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

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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
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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
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
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
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
Evaluation

• Media:

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