

TOBACCO-FREE EDUCATION PROGRAM FOR LOCAL YOUTH

CHILDREN AND TOBACCO USE

- More than 4.5 million children <18 are regular smokers.
- 15.5 million children are exposed to second-hand smoke at home.
- Approximately 90% of all tobacco users started ≤ 18 years.
- 1/5th of our children smoke by the end of high school.
- Children are twice as likely as adults to recall tobacco ads.
- More than 5,000,000 children living today will die prematurely from smoking-related illnesses.

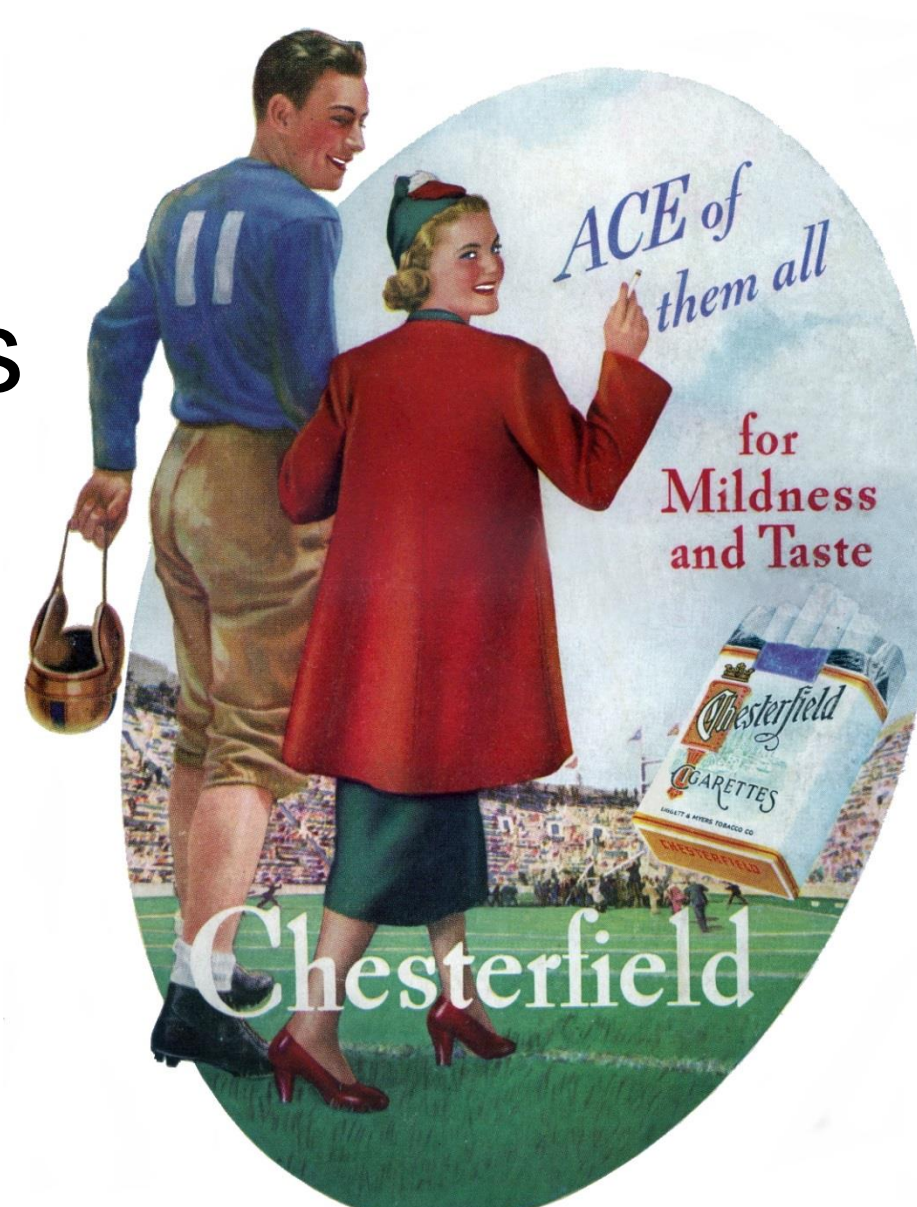


WHAT IS TAR WARS?

- A national, tobacco-free education program: 4th & 5th grade
- Tools to be tobacco-free
 - Make positive decisions about health
 - Promote personal responsibility for well-being
- Implemented in classrooms by volunteers
- Started in 1988, now >10 million children worldwide
- The program is owned and operated by AAFP

OBJECTIVES

- Increase knowledge of short-term health effects and image-based consequences of tobacco use
- Illustrate cost/financial impact of using tobacco and ways money could be better spent
- Identify reasons people use tobacco
- Explain how the tobacco industry markets their products to children via advertising & tobacco use in movies



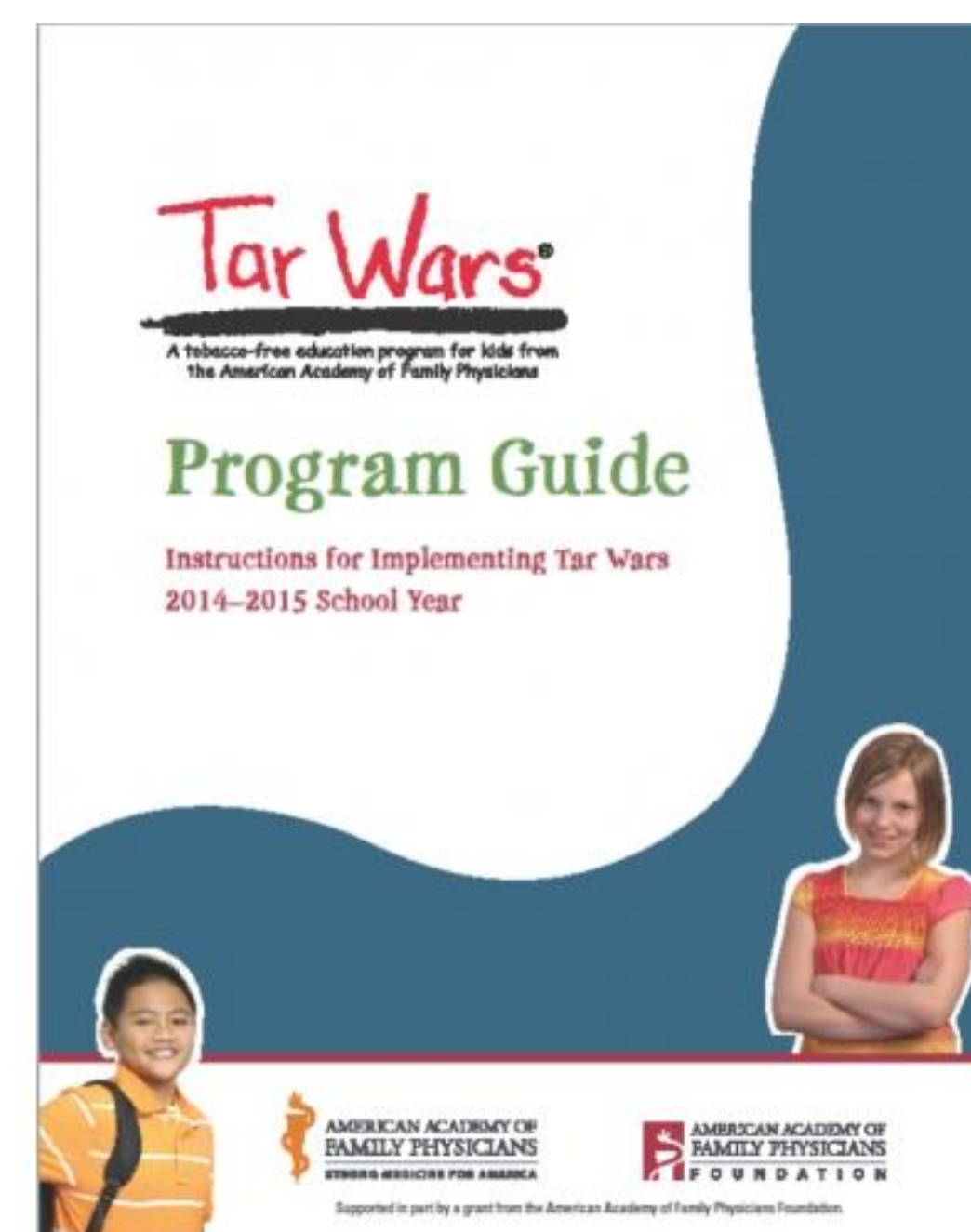
METHODS



- Implemented Jones Elementary School
- Taught all 4th & 5th grade classes
- 1 hour during PE class
- Handouts for parents given to students to bring home
- Residents, pharmacy students, and medical students participated

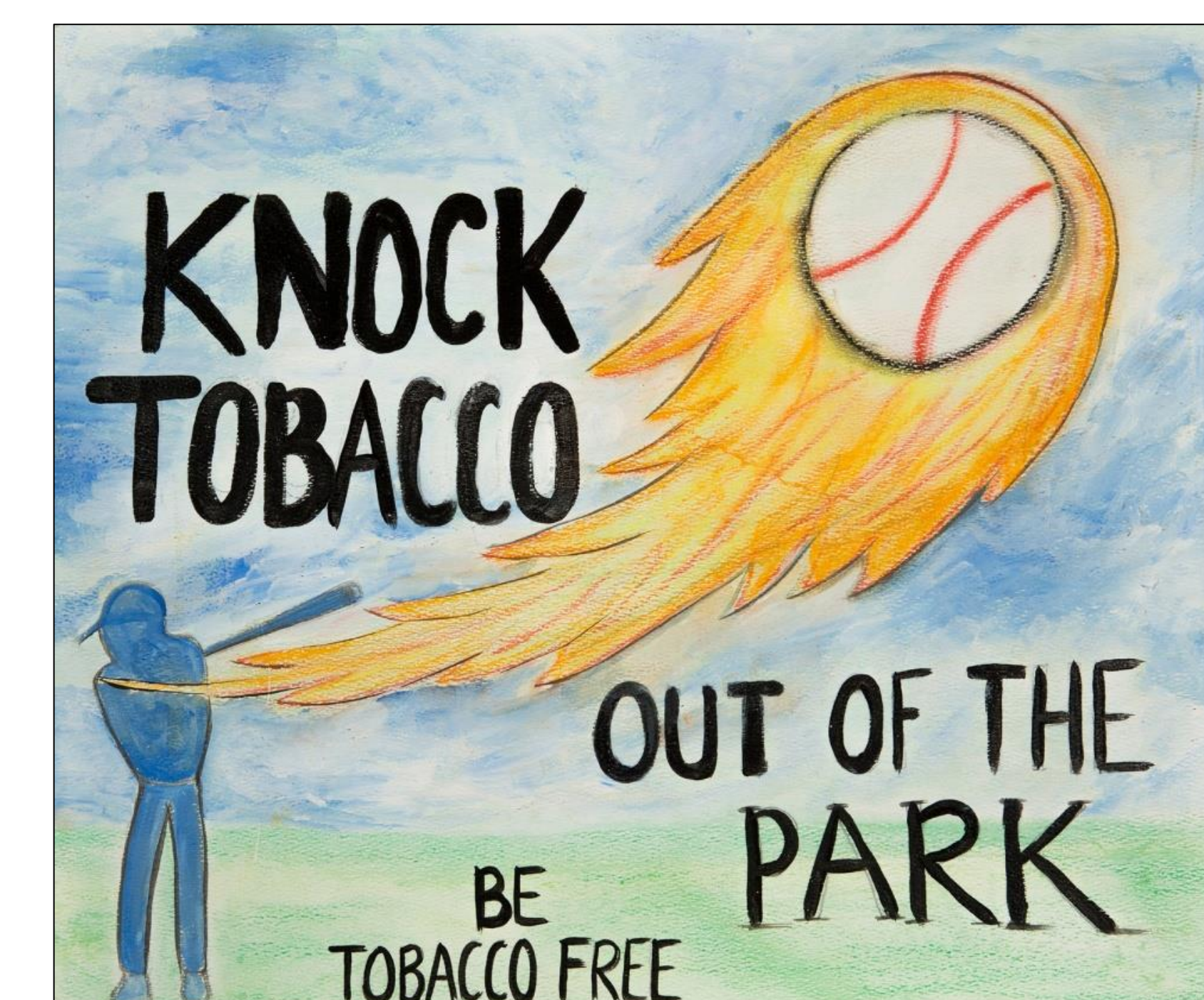
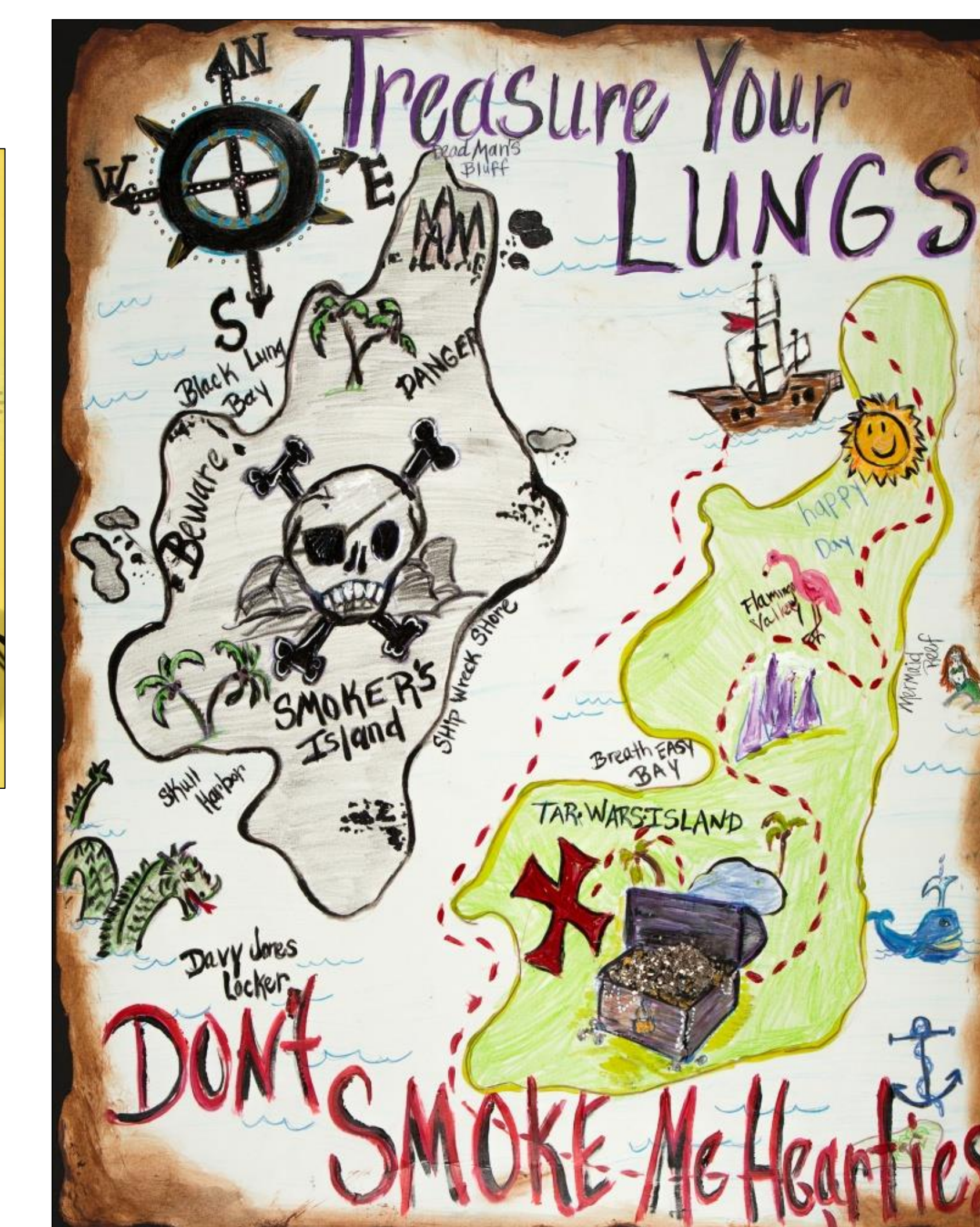
SUCCESS MEASUREMENTS

- A qualitative evaluation of Tar Wars found children had:
 - High level of satisfaction with the program
 - Increased understanding of key program elements
 - Positive, short-term increases in knowledge of tobacco use
 - Sustained improvements in knowledge and attitudes related to tobacco use.
 - Greater recognition of the health effects, cost, and image distortion of tobacco use vs. a peer control group.
 - Positive and sustained effects following exposure to a one-time, structured tobacco use prevention program compared to peers who had not heard the program.



- Classroom teachers believed the program was worthwhile and presented unique information.
- Presenters exhibited enthusiasm for the ease of use and future opportunities for presentation.
- Constituent chapters involved with Tar Wars were highly satisfied with the program as well.

POSTER EXAMPLES



NEXT STEPS

- Expand to additional elementary schools in Buncombe County (Vance, Claxton, Isaac Dickson)
- Involvement of pharmacy students and medical students
- Consider implementing local poster contest

More information available at: TarWars.org



Tar Wars at Jones Elementary School

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Poster Session Presented at:
22nd Annual MAHEC Research Day; 2015 May 6; Asheville, NC.

