

TOBACCO PREVENTION INITIATIVE WORK/PROJECT AREA:
Activities to address chew tobacco use in Jefferson County

The Tobacco Prevention Initiative works to support addressing tobacco control needs in health disparity affected populations and is pleased to be a part of the grant-funded initiative through the University of Colorado Health Sciences Center to identify tobacco control activities to understand and reach the spit/chew tobacco using populations in Jefferson County and across the State.

Community partners include:

Jefferson County Public Schools – working with several schools to engage students in participatory action research projects around spit tobacco use issues.

Partners Accessing Chew Tobacco (PACT) – the working group support the grant activities funded through the University of Colorado Denver Health Sciences Center

American Legacy Foundation

State Tobacco Education and Prevention Partnership (STEPP)

Accomplishments of 2007-2008 grant year:

- Received three year funding from the American Legacy Foundation to study the extent of chew tobacco use and reasons for this in the county as well as state.
- Developed an approach to access the use of chew tobacco through participatory research.
- Provided spit tobacco information and technical assistance to a wide variety of organizations and groups

How we accomplished this work:

Developed an approach to access the use of chew tobacco through participatory research, using interviewing, photo-voice and story-circle data collection techniques Recruited and trained 21 community groups across the state (three in Jefferson County,) to understand underlying motivators for and extent of spit/chew tobacco use.

Challenges: none so far besides the sometimes slow process of developing the research design and gathering the data

Plans for 2008-2009 grant year:

- Currently we are in the process of compiling data from the community groups to come up with trends and reasons for these trends
- To host a community event that will disseminate our findings
- Based on our research, to begin to develop tobacco control activities that will decrease use among adults and youth.

How can you support these activities?

- Volunteer to help host a community event to share about the findings of the Project
- If you know of a group or organization interested in addressing spit tobacco use, please contact us

Please contact Ed Ellis at (303) 275-7565 or ejellis@jeffco.us for more information and to assist with these activities.