December Training Call

December 15 & 16, 2010

TPEP & Healthy Communities Implementation Coordinators

Agenda

- Marilyn Carter – Umpqua Community College Tobacco-Free Campus Survey
- Ashley Swanson – Columbia County ACHIEVE
- Directors of Health Promotion and Education Shaping Health Policy workshop

Learning Objectives

- Heard a description of two evaluation processes
- Shared one idea you will try out from the presentations

Umpqua Community College Tobacco-Free Campus Survey

Marilyn Carter – Douglas County Health Department

Overview

- September 2009 tobacco-free campus policy implementation with designated smoking shelters

- May 2010 post implementation survey to assess students' awareness and attitudes

The News-Review

Roseburg, Oregon | Vol. 34 3, No. 209 | WEDNESDAY, SEPTEMBER 9, 2009 | www.nrtoday.com | 50 cents

UCC TOBACCO RESTRICTIONS

No ifs, ands, or butts

College campus goes tobacco free on first day of fall term; smoking shelters built

Waterlogged cigarette butts float in an ashtray Tuesday outside Jacoby Auditorium on the Umpqua Community College campus in Winchester. Effective Sept. 28, smoking at UCC will be permitted only in seven smoking shelters on the edge of campus.

MARISSAH ARSHMAN
The News-Review

WINCHESTER — When Umpqua Community College students return to the classroom in a few weeks, their on-campus is bound to be a bit cleaner, less odorous, and perhaps a little less toxic.

Students who smoke anywhere on campus besides a smoking shelter like that one will be given warnings in the [illegible] after Sept. 28. After that, smokers in prohibited areas will be fined $25.

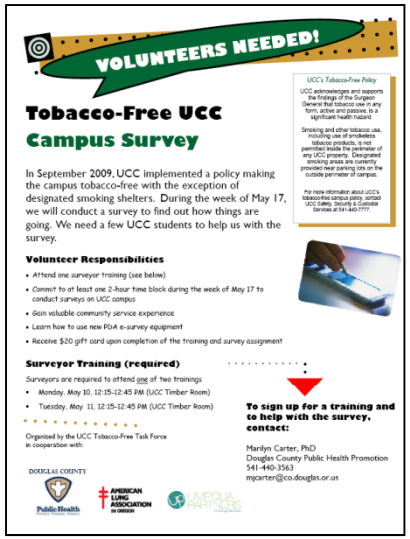
Turn to SMOKING, page 8

Methods

- Questions drawn from a 2007 baseline survey (but survey had to be completely re-crafted)
- A total of 203 surveys completed by students
- Responses collected on PDAs
- Administered by UCC students at various campus locations
- Analysis support from TPEP RAs

Sweating the Details

- Surveyor Recruitment Flyer
- Surveyor Training
- Surveyor Schedule
- Confidentiality Statement
- Certificate of Participation
- Incentives



VOLUNTEERS NEEDED!

Tobacco-Free UCC

Campus Survey

In September 2009, UCC implemented a policy making the campus tobacco-free with the exception of designated smoking shelters. During the week of May 17, we will conduct a survey to find out how things are going. We need a few UCC students to help us with the survey.

UCC's Tobacco-Free Policy

UCC acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and passive, is a significant health hazard.

Smoking and other tobacco use, including use of smokeless tobacco products, is not permitted inside the perimeter of any UCC property. Designated smoking areas are currently provided near parking lots on the outside perimeter of campus.

For more information about UCC's tobacco-free campus policy, contact UCC Safety, Security & Custodial Services at 541-440-7777.

Volunteer Responsibilities

- Attend one surveyor training (see below)
- Commit to at least one 2-hour time block during the week of May 17 to conduct surveys on UCC campus
- Gain valuable community service experience
- Learn how to use new PDA e-survey equipment
- Receive $20 gift card upon completion of the training and survey assignment

Surveyor Training (required)

Surveyors are required to attend one of two trainings

- Monday, May 10, 12:15-12:45 PM (UCC Timber Room)
- Tuesday, May 11, 12:15-12:45 PM (UCC Timber Room)

Organized by the UCC Tobacco-Free Task Force in cooperation with:

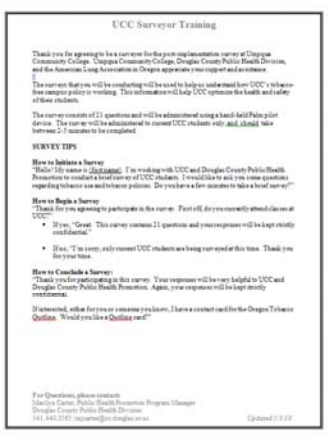
DOUGLAS COUNTY Public Health · AMERICAN LUNG ASSOCIATION IN OREGON · UMPQUA PARTNERS

To sign up for a training and to help with the survey, contact:

Marilyn Carter, PhD
Douglas County Public Health Promotion
541-440-3563
mjcarter@co.douglas.or.us

UMPQUA COMMUNITY COLLEGE
POST-IMPLEMENTATION SURVEY
SURVEYOR SCHEDULE

Date	Time Period	Surveyor's Name	Surveyor's Affiliation	Phone Number	Email Address	Confidentiality Form Signed	Training Date	Palm Device Number	Incentive Preference	Incentive Received
Mon. May 17	10:00-12:00	Felicia Niciewski	UCC student	541-387-7912	fniciew1@uccllfa.umpqua.edu	x	M		FM	
Mon. May 17	10:00-12:00	Cora Zink	UCC student	541-832-8549	czink@uccllfa.umpqua.edu	x	M		FM	
Mon. May 17	5:30pm-7:30pm									
Mon. May 17	5:30pm-7:30pm	Jeff Hall	UCC student	541-643-7100	a714653723@yahoo.com		M			
Tues. May 18	8:30am-10:30am	Lori Smith	UCC student	541-378-8818	lsmith32@uccllfa.umpqua.edu	x	M		FM	
Tues. May 18	8:30am-10:30am	Ken Bedford	UCC student	541-643-0474	None	x	T		FM	
Tues. May 18	2:30pm-4:30pm	Leslie Holland	UCC student	541-530-2232			M			
Tues. May 18	2:30pm-4:30pm	Shawna Weiner	Umpqua Partners	541-672-5905	shawna@updrugfree.org		Other			
Wed. May 19	10:30am-12:30pm									
Wed. May 19	10:30am-12:30pm	Corinne Brown	UCC	541-459-4541	spiketbolive@yahoo.com	x	M		FM	
Wed. May 19	12:30pm-2:30pm	Michelle Moore	UCC student	541-430-8335	mmoore625@uccllfa.umpqua.edu	x	M		DB	
Wed. May 19	5:30pm-7:30pm									
Thurs. May 20	10:30am-12:30pm	Lorena Christianson	UCC student	541-637-9418	lorenamarie32@yahoo.com	x	T		FM	
Thurs. May 20	10:30am-12:30pm	Tawnya Miller	UCC student	541-430-3308	mystawnya@earthlink.net	x	M		SB	
Thurs. May 20	12:30pm-2:30pm	Dianne Summerhill	UCC student	541-680-7004		x			FM	
Thurs. May 20	12:30pm-2:30pm	Lucia VanderVelden	UCC student	541-677-1957	mamasnow69@hotmail.com	x	T		MM	



UCC Surveyor Training

Thank you for agreeing to be a surveyor for the post-implementation survey at Umpqua Community College. Umpqua Community College, Douglas County Public Health Division, and the American Lung Association in Oregon appreciate your support and assistance.

The survey that you will be conducting will be used to help us understand how UCC's tobacco-free campus policy is working. This information will help UCC optimize the health and safety of their students.

The survey consists of 21 questions and will be administered using a hand-held Palm pilot device. The survey will be administered to current UCC students only, and should take between 2-5 minutes to be completed.

SURVEY TIPS

How to Initiate a Survey:
"Hello! My name is (first name). I'm working with UCC and Douglas County Public Health Promotion to conduct a brief survey of UCC students. I would like to ask you some questions regarding tobacco use and tobacco policies. Do you have a few minutes to take a brief survey?"

How to Begin a Survey:
"Thank for you agreeing to participate in the survey. First off, do you currently attend classes at UCC?"

- If yes, "Great. This survey contains 21 questions and your responses will be kept strictly confidential."
- If no, "I'm sorry, only current UCC students are being surveyed at this time. Thank you for your time.

How to Conclude a Survey:
"Thank you for participating in this survey. Your responses will be very helpful to UCC and Douglas County Public Health Promotion. Again, your responses will be kept strictly confidential.

If interested, either for you or someone you know, I have a contact card for the Oregon Tobacco Quitline. Would you like a Quitline card?"

For Questions, please contact:
Marilyn Carter, Public Health Promotion Program Manager
Douglas County Public Health Division
541.440.3563 | mjcarter@co.douglas.or.us

Updated 2.3.10

UCC Surveyor Training

Helpful Hint: Regarding Specific Questions:

Question 1: Do you currently use tobacco products?

- If a participant says s he is a smoker and a smokeless tobacco user, ask them to indicate their primarily form of tobacco use.
- If a participant says s he is a "non-smoker," follow up and ask if they are a former smoker or if they have ever been a smoker (or tobacco user).

Question 4: How have you heard?

- For the response "school publications" this can include the student newspaper, course catalogs, or other school affiliated mailings.

Question 7: How often do you use the designated areas?

- This question is geared toward smokers, but there is a response for people who don't smoke. Read the question and mark the appropriate response for each participant. If a non-smoker, mark the last response "I don't smoke."
- Important: This question includes two similar, but distinct, possible responses: "I don't smoke on campus" and "I don't smoke." For participants who smoke, but not while on campus, mark "I don't smoke on campus." For non-smokers, mark, "I don't smoke."

Question 8 and 9: "In the past 6 months, have you…"

- The "in the past six months" refers to December 2009 to May 2010.
- The emphasis on these questions is "while on campus."

Question 13, 14, and 15 about quitting, stopping, or decreasing smoking

- This question is geared toward smokers, but there is a response for people who don't currently smoke. Read the question and mark the appropriate response for each participant. If a non-smoker, mark the last response "Don't currently smoke."
- Question 15 should still be asked to a non-smoker who identified as a former smoker.

Every question has an answer. There is no need to skip questions; in fact, the palm device will not allow you to skip questions.

For Questions, please contact:
Marilyn Carter, Public Health Promotion Program Manager
Douglas County Public Health Division
541.440.3563 | mjcarter@co.douglas.or.us

Updated 2.3.10

May 2010

CERTIFICATE OF PARTICIPATION

This certificate is awarded to

Lorena Christianson

For your assistance with a survey of Umpqua Community College students about tobacco use and tobacco policies on campus, including attendance at a surveyor training, commitment to conducting student surveys, and use of PDA survey technology.

Signature _____ Date _____

Signature _____ Date _____

DOUGLAS COUNTY Public Health · AMERICAN LUNG ASSOCIATION IN OREGON · UMPQUA PARTNERS

UCC CAMPUS SURVEY CONFIDENTIALITY STATEMENT

As a surveyor and a user of the PDA Survey Tool, I understand that the information gathered as part of my participation shall remain confidential. I understand that I will work a 2 hour survey shift, and that no smoking is permitted during my assigned shift.

By signing this statement, I agree to hold confidential all information received during my participation with this project.

Printed Name _____

Signature _____ Date _____

Mailing Address _____

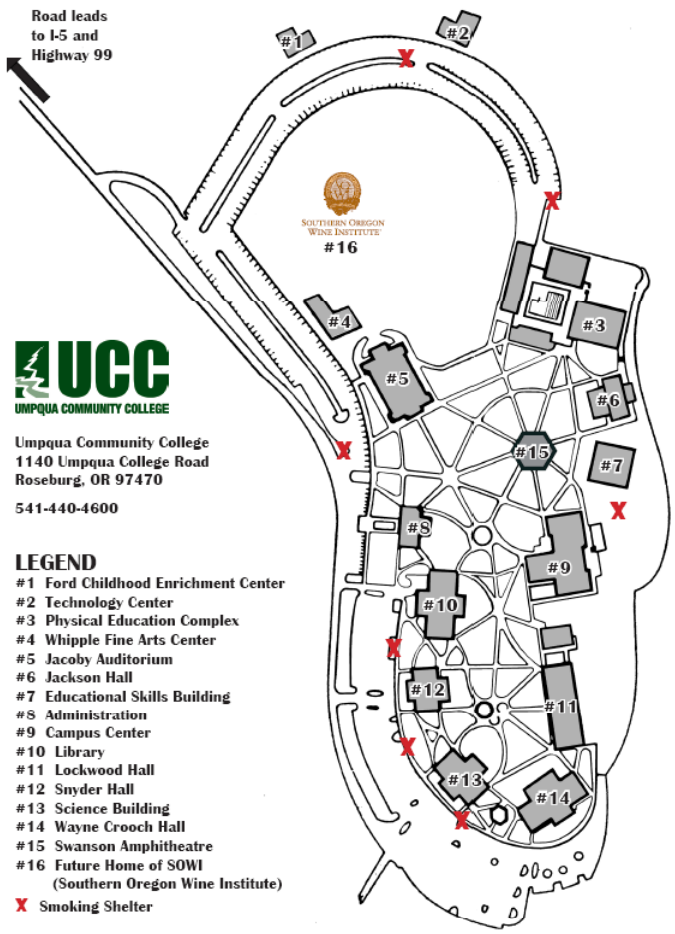
Phone _____

Email _____

Please check your preference for a $20 gift card (one only):

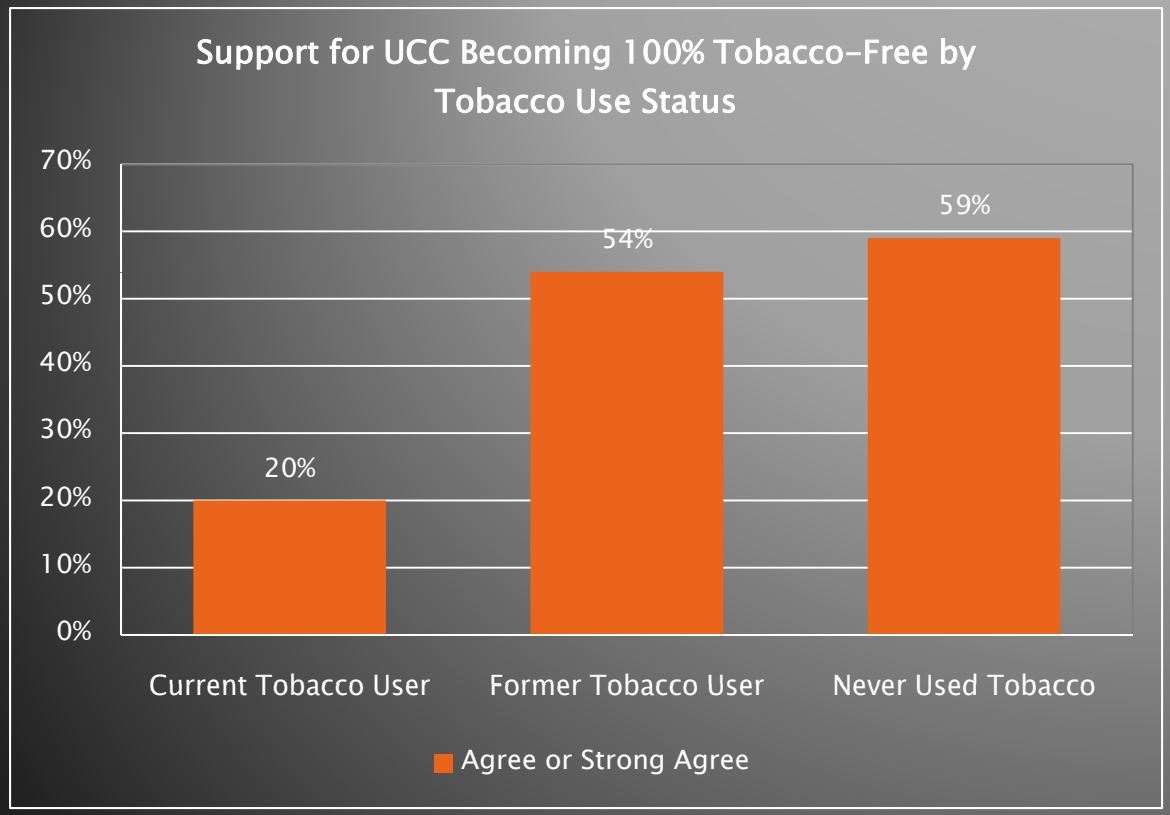
- ☐ UCC Bookstore
- ☐ Movie Money
- ☐ Fred Meyer
- ☐ Starbucks
- ☐ Dutch Brothers

When and why did the UCC smoke free Task force decide to carry out the survey?

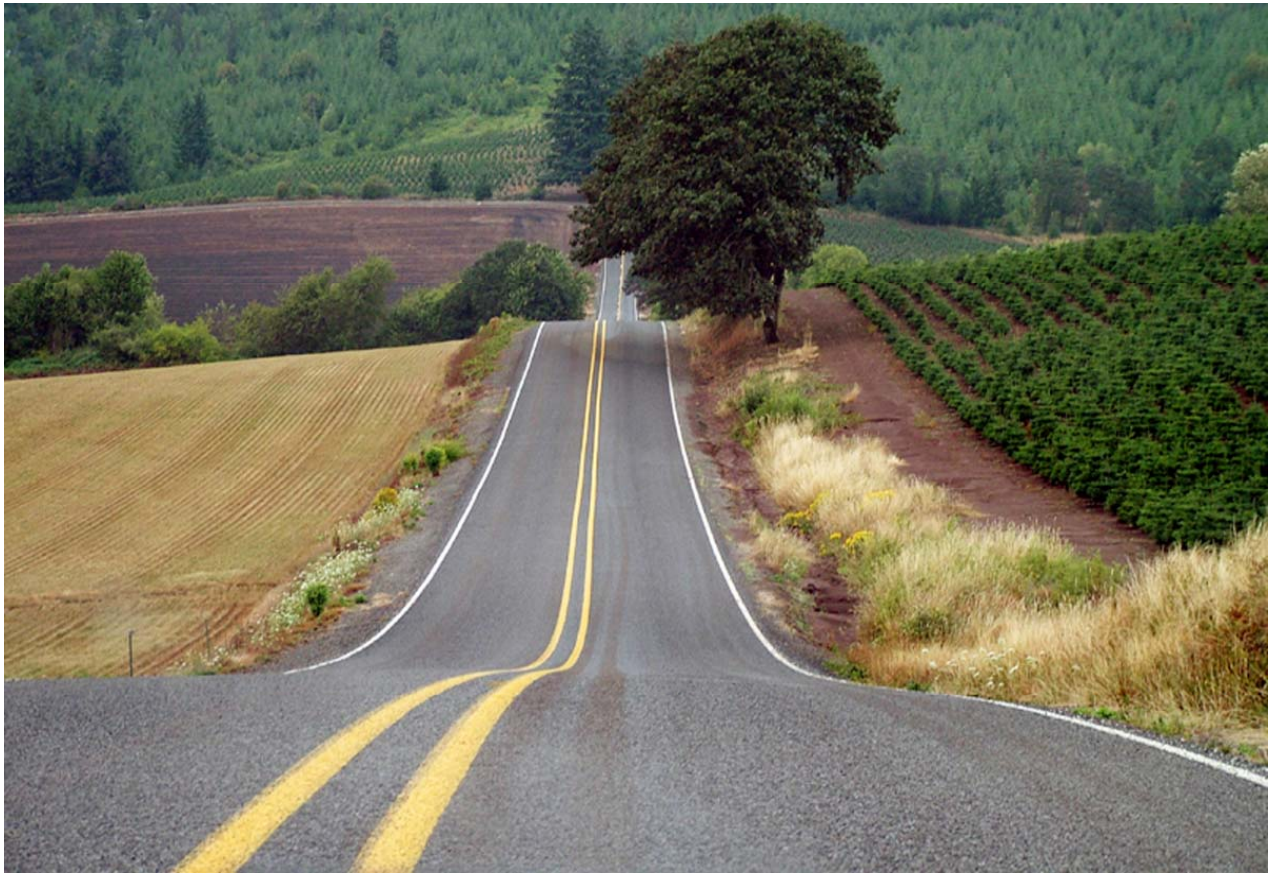


http://www.umpqua.edu

How did you message results regarding level of support for the policy?



What are your next steps with the survey information?



Columbia County Achieve/Healthy Communities

- Ashley Swanson – Columbia Health District – Public Health Authority

Evaluation

HPCDP Training Call: December 15-16, 2010

Ashley Swanson

Columbia Health District – Public Health Authority

Focus

- How we used evaluation through ACHIEVE
  - Improving effectiveness of coalition through self assessment
  - Evaluating the community through the CHANGE Tool

Working definition: As defined by the American Evaluation Association, evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products, and organizations to improve their effectiveness.

How has our group used evaluation throughout our ACHIEVE Process?

- Coaches
- Membership
  - Member representation
  - Meetings
- Assessment from Yr 1 to Yr 2
- Community Action Plan

Coaches

- Partner Coaches were selected based on the following criteria:
  - Their organization's Mission/Vision, The Health Department Administrator's feedback, and Community Partner feedback
- Evaluation of strengths: each coach was asked to complete an assessment of one's skills.
  - Based on the results each coach took on a different role

Evaluating Membership

- Mission /Vision aligned
  - Do your coalition members' agency missions align?

- Countywide & sector representation
  - Representation from both north and south county
  - Representation from each of the 5 sectors

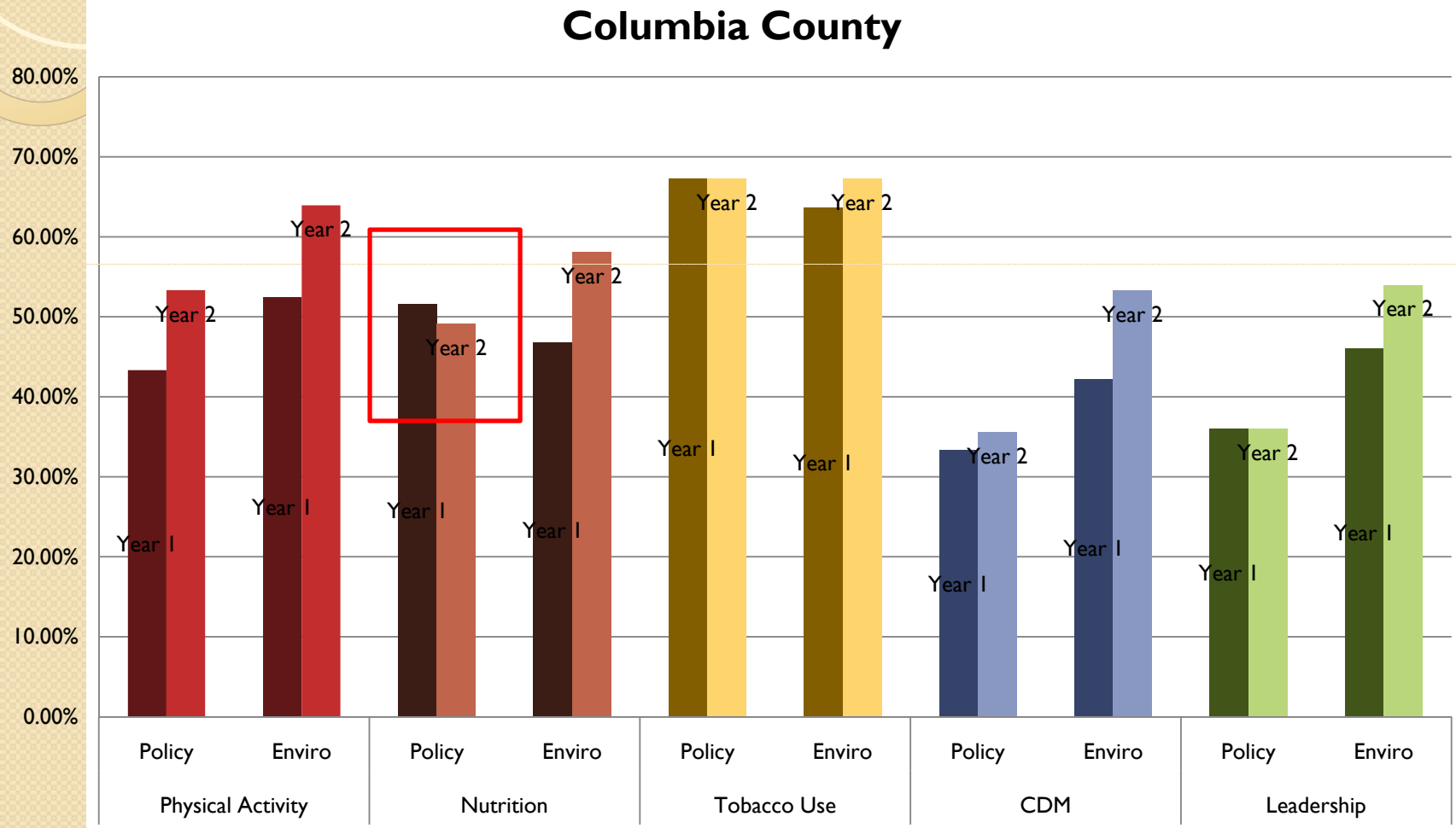
Membership cont.

- Meeting frequency:
  - Effective use of everyone's time
- Consistent time
- Rotating location
  - To encourage participation meetings rated among the major incorporated areas

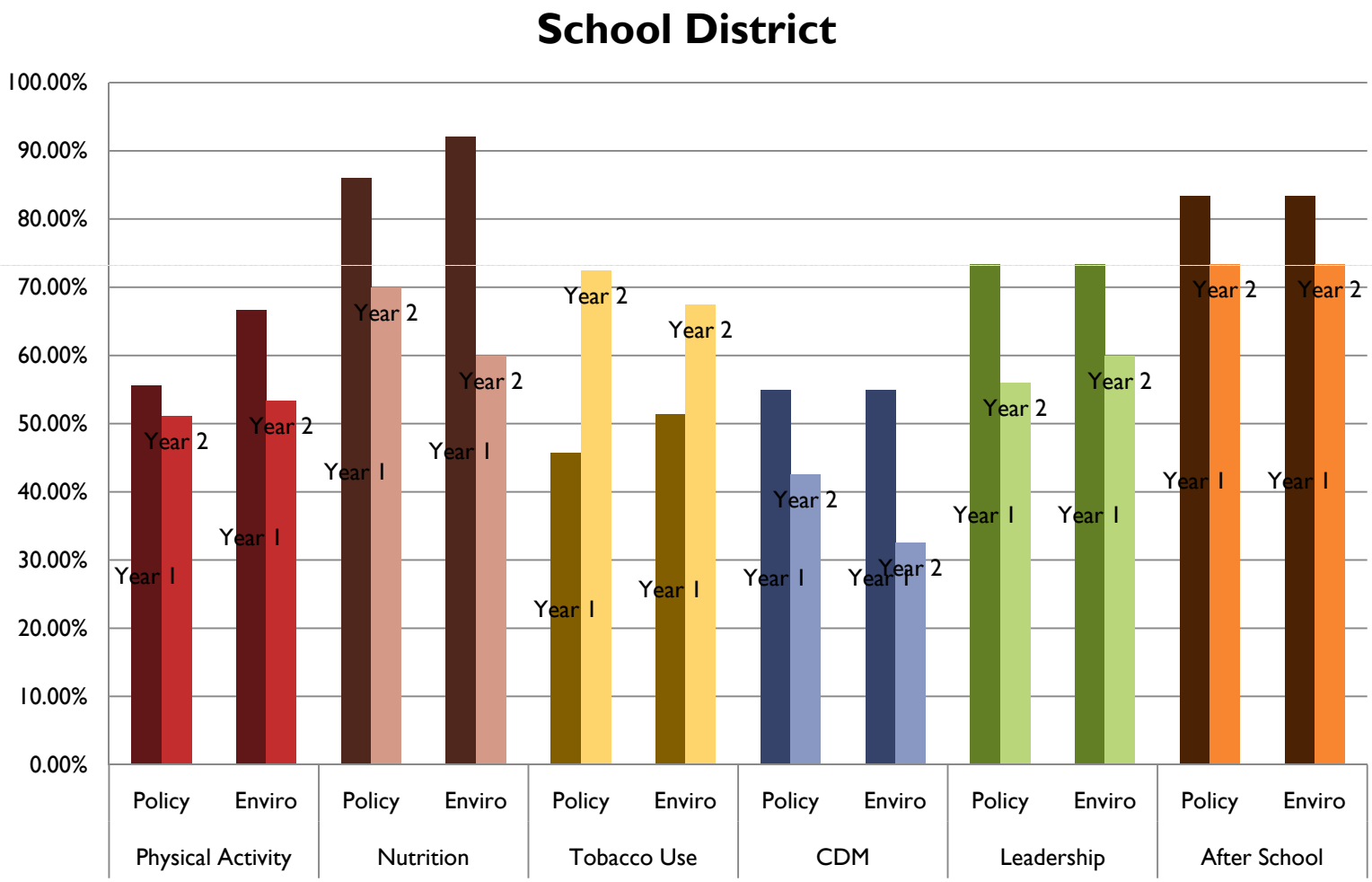
Assessment Yr 1 vs Yr 2

- Evaluating the results
  - Variation in data collection methods created errors from year one to year two causing:
    - drastic increases / decreases
- Evaluating the process of completing the Assessment
  - Consistent data gathering methods
  - Consistent approaches

Community At Large Section



School Example



Data Driving the Community Action Plan

Our team evaluated both the percentages from the CHANGE tool as well as the qualitative data.

Quantitative Data for School Districts (policy)

	Physical Activity	Nutrition	Tobacco Use	CDM	Leadership	After School
School 1	55.56%	86%	45.71%	55%	73.33%	83.33%
School 2	55%	60%	100%	65%	70%	70%
School 3	54.29%	54%	65%	57.50%	48%	53.33%
School 4	60%	62%	92.50%	55%	64%	80%

Data Driving the Community Action Plan- Qualitative data

School site priorities, according to those surveyed August September 2009

Category	Desired Focus/Most Important to Address	Most Realistic
St. Helens		
Physical activity	Provide equal opportunity for all students to participate in physical activity regardless of mental or physical abilities	
	Require that all equipment complies with Americans with Disabilities Act requirements (equal access to appropriate play spaces for individuals with disabilities)?	
	Implement a walk to school initiative	Implement a walk to school initiative
	Mandate 60 minutes of physical activity every school day of the week, with 45 minutes of that being from physical education (middle/high schools only)	
Nutrition	Institute healthy food and beverage options in the cafeteria or onsite food venues	
	Institute healthy food preparation practices (e.g., steaming, low fat, low salt, limiting frying) in cafeteria/onsite food venues	
	Provide access to school land or other resources to support school gardens	Provide access to school land or other resources to support school gardens
Tobacco	Adopt health messages about the harm of tobacco use and exposure	Adopt health messages about the harm of tobacco use and exposure
	Provide cessation referrals for students who use tobacco	Provide cessation referrals for students who use tobacco
	Provide tobacco use prevention specific training for teachers	
	Involve families in support of school-based tobacco use prevention	

Community Action Plan Cont.

- Evaluate the work load of your community action plan:
  - Is the Action Plan feasible?

# of Objective	Political Will
Timing	Resources

  - Is there buy in from your community partners?
    - Are there objectives your partners will take the lead on or possibly already working on?

Community Action Plan

- Evaluate Community Action Plan semi-annually and annually (minimum)
  - In progress
  - Revised
  - Completed
  - Removed
  - New
- Take an account of successes throughout the year!

What's Next

- Establish a countywide project that promotes the work we are doing
- Build partnership by publicly recognizing the work of other agencies aligned with coalition work

Questions?

COLUMBIA HEALTH COALITION

Building A Healthy Active Community