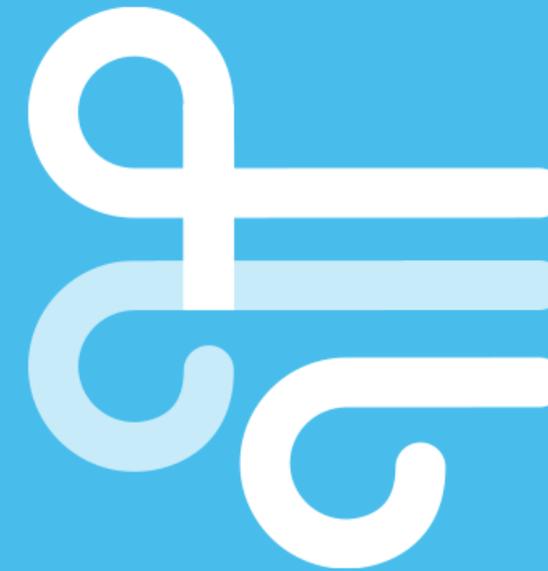


Breathewell Newaygo County

A Workgroup of the Headway Coalition



Headway Coalition

Headway is made up of community members from health care, human services, law enforcement agencies and individuals.

Together, they bring the support of their organizations and create one united effort against substance abuse for our community.

Headway Coalition



Drug Abuse Prevention



Alcohol Abuse Prevention



Tobacco & Nicotine Prevention & Cessation (BreatheWell)

* Another workgroup was recently renewed regarding mental health and suicide prevention in our communities.

Why Breathewell...*tobacco and nicotine use in Newaygo County*

Adult Smokers

26%

DHD #10 Behavioral Risk
Factor Survey, 2015

Youth

8.2% - smoked in past 30 days

12.5% - E-cig use in past 30 days

49.9% - Exposed to 2nd hand
smoke
in past 7 days

9th & 11th grade students
|Michigan Profile for Healthy Youth 1025-2016

Pregnant Moms

25.5% *

Michigan Department of Health
and Human Services, 2014

** Studies have shown a
high rate of self under
reporting from pregnant
women*

BreatheWell....How We Started

Key Partners:

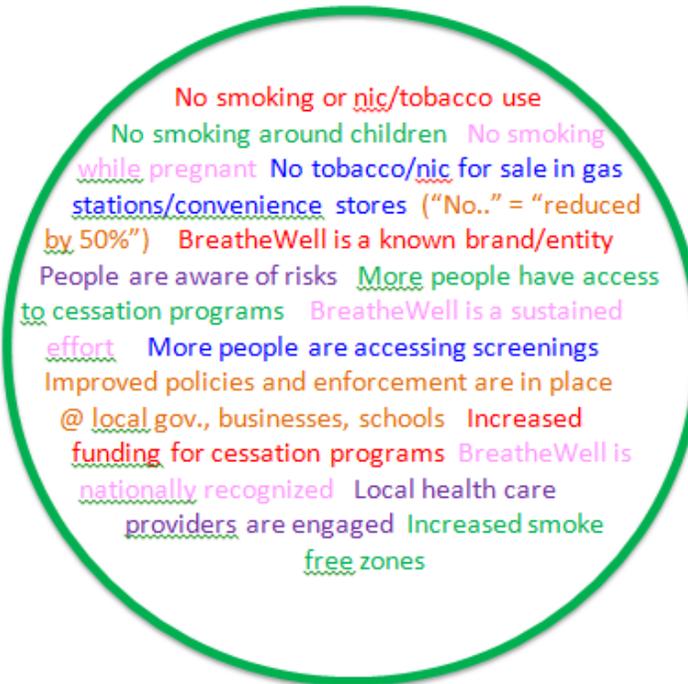
- Headway Coalition Tobacco Workgroup
- LiveWell Newaygo County endorsement
- DHD #10 youth targeted funding via United HealthCare community grant
- Spectrum Health Gerber Memorial support of RN, TTS (Tobacco Treatment Specialist)

BreatheWell....The Next Steps Taken

Action Planning,
Wishful Thinking
&
Brainstorming!

VICTORY

The group was asked to imagine the day after completing the project of developing an effective, collaborative campaign to reduce the use of tobacco and nicotine in Newaygo County. What do you see/hear/feel?



BreatheWell....Where We Landed

Goal #1: Decrease the percentage of adults in Newaygo County who smoke by 5% (from 26% to 21%) and the percentage of pregnant women who smoke by 5% (from 25.5% to 20.5%) by 2020.

Goal #2: Decrease the percentage of youth exposed to second and third hand smoke by 20% (from 49.9% to 39.9%) by 2020.

Goal #3: Decrease the percentage of youth using nicotine products: local data only for past 30 days of cigarettes smoked (8.2%) and e-cig use (12.5%). Currently no local data for smokeless.



BreatheWell....What We've Done

Created an Action Plan:

Our fluid roadmap to reaching our goals.



BreatheWell....and Then We Did This

Branding & Communications

breathewellnewaygo@gmail.com



breathewell
Nicotine Reduction Coalition

QUITTING TOBACCO IN NEWAYGO COUNTY

Tobacco and Nicotine Issue

Quitting tobacco and nicotine use is the single most important thing you can do to improve your health.

Quitting can reduce risks of heart disease, diabetes, lung disease and over 12 kinds of cancers.

Tobacco and Nicotine Impact

- 26% - Adults who smoke (Newaygo County)
- 26% - Pregnant moms who smoke (Newaygo County)
- 31% - U.S. high school students who report using any form of tobacco (includes chew & e-cigs)

Second- and third-hand smoke causes cancer, and heart and respiratory diseases in adults, children and even pets.

Benefits of Quitting

- After 3 months - circulation and lungs improve
- After 9 months - cough less and breathe easier
- After 1 year - heart disease risk is cut in half
- After 5 years - cancer of the mouth, throat, esophagus and bladder risks are cut in half
- After 10 years - lung cancer risk is cut in half

QUITTING TOBACCO: BASIC HOW-TO

- Take a tobacco quit class or see a quit counselor
- Use nicotine replacements (patch, gum, lozenge)
- See your primary care provider for medications that are approved for quitting

These Resources Can Help You Quit

District Health Department #10: **231.689.7300**

Spectrum Health Gerber Memorial: **231.924.7589**

MI Quit Line: **1.800.QUIT.NOW (800.784.8669)**

American Indian Quit Line: **1.855.372.0037**

Smokefree.gov

What BreatheWell Does

- Provides community education and events
- Helps pregnant moms bring healthy babies into this world tobacco and nicotine free
- Empowers youth to live smoke- and chew-free
- Advocates for policy change

For more information or to join the BreatheWell Initiative: breathewellnewaygo@gmail.com
Sally Wagoner, RN, TTS - 231.924.7589

BreatheWell is a task force of the Headway Substance Abuse Coalition whose mission is to curb the use of tobacco, alcohol and prescription drugs in Newaygo County.
Visit us at: headwaynewaygo.org



headway

BreatheWell....Next...

Outreach to:

- All elementary, middle and high schools for presentations and youth engagement
- Community business and service organizations for awareness, education & cessation resources
- Adolescent Health Care Center, White Cloud – Youth Advisory Council
- Fremont Area Community Foundation – Youth Advisory Council

BreatheWell....and Then We Did These Things

Promoted & educated community about BreatheWell and local cessation services at events:

- Great Start Family Expo March 2017
- School Resource Fairs Spring 2017 – Hesperia, Grant, Fremont
- SH Health & Safety Day May 2017
- COA Senior Expo June 2017



BreatheWell....More Events

Youth Engagement:

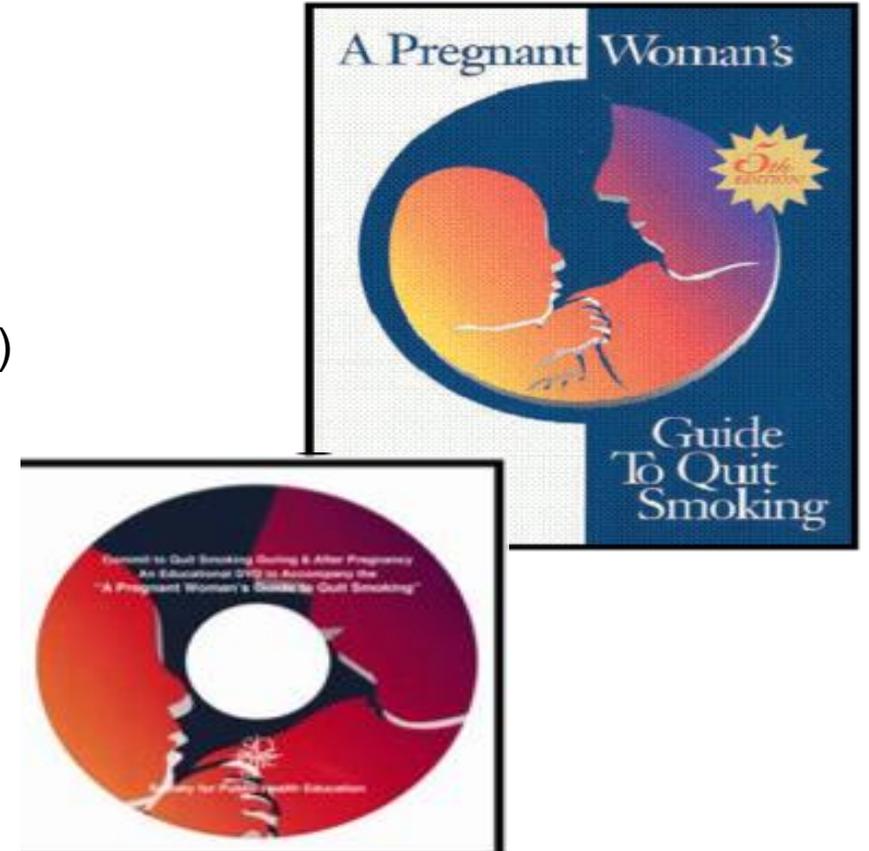
- Kick Butts Day: Career Tech Center, Hesperia HS, White Cloud HS
- Tobacco & Nicotine Presentations at Newaygo High School
- Tobacco & E-cig Presentations at White Cloud Middle School
- Great Start Community Picnic Information and Interactive Table



BreatheWell....Focus on Pregnant Moms

Pregnancy & Tobacco / Nicotine Cessation

- SCRIPT Program at Spectrum Health Gerber Memorial
(Smoking Cessation and Reduction in Pregnancy Treatment)



BreatheWell....Second and Third Hand Smoke

Smoke Free Home & Car Pledge !

Can have immediate positive health impact on household family members, children, visitors and pets!

 **Smoke Free Home Pledge**

I, _____, on _____, NAME
_____, DATE, pledge to protect my children and pets from the health risks from second hand smoke by making my home and car smoke-free.

 **breathewell**  **headway**

  **Why Should I Keep My House & Car Smoke Free?**

Did you know 2nd & 3rd hand smoke carry thousands of chemicals and small particles that can be toxic?

The toxic chemicals and particles in 2nd & 3rd hand smoke are especially bad for children and pets.

Do You Have Questions or Are You Interested In Quitting?

Contact:
Spectrum Health Gerber Memorial - 231-924-7589
District Health Department #10 - 231-689-7300
OR E-Mail breathewellnewaygocounty@gmail.com

 **headway**  **breathewell**

BreatheWell is a work group of the Headway Coalition. Fiduciary support is provided by Newaygo County RESA. 

BreatheWell....Where We Are Going!

Community & Events

Great American Smoke Out: November, 2017

Youth & Families

Through with Chew Week: February, 2018

Kick Butts Day: March, 2018

Policy & Advocacy:

Work place tobacco policy and
cessation support for employees

Public park signage



BreatheWell....Keys to Success

- Support and promote evidence based tobacco & nicotine cessation
- Engage the community and youth in every nook and cranny
- Create an active workgroup & share the creativity and responsibilities
- Partner with health care facilities, providers and service organizations



Contact Us

4747 W 48th St., Fremont, MI 49412

Phone: 231.652.3619

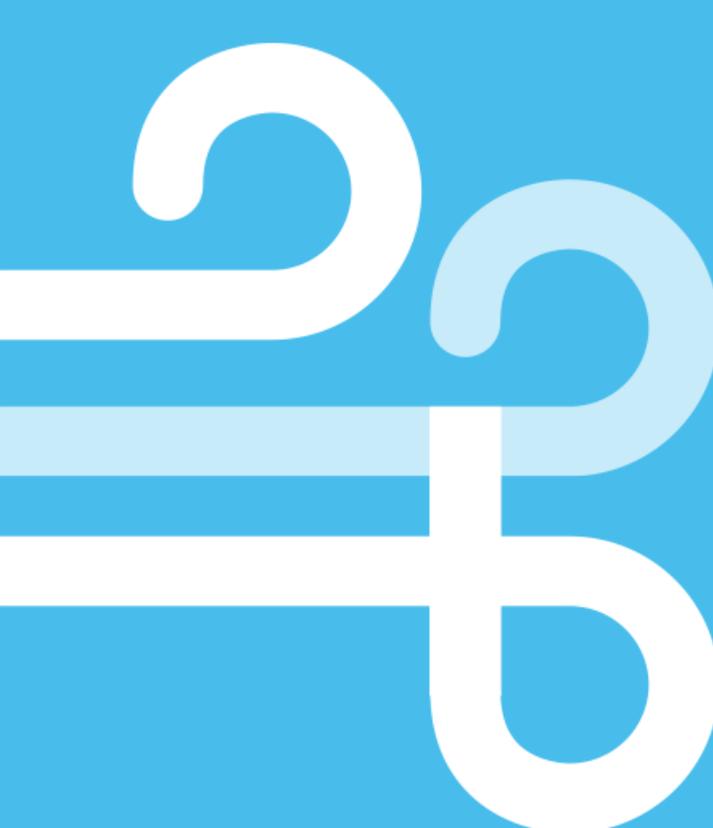
Facebook.com/NewaygoCountyPPR

breathewellnewaygo@gmail.org

sally.wagoner@spectrumhealth.org

Fiduciary support
provided by:





Thank you!

Any Questions?

Remember to *BreatheWell* !

