

CDC/OSH and TTAC Tobacco-Related Disparities Call Notes
May 7, 2009

I. Objectives

- a. Review OSH updates
- b. Discuss mission of the Asian American and Pacific Islander (AAPI) Network
- c. Describe collaborative between the AAPI Network and ClearWay Minnesota

II. Welcome & Introduction of Speakers

Debra Morris, Tobacco Technical Assistance Consortium

III. OSH Update

Brenda Richards - OSH collaborating with NCI on addressing menthol use

IV. Overview – AAPI Network

Rod Lew, Director, Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL)

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- a. Mission: To champion social justice and achieve parity and empowerment for Asian Americans, Native Hawaiians and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues.
- b. Acronyms: Asian American (AA), Pacific Islander (PI), Native Hawaiian (NH)
- c. AA and NHPI population has different growth in various states. Growing need to partner with many states.
- d. Smoking prevalence varies among gender and ethnic subgroups and is quite high in certain groups compared to all-inclusive, national statistics about AAPI.
- e. Tobacco industry targets the AAPI communities (began in late 1980s) with specific strategies targeting AAPIs (including Asian American women and youth). See slides for magazine ads (e.g. Virginia Slims)

f. Logic Model highlights major focus of APPEAL’s approaches, specifically: Community Readiness, Leadership Development, and the 4 Prong Policy Change Model.

g. Community Stages of Readiness Model

Based on the Stages of Change (Transtheoretical) Model, many communities at very different places. Recognizing the appropriate “readiness” level will help create targeted, appropriate approaches, technical assistance, and training.

h. Leadership Development

- APPEAL Trainings – focused great effort on trainings because of 1) need to develop community advocates, 2) recognizing the need for opportunities for community-focused leadership programs
- Addresses variety of training styles (didactic, interaction, facilitation, collaboration)
- Partnerships with many entities including ClearWay Minnesota
- Leadership and Advocacy Institute to Advance Minnesota’s Parity for Priority Populations (LAAMPP) – included extensive evaluation

i. Four Prong Policy Model

- Policy defined broader than excise tax and smokefree air
- Parity – “being equal in the process as well as the outcomes attained in tobacco control.” Includes systems change, inclusion and partnership to move communities commercial tobacco free
- Framework for Achieving Parity (see framework slides) – Communities and States need a partnership to address tobacco disparities and have dual responsibility. Developing leadership and resulting in action
- Leadership within states commitment to address disparities, community competence and begin systems change
- State/Community dual partnership to empower communities and lead toward lasting, sustaining change

V. Collaboration with ClearWay Minnesota

- a. Jamie Martinez, Director of Community Development, ClearWay Minnesota. ClearWay Minnesota is the foundation established with the money from the tobacco settlement money.
- b. Leadership and Advocacy Institute to Advance Minnesota's Parity for Priority Populations (LAAMP) created to build capacity in tobacco control and develop more leaders in the state to help reduce tobacco-related disparities. The first class included 32 Fellows.
- c. Priority Populations: Africans and African Americans, American Indians, AAPIs, Chicano Latinos, and LGBT.
- d. Why was a leadership institute needed? To develop leaders within tobacco control, engage priority populations and fully utilize resources and trainings available.
- e. LAAMPP Structure – multi-level training institute, multiple advisory groups, Institute Oct. 2005-Aug. 2007, Recruited participants (fellows) from priority population communities.
 - Community Event (during recruiting and advisory group) – created a conference to introduce the fellows “Expanding the Movement: 2006 Minnesota Tobacco Disparities Conference”.
 - Series of Trainings included:
 1. Core competencies (3 trainings on 5 core competencies: expanding capacity, fostering collaboration, developing cultural and community competence, refining facilitation and communication skills, and building advocacy skills).
 2. Theme-based training - 4 trainings and 4 topics: policy and legislative advocacy, fund development, media training and tailored topics chosen by each priority population group).
- f. LAAMPP Evaluation
 - i. Valuable case study on designing and implementing a comprehensive community health leadership program for priority populations.
 - ii. Please see the PDF attachment for in-depth information about LAAMPP's Evaluation.

- g. LAAMPP future plans include increasing participation from communities, making a conscious effort to include priority populations in communities, ensure representative staff in community organizations/state jobs.

VI. Questions and Answers

Q – Caroline, Maine – When looking at priority populations, how do you deal with partnering and working with certain priority populations that include mental health/behavioral issues?

A – Minnesota has a department that works specifically in that arena. Challenge to introduce/create an institute.

Q – Caroline, Maine – How are literacy and language issues solved?

A – Some individuals were better versed in other languages. Involving coaches and having peers help each other helped address language barriers. Surveys did have to be translated for some communities (particularly the Latino community).

VII. General Announcements

- a. Lisa Houston, Breakfree Alliance and Georgia Department of Health will facilitate a conference call on Low-SES White Male population in rural settings, Tuesday, May 19, 3-4 pm ET – email lhouston@healthedcouncil.org if you would like to participate on the call
- b. Breakfree Alliance will host an afternoon social at NCTOH, June 9, 2-5 pm, 3:30 pm presentation about the network
- c. National LGBT Network – LGBTQ Tobacco Summit at NCTOH, June 9, 9-5 pm. President and CEO of American Legacy Foundation will be a speaker. Comedian Renee Hicks will perform at the night time event, 6-9 pm for reception. www.lgbttobacco.org
- d. May 28-29, 2009 Expanding the Movement Power and Unity in Tobacco Control Conference www.mnprioritypopulations.org
- e. WA State will host the Latino Tobacco Summit, May 14-15, 2009 find out at Washington Association of Migrant Clinics
- f. National Latino Tobacco Control Network interested in having a conference call and trying to get more information from states with the largest Latino populations to share what materials they are using. Will be sending out a survey – Please fill out!
- g. Coletta Reid, STOMP, NM – STOMP will try to pull together disparities coordinators to have dinner on Wednesday, June 10, 2009
- h. Program Managers: Register for NCTOH for Program Managers meeting

VIII. Closing

- a. Please email ttac@sph.emory.edu with any additional questions
- b. A Call Evaluation survey will be sent out by email after this call
- c. **The next call will be scheduled for July 27, 3:00 pm EDT**