



AAFP Tobacco and Nicotine Chapter/Family Medicine Residency Program Mini Grants
Final Report
2015-2016

Each question in this Final Report should be answered thoroughly and completely.

Describe your project. Please answer the following questions.

1. Why did you choose this project? In other words, how was it relevant to your chapter/residency?
The Family Health Foundation of Missouri (FHF) is dedicated to improving the health of Missouri families by supporting scientific, educational, and charitable activities through the field of family medicine (Mission Statement). The annual Tar Wars program and poster contest is an educational activity that the FHF has a long tradition of supporting for 4th and 5th grade students. In recent years, participation has decreased to only three schools participating with 21 poster entries. This grant was an opportunity to extend our outreach and collaborate with an organization (Central Missouri Council for Drug Free Youth) that has a complementary mission to the FHF. As a result, over 4,300 4th and 5th grade students were provided the anti-tobacco message, in addition to 3rd grade students.

2. What did you do and how did you accomplish it?
We updated our database to target all Missouri elementary schools with 4th and 5th grades. Our marketing efforts increased participation from 3 schools in 2015 to 37 in 2016. In addition, the Council for Drug Free Youth provided outreach and programming to 3rd grade students in the central Missouri area, and promoted the Tar War program in these same schools for 4th and 5th grades. With this process, the Tar Wars program reinforced what the students had learned when they were in 3rd grade.

The Tar Wars page on the Missouri Academy of Family Physicians website was updated to be more user friendly and provide the schools and presenters with the most current Tar Wars materials. Efforts were made to increase the number of presenters by promoting the need to MAFP members in the e-newsletter and press releases across the state.

Students were provided with a pre- and post- assessment to determine retention of the information presented from the Tar Wars presentation. Due to the timing of this report, we have not yet submitted a request for a Tar Wars Proclamation signing by the Missouri governor.

3. What were your goals and to what extent did you achieve them?
 - a. Educate and motivate students to be tobacco-free.
This goal was achieved as we projected a total of 30 schools participating in the program and we had 37. See #2 for more details about accomplishing this goal.
 - b. Mobilize health care professionals to become proactive in their community's health education.
As stated previously, efforts were made to increase the number of presenters across the state through press releases and emails to MAFP members. The goal was to increase the number of presenters by 15. We did not achieve this goal as we have recruited 10 new presenters. These new presenters were family physicians, school nurses, and other local health care providers.
 - c. Encourage community involvement in support of the Tar Wars program.
The FHF collaborated with CDFY and reached an additional 20 central Missouri schools. This outreach was to 3rd-5th grade students at both public and parochial schools. There were 17 schools outside the central Missouri region that participated which is a significant increase from 2015 which had 3. Due to the timing of

this report, we have not yet submitted a request for a Tar-Wars Proclamation signing by the Missouri governor (July).

4. How did you measure your goals?

The goals were measured using quantitative analysis of the direct responses and participation.

a. Educate and motivate students to be tobacco-free.

Goal: Completed posters from 25 public and 5 private schools. | Result: 19 public and 6 parochial school posters submitted for the contest. This 68% of the schools that provided the Tar Wars presentation participated in the poster contest.

Goal: Create database of schools (1,143). | Result: Database of 1,017 elementary schools in Missouri.

Goal: Receive assessments from each school participating | Although we did not receive pre- and post – assessments from all schools, we did receive over 800 from 14 schools. Based on the student responses, over 67% of the students responded with all correct or improve post-assessment scores. 20% of the post-assessments showed no change and 12% had decreased scores.

b. Mobilize health care professionals to become proactive in their community's health education.

Goal: Increase number of volunteers from 60 to 75. | Result: 10 new presenters for a total of 70.

Goal: Press release of Tar Wars program and announcing winner. | Result: A joint FHF and CDFY press release was sent to central Missouri media and was covered in the [Jefferson City News Tribune, February 24, 2016](#). The poster contest is currently being judged to select a winner and a press release will be disseminated after the MAFP Awards and Installation dinner (where the poster winner will be recognized) in June.

Goal: Submit a proclamation. | Result: Pending - This will be accomplished in July, 2016.

c. Encourage community involvement in support of the Tar Wars program.

Goal: Collaborate with CDFY and reach 3rd grades students. | Result: The Tar Wars materials were provided to 20 central Missouri schools, both public and parochial. There were 17 schools outside the central Missouri region that participated which is a significant increase from 2015 which had 3. Due to the timing of this report, we have not yet submitted a request for a Tar-Wars Proclamation signing by the Missouri governor (July).

5. How did this project benefit your chapter/residency? Please provide examples.

The benefits of this program are not necessarily for the FHF and the CDFY, we were the tools used to spread the message of a tobacco-free life. The students truly benefited from this program because they are exposed to nicotine distribution devices at an early age and this program educates and empowers them to choose to be nicotine free. Statistics show that 90% of adults start smoking before they are 18 years old (Missouri Department of Health and Senior Services Website). With the updated message to include the hazards of e-cigarettes, it is an opportunity to send a counter message that these tobacco devices are not safer than cigarettes. Student pre- and post- assessments includes statements such as:

- "That smoking is bad for your lungs and you can die or get cancer. People want to smoke because their friends or family do. Thank you!"
- "Tobacco is very bad and it makes your teeth yellow and you smell nasty."
- "I learned that you can save a lot of money by not smoking."
- "If I smoke, I might get addicted and might not be able to quit."
- "I learned that smoking is very bad for your heart. It looks like you are being cool, but you are not."
- "I learned that there are so many reasons not to smoke, that is would be ridiculous to smoke."

These statements are evidence the students articulated the Tar Wars message on the dangerous hazards of nicotine and smoking. Their understanding is the benefit of this program because it meets the mission of the Family Health Foundation of Missouri.

6. What challenges did you face implementing your project and how did you overcome them?

Since this is the first year we collaborated with an external organization (CDFY), it was a challenge to coordinate efforts and ensure the Tar Wars poster contest was promoted to 4th and 5th grade students, when CDFY's focus was on 3rd grade students. As a result, the poster contest materials were not properly disseminated to the

schools. Instead, they were dropped off with no explanation or support, except for the instructions the FHF provided in the packets. In addition, with a local organization, the media coverage addressed their efforts and did not include the FHF role in the program.

Funding for future Tar Wars outreach efforts will be a challenge due to the cost of the Tar Wars promotional items given to the students who participate in the program (regardless of their participation in the poster contest). The program will be downsized because of the limited financial resources available.

Describe how other chapters/residencies could learn from your project.

7. Do you think that your project could be easily adapted by other chapters/residency programs? Why or why not? Yes. Many local and regional organizations have complementary missions with family medicine foundations because of the harmful effects of tobacco and nicotine. Identifying those organizations and combining efforts can reach more students which would ultimately have a greater impact than working separately. With many communities moving to smoke-free public spaces, collaboration with these organizations would promote the anti-tobacco message at a local level, and encourage participation from the organization's leaders.
8. What recommendations would you have for other chapters/residencies who want to replicate your project? Since this was the first time of collaborating on this project, clearly defined written expectations of both parties could have assisted in better participation of the central Missouri schools in the poster contest. The MAFP staff and/or volunteers could have played a more visible role in the presentations made at the local schools. This could have improved the participation rate of the local schools in the poster contest.

Contact Information

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NOTE: AAFP would like to help disseminate your good work by sharing your project with others via the AAFP Mini-grant web page. Please indicate whether you consent to AAFP sharing on its website your project results, final report and contact information. Yes No