

Wisconsin Tobacco Prevention & Control Program Tobacco-Related Disparities

Wisconsin's Tobacco Prevention and Control Program (TPCP) successfully administer a comprehensive and policy-focused statewide program with a four-fold mission:

- Help the state's nearly one million tobacco users quit for good
- Keep youth from starting to smoke and reduce their access to tobacco products
- Educate Wisconsin citizens about the benefits of smoke-free policies and to eliminate their exposure to secondhand smoke
- Empower populations with tobacco-related disparities to reduce the negative impacts of tobacco use in their communities

Eliminating Tobacco-Related Disparities

Addressing tobacco-related disparities is a priority for the TPCP. The TPCP collaborates and funds four ethnic networks and one poverty network to address these significant disparities. These networks include:

- Wisconsin African American Tobacco Prevention Network
- Wisconsin Hispanic/Latino Tobacco Prevention Network
- Wisconsin Native American Tobacco Prevention Network
- Wisconsin Asian Tobacco Prevention Network
- Wisconsin Tobacco Prevention and Poverty Network

Each network works within their community to create programs and support policies that affect their population, facilitate training and share culturally and linguistically appropriate initiatives for tobacco control. WI TPCP policy-based initiatives high impact strategies include outreach and education to key local and state leaders as well as businesses, identification of supporters through grassroots activities and media advocacy. Some of the activities are educating of legislators/political leaders/politicians through community based educational forums, letters to the editor, guest columns, feature stories through print and TV, host a media question and answer event involving community leaders and members. If additional information is needed on policy-based initiatives please request this information.

The TPCP worked with its Disparities Team in 2008 to update *Bringing Everyone Along*—a strategic plan to eliminate disparities in Wisconsin (<http://dhs.wisconsin.gov/tobacco/pdf/FILES/DHSReport2008LowRes.pdf>). The plan originally developed in 2001.

Population Specific Programs

African American Network – is comprised of community based organizations situated throughout Wisconsin with a focus on serving the African American population experiencing disparities. This network provides education to the community, health care providers, schools, faith based and social service agencies. They prepare the community to take on an advocacy role, actively engaging in policy discussion on a state level as well as a local/community level.

Hispanic/Latino Network – is comprised of community based organizations situated throughout Wisconsin with a focus of serving the Hispanic/Latino population experiencing disparities. One of its major focus is youth prevention. A Teen Advisory Group was developed to provide peer-to-peer education on tobacco-related disparities and the harmful affects of Second Hand Smoke. The Program Coordinator and youth group provide educational sessions and linguistically appropriate materials to schools as well as community members through population specific community events.

Native American Network – is representative of 11 tribes in Wisconsin, educating tribal leaders, tribal chairs and tribal members of the harmful effects of second hand smoke as well as the difference in commercial and traditional tobacco. Policy initiatives accomplished by the Native American Network is a statewide Native specific youth tobacco survey, reaching approximately 1600 Native American youth in grades 6 – 12. Survey results will be made available the later part of 2009. A statewide smoke-free tribal building survey was conducted to identify the number of smoke-free tribal facilities. Due to Native American tribes being a sovereign nation, statewide smoke-free policies do not affect this population; results of both surveys will be used to show cause for having a statewide tribal smoke-free policy.

Asian Network – is comprised of a coalition of 14 Mutual Assistance Associations in Wisconsin with a focus on serving the Southeast Asian population experiencing disparities. Network members educate the Asian community and key leaders on the tobacco-related disparities and dangers of second hand smoke as it relates to this population.

Poverty Network – is comprised of community based organizations and faith based situated throughout Wisconsin with a focus on serving the low socio economic status (poverty) population experiencing disparities. This network is comprised of various service sectors (Faith community, Substance abuse treatment centers, Homeless, Public mental health system, Correctional setting, Hunger/food pantries, Job training). The member organizations are working to identify promising approaches to impact the disparate smoking rates among those living in poverty. Most have identified and piloted tobacco interventions based on their knowledge of the participants that they serve. These interventions include tobacco education and awareness classes, Pastor's Tool Kit to help educate church congregations, integrating tobacco education into existing classes at homeless shelters and the distribution of "Quit Kits" containing sample NRT's and information about the dangers of tobacco.

Additional Tobacco-Related Disparities Projects

WiNTiP – The TPCP funded the Wisconsin Nicotine Integration Project (WiNTiP) in 2008 and 2009. This project was created to integrate evidence-based nicotine dependence treatment into alcohol and other drug dependence and mental health services. The key focus areas in 2008 included:

- Bringing together key stakeholders from tobacco control, mental health/substance use systems and government agencies
- Brainstorming pivotal provider barriers and patient/client barriers
- Developing and distributing awareness materials and a website

18-24 YO – The TPCP funded the 18-24 Year Old Project (18-24 YO) in 2008 and 2009 to reduce tobacco use and exposure among this disparate population. A work plan and recommendations were developed using information from focus group. Six Wisconsin college campuses were successfully engaged in the education of policy makers and peers about the importance of smoke-free air. Each of these student groups conducted five actions in support of this message. The Project also initiated outreach to agencies and networks throughout the state to build meaningful partnerships.

First Breath Program - First Breath is a program that helps pregnant women in Wisconsin quit smoking by integrating cessation strategies into existing prenatal care models, including public health services and private healthcare clinic appointments.

The TPCP is working with other Chronic Disease Programs to implement a pilot project focusing on the social determinants of health model and its impact on health outcomes. The goal is to increase community understanding of the social determinants of health and health equity. One year planning grants have been awarded to five local agencies with each addressing a separate element of the model including the following.

- Food security issues and local policies
- Interactive mapping tool to translate population health data for decision makers
- Needs assessment to reduce health care worker barriers in the Southeast Asian refugee populations
- Identification of pathways and policies to ending poverty
- Point of service policies for improving health care access for low-income populations