Learning Conversation Notes		
Name of Partner: KIISS – Kids Involuntarily Inhaling Secondhand Smoke	Date: February 7, 2006	
Number of Children Served: 102	Ages: 11 Prenatal, 0 yr - 23, 1 yr - 17, 2 yr - 14, 3 yr - 10, 4 yr - 13, 5 yr - 5, unknown - 9	
When Served:	Gender:	Ethnicity:
July 26, 2005 – February 7, 2006	53-Male	048 - Caucasian
	44-Female	009 - African Amer.
	5-Unknown	017 – Hispanic
		007 – Asian
		003 – Native
	American/Pacific Islander	
		017 – Other
		001 – Unknown

Conversation Participants: Don Ferretti, Nancy Baggett, Heidi Kolbe, Judy Marston, Brad Childs, Paul McIntyre, Jean Carter, Holly Burkett

Outcomes:

- Children throughout Placer County are not exposed to secondhand smoke.
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.

Performance Measures:

- Demographics broken down by age, gender, ethnicity, and when materials were received – tabulated from questionnaires
- Number of collaborative projects and resulting activities
- Number of events where exhibits are provided including physical location and type of events
- Number of media stories on secondhand smoke and children's exposure
- Personal testimonials from parents or caregivers
- Number of trainings performed broken down by type of group and number of participants
- Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently
- Qualitative self assessment on program activities "lessons learned" along with follow up decisions
- Amount of materials distributed to major collaborators

What is this data telling us about achievement of outcomes?

Tapping into prenatal population/market. WIC serves this age group. Regarding ethnicity, there appears to be a higher number of African Americans and Asians than usually seen with other First 5 partners. High number of "other" is mostly multi-cultural.

Still focused on West Slope and South Placer area as shown by breakdown of children by zip code.

KIISS was finally able to begin trainings for Auburn area WIC clients. Tried to make connection with Tahoe area WIC, staffing turnover and translation issues prevented this since the last learning conversation.

With the WIC population continue to see more male children than female children.

Through WIC and Chana populations numbers of children served through parent trainings continue to stay around 200 per year.

Collaborative projects have occurred with Sutter Roseville, Auburn Faith and the Placer County Tobacco Coalition.

KIISS participated in the following events with exhibits - Babies R Us in Roseville, Health and Safety Fair in Loomis, Loomis Eggplant Festival, Lincoln Health Fair, and First 5 Outcome Faire.

Stories on KIISS were published in the KIISS Newsletter and are available on the KIISS website (KIISS.org).

There were several personal testimonials made by program participants and through survey follow-ups (see attached data).

KIISS supplies free material to health service providers who then distribute the material and give a brief presentation based on the KIISS model. The whole KIISS training packet is now available to other providers on the KIISS website.

During this period trainings were performed at WIC, Head Start-Home Visitors, and day care providers. Training includes printed material, Powerpoint® presentation, and website resources.

Since July 26, 2005, 2315 Home & Car Pamphlets have been distributed. No First 5 partners including the sustaining agencies have been receiving the pamphlets. Doesn't appear the distribution of materials is countywide and an effort should be made to reach the Tahoe population.

The technique of the Jamba Juice card and asking for permission to mail them the survey is a good strategy. There are fewer children exposed to second-hand smoke from parent taking the training.

In what ways will we apply what we have learned from our data?

Best users can sometimes discontinue delivering the message. KIISS staff has learned to follow up when a change in activity is noticed.

Media is not coming to KIISS for information so there is a need to work at identifying other sources or outlets for getting the KIISS message out. Success would be having 3 articles published within a 6-month period. Don will put Paul in touch with Rogers & Associates Public Relations firm.

Day care visits are not trainings but more a visit to provide awareness and leave materials with the larger daycare providers in the county. It may be a more effective strategy for KIISS to work with PCOE childcare services to reach childcare providers.

Through trainings KIISS staff have noticed that some pregnant mothers can be resistant to the KIISS message. KIISS is exploring other strategies to make the message stronger while at the same time providing hope and resources to get help.

Other points that were made during the conversation:

Preference is to get to the brand new parent and get the message around second-hand smoke to them early.

The Air Resources Board just came out with data on children in cars where there is smoking. Smoking was listed as a toxic air contaminant. ARB noted that smoking effects children more heavily and is an issue KIISS can tie to their program message.

The website has been redesigned and there is now 6-months worth of data available. There has been a 261 % increase in web hits.

Next Steps:

Expand services throughout Placer County including Tahoe by June 30, 2006. (Need to follow up with the Kings Beach Family Resource Center and other providers in the Tahoe area to expand service in Placer County.)

KIISS will improve demographic collection to decrease the number of unknowns.

For zip code breakdown show the city name so that we can better understand what areas are being served. Have a bar chart showing previous and current data by grouping of city at the next learning conversation.

Target other events such as the Roseville Auction and Auburn Rodeo to better reach the target audience.

Will try to build on Air Resources data to get more articles in the media. Also need to do more personal follow-ups with reporters. Contact more small newspapers like the Auburn Sentinel and local papers in areas like Colfax, or papers that publish in both English and Hispanic languages, such as the "Moonshine" newspaper in the Tahoe area to expand the coverage area and better reach the target population.

Work towards more collaboration particularly with First 5 partners.

Collect data on performance measure number 7 and present at the next learning conversation. (Track number of trainings done by agencies independent of KIISS.)

Next learning conversation will be: June 6, 2006, 1-4:30 PM.