

## **Tobacco Control Activities Reaching Health Disparity-Affected Populations**

In Colorado and across the Nation, 10 populations have been identified as bearing a greater burden of the tragic effects of tobacco use and secondhand smoke exposure. Multiple factors contribute to this, including limited access to quality health care, greater targeting by the tobacco industry, and higher prevalence of tobacco use. These populations include African-Americans, Latinos/Latinas, Asian-Americans/Pacific Islanders, Native Americans, people in treatment for substance abuse, people in treatment for mental illness, people with disabilities, spit tobacco users, the gay, lesbian, bisexual, transgender community, and persons with low socioeconomic status. **Primary contacts:** Ed Ellis (spit tobacco, substance abuse) – 303-275-7565, [ejellis@jeffco.us](mailto:ejellis@jeffco.us); Alma Sandoval (Latino community other communities of color) – 303-275-7566, [asandova@jeffco.us](mailto:asandova@jeffco.us).

### Quarter 3 – Highlights of Accomplishments

#### **Tobacco-Free Behavioral Healthcare Forum:**

- Conducted the third Tobacco-Free Behavioral Healthcare Forum for Substance Abuse Treatment Providers on Tuesday, January 27<sup>th</sup> and included a guest panel of program directors who presented on strategies used to increase staff support for integrating tobacco cessation into client treatment plans. To date, six programs have requested technical assistance to work in tobacco-related policies, including integration of cessation protocols. Visit [http://jeffco.us/health/health\\_T111\\_R223.htm](http://jeffco.us/health/health_T111_R223.htm) or contact Ed Ellis for more information.

#### **PACT - Partners Assessing Chew Tobacco:**

- Data collected on spit tobacco use across the state was compiled and distributed to the data group of PACT. Next steps include implementing a plan to disseminate the findings to communities and support intervention activities. Jefferson County data will be presented to JeffCo Public Schools' Athletic Directors, and strategies for addressing spit tobacco use among the district's student athletes will be identified.
- Dentists in Jefferson County received educational materials to provide to their patients interested in quitting spit tobacco.

#### **Working with the Latino Community and other Health Disparity-Affected Communities:**

- Two Latino community members from Jefferson County have joined a regional coalition dedicated to addressing tobacco-related issues in this community
- Plans were initiated for a Latino community health and wellness fair to help dispel myths about tobacco use and secondhand smoke exposure and to increase support for and access to tobacco-related resources
- Multiple agencies serving Latinos, particularly low income families have been trained in strategies to address tobacco use and secondhand smoke exposure more effectively with this community
- Low income families reached through programs such as WIC and Head Start were provided with information and resources to support tobacco cessation and smoke-free home/auto policies.

#### **Serving People with Mental Health Needs:**

- Early organizing work is being done with a large mental health service provider in the county to support them in their efforts to adopt a tobacco-free campus policy. Included in the plans for the transition is a focus on assisting mental health services consumers with quitting tobacco and reducing exposure to secondhand smoke.