

Tar Wars

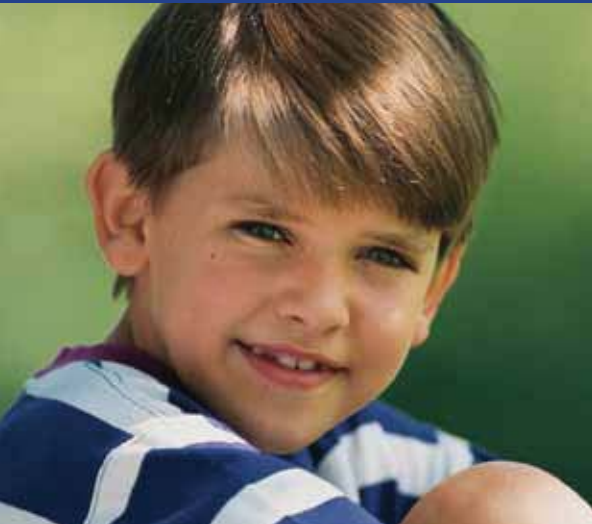


A tobacco-free education program for kids from
the American Academy of Family Physicians



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR AMERICA



Tar Wars is supported in part by a grant from the
American Academy of Family Physicians Foundation.



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Mission, Goals, and Strategic Priorities

Tar Wars' mission is to educate students about being tobacco-free, provide them with the tools to make positive health decisions, and promote personal responsibility for their well-being.

Program goals:

- Educate and motivate students to be tobacco-free.
- Mobilize health care professionals to become proactive in their community's health education.
- Encourage community involvement with Tar Wars.

Strategic priorities:

- Increase AAFP member participation.
- Reach culturally diverse and underserved populations.
- Develop partnerships with other organizations.
- Investigate funding opportunities.
- Continue cross promotions with Ask and Act tobacco cessation program.

Tar Wars has a page on Facebook!
Become a fan at:
www.tarwars.org/facebook

800-TAR-WARS

About Tar Wars

Tar Wars is a tobacco-free education program for fourth- and fifth-grade students. The program is owned and operated by the American Academy of Family Physicians (AAFP). It is the only youth tobacco education program offered at this time by a medical specialty organization in the United States.

Tar Wars is active in 45 states, the District of Columbia, the Uniformed Services, and abroad. A majority of AAFP constituent chapters and foundations are directly involved with coordinating the program in their state.

Tar Wars was developed in 1988 by Jeff Cain, MD and Glenna Pember, of the Hall of Life, a division of the Denver Museum of Natural History, and Doctors Ought to Care (DOC). Since that time, more than 8 million children have experienced the program. Tar Wars has collaborative partnerships with the National Association of School Nurses, the Campaign for Tobacco-Free Kids, and Smoke Free Homes.

Tar Wars is supported by the AAFP Foundation. All contributions are tax-deductible. Please donate at www.aafpfoundation.org/donatetoday.

Success Measurements: Is Tar Wars Effective?

Complementary school tobacco-free education programs are not independent processes. They are interlocking pieces of a puzzle that require repetition and reinforcement to be successful. Based on the program's success measurements, Tar Wars can be one of the pieces of the puzzle in a comprehensive, tobacco prevention education plan. A variety of approaches can reach and appeal to more children than one program alone.

Tar Wars is uniquely positioned among tobacco-free programs to increase students' knowledge of and attitudes toward tobacco use and advertising.

Research on the effectiveness of Tar Wars has been conducted and evaluation results have been published. Several states have also conducted their own evaluation studies, which have generated positive results. Tar Wars is consistent with the Centers for Disease Control and Prevention's *Guidelines for School Health Programs to Prevent Tobacco Use and Addiction*.

“Tar Wars offers a unique opportunity for family physicians to interact with young children on the perils of tobacco use. It's easy and fun.”

Patrick B Harr, MD
AAFP Past President

“By helping prevent the use of tobacco at a young age, Tar Wars allows family physicians to be visible community advocates, engages residents and medical students, and truly demonstrates multiple components of the Patient-Centered Medical Home.”

Julie Wood, MD
Chair AAFP
Commission on Health of the Public and Science

Why Do Tar Wars?

Tobacco use remains the single leading preventable cause of death. Each day more than 3,500 children in the United States try their first cigarette. Another 1,000 become regular, daily smokers. About a third of all youth smokers will die prematurely from a disease caused by smoking. And approximately 35 percent of children are exposed to secondhand smoke in the home. Tar Wars was founded to respond to this growing, yet preventable, health crisis.

Not sure how to fit Tar Wars into your schedule? Here are a few ideas:

- Make it a community service or outreach project.
- Incorporate it into your family medicine residency rotation.
- Schedule it as an event during Red Ribbon Week, the Great American Smoke Out, or Kick Butts Day.
- Include it as part of your school or community's health fair, after-school program, or youth group activities.

Tar Wars is easily implemented, inexpensive, and requires a minimal time commitment. In just one hour, you can give children in your community the gift of longer, healthier lives. Best of all, you'll get the satisfaction of knowing that you may have turned an entire room of children away from tobacco use. Participating in Tar Wars is fun for everyone. Not only an opportunity to practice your public speaking skills, you'll also experience the kids' enthusiasm.

Tar Wars Lesson Plan

The interactive lesson plan is composed of a pre-activity exercise, a one-hour classroom presentation, and a follow-up poster contest.

The pre-activity exercise is administered by teachers one week prior to the classroom presentation. It is intended to show students that tobacco users are actually in the minority. Students are asked to graph their estimates of how many people use tobacco products, and actual percentages are discussed during the opening minutes of the classroom presentation.

The classroom presentation incorporates five activities focusing on the short-term consequences, health effects, and financial implications of tobacco use; the reasons people use tobacco products; and the deceptive advertising techniques used by the tobacco industry to market their products to youth.

A sixth activity, the follow-up poster contest, reinforces the Tar Wars message and encourages students to creatively depict what they learned about being tobacco-free.

The poster contest is conducted at the school, state, and national level and recognizes students for their tobacco-free efforts. The poster contest also provides an opportunity to generate local media coverage for Tar Wars, leading to public awareness of the program and paving the way for advocacy efforts.

"I was amazed at how much my daughter actually knew about the effects of tobacco. Great program for informing kids."

**Parent
2009 Tar Wars Poster Contest Winner**

Implementing Tar Wars

Tar Wars is implemented in classrooms across the United States and abroad by a group of committed volunteer presenters such as family physicians, family medicine residents and medical students, school nurses and nurse practitioners, physicians' assistants, respiratory therapists, dental hygienists, other health care providers, health education professionals, and community leaders.

Presentations are scheduled throughout the school year, usually beginning in August or September and ending in March or April. Tar Wars is a free program for schools. No fee is charged for the classroom presentation. The Tar Wars lesson can be presented in about an hour. Beforehand, presenters should set aside approximately 30 to 45 minutes to read through the lesson plan and prepare for the classroom presentation.



Tar Wars National Conference

The annual Tar Wars National Conference is a time to celebrate, educate, and advocate. It combines the National Poster Contest, coordinator training sessions, and tobacco control advocacy on Capitol Hill into one spectacular, must-attend event.

The National Poster Contest is a once-in-a-lifetime opportunity for state poster contest winners to receive recognition for their tobacco-free efforts, meet their congressional leaders, participate in educational workshops, and meet other state winners who share their tobacco-free views. All state winners receive a prize packet and special gift at the awards ceremony, and the First Place Winner is awarded a Grand Prize trip to Disney World.

The Tar Wars' coordinator workshop offers educational and networking opportunities to learn best practices in implementing and coordinating a successful tobacco prevention program and the tools necessary to take their efforts to the next level.

Take Action

For more information about bringing Tar Wars to your community, volunteering to be a presenter, becoming a supporter or partner, locating your state coordinator, or downloading program materials, visit www.tarwars.org.

Support Tar Wars

Please make your tax-deductible contribution today to the American Academy of Family Physicians Foundation (designate for Tar Wars) at www.aafpfoundation.org/donatetoday.



Alexa Barrett – Idaho
2009 Tar Wars National Poster Contest



Tar Wars State and Regional Coordinators

State and regional coordinators organize, operate, and administer the program at the local level. Coordinators are the backbone of Tar Wars and vital to the overall grassroots success of the program. Additionally, they serve as a resource to help teachers and presenters get involved with Tar Wars in their communities. State Tar Wars programs receive support through grants, donations from member family physicians, and volunteer efforts.

Tar Wars In Spanish

¿Habla español? So you can easily teach Tar Wars to Spanish-speaking students at your school, the Tar Wars Program Guide and Parent Information Handout are available in Spanish-language versions.

Resources and Promotional Items

Tarwars.org provides teachers and presenters with information and free program materials to help them prepare for their Tar Wars presentation. Tar Wars promotional items, such as awareness bands, t-shirts, hats, and stickers, can also be purchased online in the "Tar Wars Store." Additionally, the site features a poster gallery of past poster contest winners, an interactive map for locating contact information for Tar Wars State/Regional Coordinators, and additional tobacco-free resources and links.

Download the Tar Wars Program Guide at
www.tarwars.org