

Embracing Community Wisdom “Washington State Model”



*Building Cross Cultural Partnerships for Tobacco
Prevention & Control*

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Issues to Be Addressed

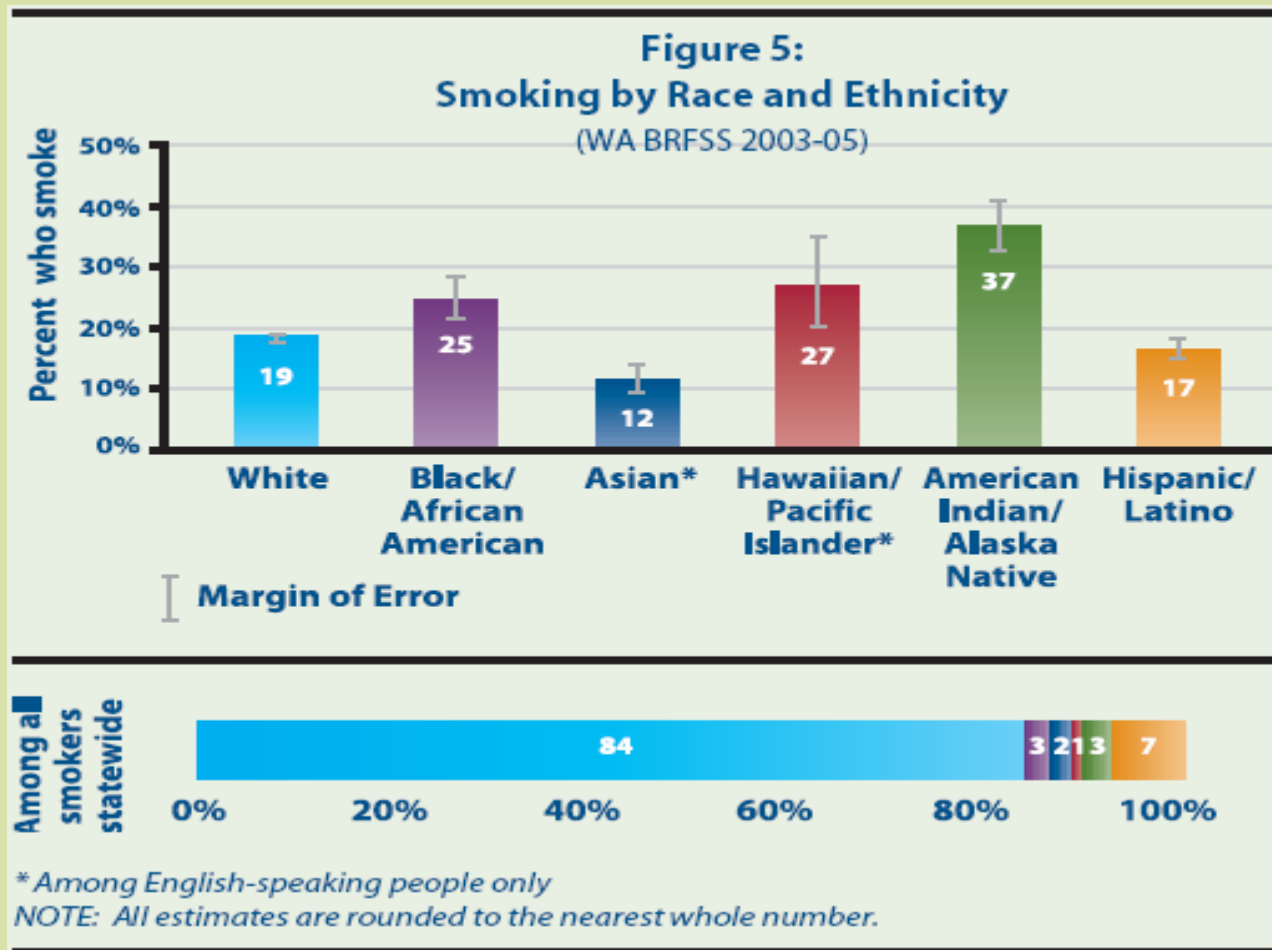
- Overview of cross cultural efforts in WA State
- Overview of Cross Cultural Leadership Institute
- Discussion re: accomplishments & lessons learned

Washington Data

Adult Smoking Rates in Washington: A Report on Current Disparities



Current Disparities



Washington State Model

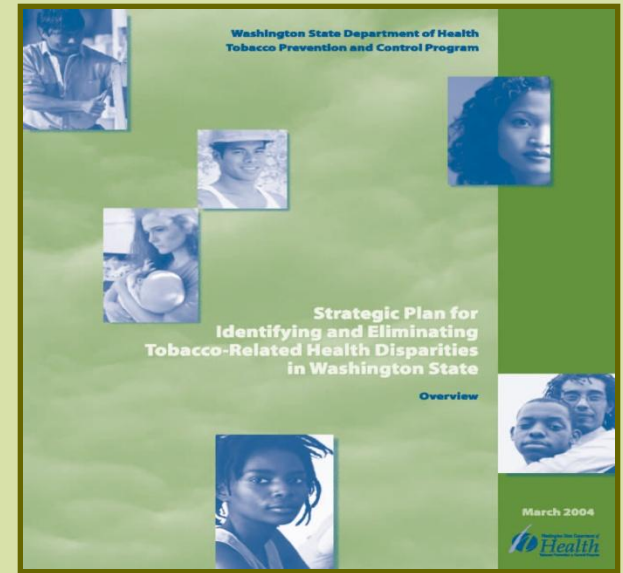
- ❑ Convened Cross Cultural Workgroup on Tobacco (CCWT) in 5/01
- ❑ Purpose = To identify innovative ways of eliminating tobacco use and exposure in high-risk populations
- ❑ Included representatives from 6 priority populations, DOH-TPC community contractors and other interested parties

Community Assessments

- Conducted community assessments and identified 6 critical issues
 - ▼ Lack of sustained funding
 - ▼ Lack of outreach and access to programs/services
 - ▼ Low priority of the issue in high-risk communities
 - ▼ Institutional racism
 - ▼ Lack of focused resources
 - ▼ Targeting of high-risk communities

Goals to Address Disparities

- Developed 3 to 5-year goals for strategic plan
 - ▼ Improve cultural sensitivity
 - ▼ Provide culturally appropriate materials/ services
 - ▼ Reduce tobacco industry influence
 - ▼ Sustain commitment
 - ▼ Increase community involvement, outreach and access
 - ▼ Increase community awareness



Addressing Disparities

- Contracted with cross cultural community contractors (CCCs) in 5 priority populations
 - African American—Ctr. for MultiCultural Health
 - Asian/Pacific Islander—WA Asian Pacific Islander Families Against Substance Abuse
 - Hispanic/Latino—WA Association of Community and Migrant Health Centers
 - LGBT—Gay City Health Project
 - Urban Indian—Seattle Indian Health Board

Accomplishments

- ❑ Increased funding dedicated to identify and address tobacco-related disparities
- ❑ Improved data gathering methods (BRFSS – over-sample, additional languages, LGBT)
- ❑ CCC represented on Implementation Advisory Committee
- ❑ Planned & Implemented cross cultural trainings

Cross Cultural Leadership Institute

- ❑ Purpose = To build capacity to develop and implement effective TPC programs and policies
- ❑ Worked with CCCs and supported community-driven processes for recruiting Team Leaders (TLs) and Fellows
- ❑ Supported up to 2 TLs and 5 Fellows from each community to participate in CCLI

Objectives—Cross Cultural Leadership Institute

- Build relationships between TLs and Fellows and community team identity
- Build relationships between cross cultural teams
- Increase community teams' capacity to work with the CCCs to develop and implement Community Work Plans

Components—Cross Cultural Leadership Institute

- Two-day residential TL Training
- Orientation session for TLs and Fellows
- Four-day residential Leadership Summit for TLs and Fellows
- Implementation of Community Work Plans in partnership with CCCs

Accomplishments



- ❑ Recruited & Trained 22 team leaders
- ❑ Recruited & Trained 68 fellows

Media Advertising

- Culturally appropriate media campaigns and materials – created by CCCs



Media Advertising



Khi bạn hút thuốc trong nhà, toàn thể gia đình bạn đều bị tác hại lây bởi khói thuốc đó.
Khói thuốc thứ cấp cũng giết được những người bên cạnh.

606 Maynard Ave S, Suite 106
Seattle, WA 98104
(206) 223-9578 www.quitline.com

Quitting smoking is hard.

Watching your baby suffer is harder.



Smoking while pregnant can hurt your baby, leading to long-term health problems or even death. It's never too late to quit smoking during your pregnancy.
Call the toll-free Tobacco Quit Line at 1-877-270-STOP (7827).

Every time you smoke a cigarette, your baby's health is in danger. Smoking can increase the chance of Sudden Infant Death Syndrome (SIDS), premature birth and respiratory diseases. Love and protect your baby.
Visit www.quitline.com for more information.

Is Tobacco.... A Choice?



Photo Voice

- ❑ Large presence of tobacco in youth's neighborhoods
 - Alcohol, lottery, check cashing, and pawn shops also very prevalent



- ❑ Tobacco was barely visible in comparison neighborhoods
- ❑ Youth engagement is important for change

Legislative & Policy Advocacy

- Mobilize community to work on
 - Clean indoor air
 - Tobacco tax
 - Continued funding for priority populations
 - Ban of menthol and flavor

- Youth presentation Legislative Day



Lessons Learned

- Adequate Resources
- Capacity Building
 Leadership Development
- Developing Cross Cultural Partnerships
- Leadership = increase Policy/Advocacy activities

What's Next.....?

*Looking forward and
walking the walk*



Contact Information

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