

Success Story Worksheet



Date Submitted:

6/25/2019

County/Area/Tribe:

Buffalo

Goal Area:

- ☐ Cessation
- ☐ Disparate Populations
- ☒ Secondhand Smoke Exposure
- ☐ Youth Prevention

Individuals/Target Audience:
(who this happened to)

Help Care Clinic a free health clinic which serves low income, minority and underserved residents within Buffalo County which consists of rural areas.

Setting:
(Where and when this took place)

Conflict/barrier/problem – Buffalo County Tobacco Free Coalition felt there was a need to connect with additional organizations which serve low income, rural and underserved populations within Buffalo County which addresses the lack of awareness about the resources offered through Tobacco Free Nebraska and the Nebraska Tobacco Quitline.

Conflict:
(obstacle, barrier or problem)

Buffalo County Tobacco Coalition was interested in connecting with more agencies which serve the disparate populations in order to have a better reach with the resources offered through the Nebraska Quitline. This helps address the lack of awareness of resources which are offered through Tobacco Free Nebraska and the Nebraska Quitline for low income, rural, underserved and minority residents living in Buffalo County.

Action:
(what happened)

The coalition worked on brainstorming different agencies which we have not connected with or in the past have not had luck connecting with. Once of the entities which was discussed was the free health clinic, Help Care Clinic, which serves individuals who are needing medical attention, but due to lack of resources are not able to afford the care. Coalition lead, Jessica Schlegelmilch, boxed up materials and took them to the clinic and met some of the volunteer staff. Their staff was excited to learn about the resources here in Kearney as they had been getting online and printing materials from the Tobacco Free Nebraska website. After dropping off the materials, Jessica also sent an email to the director to see if he would be interested in being a part of the coalition work. Becky and the clinic have benefited from having free Nebraska Tobacco Quitline and Tobacco Free Nebraska resources to give to the patients because this reduces the cost they were enduring by printing materials. When Becky learned the coalition was working on new branding materials for the coalition, she offered to help the coalition in planning in development of these materials, especially those targeting low income, rural underserved and minority populations because she has a background in marketing.

Outcome(s):
(measurable or concrete evidence of change)

Becky has continued to be a part of the conversation with the work the coalition is doing. She has also agreed to participate in the meetings with Control Yours to help guide some of the work the coalition is doing around branding and promotional materials. By connecting with the Help Care Clinic the coalition was able to increase awareness of the Nebraska Quitline and Tobacco Free Nebraska resources and get the resources in the hands of individuals with higher tobacco use rates.

Relevance:
(how this story helps us demonstrate need or measure success)

The connection with Becky and the Help Care Clinic has been able to provide another avenue for connecting with underserved populations within Buffalo County. While the partnership is in its infancy, the coalition will continue to reach out to the Help Care Clinic to target low income, rural populations with tobacco education and cessation resources and promote the Nebraska Tobacco Quitline.