovery using the 12 Steps as adapted from Alcoholics Anonymous to achieve abstinence from nicotine.

Great Start

Organization: American Legacy Foundation
Audience: Expectant Mothers (English & Spanish)
Comments: Counseling & Information Services

Smoke-Free Families

Organization: Smoke-Free Families
Audience: Expectant Mothers and Prenatal Care Providers
Comments: Through extensive research, this national program undertakes collaborative efforts to increase the numbers of healthcare systems and practitioners providing evidence-based intervention treatments for pregnant smokers and the numbers of individuals receiving evidence-based interventions.

Additional Resources – Quit Kits

- Commit to Quit Support Kit by Glaxo Smith Kline Pharmaceuticals Ltd. – Mailing aimed at smokers which includes quitting tips booklet and product guides.
- Medical Professionals Toolkit by Blue Cross Blue Shield of Michigan - Includes a cessation reference manual, guidelines, pocket cards, posters, & vital signs stickers.
- Quit Kit by the Michigan Department of Community Health - Helpful information, motivation and strategies for quitting in the form of three workbooks. Two versions are available, one for the general public and one for pregnant women.
- Quit Kit - American Cancer Society.

Additional Resources – Alternative Cessation

- Born Preventive Health Care Clinic – Acupuncture-based Smoking Cessation.
- Nutt, J. Malcolm, DO – Acupuncture-based Smoking Cessation.
- Alternative Healing - Smoking cessation and stress management through hypnosis.
- American Institute of Hypnosis – Hypnosis-based Smoking Cessation.
- Michigan Behavioral Consultants – Hypnosis-based Smoking Cessation.
- Pelletier, Alcid M., EDD, DAPS – Hypnosis-based Smoking Cessation.

Additional Resources – Miscellaneous

- American Heart Association - Referrals to community cessation programs.
- Glaxo Smith Kline Pharmaceuticals - Prescription Medications (Zyban, Bupropion, Clonidine, Nortriptyline), Gum (Nicorette), Patches (Nicoderm), Inhalers, Nasal Sprays, Lozenges (Commit).
- Project Rehab - Residential cessation program.
- Kent County Health Department - Information on developing smoke-free business policies. Brochures also available.
- Planned Parenthood of West MI - Evaluation by a nurse practitioner and prescription or recommendation for support products. Includes referral to behavioral change programs.
- Physicians - Specializing in nicotine or particularly active in cessation for their patients.
- U.S. Public Health Service - Consumer Guide and Clinical Practice Guidelines that are useful for practitioners treating tobacco use and dependence.
- American Lung Association of Michigan – Tobacco cessation tapes available for lending.
- Cancer Information Service - Toll-free cessation phone line, materials, and assistance.

Findings – Advocacy Services & Resources

Who are the providers of advocacy efforts regarding tobacco services and resources in Kent County?

Advocacy

Although there is no single ‘right’ definition or approach to advocacy, anti-tobacco advocacy typically works to empowering people to influence their environment.

Michigan Smoke-Free Homes Campaign

Organization: Michigan Department of Community Health
Audience: General public plus African-American, Hispanic, Asian, Arab, Chaldean, and Native American Populations
Comments: A campaign to encourage families to make a commitment to keep their homes and cars smoke-free by signing a pledge card. Includes a multi-lingual smoke-free homes brochure and pledge card for Michigan’s diverse communities.

Michigan Tobacco-Free College Initiative

Organization: Michigan Department of Community Health
Audience: Colleges
Comments: A statewide initiative to increase the number of tobacco-free policies on Michigan university and college campuses, increase the availability of on-campus cessation services, and reduce tobacco use rates among college students.

Smoking Cessation and Managed Care Initiative

Organization: Michigan Association of Health Plans
Audience: Managed Care Programs
Comments: A statewide initiative and collaborative to increase the number of managed care programs covering tobacco treatment services to clients, including counseling and nicotine and non-nicotine therapies. Includes ‘Taking on Tobacco in Michigan’ Packet.

Circle of Friends

Organization: American Legacy Foundation
Audience: Women
Comments: A national movement of people joining together in support of women struggling with tobacco addiction.

Action Network

Organization:	American Cancer Society
Audience:	General Public
Comments:	An advocacy network designed to eliminate cancer as a major health problem. Advocating at all levels of government for public policies, funding and leadership that will reduce disparities in cancer incidence and mortality. This includes advocacy for tobacco control, comprehensive school health education, and access to health care.

Clean Air Now (CAN)

Organization:	CAN is a task force of SAFE.
Audience:	General Public and Elected Officials
Comments:	A campaign to educate commissioners on the effects of exposure to secondhand smoke. Clean Air Now is committed to creating smoke free worksites and public places in Kent County.

Michigan Smoke-Free Hospital Task Force

Organization:	Tobacco Consultation Service – U of M Health System
Audience:	Michigan hospitals (Information has been distributed in 38 states however)
Comments:	Provide a CD that includes generic information for hospitals thinking about moving toward a smoke-free environment. CD includes sample smoking and enforcement policies, signage examples, suggested task force member list and duties, typical obstacles and suggested solutions, media samples, a PowerPoint presentation to be customized for the facility and/or state data, SFE references, etc. Also provide site visits to answer questions from leadership and staff.

Smoke-Free Hospital Task Force

Organization:	Saint Mary's, Advantage Health, Spectrum, Downtown and Blodgett, Metropolitan Hospital, Metropolitan Plazas
Audience:	Hospitals, employees, volunteers, patients, visitors, vendors and contractors
Comments:	Hospitals join forces to provide tobacco free campuses, including lobbies, parking lots, and sidewalks.

The Great American Smoke Out

Organization:	American Cancer Society
Audience:	Businesses, Individual Smokers
Comments:	The Great American Smokeout takes place every year in November to encourage smokers to quit for at least one day, in hopes they will quit forever. Since 1977, communities have offered cessation classes, 'cold turkey' lunches, and more to support quitters during the Smokeout. A special emphasis is placed on smoke-free work environments.

Counter-Marketing

Counter-marketing programs include programs which engage in specific activities designed to counter the influence of tobacco. Locally counter-marketing campaigns often take advantage of billboards, bus boards, internet, radio, TV, newspapers, magazines, Johnny Advertising.

You Decide

Organization: SAFE Tobacco Reduction Coalition of Kent County
Audience: High School Students (13-17 years old)
Comments: Youth create anti-tobacco messages to be used in the media (Websites, TV ads, Bus Billboards, etc.). Students work to raise awareness about the deception of the tobacco industry.

Truth Campaign

Organization: American Legacy Foundation
Audience: Teens
Comments: A campaign to alert everyone to the practices of cigarette companies, while giving people the tools to have a voice.

Enforcement

'Enforcement' refers to the enforcement of existing laws and ordinances that address minors ability to access tobacco.

Tobacco Retailer Information Kit

Organization: Michigan Department of Community Health
Audience: Tobacco Retail Establishments
Comments: Resources for locations where tobacco is sold to ensure compliance with legislative mandates.

Non-Synar Checks

Organization: Tobacco Free Partners and 19 Local Law Enforcement Agencies
Audience: Tobacco Retail Establishments
Comments: Law enforcement agencies work with trained 15 – 17 year olds to monitor the sale of tobacco products to minors. Reports are issued to local health departments and the State of Michigan.

Additional Resources

- Michigan Department of Community Health - Smoke-free dining guide.
- SAFE (Smoke-free Air For Everyone) Tobacco Reduction Coalition of Kent County – A community-based coalition dedicated to the reduction of tobacco use through awareness, education, and advocacy. The coalition provides materials, resources, and technical assistance. SAFE also works with businesses and schools to implement smoke-free worksite policies. A smoke-free business packet is available. Finally, SAFE holds community awareness events such as park clean-ups and smoke-free bowling with speakers.
- American Legacy Foundation - Studies, Forums, Publications, Grant Money, Billboards.

- American Heart Association - Actively supports legislation to give the FDA full authority to regulate the manufacture, distribution, sale, labeling, advertising and promotion of tobacco products to protect the public health.
- Project Rehab – Advocate for prevention of tobacco by providing speaking engagements, health promotion events, information and articles relating to prevention.
- Clean Air Now – A task force of the SAFE coalition committed to creating smoke-free worksites and public places in Kent County.
- Tobacco Free Michigan - A grassroots organization dedicated to promoting tobacco-free environments and to improving health and quality of life through education and advocacy.
- Pediatric and Adult Asthma Network of West Michigan - Advocates for the improvement of low-income children enrolled in an asthma case management program.
- Tobacco Free Partners (TFP) - Supports efforts through contacts, staffing, resources, coordination, grants, fiduciary duties, and compliance checks.
- GRIID (Grand Rapids Institute for Information Democracy) – Local media education organization that teaches critical thinking skills about all media, acts as a media watchdog of local news and conducts media training for groups wanting to develop media strategies. Has a video and book lending library, plus numerous web-based resources.
- Healthy Kent 2010 – Advocate when needed within the context of chronic disease I-Team

Findings – Access Points, Barriers, & Funders

What are the access points or barriers to these services and resources?

Understanding how the tobacco prevention, treatment, and advocacy services and resources in Kent County are accessed, as well as understanding issues preventing utilization helps to ensure the success of our efforts. After all, programs can not be successful unless they are accessed and utilized by the populations they are intended for.

Focus group participants identified 8 access points and 18 barriers of importance to local prevention, treatment, and advocacy efforts. The barriers were grouped into three categories: Personal, Infrastructure and Societal Barriers.

Access Points

- Community Organizations
- Community Centers
- Health Care Providers
- Peer Health Educators
- Dentists/Hygienists
- Churches
- Websites
- Media

Barriers

Personal Barriers

- Addiction
- Time
- Priorities
- Ability to Pay for Services
- Transportation
- Lack of Desire to Quit Smoking
- Lack of Trust in Health Care Professionals
- Language
- Cultural Differences

Infrastructure Barriers

- Funding for Services
- Lack of Central Information Source
- Marketing
- Too Few Resource Guides and Informational Mailings
- Lack of Research Relating to Safety of Treatment for Youth
- Physician's Lack of Knowledge Regarding Resources

Societal Barriers

- Peer Pressure
- Communal/Social Norms
- Lack of Personal Responsibility for Tobacco Prevention and Treatment
- Physicians Lacking Desire to Discuss Resources with Patients
- Portrayal of Tobacco in Television and Movies

Who are the funders of these services and resources?

A strong financial foundation enables nonprofits to create and maintain a solid lineup of services and resources. Nonprofit Organizations know all too well that there is no mission without money. Understanding funding sources for tobacco prevention, treatment, and advocacy services and resources is critical element of successful anti-tobacco efforts.

Funding Sources identified by focus group participants fell into three categories: Government, Private, and Nonprofit.

Government Sector

- Michigan Department of Community Health
- State Tobacco Section
- Office of Minority Health
- Kent County Health Department

Private Sector

- Hospitals
- Worksites
- Private Fees
- Health Insurance Providers

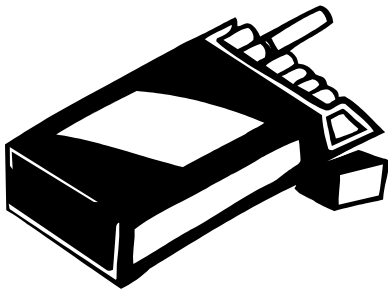
Nonprofit Sector

- Hospitals
- Masonic Temple (in-kind)
- Gilda's Club (in-kind)
- YWCA (in-kind)
- Churches (in-kind)

Findings – Additional Topics of Discussion

What groups, categories, or populations of people are affected by tobacco in Kent County?

- Unborn Children
- Pregnant Women
- Bar/Restaurant Employees & Guests
- Employers
- Spouses/Family Members
- Asthmatic People
- Clients of Treatment Programs
- Taxpayers
- Insurance Providers
- Teenagers
- College Students
- African Americans
- Non Smoke-Free Hospitals
- Gay, Lesbian, Bisexual, Transgender
- Military
- Cancer Centers
- Legislators



Where are people affected by tobacco in Kent County?

- Bars/Taverns/ Restaurants
- Bowling Alleys
- Factories
- Construction Sites
- Stores
- Homes
- Hotels/Motels
- Cars
- Hospitals
- College Campuses
- Doorways/Entryways
- Designated Smoking Areas
- Banquet Rooms
- Conference Centers
- Laundry Mats
- Airports

What are the reasons to prevent tobacco use in Kent County?

Reasons, cited by focus group participants, to prevent tobacco use can be grouped into four categories as follows:

Reduce Societal Burden

The actual dollar figures calculated to represent the burden of smoking on society are hotly debated but there is no doubt that smoking places health, economic and emotional burdens on society. In Michigan alone, the annual health care expenditures related to tobacco use are reported to be \$2.6 billion. The state and federal tax burden placed on Michigan residents by tobacco-related health costs is \$1.68 billion. (National Center for Tobacco Free Kids, 2001) Specific reasons, cited by focus group participants, for preventing tobacco use relating to societal burden include:

- Reducing Burden of Illness
- Shrinking Economic Costs of Health Care
- Improving Workplace Health/Productivity
- Decreasing Health Care Demands
- Costs of Chronic Illnesses
- Cost of Medicaid patients who smoke

Minimize Health Effects

The Michigan Department of Community Health reports that smoking kills 14,000 Michigan smokers each year. In addition, tobacco use is cited as the no. 1 preventable cause of death in Michigan. According to the American Council on Science and Health, the health effects of smoking vary in intensity and are related both to the amount and duration of exposure and the age at which the person is initially exposed. Health effects cited as reasons to prevent tobacco use during the focus group include:

- Alleviate Smoking-Related Allergies
- Diminish Lung Disease
- Prevent Tuberculosis
- Reduce Continued Health Issues
- Decrease Cardiovascular Deaths
- Cut Number of Cases of Asthma
- Prevent Cancer
- Addiction
- Drug Abuse
- Mortality Rates Related to Tobacco Use

Protect Family

Most parents go to great lengths to protect their children from danger. They childproof their homes with safety locks, cover electrical outlets with protective plugs, and insist on bike helmets and seat belts. Another way for parents to protect their families is to eliminate exposure to tobacco smoke. According to, National Center for Tobacco Free Kids, the additional annual expenditures for babies' health problems caused by mothers smoking or being exposed to second hand smoke during pregnancy range from \$64 to \$183 million in Michigan. Focus group participants cited numerous other reasons why parents need to prevent tobacco use around their family:

- Improve Prenatal Health
- Decrease Premature Births
- Prenatal Complications
- SIDS
- Eliminate exposure to second-hand smoke at home and in public
- Prevent Teens from Becoming Addicted
- Improve School Attendance
- Car Accidents
- Prevent Fires
- Eliminate leading cause of Strokes
- Eliminate leading cause of heart disease

Improve Quality of Life

Quality of life is improved when an individual is able to do more, feel better and live longer.

- Improve Cardiovascular Health
- Improved General health
- Reduce Exposure to Environmental Tobacco Smoke
- Self-Esteem
- Stress
- Improve Air
- Lengthen Lives
- Income
- Remove Social Stigma

Why is it important to treat tobacco use in Kent County?

When asked what the reasons for treating tobacco use were, the list of reasons that was generated by focus group participants ran parallel to the list of reasons for preventing tobacco use (page 20). Reasons included:

Reduce Health Effects

- Decrease Incidences of Tobacco-Related Heart Disease, Cancer, Asthma, and Cardiac Problems
- Lower Tobacco-Related Death Rates
- Improve Oral Health

Reduce Societal Burden

- Lower Health Care Costs
- Increase Workplace Productivity
- Prevention of Loss of Resources in General

Protect Family

- Reduce Second-hand Smoke Exposure
- Decrease Absenteeism in Schools
- Improve Air Quality
- Promote Healthier Lifestyle

Improve Quality of Life

- Prevent Suffering
- Prevent Nicotine Addiction
- Prevent Drug Addiction
- Emotional Costs (depression, etc.)
- Self-esteem
- Relationships (separation of parents and children or spouses)
- Disgusting Habit to View

Who needs tobacco advocacy, education, or awareness?

- Africans
- African-Americans
- Caucasians
- Hispanics
- Asians
- Native Americans
- Women
- Seniors
- Children
- Adults
- Wealthy
- Lower Socio-Economic Groups
- Pets
- White Collar Workers
- Blue Collar Workers
- Uninsured People
- Unborn Children
- Businesses/Worksites
- Psychiatric Patients
- City Councils
- Teens
- Youth
- Infants
- Pregnant/Pre-Pregnant Women
- Elected Officials
- Community Leaders
- Funding Groups
- Religious Communities
- Parents
- Retailers
- Hospitals (Physicians, Therapists, Counselors)
- Dentists
- Businesses
- Restaurant Owners
- Employers/Managers
- Health Care Providers
- Prescription Program Staff
- School and College Admin.
- Social Workers
- Transportation Companies
- Daycares

What are the gaps in tobacco prevention, treatment, and advocacy services?

Youth Services and Resources

- Additional Services in Schools - Such as school-based education programs.
- Media Messages Tailored to Youth
- More 'Peer Health Educators'
- Need Emphasis on Reducing Youth Access to Tobacco

Funding

- Cessation Funding - Substance abuse funding does not go towards cessation projects.
- Tobacco Settlement Money - Currently, no money from the tobacco settlement is used for education and prevention.
- State Taxes/Shortage of State Funding – Not a priority, funds cut within the MDCH.

Communication

- Unified Network – There is no unified front presenting reputable information to the public.
- 'Go Betweens' – To bring special interest groups together.
- Languages – Services often need to be translated.
- Involvement of Smokers

Underserved Populations

- Generation Gaps – Need programs for the elderly.
- Communities at Risk – There is a set priority of funds, money goes first to basic needs. Cessation is often left out of the picture.
- Treatment for Specific Ethnic/Racial Populations
- Treatment for Uninsured
- Mentally Impaired Programs
- Pregnant Women
- Education - All populations, especially people of color and lower socio-economic groups.

Specialty Services

- Drug Treatment Hospitals – Don't aggressively treat tobacco.
- Phone Counseling/Private Consultations
- State Residential Programs
- Programs Teaching Personal Responsibility
- Programs in Non-English Languages
- Insurance - Doesn't provide broad enough coverage.
- Certified Consultants
- Physical Development

Business

- Smoke-free Worksite Environments – Opportunities for employees.
- Role Models/Smoke-Free Companies
- Business Cessation Resources/Incentives



What Infrastructure is necessary for tobacco prevention, treatment and advocacy to be effective in Kent County?

Leadership

- Proactive vs. Reactive - Use of resources, staff, and programs.
- Motivation
- Collaboration
- Centralized Resource/Depository

Communication

- Central Focus/Coordinated Priorities - Within each separate organization.
- Coordinated Marketing Plan – Need unified or common message between all organizations, clients, networks, etc. in the community.
- Altruistic, Cross-Cultural Messages - Messages that all can understand (be that a statement, a picture, or something else).
- Unified Message – Need common theme instead of numerous ones that change.
- Elimination of Lingo – Everyone needs to be using the same language (i.e. smoke-free instead of non-smoking).
- Effective Communication - Ability to share and respond to information effectively when things of interest to everyone occur.
- Repetition of Message
- Name Recognition

Resources

- Personnel/Support Staff - Paid and volunteer.
- Funding
- Free samples of Zyban, patches, gum, inhalers, lozenges
- Proof of Success – Research showing outcomes.
- Education
- Support of Patients – Groups and individual follow thru.
- Access to Resources/Best Practices

Environment

- Separation does not work. The environment needs to be smoke-free.
- Buy-in From the Public – Regarding the importance of tobacco-free communities.
- Attitudes
- Integration of whole body/mind/spirit

Key Player Involvement

- Government
- Buy-in of people within the tobacco control community
- Issues of trust and fairness among key players
- Diverse Populations
- Health Plans
- Hospitals
- Law enforcement agencies at state, local, and federal levels
- Retailers
- Employers
- Schools

What are some alliances or partnerships that could advance the missions of organizations working in the areas of tobacco prevention, treatment and advocacy?

Partnerships Between...

- Tobacco Prevention and Advocacy Groups
- Organizations in Other Communities.
- 2-1-1 (United Way) - Providing referral information to callers with tobacco-related needs.
- Government – County and City
- Community Centers/Organizations
- Communities of Color
- Community Clinics – Especially with Tobacco Free For Good Program
- Gainey Corporation
- Wege Health Institute
- Hospitals
- Associations
- Community
- Churches
- Schools/Colleges
- Kent ISD – Conducted a survey (with high school students) that may be a good source of information.
- Existing Community Survey of Residents - Add a question about smoking.

Opportunities for Collaboration

- Creation of Communication Standards - Among all service providers.
- Universal Message
- Using Organizations to Think about Implications on Everyone - Youth, family, elderly, etc.
- Using Organizations to Assess Best Practices
- Educate Community Leaders – They need to understand the needs of each specific community (i.e. Asian, African, Indian, Croatian, Hispanic, Middle Eastern, etc).
- County Assessment and Data – To share with groups or potential funders.
- Communication of Program Data – Need a specific person in charge of that task.
- Parent Organizations — Build buy-in and recognition.
- All Businesses – Pro health/tobacco programs and resources need to become important to them.

Ways to Collaborate

- Two-way Space Sharing – Including information and resources.
- Pull Together
- Overcome Funding/Job Security/Turf Issues
- Reduce Funding Competition

What are some particularly promising windows of opportunity that might be pursued in the tobacco field?

Working Together

- Collaboration - Group members could work together to achieve more.
- Information Sharing – Especially helpful between grassroots and larger organizations.
- Asking for Help – We need to learn to ask for help and welcome assistance.
- National Action Plan – Take advantage of an existing national action plan or develop a Community Action Plan.
- Governing Body – Needs to be organized around issues, able to share information, know resources, and ready to develop a plan of action for Kent County.
- Information Dissemination

Public Policy/Regulations

- Existing Legislation – Legislation from other states could be built upon in Michigan.
- Political Term Limits – Terms limits have created new politicians that need to be educated.
- County Commissioners – Spend time talking to them about this issue.
- Smoke-Free Hospitals – Could be expanded to other types of organizations/businesses.
- Smoke-Free Worksite Regulations

Funding

- National Funding/Foundations – Kent County organizations could look for grants as a group.
- Federal Grants – Need to develop people who can write and report on them.

Programming

- Expand on Existing Programs - Such as the Truth campaign and NOT.
- Innovative Cessation – Holistic approaches and alternative therapy could be explored.
- Availability of Services – More comprehensive choices could be made available.
- County Phone Quit Line
- Residential Cessation Programs
- Inpatient Counseling & Treatment in Hospitals
- Tobacco Consultants
- Medications for Uninsured/Underinsured Populations
- Prevention – Especially for Adolescents
- Diversity of Cessation Programs
- National Conferences – California and Massachusetts could be used as models.

Research

- Tobacco Research Center
- Medical Education Research Center
- Center for Tobacco Education
- Research - Take advantage of existing research, such as American Cancer Societies Cancer Facts & Figures 2003, to talk about the costs of tobacco to society.

Conclusion

Participants in Phase One (an environmental scan) of Project Gap were able to identify 93 services and resources related to tobacco prevention and treatment in the Kent County area. Breaking the results down further, 27 Prevention Services and Resources (12 School-Based/Youth Programs, 3 Community-Based Programs, 12 Additional Resources), 43 Treatment Services and Resources (4 Youth Programs, 14 Community-Based Programs, 6 National/State Programs, 19 Additional Resources), and 21 Advocacy (9 Advocacy, 2 Counter-Marketing, 2 Enforcement, 10 Additional Resources) Services and Resources were identified.

In addition, critical issues for the success of tobacco prevention, treatment, and advocacy services and resources were identified including:

- Populations Affected by Tobacco
- Places Where People are Affected
- Reasons to Prevent Tobacco Use
- Importance of Treatment
- Populations Needing Advocacy
- Gaps in Services
- Infrastructure
- Collaboration
- Windows of Opportunity

Recommendation for Next Steps

Having identified the tobacco-related programs and resources in Kent, the next phase of Project GAP should be to accurately assess if these programs are meeting the community's needs in tobacco prevention, advocacy and treatment.

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Agency for Healthcare Research & Quality

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Advantage Health

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Alternative Healing

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American Cancer Society

(616) 364-6121

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American Diabetes Association

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American Heart Association

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American Institute of Hypnosis

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American Legacy Foundation

1-866-667-8278

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American Lung Association

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Asian Center of Grand Rapids

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Blue Cross Blue Shield of Michigan

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Born Preventive Health Care Clinic

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Cancer Information Services

1-800-4-CANCER

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Cancer Prevention Clinical Trials

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Center for Disease Control, Office on Smoking and Health, 1- 800-CDC-1311

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Cherry Street Health Services

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Clean Air Now (CAN)

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Jaycees, The U.S. Chamber

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