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Madison Park Technical-Vocational High School
75 Malcolm X Blvd.
Roxbury, MA 02120

Category: Healthy School Environment, Staff Wellness, Student/Family/Community Engagement, Health Services, Health Education

Target population: Students, Staff & Parents

Project Title: Madison Park Anti-Smoking Campaign

Project Objective: We aimed to achieve school-wide awareness of the new BPS Tobacco-Free Environment Policy.

Project Background: We designed our anti-smoking *Kick Butts Campaign* with the support of a BPS Wellness grant.

Project Activity Description: Initially, student government members completed an environmental scan by monitoring entrances and exits to identify areas where most of the smoking was taking place. A large quantity of cigarette butts littering the ground was an indicator. Implementation of our educational efforts was done in collaboration with several vocational programs. Graphic arts students designed city-wide, award winning posters; medical assistant students provided anti-smoking information throughout the school and the Family Resource Center; and Madison Park cheerleaders and student government members greeted students and staff as they entered the building with our anti-smoking message. Family members were educated during parent/guardian open house. We extended our efforts to the local community by providing informational materials to the Family Resource Center, ABCD day care center, Whittier Street Health Center and O'Bryant school.



Results: Madison Park High School is now blanketed with anti-smoking material at all entrances and exits, and targeted smoking areas. The Boston Public Health Commission's program offering Boston residents free nicotine patches to help them quit smoking has been shared with faculty, parents and students. Repeat environmental scans have found less evidence of cigarette butts on the ground, hopefully an indicator of less smoking as a result of our efforts.

Lessons Learned and Next Steps:

- We should have included more staff to increase the messaging within the classrooms.
- Kick Butts day was scheduled during MCAS; thus we had to scale back some activities.
- We need material in various languages for the health center, FRC and ABCD day care.
- Grant funded resource material for distribution in our school library will be sought in the future.

