

Success Story Worksheet



Date Submitted:

6/17/2019

County/Area/Tribe:

Sarpy

Goal Area:

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

Individuals/Target Audience:
(who this happened to)

Attendees of Papillion Days

Setting:
(Where and when this took place)

Papillion Nebraska 2018 2019

Conflict:
(obstacle, barrier or problem)

Papillion, NE is home of Papillion Days one of the nations “Top 10 Small Festivals” with more than 50 thousand attendees. Multiple attendees had complained to our coalition about the presence of tobacco at the event over the years but little headway had been made to create smoke-free areas at the festival.

Action:
(what happened)

In the beginning of the grant cycle, Papillion Community Foundation, the organization that sponsors the festival, hired a new executive director. T.E.A.M. staff reached out and offered TA,partnership,sponsorship.

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

The initial meeting was favorable with the new director being very supportive of T.E.A.M.'s mission. After receiving TA from T.E.A.M; 2018 Papillion Days piloted several areas smoke-free including the main and kiddie parades, vendor market, and kiddie area. Papillion Community Foundation also made 2018 Winter Wonderland (a Christmas festival that attracts 20K) a 100% tobacco-free event. Due to the positive success & feedback of the tobacco policies at the 2018 events, the foundation decided to implement a 100% tobacco-free policy for the 2019 Papillion Days festival - all of the 2018 piloted areas plus the carnival and beer festival are now tobacco-free providing clean smoke-free air for thousands of festival goers!

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

There are no safe levels of second-hand smoke and without the City of Papillion designating their park tobacco-free; all events that are hosted at the park pose a health risk to their attendees without implementing their own volunteer tobacco-policy. Through the Papillion Community Foundation's partnership with T.E.A.M., tens of thousands of attendees will have their exposure to second-hand smoke reduced. Additionally, a new social norm for tobacco-free outdoor festivals in our community is beginning.