HealthiAir

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Betsy Simon, MS, CHES, ZHAP Founding Director
What to do about youth access to tobacco?

• 1 in 3 stores in Baltimore sold tobacco to kids in 2016...but kids are getting tobacco from a lot of different places

• 90% of smokers start before 18

• Most eventually die from tobacco-related illnesses
Partnership: MICA’s Social Design Center

**human centered approach:** understand and define social problems

**collaborative approach:** identify opportunities and generate ideas

**design driven approach:** take action to support positive social change
When asked how many students smoke cigarettes, the guess was “2%”.

When asked how many students smoke marijuana, the guess was “105%”.

They reported that when the school bell rings, the hallways smell like weed.

Wide Angle Youth Media, Interviews 2016 & YRBS 2013
Smoking Initiation Timeline

- **PC**: Pre-Contemplative
  - Environmental pressure
  - Personal concerns

- **C**: Contemplative
  - Decisional balance
  - Pros & cons
  - Experimentation

- **P**: Preparing
  - Cognitive/experimental processes
  - Casual use

- **A**: Acting
  - Behavioral process
  - Regular use
  - Dependence

- **M**: Managing
  - Self-efficacy
Handling Daily Life

Kids are put in adult situations at a young age.

Bonding with something to give you relief.

Smoking as Stress Relief

Stress concerning school, death, safety, etc.

Environment is important to initiation.

“It’s a normalization thing.”

Baltimore Life

Low literacy levels.

Closed rec-centers.

Poor neighborhoods have high tobacco retail density.

Smoking prevalence is higher among those living in poverty.
1) Education at a young age is powerful
2) Environment is critical

Telling kids about the dangers of smoking is not enough when they are exposed to those same dangers at home everyday.
Vision

Every home in Baltimore is able to breathe happy and healthy.
Life Course Impacts of Secondhand Smoke

- **Pregnancy/Fetus**: SIDS, low birth weight, complications
- **Child**: asthma, ear infections, respiratory illnesses
- **Adolescence/Young Adult**: asthma, get sick more often, lung infections, more likely to smoke
- **Adults**: heart disease, hypertension, diabetes, stroke, cancers
- **Older Adults**: emphysema, cancers, heart disease, hypertension, diabetes, stroke
ZHAP  (The Zeta Healthy Aging Partnership)

- Researched, Designed, Implemented at Zeta Center for Healthy & Active Aging in 2009 (by Betsy D. Simon, M.S.,CHES)
- Self empowering & motivational programming and services navigation model for engaging older adults and their families (all ages)
- **Fridays:** on-site interactions with health and social justice partners (85 committed), healthier snacks, 10,000 steps, health screenings, storybook project, Z-HAP Choir practice/sing along and Triple “O”
- **Thursday evenings:** health literacy sessions
- **Monthly:** Z-HAP man cave, women discussion group, and community expos
- **Yearly:** Special Projects such as; Soil to the Table (multiple partners) ~ Home Safety Among Older Adults (Johns Hopkins)~ Poison Center and Tobacco Use Prevention Initiatives (BCHD) “FY2017 Z-HAP Smoke Free Homes Initiative”
I asked my mother if she can stop smoking around my kids, but she still kept seeing me as the child. That I can’t tell her what she can or can’t do.
I grew up in a smoking home and every time I get my chest x-ray, everything is good. Maybe my brothers and I have been fortunate. So I’m not sure if smoke-free home is much healthier.
People can’t smoke in my house because of the smoke detectors and sprinklers.
The last time that a decision was made through our family was for the funeral arrangement for my husband. We all made it together, we came to an agreement.
Only 4 of 16 units are smoke-free on my floor in the apartment building where I live. My home smells. We have new management but we have to come together as a community and demand to make the building smoke-free.
Brainstorming Session
Engage the whole person
Honor stories + experiences

Turn to the person next to you, and discuss the effect of smoking in your household.
Ease the pathway
Make knowledge actionable
Acknowledge the reality of addiction
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<tr>
<th>STAGE 1</th>
<th>Pre-contemplative and Contemplative</th>
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<tr>
<td>Exploring opportunities</td>
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<td>Not smoking outdoors to thinking about creating a smoke-free comfort zone</td>
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<th>STAGE 2</th>
<th>Preparation and Action</th>
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<td>Accepting the challenge</td>
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<td>Occasionally smoking outdoors to committing to smoking outdoors at all times</td>
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<th>STAGE 3</th>
<th>Managing</th>
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<td>Continuing the process</td>
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<tr>
<td>Maintaining the habit of smoking outside and extending the smoke-free comfort zone rule even to guests</td>
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Floor Plan

STEP 0: Getting to know you

STEP 1: Exploring opportunities

STEP 2: Accepting the challenge

STEP 3: Continuing the process

Pledge Card
Home signage
Demos
Home Model
Coupon Set C
1 Table
Connect Cards

Question Prompts
At least 12 Chairs

Story Card Template
Colored Markers
Tape
Coupon Set B
1 Table
Story wall
Connect Cards

FOOD AREA

Food
Utensils
Trash bins
1-2 Tables

DIY Frames
(Paper, tape, scissors)
Calendar
Coupon Set D
1 Table
Connect Cards

Name tags
Agenda
Coupon Set A

REGISTRATION AREA
STAGE 0: Group Sharing
The Z-HAP Prep Team are members of the Z-HAP Family (older adults and family members) who have been trained to assist the Z-HAP Director with programming, recruitment, and session monitoring activities. Approximately 30 members rotate in and out of service weekly based on their needs and availability. They test new projects before they are presented to total group (90 to 125 on Fridays).

March 8, 2017: BCHD Casey Thomasson (sp) introduced HealthiAir to the Z-HAP Prep Team and received their feedback in preparation for on-site HealthiAir Pilot on March 31, 2017.

March 31, 2017: Z-HAP Prep Team participated in a 2-hour HealthiAir Pilot Session conducted by BCHD and MICA on-site at the Zeta Center. The Z-HAP Prep Team gave the Pilot Session excellent reviews.
STAGE 1: Exploring the possibilities

EXPLORING THE POSSIBILITIES
STAGE 1: Exploring the possibilities
STAGE 2: Accepting the challenge
STAGE 3: Continuing the progress
Next steps:

- Testing HealthiAir with different groups (please get in touch if you are interested in participating!)

- Conceptualizing design for HealthiAir Zones in homes

- Creating the right linkages/follow-ups

- Community connections

- Keeping it relevant
Thank you for your time!
Questions?

Contact Emilie Gilde at emilie.gilde@baltimorecity.gov or Betsy Simon at simonbetsyd@aol.com if you have any questions.