

Set Them Free



MINNESOTA SMOKING PREVENTION PROGRAM

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Getting Started

- Funded by PA DOH MSA
- Why MSPP?
- Making the CASE for “another” program in schools
- Selecting the Schools
- Letters of Agreement

Making the Case

- Tobacco is a major health threat
- Almost all tobacco users start before age 18
- Impact on brain Development
- Compliments Academic standards
 - Health Education
 - English/Language arts
 - Life skills
 - Working with others
 - Self Regulation

Impact of Nicotine on Myelin

- University of Pittsburgh Medical Center
- Nicotine breaks down nerve cell membranes in the brains of youth
- Younger subjects experienced brain changes that could make addiction more likely in adulthood
- Males appeared more likely to have their brain cells altered by nicotine exposure



MSPP Goals

The overall goal of MSPP is to prevent tobacco use among adolescents.

The program is specifically designed to help adolescents:

- Identify reasons why people start using tobacco.
- Discover that nonuse of tobacco is normal behavior for adolescents. (10 to 18 years of age)
- Practice skills for resisting peer pressure to use tobacco.
- Recognize the subtle and not-so-subtle messages in tobacco advertising.
- Decide on their personal reasons for not using tobacco.

MSPP

- Curriculum divided into six lessons
- Variety of educational strategies



Intended Outcomes

Adolescents will :

- Not begin to use tobacco
- Not continue to use tobacco if they have experimented with it
- Influence friends and family not to use tobacco



Social Influences Theory

Recognizes that the social environment of teens (friends, family, and media influences, etc.) is one of the most important factors in teens using tobacco.

Focuses on developing teens' norms and skills so they can resist these influences to use tobacco.

MSPP

- Develop teen norms
- Decision making
- Communication skills
- Negative short-term consequences
- Advertising techniques & manipulation
- Positive social aspects of not using tobacco

“Growing the Program”

				Students	Bldgs
• 2002	5 PSD			152	6
• 2003	6 PSD	2 P		1,245	6
• 2004	7 PSD	2 P		1,046	7
• 2005	5 PSD	2 P		852	6
• 2006	11 PSD	2 P		1,606	17
• 2007	11 PSD	2 P		1,571	19
• 2008	14 PSD	2 P		2,058	22

2007-2008 RESULTS

	# Students Taking Pre Test	# Students Taking Post Test	% Correct on Pre Test	% Correct on Post Test	% Increase Achieved
Washington County Total	1517	1571	41.8%	93.3%	51.5%

Reflections: There was a shift in students' attitudes to pro-social norms regarding tobacco use.

Lessons Learned

- Service Agreement
- Pre/Post Test
- Teachers stay in the classroom
- Take home Interview Lesson
- Grading & student accountability
- Link school program with other initiatives
- Build relationships
- Know the school district culture



Future Goals

- Sustain MSPP in all Districts
- Conduct Booster lessons in next grade
- Expand to additional private schools in the County