

## **Tobacco Control Activities Targeting Health Disparity-Affected Populations 2008 – 2009 4<sup>th</sup> Quarter Highlights of Accomplishments**

**Targets/Goals:** 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.

**Policy advocacy:** Policy advocacy efforts range from organizational policy change to promoting consumers' cessation through 100% tobacco-free workplace initiatives.

**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).

### *People in treatment for mental illness and/or substance abuse*

#### • **Support for Tobacco-Free Policies**

- Support for mental health and substance abuse treatment providers continued on April 28th, with the fourth quarter Tobacco-Free Behavioral Health forum, hosted by the Addictions and Recovery Center of Boulder. The topic was “How to Address Nicotine Dependence successfully as part of clients' treatment plans”. The presentors were Teri Pichot, Program Director of the Jefferson County Substance Abuse Program, and Erik Stone, member of the State's Signal Project, a tobacco control initiative targeting Signal-funded substance abuse treatment centers
- Provided support to Jefferson Center for Mental Health (JCMH) to assist their consumers who use tobacco in cutting back and quitting. Compiled a fact sheet highlighting research showing the benefits of tobacco cessation among those in mental health treatment for JCMH's Tobacco-Free Campus planning committee

### *Spit/smokeless tobacco*

#### • **Prevent Initiation and Providing Opportunities/Resources for Spit Tobacco Cessation**

- On May 6th, and as part the Partner's Assessing Chew Tobacco (PACT) Project, TPI team conducted an education session about spit/chew tobacco use among youth with the Jefferson County Public Schools' Athletic Directors. The presentation resulted in the Directors committing to work with the TPI to identify and implement strategies to reduce spit/chew tobacco use, including strengthening the District's Tobacco-Free Schools Policy and other policies which may help reduce tobacco use among student athletes.

### *Latinos/Latinas*

#### • **Community Outreach**

- Over 180,000 Latinos, many of whom are bilingual, were reached through earned media articles run in El Comercio, a Spanish-language publication covering the region. The articles educated Latinos about the dangers of SHS, encouraged smoke-free home and auto policies and encouraged people to use the free QuitLine for assistance in quitting tobacco.
- Secondhand smoke, tobacco cessation and global tobacco issues were the focus of over four weeks of ads, expert interviews and public service announcements on Spanish radio AM 1150 during the last week of May (World No Tobacco Day) and the entire month of June. One of the most popular Spanish language radio stations in the Metro area, it is estimated that tens of thousands of Latinos were reached through these paid media efforts.

### *Low Income Families*

- Continued work with healthcare and human service providers who serve Medicaid and un-insured families; a new collaboration was initiated with the Metro Community Providers Network (MCPN), serving indigent people in Jefferson County. Focus of the efforts include training providers to assist patients in quitting tobacco and reducing SHS exposure.