

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

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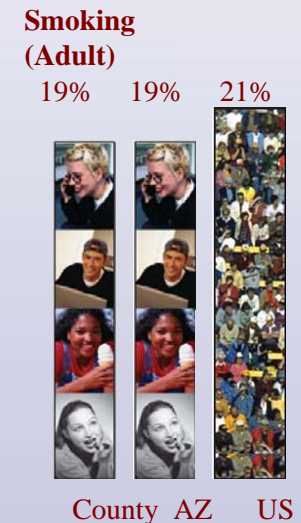
**Arizona Department of Health Services
Bureau of Tobacco Education and Prevention**

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Tobacco Use in Arizona

Arizona Adults:

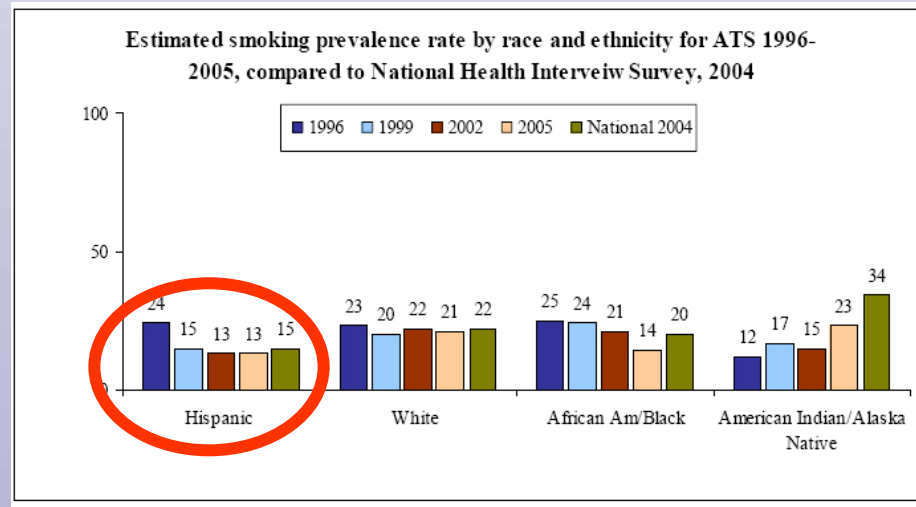
- 827,000+ adult smokers in Arizona (about 19% of the adult population)
- 93% of residents think secondhand smoke is either very harmful or somewhat harmful to their health (2005).
- Currently around 4% of men and 1% of women use smokeless tobacco.



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



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.

Smoking (Youth)

14% 15% 15%



County AZ US

Chewing (Youth)

3% 4% 5%



County AZ US

Arizona Hispanic Youth:

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

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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



Hispanics in Arizona

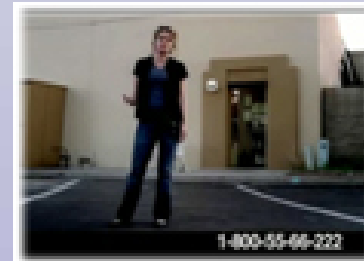
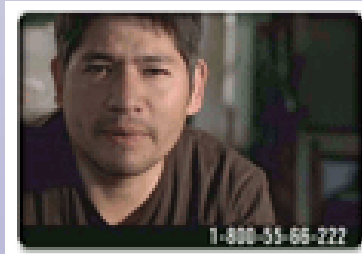


Tobacco Use Facts:

- 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)

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



Multicultural Statewide Initiatives

- Tobacco Cessation Media Campaign



"LEADERSHIP FOR A HEALTHY ARIZONA"

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 (Tanner 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.

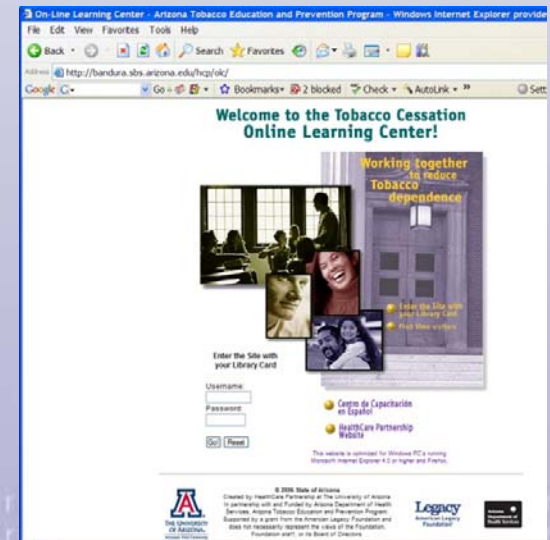


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Multicultural Statewide Initiatives

•Tobacco Education/Prevention

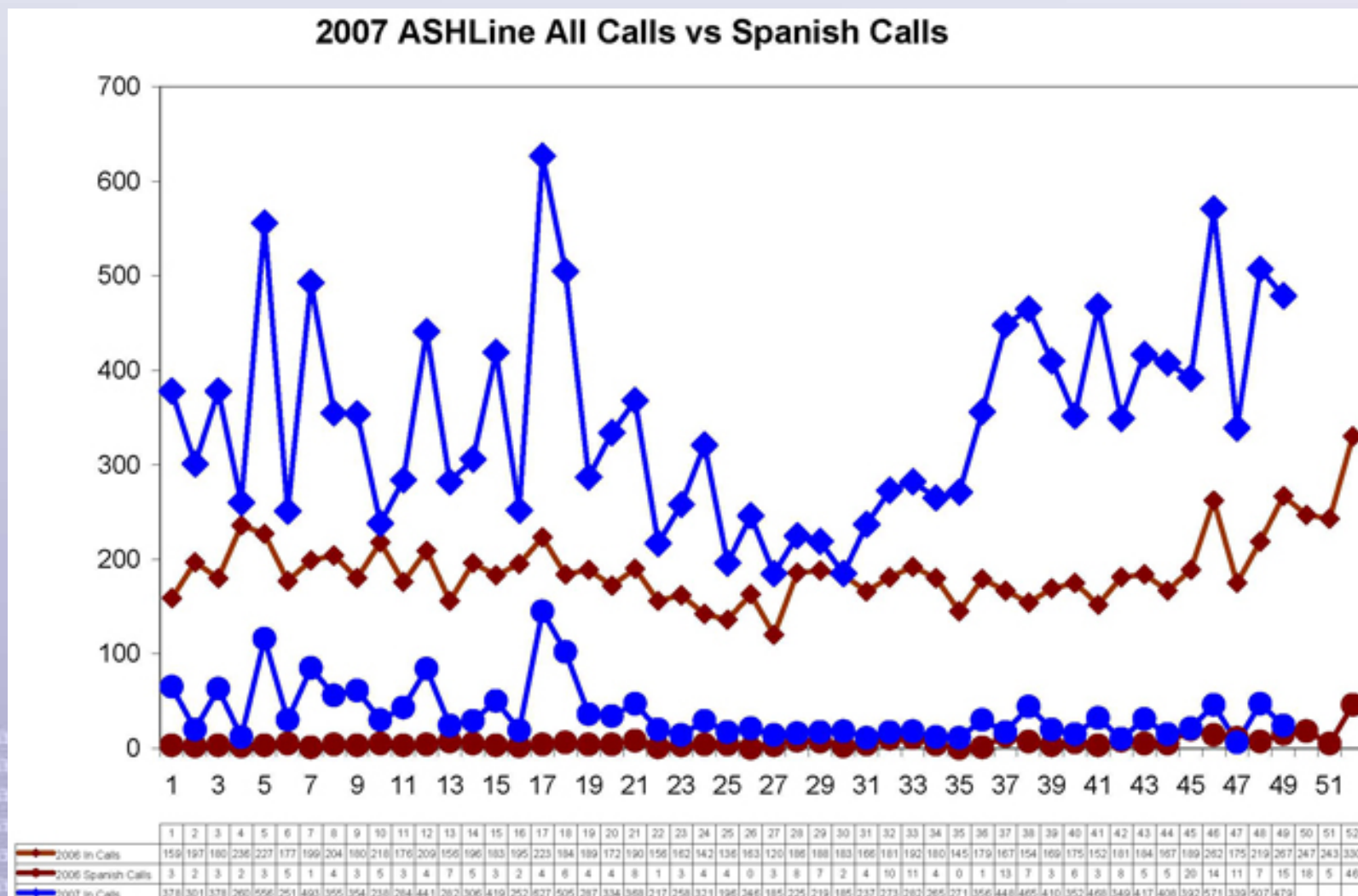
- Educational websites
- Community Outreach
- Education through Healthcare Providers (Certification program)
 - Bilingual continuing education/certification (Tobacco Basic/Advance Intervention Skills)
 - Bilingual online learning center (Tobacco Dependence Treatment, online library)
- Train the Trainer (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).



"LEADERSHIP FOR A HEALTHY ARIZONA"

Multicultural Statewide Initiatives

- Tobacco Cessation – Hispanic Community



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!

...sessions in which most of the children present responded "Yes, my tata or nana smokes" (my mom or dad smoke). Most of these children and parents were not aware of secondhand smoke or tobacco dangers to their health. Literature, promotional items, and tobacco cessation information was given away.

Additionally, several of the family members signed up for MPHC's Spanish cessation class! In the two days MPHC staff were able to reach and educate over 900 Hispanic adults and children. ■



ANGIE, PEDRO MONTES, AND GUSTAVO ROMERO (MPHC)

A Cessation Story

Pedro Montes, 52, was a smoker for 35yrs. He was smoking a pack and a half of cigarettes a day when he first attended Mountain Park Health Center's cessation classes at the Maryvale site in Phoenix. Prior to fully committing to attend the classes, Pedro was given literature and some "quit tips" by MPHC staff to assist him to cut down his smoking. Once he attended the classes, he set his quit date immediately and started using patches. By the third session, Pedro had not had a cigarette for one week. Mr. Montes completed 12 months of being smoke free in September 2007! MPHC staff recently talked to him and he continues tobacco free and is very supportive of the cessation program. ■

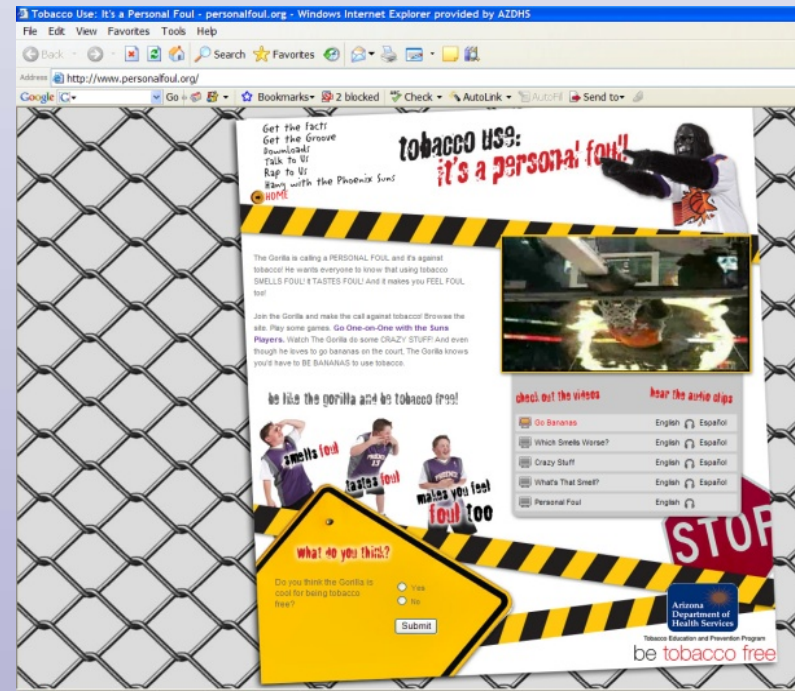
Vol. 1 Issue 3, Nov. 2007, Page 6 of 8

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.

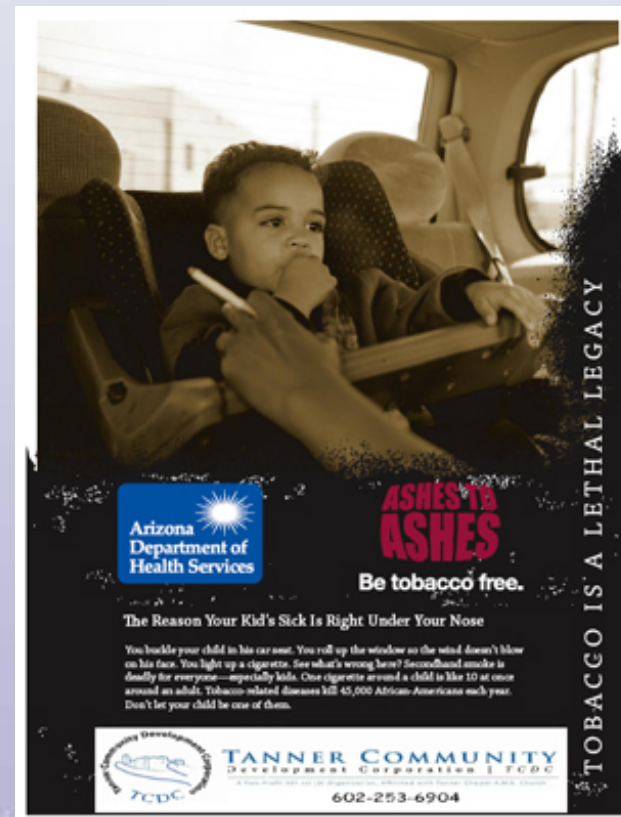
•General Market Youth Media Campaign



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Multicultural Statewide Initiatives

- Native American and African American



"LEADERSHIP FOR A HEALTHY ARIZONA"

Multicultural Statewide Initiatives

•Asian American Community – Korean Pilot



금연 학교 11월 29일 첫 수업 !!!
연 제 - 매주 목요일 저녁 6시부터 1시간 씩 (6주 코스)
어디서 - APCA 회의실 (6741 N. 7th Street Phoenix)

Arizona Department of Health Services
be tobacco free

만일, 금연을 원하시면
Arizona Smoker's Helpline
한국어 상담은 1.800.55.66.222 (#3)
또는 www.ashline.org로 방문하세요.
저희가 도와 드리겠습니다.
지금 당장 시작하세요.

월~목 : 오전 9시 ~ 저녁 8시
금 : 오전 9시 ~ 오후 5시
토 : 오전 9시 ~ 오후 2시

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

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)



References –

- 2005 AZ Adult Tobacco Survey Report: http://www.betobaccofree.org/pdf/adult_tobacco_survey.pdf
- Arizona Department of Economic Security, Population Estimates: www.workforce.az.gov
- 2005 AZ Hispanic Adult Tobacco Survey Report:
http://www.betobaccofree.org/pdf/hispanic_tobacco_survey.pdf
- 2005 AZ Youth Tobacco Survey Report: http://www.betobaccofree.org/pdf/youth_tobacco_survey.pdf
- US Census Bureau: <http://quickfacts.census.gov/qfd/states/04000.html>
- US Census FactFinder:
http://factfinder.census.gov/servlet/ACSSAFFFacts?_event=Search&_geo_id=&_geoContext=&_street=&_county=&_cityTown=&_state=04000US04&_zip=&_lang=en&_sse=on&_pctxt=fph&_pgsl=010
- US Census FactFinder – ethnic:
http://factfinder.census.gov/servlet/SAFFIteratedFacts?_event=&_geo_id=04000US04&_geoContext=01000US%7C04000US04&_street=&_county=&_cityTown=&_state=04000US04&_zip=&_lang=en&_sse=on&_ActiveGeoDiv=&_useEV=&_pctxt=fph&_pgsl=040&_submenuId=factsheet_2&_ds_name=DEC_2000_SAFF&_ci_nbr=400&_qr_name=DEC_2000_SAFF_R1040&_reg=DEC_2000_SAFF_R1040%3A400&_keyword=&_industry=