



Greene County Tobacco Control Program

A Look Back...



Greene County
Tobacco Control
Program



How Did it Begin?

- Act 77 of 2001 created the Tobacco Settlement Fund to receive the revenues from the Master Settlement Agreement that was reached with the five major tobacco companies on December 17, 1999.
- The Tobacco Settlement Fund has provided funding for health care insurance for the uninsured, home and community-based services for older Pennsylvanians, **tobacco use prevention and cessation programs**, broad-based health research, medical care for workers with disabilities, uncompensated hospital care, and prescription drug coverage for older Pennsylvanians.

Tobacco Control in Greene County

- Greene County Human Services applied to be the Primary Contractor for Greene County and was awarded the contract.
- A Tobacco Control Coordinator was hired, a coalition was formed and work began to reduce the use of tobacco in Greene County.
- The Greene County Tobacco Control Program served as the Primary Contractor until becoming part of a regionalization that occurred when funding began to be eliminated/reduced.
- At that time, the Greene County Tobacco Control Program became a subcontractor along with the other SW PA counties for Washington County Health Partners, Inc. Thus establishing, Tobacco Free SWPA.
- Tobacco Free SWPA continued to function as the Primary Contractor for the SWPA region until Adiago Health was awarded the grant.
- The Greene County Tobacco Control Program served as a subcontractor until Adiago brought all of their services in-house.

Accomplishments of the Greene County Tobacco Control Program

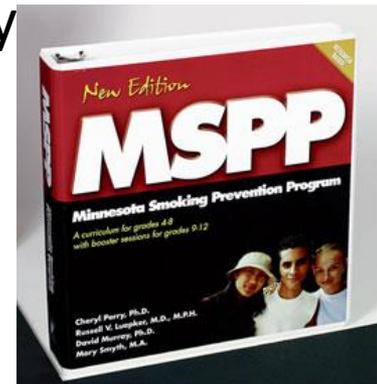
- Prevention
- Cessation
- Enforcement

Prevention Services

- Relationships were established with the five local school districts and prevention programming began to occur in the schools.
- Those programs are:
 - The Minnesota Smoking Prevention Program (MSPP)
 - Teens Against Tobacco Use (TATU)
 - Why Animals Don't Smoke (WADS)
 - Smokeless Saturday

The Minnesota Smoking Prevention Program (MSPP)

- The goals of the Minnesota Smoking Prevention Program (MSPP) are to: 1) help youths identify the reasons kids smoke (peer pressure, advertising, lack of self-confidence); 2) provide youths with resistance tools they can really use; and 3) teach youths the value of social support in resistance through peer leadership activities.
- *Success:* MSPP is still presented in 4th grade classrooms in 4 out of the 5 school districts in Greene County



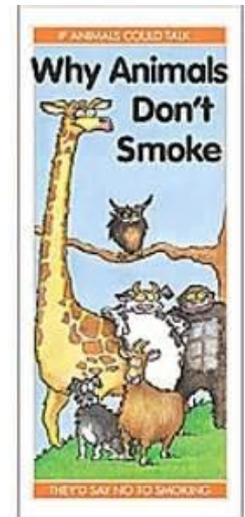
Teens Against Tobacco Use (TATU)

- Teens Against Tobacco Use (TATU) is a program that allows students ages 14-17 to mentor youngsters about the dangers of smoking. Research indicates that teens enjoy opportunities to positively influence their younger counterparts. Consequently, this mentoring also serves to reinforce their decisions to remain smoke-free. Evidence suggests that peer-led programs such as TATU are more effective in reducing tobacco use among youth.



Why Animals Don't Smoke (WADS)

- Based on a Journeyworks brochure, this program is presented to daycares, pre-K, and kindergarten students throughout Greene County.
- Teaches harmful effects of tobacco in a non-threatening way by utilizing animals.
- **Success:** Greene County Tobacco Control Program partnered with Journeyworks to create posters and additional WADS materials to create the prevention program which is still presented throughout Greene County.



Smokeless Saturday

- *Smokeless Saturday* is a teen education and cessation program for students found with tobacco on school grounds. It offers an alternative to suspension and fines to those students violating school tobacco policies.
- *Smokeless Saturday* is a one-day session taught by trained facilitators at 17 community sites throughout Western Pennsylvania. Students learn about smoking triggers, how to deal with stress, the long- and short-term consequences of tobacco use and how to quit successfully.
- **Success:** Partnerships with Washington Health System – Greene (then Greene County Memorial Hospital) was established along with local District Judges and schools to ensure there was a location for the classes and referrals were made to the program. *Smokeless Saturday* is still offered 3 times per calendar year.

Cessation Services

- SmokeStoppers® - group cessation program offered to community members/residents of Greene County
- The Bee Free Program - a telephone cessation program that provided coaching to residents in the comfort of their home
- Smoke-Free for Life - smoking cessation program developed by Breathe Pennsylvania. This approach focuses on the individual needs of each smoker, while in a group setting.
- Freedom from Smoking – American Lung Association group cessation program
- Not-On-Tobacco (NOT) - NOT consists of ten 50-minute, gender-specific group sessions usually held in schools during school hours and led by trained facilitators
- 1-800-QUIT-NOW/The Quitline - The PA Free Quitline is a free, evidence-based tobacco cessation service available to all Pennsylvanians.
 - Annually, the PA Free Quitline provides services to over 13,000 Pennsylvanians.
 - Participants are self-referred by calling 1-800-QUIT-NOW. Providers refer by *Fax to Quit* or electronic referral methods.
- **Success:** The Greene County Tobacco Control Program has assisted many Greene County residents in becoming tobacco-free utilizing a wide-variety of cessation programs throughout the years. Cessation services have been sustained throughout changing the programs that are offered. The PA Free Quitline continues to be utilized.

Enforcement/Tobacco Retailer Compliance Checks

- In 2002, [Pennsylvania's Act 112](#) amended Section 6305 of the Crimes Code and created new fines for clerks and owners of tobacco retail stores. The Act:
- § Prohibits sales of tobacco products to a minor (individual under 18 years of age).
- § Prohibits the furnishing of a tobacco product to a minor (selling tobacco to a minor).
- § Prohibits vending machines to be in any place where a minor can gain access without the supervision of a parent or guardian.
- § Restricts displaying or offering for sale a cigarette out of a pack.
- § Restricts access to tobacco products by non-employees.
- Act 112 does not include an age restriction to sell tobacco, only to purchase and possess.
- The goal of this Act is to decrease access to tobacco products for youth and ultimately end illegal tobacco sales to and use by minors in Pennsylvania. In response to this Act, the Pennsylvania Department of Health conducts compliance checks at tobacco retailers across the state to make sure tobacco products are not sold to minors.

Success: Established a relationship with the Greene County District Attorney's office to utilize a detective to enforce tobacco compliance laws. Worked with Greene County youth who volunteered to assist with conducting enforcement checks. Provided education to all retailers located within Greene County on a yearly basis. Also, participated in Synar Checks as required when selected by the state to participate.

Lessons Learned...

- The importance of utilizing local resources as well as establishing good working relationships with local businesses, law enforcement, schools and other county agencies
- The importance to adapt and change as funding and priorities change