

# Success Story Worksheet



Date Submitted:

7/29/2015

County/Area/Tribe:

Buffalo

Goal Area:

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

Individuals/Target Audience:  
(who this happened to)

*Kim Burr BCTFC Chairperson and Tiffany Gressley BCTFC member*

Setting:  
(Where and when this took place)

Region 3 Behavioral Health Services

**Conflict:**  
(obstacle, barrier or problem)

The local TV station was looking for resources in our area for cessation.

**Action:**  
(what happened)

Seth Denney from NTV news here in Kearney contacted Tiffany Gressley at Region 3 Behavioral Health Services to interview someone about Buffalo County cessation resources. Jenny Brown, BCTFC coordinator, contacted Kim Burr to see if she would be available to be at the interview with Tiffany. Seth came to Region 3 and Kim and Tiffany were interviewed about the cessation resources offered in our area and they also talked about the Buffalo County Tobacco Free Coalition. Kim was able to talk about the programs she offers at the CHI Cancer Center, they talked about the Nebraska Tobacco Quitline and they also talked about the BCTFC. When the story aired on NTV Seth gave a lot of information on the NE Tobacco Quitline.

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

This was great earned media for BCTFC, the coalition's goals and activities in Buffalo County and a great way to showcase what Kim Burr, the BCTFC chairperson, does at the CHI Cancer Center in Kearney.

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

Any time we can have free publicity for the coalition it is a success. In addition to helping get the word out about cessation programs in our area that can help people quit using tobacco.