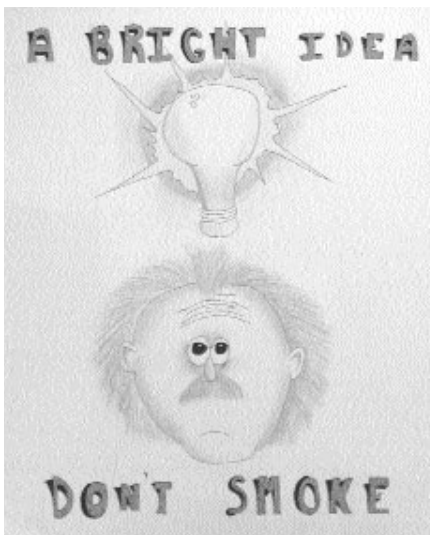


# Educate

## Tar Wars Evaluation — A Multifactorial Approach

### Past, Present, and Future Efforts

Tar Wars is uniquely positioned among youth tobacco-free education programs. Tar Wars, which is supported by the American Academy of Family Physicians (AAFP), not only has research on the effectiveness of the program but it is



Elliot Edwards — West Virginia  
2000 National Poster Contest  
Honorable Mention

also consistent with the Centers for Disease Control and Prevention (CDC) *Guidelines for School Health Programs to Prevent Tobacco Use*. Tar Wars should be considered a necessary component of a state's comprehensive, youth tobacco education plan.

Various evaluations of the AAFP Tar Wars program have been or are being conducted.

#### A **qualitative**

**evaluation** based on student, teacher, and presenter perspectives generated an article, titled "Evaluation of a Youth Education Program: Student, Teacher, and Presenter Perspectives," that appeared in the October 2000 issue of the *Journal of School Nursing* (Vol. 16, Issue No. 4). This study describes a cross-sectional evaluation of the Tar Wars program among fifth-grade students (n=888), along with impressions from classroom teachers and program presenters. Results of the study revealed a high level of satisfaction with the program and positive, short-term changes in knowledge of tobacco use. Students indicated an understanding of key program elements; classroom teachers believed the program was worthwhile in presenting unique; and presenters exhibited enthusiasm for the ease of use and future opportunities for presentation. Results also revealed that all constituencies involved with Tar Wars were highly satisfied with the program.

Conclusions from a **quantitative evaluation** of the longitudinal impact of a tobacco education program suggest sustained improvements in knowledge and attitudes related to tobacco use as a result of participation in an in-class youth tobacco use prevention program. Students in the intervention group exhibited greater recognition of the health effects, cost, and image distortion associated with tobacco use compared with peers who had not been exposed to the Tar Wars program. An article on the study findings has been submitted for publication.

A third evaluation model utilizes pre- and post-test data to measure **knowledge and attitude changes** regarding tobacco use. Data is collected from all participating states and compiled at the national office. Results are represented on a national level, and states are provided with a state summary that they can then use to apply for grants and funding. Data for the 1999-2000 academic year were collected from 533 schools in 34 states and Guam, with a total of 21,720 student responses received. Results of this evaluation show a 93 percent satisfaction rate with the Tar Wars program. Nearly 90 percent correctly answered the knowledge-based questions, and 92 percent responded that they would not use tobacco in the coming year. These results have not been submitted for publication.

An evaluation of the "Tar Wars With a Twist" program is currently under way. This program, in which teens teach Tar Wars along with an adult presenter, is being implemented in Cedar Rapids, Iowa. A number of other states, including Colorado, California, Idaho and Indiana, are adopting this innovative style of peer-led instruction with favorable results. A larger, multi-state evaluation is planned within the next year.

Additional supporting material includes an article titled "School Nurses as Advocates for Youth Tobacco Education Programs: The Tar Wars Experience" that was published in the October 1998 issue of the *Journal of School Health* (Volume 68, Number 8).

Please share any information regarding evaluations being conducted in your area with the AAFP Tar Wars staff at **(800) TAR-WARS** or via e-mail to [tarwars@aafp.org](mailto:tarwars@aafp.org).