

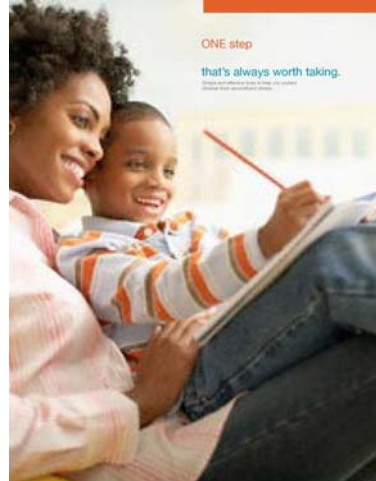
# STEP P

STATE TOBACCO EDUCATION  
& PREVENTION PARTNERSHIP

## SHS and Children: Childcare Campaign

### Target Audiences:

Primary - Parents who smoke with children in childcare  
Secondary – Childcare administrators and staff



### Research:

Two focus groups were held in metro-Denver with low-income parents who smoke and one focus group was held with childcare providers.

Please see reverse side for methodology and key findings.

### Objective:

To encourage and support childcare providers to talk with smoking parents as well as to ultimately decrease children's exposure to secondhand smoke.

### Campaign Tactical Plan and Strategy:

The SHS and Children toolkit was re-designed to reflect the research findings and to be culturally inclusive. This kit includes information to help childcare providers talk with parents, sample newsletter articles, free smoke-free decals and lesson plans. In addition, a new 15-minute video was created to train childcare provider staff about the "Four Myths" and the "One Step" to protect children. These materials will only be distributed through trainings sponsored by the American Lung Association and others.

The "Four Myths" that smoking parents believe:

- The Odor Myth – Spraying room deodorants removes SHS
- The Ventilation Myth – Opening a window or turning on a fan removes SHS
- The Distance Myth – Walking into another room will reduce their kids' exposure
- The Quit Myth – If they can't quit, they can't do anything for their kids

And the "One Step" parents can take to protect their kids, to step outside.

In addition, the SHS and asthma posters were re-designed and a new brochure created.

A website was created at [www.raisesmokefreekids.org](http://www.raisesmokefreekids.org) as well.

Finally, parent kits and a video were developed for mass distribution through partnerships and can be ordered from the fulfillment center. These kits include a magnetic frame, a key chain and a brochure discussing the Four Myths and the One Step to protect kids from exposure to SHS.

**Evaluation:**

- # of toolkits, posters and brochures distributed
- Web site statistics
- Data from childcare provider surveys at ALA statewide trainings
- # of print ads or billboards placed and impressions of these efforts

**Research for SHS and Children: Childcare Campaign\*\***

**Overview:**

Two focus groups were held in metro-Denver with low-income parents who smoke and one focus group was held with childcare providers, each group having ten participants.

**Key Findings:**

- I. Parents who Smoke:
  - a. Smoking helps them deal with stress
  - b. They don't like the smell of cigarettes
  - c. Smoking controls what they do and don't do and nearly all the participants had partners or family who smoked
  - d. Most viewed smoking as an "all or nothing" proposition – They could either quit or not
  - e. They were generally knowledgeable about the dangers of SHS
  - f. Felt that if they can't see or smell the smoke, then it is "safe enough"
  - g. None of them want their kids to smoke
  - h. They did not see the immediate health effects of smoking around their kids
  - i. They reported that they were lazy, which is why they don't go outside to smoke
  - j. Felt that smoking is a powerful addiction
  - k. All parents reported that they minimized their kids' exposure by going into another room or opening a window – All tried something to try to protect their kids
- II. Childcare Providers:
  - a. Very few had ever spoken to a parent about SHS
  - b. Felt unprepared for any conversation with a parent about SHS
  - c. See their primary role as protector, educator and care-giver to the children
  - d. Without something to instigate a conversation with parents, such as a child imitating smoking behavior, they did not feel it was their place to talk to a parent
  - e. They want to be conduits of information to parents, not the experts
  - f. Wanted SHS information from trusted, knowledgeable sources
  - g. All reported that they would use a toolkit to train their staff
  - h. Felt that education on SHS could reduce staff and student sick days and better protect children

**\*\*All research is preliminary and indicates the need for further investigation.**