



Eric J. Holcomb
Governor

Lindsay M. Weaver, MD, FACEP
State Health Commissioner

Dear Community Partner:

The Tobacco Prevention and Cessation (TPC) division at the Indiana Department of Health vision is an Indiana where all are free from tobacco addiction and exposure to commercial tobacco products. Two key components of this work are to decrease exposure to secondhand smoke and to improve the lives of those most impacted by commercial tobacco. Unfortunately, these communities are directly targeted by the tobacco industry, and as a result, have higher rates of tobacco use compared to other groups.

Breathe: Healthy Steps to Living Tobacco Free is an educational program directed to Head Start Centers and other similar organizations serving low-income families in Indiana. *Breathe* includes education on the dangers of secondhand and thirdhand smoke, ways to minimize exposure, the financial burden of tobacco use, and resources available to quit using tobacco products. *Breathe* uses a variety of educational tools, including a comprehensive flip chart, parent handouts, educational videos, parent activities/worksheets, children's activities/worksheets, social media posts, and a monthly newsletter to reach families and teachers at Head Start and other organizations. Many of the *Breathe* materials are also available in Spanish. Health Ed Pros, a TPC statewide grantee, provides training and technical assistance to local funded partners and Head Start and similar agencies covering counties that do not have a local TPC community coalition. Health Ed Pros is responsible for the development, implementation, evaluation, and improvement of the *Breathe* tools and trainings. In state fiscal year 2023, 33 *Breathe* trainings were conducted (including 12 *Breathe* refresher sessions), reaching 639 people in 52 of the 92 Indiana counties.

Through working together, we can have a positive impact in our communities. I encourage you to come alongside us as we reduce the burden of commercial tobacco in Indiana and play a critical role in creating a tobacco free future for our children.

Sincerely,

A handwritten signature in cursive script that reads 'Miranda Spitznagle'.

Miranda Spitznagle, MPH
Director, Tobacco Prevention and Cessation

MS/AWD

To **promote**, **protect**, and **improve** the health and safety of all Hoosiers.