**PROJECT SUMMARY**

Pregnant women's exposure to environmental tobacco smoke can cause changes in the DNA of their children, leading to an increased risk for the development of ADHD. To combat this issue, we created a science primer to be distributed to populations most affected by smoke exposure.

**PROJECT OBJECTIVES**

- Synthesize information on epigenetics and smoke exposure into a science primer
- Interview and collect data on the effectiveness of the infographic from the target population and local stakeholders
- Develop interactive contest to engage local population

**METHODOLOGY**

- Compile research on epigenetics and its role in ADHD development after exposure to smoke in utero
- Modeled primer after already established science infographics
- Distributed primer at local health clinics

_The impact of the infographic will be assessed through questionnaires distributed to target populations._

**INFOGRAPHIC**

**Help Babies Avoid Smoke**

Protecting your child from exposure to tobacco smoke can help decrease the risk of ADHD.

**Common Symptoms of ADHD**
- Inattention (trouble concentrating)
- Hyperactivity (fidgety, trouble staying seated)
- Impulsivity (fuzzy short term memory)

**Benefits of Cutting Back**

- The less you smoke, the more likely your child will be:
  - Be calmer
  - Have better grades
  - Sleep better

- With less exposure to smoke, your child may:
  - Need fewer visits to the doctor
  - Be less likely to be hospitalized
  - Be less forgetful

And... Quitting is Best!

**EVALUATION**

Questions for our focus group included:
- What on the pamphlet would make you most likely to avoid smoke while pregnant (or if you become pregnant)?
- How would you summarize the message of the pamphlet in your own words?
- How well did we explain the benefits of avoiding smoke?
- How did the image on the front of the pamphlet make you feel?

**INSIGHTS**

- Importance of translating science related research to a level accessible by the general public

**CONCLUSIONS**

- Epigenetic effects of smoke exposure can affect one's children and grandchildren
- Many factors, artistic and educational, contribute to the development of a successful science primer

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