



ACE PROGRAM OVERVIEW

In Kansas, 13 percent of high school students currently smoke cigarettes and 11 percent of male high school students currently use smokeless tobacco.¹ Overall, about 1 in 4 Kansas high school students used some kind of tobacco product in the past month.¹ Tobacco use causes cancer, heart disease and reduces life expectancy.

There are a variety of activities and strategies that have been proven to reduce youth tobacco use. The ACE Kansas Youth Tobacco Cessation Program (ACE) incorporates many of these strategies to support comprehensive youth tobacco control and prevention in Kansas.

The primary goal of ACE is to help students who are using tobacco to quit. To accomplish this goal, there are six program objectives:

- 1. Increase the number of schools with policies that support student cessation as either an alternative or complement to existing administrative punishment.**
- 2. Increase student awareness of free cessation coaching services available in Kansas.**
- 3. Increase the proportion of students who use tobacco who register for cessation coaching.**
- 4. Increase student knowledge of the health dangers of tobacco use.**
- 5. Increase the number of schools with comprehensive tobacco-free school grounds policies.**
- 6. Increase the number of schools integrating tobacco prevention and cessation education into relevant classes.**

Adoption of ACE policies by a school or school district is the result of the collaborative efforts of individuals and organizations at the state, community and school level. Once in place, ACE is managed at the school-level by ACE Champions. ACE Champions can be any school staff person interested in student health including school administrators, nurses, coaches, counselors or resource officers. The ACE champion's role in ACE management can include implementing ACE promotional activities and supporting students' cessation service registration through the free Kansas Tobacco Quitline.

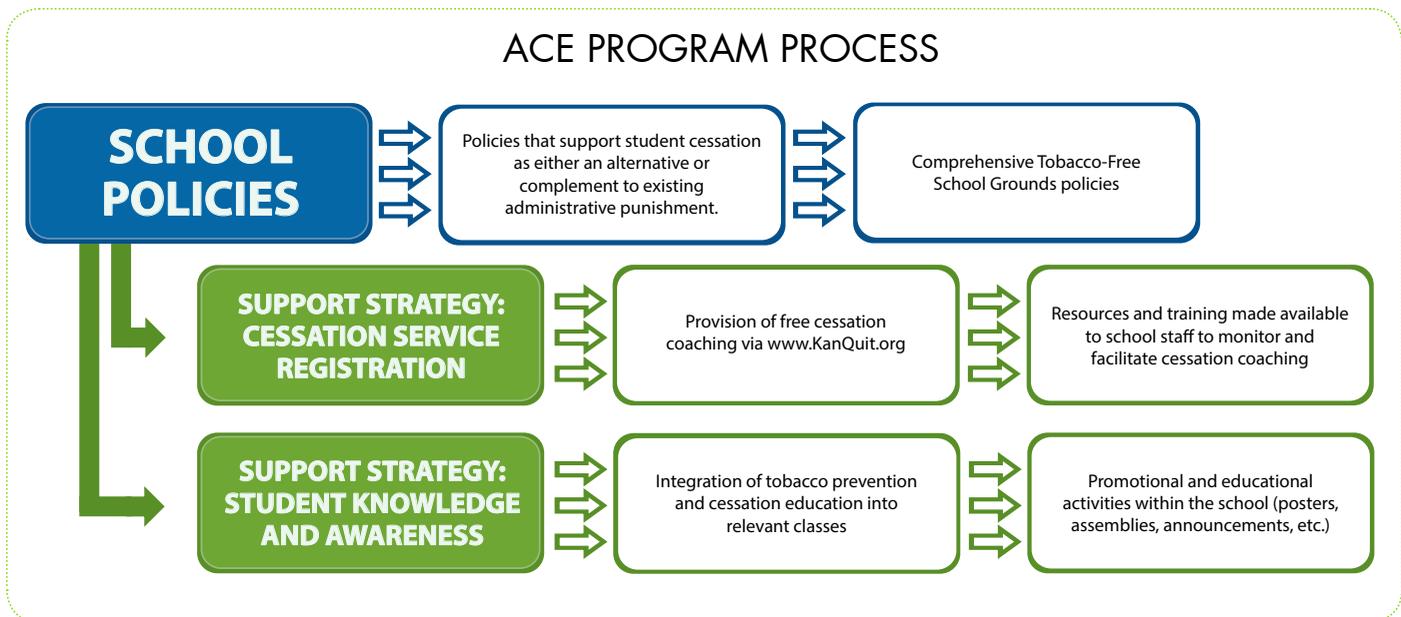
At the state level, a Kansas Tobacco Use Prevention ACE Coordinator is available to connect ACE Champions to community partners in ACE implementation, such as local health departments, coalitions and other community organizations. In addition to serving as a connection to community partners, the ACE Coordinator is available to provide guidance on the cessation service registration process and determine appropriate ACE promotion and tobacco prevention education activities.

¹ Kansas Department of Health and Environment. 2011-2012 Kansas Youth Tobacco Survey, Distribution of Youth Tobacco Use. Topeka, KS: Bureau of Health Promotion; 2012. Available at http://www.kdheks.gov/tobacco/download/YTS_Burden_2012.pdf. Accessed March 11, 2013.



ACE partners at the community level may also provide assistance with these components of ACE. ACE Champions should contact Holly Frye (ACE@kdheks.gov), ACE Coordinator to be connected to community partners or if they're interested in providing support to students beyond registering them for cessation services.

The diagram below illustrates the ACE Program process. Schools are first required to address their tobacco use policies and subsequently encouraged to implement the supporting strategies in order of importance for their individual program.



The ACE program emphasizes school policies because they create the environment or “set the stage” for accomplishing ACE goals and objectives. Without supporting school policies, ACE Champions and community partners will have a difficult time implementing sustainable, effective activities in school to reduce youth tobacco use.

Although ACE supports general awareness and prevention of tobacco use, ACE is primarily a youth cessation initiative for youth who already use tobacco. To effectively reach and support youth in quitting tobacco, coaching services (Kansas Tobacco Quitline) must be available and school staff must be trained and feel comfortable working with students and referring them to coaching services. A training video for ACE Champions is located on the Kansas Tobacco Use Prevention Program webpage at www.kdheks.gov/tobacco/ACE.htm and through KS-TRAIN at ks.train.org using course number 1047242. The training video includes a demonstration of the Kansas Tobacco Quitline online registration process.

Finally, if the supporting school policies and effective student cessation support have been implemented, ACE Champions and local partners are encouraged to build student knowledge and support of tobacco cessation by integrating tobacco prevention and cessation education into relevant classes and implementing promotional activities around school.



SCHOOL POLICIES

Tobacco cessation is a process and rarely a one-time event. Many highly motivated people find tobacco cessation to be extraordinarily difficult. It may take as many as eight to 11 attempts until a person is completely tobacco free. For others, the process may be less complicated and shorter. Youth may face particular challenges due to prevailing perceptions of youth tobacco users as “independent,” “mature” or “cool.” It is unlikely that youth will succeed with one cessation attempt, especially if they have been using tobacco for some time and are in the latter stages of addiction. To address these challenges, ACE policy amendments acknowledge that:

- I. Quitting is a difficult process that requires patience and support. Administrative punishments rarely acknowledge the importance of cessation or seek to support cessation. ACE Champions are encouraged to work with school administrators to develop a student tobacco use policy that works for school staff while facilitating youth cessation wherever possible.
- II. Youth tobacco use is influenced by peer pressure and the school environment. Comprehensive Tobacco Free School Grounds Policies create a school environment that not only supports youth cessation, but also tobacco use prevention and changes in social norms toward tobacco use.

ACE policy amendments are changes made to current school tobacco policies to strengthen them. Examples of ACE policy amendments are on the next page and include adopting tobacco-free school grounds policies that are more comprehensive and include cessation as a complement or alternative to administrative consequences for a student’s violation of school tobacco policies.

To help facilitate consideration of policy changes, the first step is to familiarize yourself with existing school and district policies. Does your school have existing tobacco free school grounds and youth cessation policies? If so, are they less comprehensive than the ACE model policies? If so, your first priority is to visit with your principal or superintendent - as appropriate - and champion model ACE policy amendments in your school. Discuss challenges and possible modifications to the amendments that would better suit your school. In most cases, policy amendments can be made at the discretion of the principal or superintendent. In some cases, it will require action by the district school board. If it is necessary to secure school board approval, you will need to initiate this request in the manner required by your district to be able to implement ACE.

This may be an ongoing process, so do not be discouraged if you do not immediately get comprehensive policy amendments implemented. If the timing is not right or if school administration is opposed to the idea, work on other aspects of ACE that may build support for future policy amendments. Model language for the ACE amendment and comprehensive tobacco-free school grounds policy is provided in the following section. Be sure to use ACE resources and materials and work with community partners who are supportive of these policy amendments. For examples of the range of school policies possible, consult the Model Tobacco Wellness Policy Guidelines.²

For assistance preparing a request to your school board or making a connection with community partners who will help you champion policy amendments, please contact Holly Frye (ACE@kdheks.gov), the Kansas Tobacco Use Prevention ACE Coordinator.

² Kansas Department of Education. Kansas Pre-K-12 Wellness Policy Guidelines – Part 4. Available at: http://www.kshhealthykids.org/HKS_Docs/Standards/Tobacco_Guidelines_June_2011.pdf. Accessed March 15, 2013.



MODEL POLICIES

Model ACE Policy Amendment:

Students who violate this policy will be subject to disciplinary measures in accordance with applicable school and district policies. Students who violate this policy will be given the option to defer disciplinary measures pending documented registration in the ACE Kansas Youth Cessation Program. Participation must be verified by an ACE Champion. Because tobacco cessation is an intervention for tobacco use and addiction, students who violate this policy will be allowed at the discretion of their ACE Champion to defer disciplinary measures by participating in the ACE program as many times as needed.



Model Tobacco-Free School Grounds Policy:

Tobacco use of any kind is not permitted by any person (staff, student or visitor) at any time in or on USD ### property, whether owned, leased or rented. Staff and students who violate this policy will be subject to disciplinary measures in accordance with applicable school and district policies.

Students who violate this policy will be subject to [Insert disciplinary measures]. Students who violate this policy will be given the option to defer disciplinary measures pending documented participation in the ACE Kansas Youth Cessation Program. Participation must be verified by an ACE Champion. Because tobacco cessation is an intervention for tobacco use and addiction, students who violate this policy will be allowed at the discretion of their ACE Champion to defer disciplinary measures by participating in the ACE program as many times as needed.

Visitors who violate this policy will be asked to leave such district property and may be referred to school security personnel or local law enforcement if continued refusal occurs.

This policy further prohibits tobacco industry advertising, marketing and sponsorship on district property, at school functions and in school publications. In addition, the exhibition of tobacco-oriented gear or paraphernalia by staff and students is prohibited.

USD ### will use signage and, when possible, written and verbal notices in district communications to advertise this policy. The district will make available current information regarding smoking cessation programs.



SUPPORT STRATEGY: CESSATION SERVICE REGISTRATION

First and foremost, as the ACE Champion you are responsible for assisting students who use tobacco to register for online cessation coaching via www.KanQuit.org. Facilitating and monitoring the registration of students with cessation coaching services is the minimum expected of ACE Champions. To become familiar with the brief KanQuit registration process, view the ACE training video at www.kdheks.gov/tobacco/ACE.htm or as course number 1047242 on KS-TRAIN at ks.train.org. Additional follow up with students, the use of motivational interviewing techniques and the use of incentives or administrative punishment to persuade students to register and take cessation coaching seriously are at the discretion of the ACE Champion and school administration. This flexible approach is meant to give each school the ability to implement ACE in the way that best suits their needs. See the reporting section for additional information on student registration monitoring.



KanQuit.org home page

Kansas Tobacco Quitline Services

The Kansas Tobacco Quitline is a telephone and web-based cessation coaching service that is managed and monitored by the Kansas Department of Health and Environment. These services are provided free to all Kansas residents courtesy of a federal grant from the Centers for Disease Control and Prevention and may be accessed as often as needed.

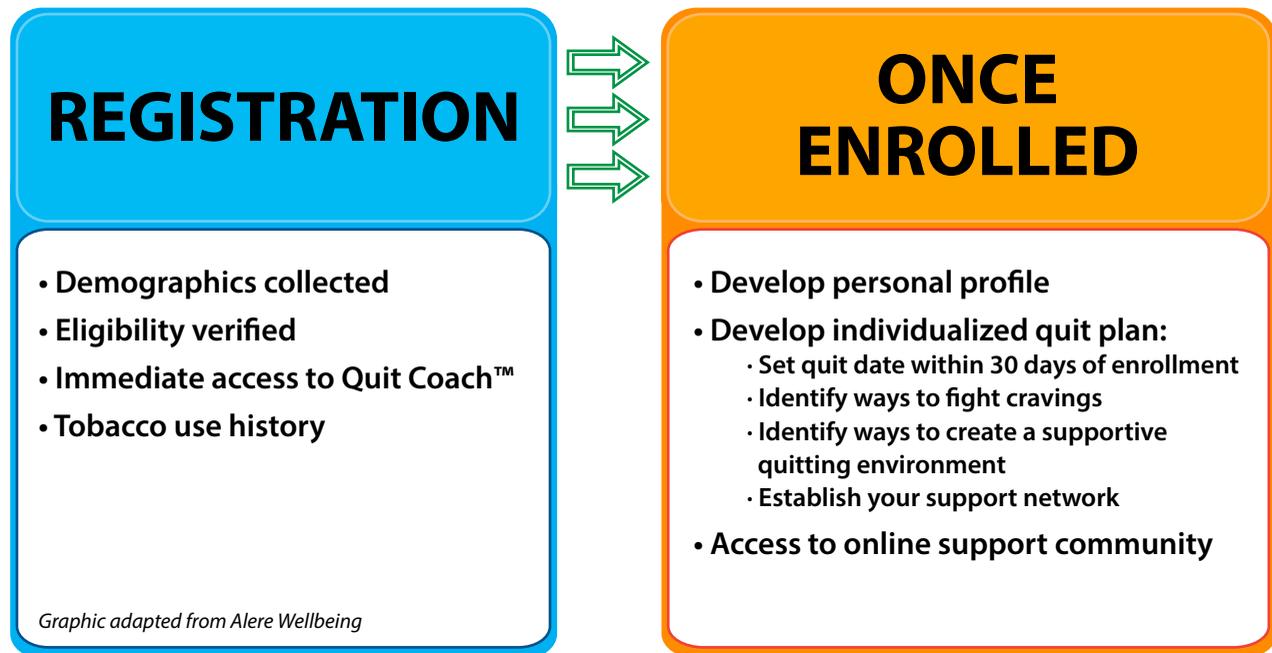
We recommend you connect students to the Kansas Tobacco Quitline online via KanQuit.org. From KanQuit.org students can read articles on relevant tobacco-related topics and enroll for free cessation services through an interactive website that helps users set a quit date and create a personalized plan to quit tobacco and face challenges.

NOTE: We do not recommend that you connect the student directly to the telephone coaching. Research conducted on behalf of the Kansas Tobacco Quitline suggests that youth do not find telephone coaching to be particularly desirable. However, if the student indicates an interest in this option, you can provide them with the toll free access number: 1-800-QUIT-NOW (1-800-784-8669). Students who register for online services will also be informed about available telephone coaching options.



Below is a diagram that summarizes what students can expect when they enroll in the online cessation services from the Kansas Tobacco Quitline via KanQuit.org. Once enrolled users have access to online cessation coaching by live chat and email. Users also have access to a private, online community where they can complete activities, watch videos and join discussions with others in the program.

KANSAS TOBACCO QUITLINE PROCESS



Materials for Participants

The ACE Program includes a student journal to assist with and reinforce the cognitive-behavioral modification process as students work through program intervention sessions. It contains blank pages for the student to write on and pages that contain tips to assist with creating a supportive environment and overcoming cravings. Contact the ACE Coordinator (ACE@kdheks.gov) to request ACE journals.

Some schools and ACE Champions choose to offer students support beyond registering them for cessation services. If ACE Champions would like to take their one-on-one student support to the next level, additional training with a focus on using motivational interviewing techniques or incentives for completion of certain assignments at KanQuit.org will be provided when possible. Interested schools are encouraged to coordinate with community partners or Holly Frye (ACE@kdheks.gov).



SUPPORT STRATEGY: STUDENT KNOWLEDGE AND AWARENESS

Youth can be administratively referred to cessation coaching or they may self-refer to cessation coaching. To build awareness of available cessation services and educate youth about the dangers of tobacco use, ACE Champions are encouraged to:

- I. Implement school promotional activities
- II. Integrate tobacco education activities into relevant classes.

Promotional activities can be big or small things the ACE Champion regularly does to educate students about the health harms associated with tobacco use and build awareness of free cessation coaching. Small things include:

1. Occasional quick facts/KanQuit information on morning announcements
2. Brief announcements or presentations at rallies or school assemblies
3. Posting ACE promotional posters around school (ACE promotional posters are available upon request and include space for ACE Champions to provide their contact information.)
4. Recruitment of coaches and other school staff to discuss tobacco use with classes or teams.

The Tobacco Free Kansas Coalition (TFKC) is a statewide partner that is available to provide ideas for engaging students in ACE promotion and tobacco prevention education activities that can strengthen school tobacco policies to become comprehensive. Consider contacting TFKC at www.tobaccofreekansas.org.

Some ideas for “bigger” ACE promotional activities might include:

1. Creation of a student tobacco prevention group
2. Student-organized or developed education/awareness materials around school
3. A school assembly largely devoted to tobacco education and awareness

When planning and executing ACE promotional activities, keep flexibility and creativity in mind. Take the time to use existing ACE resources and when possible work with community partners who are supportive of youth tobacco prevention and cessation. To be connected with potential ACE partners in your community, contact Holly Frye, the Kansas Tobacco Use Prevention ACE Coordinator at ACE@kdheks.gov.



Tobacco Education Options

Integrating tobacco education into certain classes can help build awareness of cessation coaching resources and educate youth on the dangers of tobacco use. This can be as simple as providing a few tobacco facts in class or as elaborate as implementing an evidence-based tobacco prevention curriculum in a relevant class. When planning to integrate tobacco education, it is important to discriminate between a one-time educational classroom activity and the implementation of an evidence-based tobacco prevention curriculum, which is considerably more involved and demanding to implement. Tobacco education can be integrated into any class, but some common classes in which to integrate tobacco education include:

- Health
- Biology
- Chemistry
- Physical Education
- Family and Consumer Sciences

There are a limited number of evidence-based tobacco prevention curriculum packages available for high school and middle school students. An evidence-based tobacco prevention curriculum is one that has been impartially reviewed, assessed and rated in peer-reviewed literature to determine its efficacy and success. Some curricula are free while others are pay-for-use. If you are interested in implementing an evidence-based tobacco curriculum in a class, the first step is to identify the curriculum and determine whether your organization can afford it and whether it is suitable for the target age group. A good place to locate promising tobacco curriculum options is the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Registry of Evidence-based Programs and Practices at <http://www.nrepp.samhsa.gov/AdvancedSearch.aspx>. A search for curriculum tailored to 13-17 year old adolescents and a tobacco outcome will yield results that align with ACE. If your school integrates tobacco education curriculum into certain classes, be sure to keep track of how many classes use the curriculum and how many students are reached by the tobacco education each semester.



STRUCTURE AND REPORTING: STRUCTURE

ACE supports program integration and sustainability by recognizing the contributions of individuals and organizations at the state, community and school level. For ACE to be effective, people at each of these levels need to be working in concert and openly communicating.

Recruitment of schools and school staff into ACE and the coordination of ACE activities can take place at the community level. While model policies, technical assistance and curriculum are available from state staff, schools are encouraged to adopt sustainable policies, curriculum and systems that work well in their context. In some communities, community partners may play a critical role in supporting ACE schools in these efforts by coordinating and facilitating communication between schools and state staff. In some areas, community partners will provide recommendations and support on how ACE can work at the local level while ensuring ACE is implemented with fidelity across the state. Below is a summary of some of the people involved with ACE and the roles they are expected to take when implementing ACE.

PARTICIPANT ROLES IN ACE PROGRAM

STATE STAFF

- Manage and monitor the Kansas Tobacco Quitline
- Provide cessation coaching training and resources as needed
- Collect and use data from schools and partners to improve effectiveness
- Revise ACE programming as needed

COMMUNITY PARTNERS

- Recruit ACE schools and staff
- Facilitate ACE school activities, curriculum integration and policy amendments
- Coordinate with state staff to ensure uniform implementation fidelity and reporting

SCHOOL STAFF

- Implement ACE school activities to promote cessation and educate students on tobacco
- Facilitate and monitor student registration with free cessation coaching services
- Champion pro-cessation & tobacco-free school and district policies
- Champion and implement the integration of tobacco prevention and cessation education into relevant classes
- Complete the End-of-Semester ACE online survey



STRUCTURE AND REPORTING: REPORTING

State staff are responsible for collecting, analyzing and disseminating important feedback to community partners and school staff to improve ACE. School staff who participate in ACE are expected to monitor the measures listed below and be able to update state staff via a quick school-specific online survey at the end of each semester. If multiple school staff members are involved with ACE at a school, the survey need only be completed by one of them, so long as they can represent the school as a whole. ACE Champions may keep track of the measures below in a way that works best for them. Examples include tally marks on paper or entries in an Excel spreadsheet. In some areas community partners may coordinate with state and school staff to ensure reporting is completed by participating schools uniformly and on time. In addition to some questions about their opinions on ACE and their school, school staff will be asked about the following:

Measures

1. Tally of students registered with Quitline services from the school during the past semester (will need to be able to differentiate between students who were administratively compelled to register and those who self-referred).
2. Any school tobacco-free school grounds policies and the status of any amendments or proposed amendments
3. Any school cessation policies and the status of any amendments or proposed amendments
4. Any school educational activities addressing tobacco education and cessation and the approximate number of students reached by educational activities during the past semester

The survey is available at www.surveymonkey.com/s/YouthQuit.

If ACE Champions keep an up-to-date count of student registrations, educational activity reach and are aware of their school tobacco policies, completing the survey at the end of each semester should take about five minutes and provides critical information needed to improve ACE.

IMPORTANT NOTE: School staff members are privy to personally identifying student information that should never be shared outside the school. Never provide student names, ID numbers or other sensitive information to persons outside the school.

