Promoting CDC’s
*Tips from Former Smokers®*
to Public Housing Residents

*PROJECT KICK OFF CALL*

National Center for Health in Public Housing
Centers for Disease Control and Prevention, Office on Smoking and Health

September 6, 2018
National Center for Health in Public Housing

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<table>
<thead>
<tr>
<th>Agenda</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Project Details</strong></td>
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<tr>
<td><strong>CDC Tips from Former Smokers</strong></td>
<td></td>
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<tr>
<td><strong>Questions</strong></td>
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</table>
Purpose and Objectives

• To educate health care providers on the CDC Tips From Former Smokers resources

• To increase access to smoking cessation materials for public housing residents and the health care providers that serve them.

• To evaluate the pilot project
Funding

Funding is provided by Plowshare Group, a contractor for CDC’s Office on Smoking and Health *Tips from Former Smokers*® Campaign, to work with health centers to expand healthcare providers’ usage of the *Tips*® campaign and its resources.
Participants

<table>
<thead>
<tr>
<th>Health Center Name</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norton Sound Health Corporation</td>
<td>Nome</td>
<td>Alaska</td>
</tr>
<tr>
<td>Alabama Regional Medical Services</td>
<td>Birmingham</td>
<td>Alabama</td>
</tr>
<tr>
<td>Borinquen Medical Center</td>
<td>Miami</td>
<td>Florida</td>
</tr>
<tr>
<td>Foremost Family Health Center</td>
<td>Dallas</td>
<td>Texas</td>
</tr>
<tr>
<td>Hampton Roads Community Health Center</td>
<td>Portsmouth</td>
<td>Virginia</td>
</tr>
</tbody>
</table>
## Baseline Data

<table>
<thead>
<tr>
<th></th>
<th>Total Patients Tobacco Use Disorders</th>
<th>Total Patients Smoking Cessation Counseling</th>
<th>Tobacco Users with Appropriate Follow Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1094</td>
<td>518</td>
<td>90%</td>
</tr>
<tr>
<td>B</td>
<td>303</td>
<td>66</td>
<td>91%</td>
</tr>
<tr>
<td>C</td>
<td>503</td>
<td>8</td>
<td>98%</td>
</tr>
<tr>
<td>D</td>
<td>367</td>
<td>2</td>
<td>85%</td>
</tr>
<tr>
<td>E</td>
<td>933</td>
<td>20</td>
<td>99%</td>
</tr>
</tbody>
</table>
Project Activities

- Educate
- Place
- Conduct
- Track
- Convey
- Evaluate
Grantee Requirements

- Educate staff on the *Tips®* campaign and resources;
- Reproduce (print) *Tips®* campaign materials provided from *Tips®* website;
- Place multi-media *Tips®* campaign materials (video and/or print) in clinic;
- Provide data on smoking cessation measures (*Use Final Data Report Form*);
- Provide qualitative answers evaluating the pilot (*Use Final Evaluation Form*);
- Answer brief evaluation survey at project end;
### Tips From Former Smokers ® – Final Evaluation Form

This form should be used to report Tips-related activities at the close of the project period.

| Contact Name: |  |
| Email: |  |
| Phone: |  |
| Health Center Name: |  |
| City, State: |  |
| Website: |  |

Pictures of Tips® campaign posters/materials in the

**Background (Word Limit: 200)**
Provide a brief background about your Health Center activities you’re conducting in your community.

**Project Overview (Word Limit: 200)**

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### Tips From Former Smokers ® – Final Data Report Form

This form should be used to report Tips-related activities at the end of the project period.

| Organization: |  |
| Contact: |  |
| Telephone: |  |
| E-mail: |  |
| Date reported: |  |
| Time Period: |  |

#### Patient Information

- Number of patients with tobacco use disorders:
- Percent of patients with tobacco use disorders:
- Number of patients who have received smoking cessation counseling:
- Number of tobacco users with appropriate tobacco cessation follow up:
- Percent of tobacco users with appropriate tobacco cessation follow up:

#### Media Activities/Materials Disseminated

Please indicate what type(s) and # of media at the health center:

- [ ] Print
## DATA

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Number of patients with tobacco use disorders:</td>
<td></td>
</tr>
<tr>
<td>Percent of patients with tobacco use disorders:</td>
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<td>Number of tobacco users with appropriate tobacco cessation follow up:</td>
<td></td>
</tr>
<tr>
<td>Percent of tobacco users with appropriate tobacco cessation follow up:</td>
<td></td>
</tr>
</tbody>
</table>
TIPS® WEBSITE: CDC.GOV/TIPS

- Campaign Background Information
- Ads, Participant Vignettes and Bios
- Social Media, Digital, Print Materials
- Cessation Content
- Impact & Results
Tips® Posters for Smokefree Housing

AVAILABLE IN ENGLISH AND SPANISH

I stopped smoking and started exercising.
If you want free help to quit smoking, CALL 1-800-QUIT-NOW.

No le dé pena pedirle a la gente que no fume cerca de sus hijos.
Si desea obtener ayuda gratuita para dejar de fumar, LLAME AL 1-855-DÉJELO-YA.

Deje que sus hijos lo motiven a dejar de fumar.
Si desea obtener ayuda gratuita para dejar de fumar, LLAME AL 1-855-DÉJELO-YA.
Tips® Posters in the Community

Community Centers

Health Centers

WIC Clinics
Accessing *Tips®* Materials

Many free and low-cost *Tips* materials are available to support media, communications and partnership efforts.

[OSH Tips® Web Site](www.cdc.gov/tips)  
[Tips® Download Center](www.plowsharegroup.com/cdctips)  
[Media Campaign Resource Center](www.cdc.gov/tobacco/mcrc)
Resources to Help You Access Tips® Campaign Materials

**MCRC**

**MEDIA CAMPAIGN RESOURCE CENTER**

http://nccd.cdc.gov/MCRC

IF these key words are present, THEN utilize the MCRC

- Paid placements
- Campaigns
- Ad Tagging
  - Tag Ads with your own logo or messaging
- Media buys
- Textbook publishing
  - Use agreements
- Public Service Announcement
  - Used as a Media Buy
- Broadcast quality
  - High Resolution Images
- Rights to use, talent, or use agreements

[ mcrc@cdc.gov ]

**Tips From Former Smokers**

**CAMPAIGN DOWNLOAD CENTER**

www.plowsharegroup.com/cdctips

IF these key words are present, THEN utilize Download Center

- Download and use ads “As is”
- Free
- You can’t afford paid placements, but can still use and place Tips ads.
- Presentation materials
  - PowerPoint
  - Conference presentations
- Low-resolution images
- Continuous loop videos:
  - Doctor offices
  - Clinics
  - Retailers
- PSA downloading
  - TV, radio, digital
- Print materials:
  - Posters or flyers

**CAMPAIGN WEB SITE**

www.cdc.gov/tips

IF these key words are present, THEN utilize Tips From Former Smokers campaign Web site

- Download and use materials “As Is”
- Campaign Resources
  - Cessation and quitting
- Fact sheets
- Educational materials
- Web buttons
  - Gain tracking data
- Partner Resources
  - Faith-based groups, Health Care Providers, Public Health Professionals and more
- Tips participant Background
  - Vignettes, Stories, and Newsroom
Tips® Download Center Instructions

Tips From Former Smokers Download Center

www.plowsharegroup.com/cdctips
1) Click to URL

You see this main page. Click to any tab along the top to get your media.
Click to navigate to any year.

Click thumbnail to view preview.
Click the check box for your selection
You can select as many files in any media.

You will these items added to the basket.

When you are ready to download the files, click the 'Basket' tab.
You’ll see a notice about expiration dates.
Please scroll to the bottom and accept.

<table>
<thead>
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<td>93</td>
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<tr>
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<td>Magazine</td>
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<td>876.92 KB</td>
<td>19</td>
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You’ll see your list. Click the blue down triangle button to download each file. The next screen will depend on your browser.
For more information
contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Next Steps

• Email will be sent with:
  • Data Reporting and Evaluation forms
  • Slides
  • PDFs
  • Kick-off Call Recording
  • How To Download Materials-CDC
  • Scope of Work 2018
  • And more!

• Use the Download Center to print materials

• Schedule a call for next week
  • Plan to educate staff
  • Plan to print and disseminate materials
  • Plan to track and report data
Pilot Project Timeline

August
• Webinar
• Site Selection
• Pre-Evaluation

September
• 1st TA Call
• Ongoing Support

October
• 2nd TA Call
• Ongoing Support

November
• 3rd TA Call
• Ongoing Support
• Final Evaluation
Q & A