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Our Vision – Healthier Kansans living in safe and sustainable environments.

Faith-Based Initiative

RESPECT
THY NEIGHBOR,
TAKE IT OUTSIDE

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Project Funding

- American Legacy Foundation Small Innovative Grants proposal
- \$87,859 for the project



Building a world where young people reject tobacco and anyone can quit.

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Overarching Goal

- Eliminate exposure to secondhand smoke in rural and frontier counties
 - Establish formal partnerships with ministerial alliances/associations
 - Develop a toolkit that assists ministerial associations
 - Implementation of secondhand smoke educational campaigns
 - Increase Clean Indoor Air Policies

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Project Description

- August 2008: recruitment of three ministerial alliances in rural/frontier communities to participate in discussion groups
 - Communities Selected:
 - Oswego
 - Plainville
 - St. Francis

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Project Description

- March 2009: Discussion groups began
 - Series of four discussion groups for each community:
 - Formation of discussion group (who needs to be at table)
 - Education on dangers of secondhand smoke
 - Discussion on materials for toolkit
 - Presentation of prototype toolkit

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Project Description

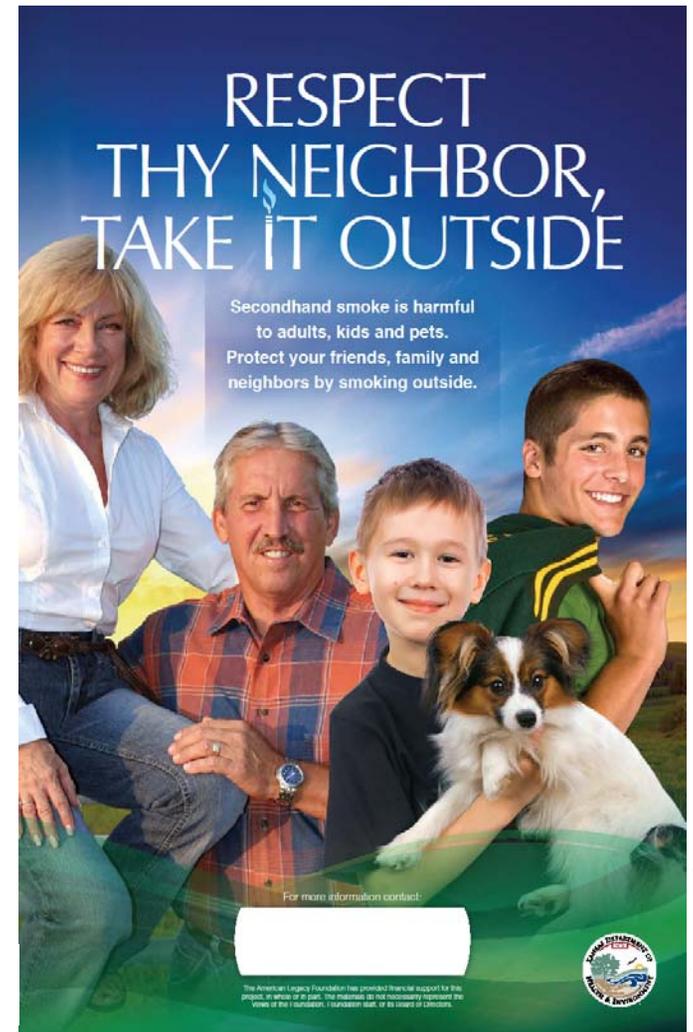
- May 2009: Faith-based toolkit
 - Educational Materials
 - Steps to implementing clean indoor air initiatives
 - Sample media pieces
 - Development of media materials through
 - BrushArt
 - KDHE TUPP Media & Policy Coordinator
 - Sample of toolkit on table

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Major Achievements

- Toolkit Created: "Respect Thy Neighbor Take it Outside"
- Four discussion groups were held in each community
- Vincent DeMarco from Campaign for Tobacco Free Kids presented



Evaluation

- More than 50 community members attended the first discussion meetings.
 - Farmers
 - Principals
 - Teachers
 - High School students
 - Variety of faith organizations

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Evaluation

- Faith Association Represented:
 - Baptist
 - Catholic
 - Christian
 - Evangelical
 - Lutheran
 - Methodist
 - Nazarene
 - Non-denominational
 - Presbyterian
 - Seventh Day Adventist

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Evaluation

- Question and Answer Discussion Packets:
 - Discussion groups facilitated by KDHE Staff
 - Responses recorded for future use for toolkit creation
 - Feedback used to gauge future meeting content
 - Ministerial Alliances like discussion group format
 - Interaction
 - Ability to voice opinion/ideas

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Evaluation

- Media:
 - Newspaper Reporter at meetings
 - Advertised meetings in paper
 - Postcards sent to invite and remind
 - Articles in local newspapers

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Evaluation

- St. Francis: letter to legislator campaign
- St. Francis: hospital staff interested in enforcing tobacco-free grounds
- Plainville/Oswego: interest in creating counseling/cessation support group through ministerial alliance
- Continue to evaluate with toolkit

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CDRR Integration

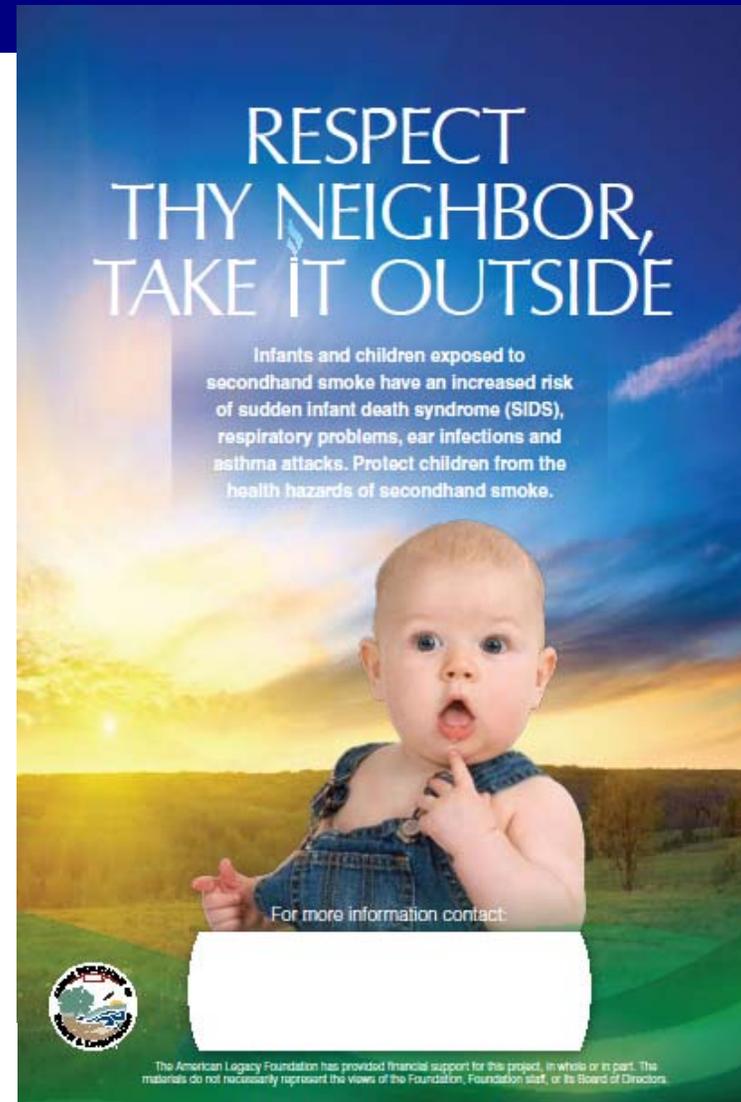
- Create Partnerships with Ministerial Alliances
 - Invite members to Healthy Communities coalition meetings
- Have stronger community involvement
 - Already organized group that exists to benefit the community.

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Toolkits Available

- Restricted Quantity/Community
- Sample for viewing
- Sign-up sheet for toolkits



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