

2007 Multicultural Strategies to Reduce Tobacco Use and Exposure to Secondhand Smoke in Arizona

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2007 Multicultural Strategies to Reduce Tobacco Use and Exposure to Secondhand Smoke in Arizona

Tobacco Use in Arizona

Arizona Adults:

- 827,000+ adult smokers in Arizona (about 19% of the adult population)
- 93% of residents think secondhand smoke is either very harmful or somewhat harmful to their health (2005).
- Currently around 4% of men and 1% of women use smokeless tobacco.



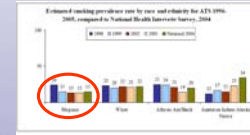
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Tobacco Use in Arizona

Arizona Hispanic Adults:

- Over 1.2 million Hispanic Adults in Arizona in 2005 (about 29% of adult population statewide)
- About 13% of them are smokers
- They make up about 16% of the smoker population

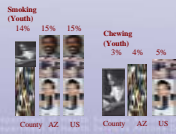


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Tobacco Use in Arizona

Arizona Youth:

- Student smoking steadily increases with age.
- More young adults (ages 18-24) smoke in Arizona than those over 24 years of age.
- Overall, the number of young adults who smoke remains higher than older adults who smoke.



Arizona Hispanic Youth:

- About 33% of the youth population (ages 10 – 19, in 2005)

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Hispanics in Arizona

Market Facts:

- Make up over 30% of State population
 - About 36% of them are 18 years or younger
 - About 60% have US citizenship
 - 30.6% of households have five or more people
 - About 40% do not graduate from high school
 - Median household income in 1999 was \$31,673
 - Over 20% living in poverty

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Hispanics in Arizona

Language Facts:

- 40% speak primarily Spanish
- 46% speak both English and Spanish
- 14% speak primarily English

Healthcare Insurance Facts:

- 45% don't have health insurance
- 87% of uninsured Latinos come from working families
- 30% work for employers who do not offer health insurance

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Hispanics in Arizona

Access to Health Care:

Hispanics are LESS likely than non-Hispanic whites to

- Have a regular doctor
- Have visited a doctor in the past year
- Feel confident about their ability to manage their health problems
- Be covered by public insurance



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Hispanics in Arizona

Tobacco Use Facts:

- Have second lowest smoking prevalence (13%)
- When compared with non-Hispanic whites, Hispanics smoke more cigarettes on Saturdays!
- Average fewer cigarettes per day
- Smoking prevalence is related to country of origin
- Smoking behavior is related to level of acculturation
- Latinos are "social" smokers
- Latinos are less likely to smoke in response to environmental cues (talking on the phone, after drinking coffee or eating)



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Hispanics in Arizona

Latinos are more likely to quit Tobacco use because:

- Cigarette smoke's effect on family and children's health
- Sensitivity to family criticism
- Being a bad example to children
- Tobacco effects on personal appearance
- Cost of cigarettes



Latinos are more likely to slip and relapse when:

- Invited to smoke by friends or family
- Invited to smoke at a party or other social activity
- Feeling nervous, angry or worried
- Having personal problems

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Multicultural Statewide Initiatives

- Tobacco Cessation Services
 - Arizona Smokers' Helpline (ASHLine)
 - Telephone-based tobacco cessation coaching
 - Open 6 days/wk
 - Referral service for group classes
 - English and Spanish
 - Asian languages now available (Korean Pilot)
 - QuitFax program
 - ASHLine.org
 - Education and cessation tools online
 - Spanish version coming up in 2008



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Multicultural Statewide Initiatives

- Tobacco Cessation Media Campaign
 - Nick, Hector, Jamie
 - Bilingual TV, Radio, Print, PR
 - 1-800-55-66-222 (ASHLine)
 - Dec. 27, 2006 – March 2008
 - Research based, 35 – 55 year olds, male and female (general and Hispanic markets)
 - Hispanic, African American, Asian American, Native American, LGBT, Low Socio Economic Status
 - Goal 1: Increase the number of clients by 6% by 2009
 - Goal 2: Establish baseline test for 18-24 year olds



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Multicultural Statewide Initiatives

- Tobacco Cessation Media Campaign



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Multicultural Statewide Initiatives

•Community Outreach & Partnerships

- Tribal Communities
- Partnerships with tribal outreach and health services groups
- Sponsorship of outreach events
- Asian Community
- Activities with different Asian ethnic groups
- Korean pilot
- African American Community
- Faith-based initiatives (Taner CDC)



• Hispanic Community

- Spanish language cessation classes
- Informational website www.vivelibredetabaco.org
- Ex.: Mountain Park Health Center collaborates and/or plans 50 community outreach events/health fairs a year targeting the Hispanic low income children/families.

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Multicultural Statewide Initiatives

•Tobacco Education/Prevention

- Educational websites
- Community Outreach
- Education through Healthcare Providers (Certification program)
- Bilingual continuing education/certification (Tobacco Basic/Advance Intervention Skills)
- Bilingual online learning center (Tobacco Dependence Treatment, online library)
- Train the Trainer (Promotores Against Tobacco at the Border)
- Arizona Healthlinks (American Cancer Society) assists businesses with employee-based activities that focus on physical activity (Active for Life, W.E.L.L. Arizona, and Walking Works), nutrition (Meeting Well), and tobacco policy and cessation (Tobacco Control).



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Multicultural Statewide Initiatives

• Tobacco Cessation – Hispanic Community



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Multicultural Statewide Initiatives

- Tobacco Cessation – Hispanic Community
- More Hispanics calling the ASHLine
- More Hispanics quitting using Cessation classes
- More Hispanics becoming aware of the Tobacco dangers
- More Hispanics becoming aware of services available to them...in their language!



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Multicultural Statewide Initiatives

- Tobacco Education/Prevention – Hispanic Youth
- Trainings to local schools & organizations on secondhand smoke and effects of tobacco use.
- CPLC recruits and trains 120 youth from 5th-8th grades in Peer Leadership Skills through Sembrando Salud, approved curricula. These Peer Health Leaders will in turn help educate at least 50 students on the effects of tobacco to their health.
- General Market Youth Media Campaign



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Multicultural Statewide Initiatives

- Native American and African American



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Multicultural Statewide Initiatives

•Asian American Community – Korean Pilot



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Multicultural Statewide Initiatives

•Future of ADHS BTEP and Tobacco Control – Multicultural Focus

- Improving current community partnerships and building new ones
- Websites: betobaccofree.org, vivelibredetabaco.org
- Marketing, media and event sponsorship support statewide
- Partner with other state agencies (i.e. ADOA, AHCCCS)
- Multicultural and tobacco expertise internally and among partners

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Building a National Model – Strategic Planning

•Strategic Planning

- Broad base statewide input to redefine tobacco control in Arizona
- Steering committee and workgroup with key stakeholders
- Community tobacco forums, focus groups, nationwide best practices research (multicultural and multi-lingual)



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