



BEST PRACTICES REDEFINED

“Dr. Betty’s Smoke-Out Challenge” Book Series: A Low-Literacy Call to Action to Help Reduce Tobacco Use and Exposure Among Youth
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Group Gathering



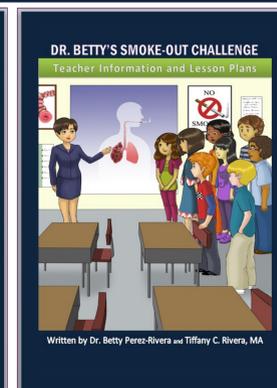
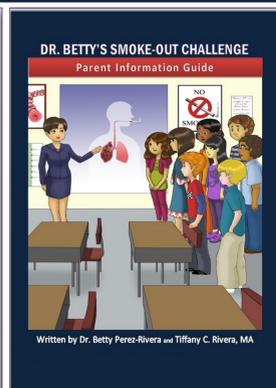
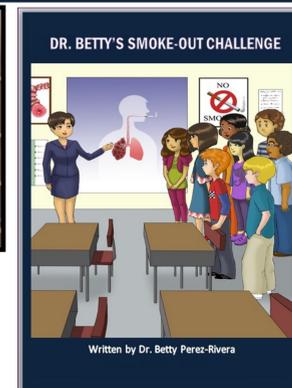
Teaching Facts and Concepts



Active Listening



Engaging Discussions



Problem
Chronic Diseases impact everyone regardless of their age, gender, socioeconomic status or ethnicity. Disadvantaged populations, however, are disproportionately affected. Chronic Diseases account for a large percentage of the premature and preventable deaths reported throughout the entire world.
The NIH (2012) estimates that more than 35 million people worldwide die each year from chronic non-communicable diseases such as heart disease and stroke, diabetes, lung diseases such as asthma, and cancer —twice the number of deaths from infectious diseases, maternal and perinatal conditions, and nutritional deficiencies combined. “It is estimated that in the United States, approximately 49% of Americans have one or more chronic disease” (For a Healthy America, 2012). The United States was also found to have the highest rates of obesity, asthma, and lipid disorders, a position that has been held for decades. In addition to the mortality rates due to chronic diseases, the CDC reports high levels of disability and severely diminished quality of life for Americans as they age (CDC, 2007). Approximately 6 million New Yorkers are adversely affected (NYS DOH, 2012).
According to the CDC (2007), in the United States each year “an estimated 443,000 deaths” and other negative health effects can be attributed to tobacco use. The number of smokers in New York City is once again on the rise from previous years, changing from 14.6% in 2012 to 16.1% in 2014 (NYC DOHMH, 2014). This accounts for approximately 853,000 people, 177,000 of which are New York City public school children.
Dr. Betty’s Smoke-Out Challenge provides children with simple but comprehensive chronic disease information. They learn how to lead healthy lifestyles such as no smoking to reduce their risk of developing chronic diseases in adulthood. The book encourages children to become active participants in learning about their health and the importance of taking action to advocate for policy change related to tobacco.

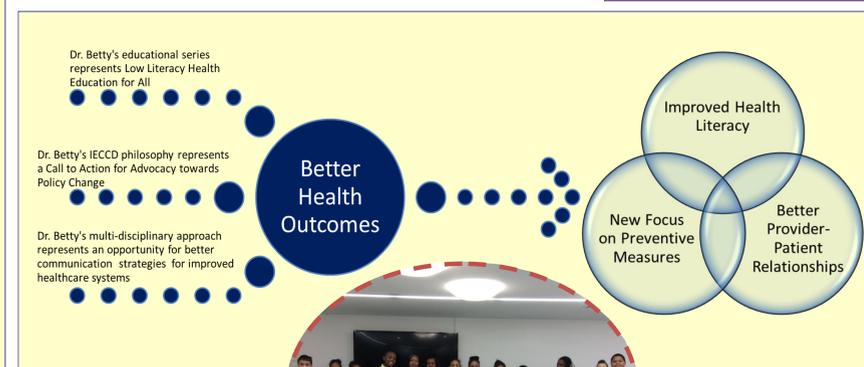
- Goals
Dr. Betty’s Smoke-Out Challenge, part of the Institute of Education for the Care of Chronic Diseases (IECCD) Children’s Health Education Series, provides low literacy, relatable characters:
• To encourage active participation in their own health and wellness.
• To encourage increased communication with patients and their caregivers.
• To improve self-efficacy for improved health literacy and to build capacity.

- Methods
• Student workshops to teach them
-health information about tobacco and chronic diseases such as asthma
-advocacy and leadership skills
-health constructs to assist them in developing and maintaining healthy lifestyles
• Parent Guide to enhance communication and discussion about tobacco between parent and child.
• Teacher workshops to instruct them on how to incorporate health topics into every subject through examples, writing assignments, and special projects.
• Special Events, Projects, and Activities to outreach to other children and adults who may be impacted.

Results
The Institute of Education for the Care of Chronic Diseases (IECCD) encourages multi-disciplinary approaches to care.
• IECCD created “Dr. Betty’s Smoke-Out Challenge” Book Series to provide comprehensive, low literacy chronic-disease information and encourage advocacy/informed decision-making in children/adults for better health outcomes. Relatable characters are brought to life in each story. Dr. Betty’s Smoke-Out Challenge addresses the negative impact of tobacco and serves as a Call-to-Action towards policy change.
• A Parent Guide and a Teacher’s Guide is now available to help increase health literacy and self-efficacy, giving them tools to cultivate coping mechanisms. Theoretical constructs include the Health Belief Model, the Stages of Change Model and the Social Learning Theory. The books also address decisional balance; and cognitive dissonance.
Increased Knowledge: Students, parents, and teachers learn about tobacco and its negative impact on health.
Increased Self-Efficacy: Students, parents, and teachers gain increased sense of capacity to make informed health decisions.
Increased Advocacy: Students, parents, and teachers learn strategies to address issues of concern within their community.

- Lessons Learned
• Children like to be heard and respond most actively to relatable characters and stories.
• Early health education can lead to healthier behaviors in adulthood.
• One publication can help multiple audiences with tailored messaging to address needs from children to adults; educators to school officials; providers to researchers and policy makers.

- Implications
• Reduced rates of chronic diseases with increased health literacy
• Ability to make informed decisions about health and treatment, if chronic diseases should arise.
• Healthier lifestyle choices for long-term benefits
• Improved health outcomes
Recommendation
Increase use of relatable short stories to address health issues and encourage participation among youth. “Dr. Betty’s Smoke-Out Challenge” books help share resources with parents, providers, educators, and policy makers.



KEY MESSAGES
ADVOCACY HEALTH LITERACY
LEADERSHIP DISEASE PREVENTION
COMMUNICATION EMPOWERMENT
PARTNERSHIPS
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Founding President and CEO, IECCD