Comprehensive Tobacco Control Policies in Hispanic Communities

January 6, 2016

National network addressing tobacco and cancer disparities among Hispanics.
- 11 Subnetwork Lead Partner Agencies across the U.S.
- Bring together partners to leverage resources and share successful strategies.
- Facilitate the implementation of evidence-based tobacco and cancer interventions.
- Increase tobacco and cancer awareness and education through national media activities and social media.
- Disseminate tobacco and cancer developments, research, and news through webinars, training and TA, and the Network website.

www.nuestrasvoces.org

Raymond Leung, JD
Senior Staff Attorney, ChangeLab Solutions

Sara Barzel, JD
Legal Fellow, ChangeLab Solutions

SPEAKERS
Healthy communities for all through better laws & policies

Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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Agenda

• Public health & tobacco use
• Tobacco control basics
• Working with diverse communities
• Stories from the field
• Q & A
### Public Health and Tobacco Use

**Smoking causes or increases the risk of cancers of the lung, mouth, throat, esophagus, larynx, kidney, colon, cervix, liver, bladder, pancreas, and stomach**

**Smoking increases the risk of Type 2 Diabetes**

**Smoking is the leading cause of preventable death in the U.S., causing over 480,000 deaths per year**

**Secondhand smoke causes over 41,000 deaths per year**

### Public Health and Tobacco Use Among Hispanic Americans

**Harms caused by tobacco use and secondhand smoke can have a disparate impact on Hispanic Americans**

- Cancer leading cause of death
- Youth smoking is on the rise
- Disproportionately affected by gaps in smokefree workplace protections
- Less likely to have health insurance or receive cessation counseling

### Promote Policy, Systems, and Environmental Change

Tobacco Control Best Practices
Establish a foundation of solid Data from relevant research

Get the word out using a broad spectrum of Media Messaging

Build-in systems for effective Monitoring & Enforcement

NO TOBACCO SALES NEAR SCHOOLS Including E Cigarettes

Tobacco Control Best Practices
What are examples of specific tobacco control policies?

Use & Sales

Create smokefree places
Change pricing to change demand

Address flavored tobacco head-on
Incorporate e-cigarettes into existing tobacco control strategies

Working with diverse communities

Start by asking the right questions
Find and utilize existing community resources

Build relationships

Tailor innovative solutions
And now, to our correspondents in the field...

SPEAKER

Nora Hernandez, MBA
Program Coordinator/Manager
A Smoke Free Paso Del Norte
University of Texas at El Paso

A Smoke Free Paso del Norte

- Comprehensive and coordinated approach to tobacco control
- Paso del Norte region
Youth Tobacco Prevention Media Campaign

- Positive alternatives, refusal skills, establishing social norms
- The Squad
  - Tweens (3rd-5th graders)
  - Trailer and webisodes
  - Comic book
- Live Outside the Pack
  - Middle school
  - Booklet

Adult Tobacco Cessation Media Campaign

- Local testimonials (English & Spanish)
  - Challenges
  - Benefits
  - Respect
  - Motivations
  - Social support
  - Policy
- QuitLine and QuitNet

Paso del Norte Tobacco Control Network

- Tri-state, binational Network
- Composed of members representing several sectors
- Letter writing activities
- Beyond the Grant sessions
Clean Indoor Air Ordinance/Policy Protection and Promotion

- El Paso, TX – Passed 2001
  - Modifications passed 2014
- Socorro, TX – Passed 2006
  - Modifications passed 2014
- UTEP – Tobacco Free Campus
- Housing Authority of the City of El Paso
- Gay Pride Event in Las Cruces, NM
- UMC, Providence

Future Activities

- EPCC
- Municipalities
  - Village of Vinton
  - Town of Anthony
- Policy Brief
- Multi-Unit Housing
- Unified message on ENDS
Results: A Smoke Free Paso del Norte: Impact over 10 years on smoking prevalence using the Behavioral Risk Factor Surveillance System

Figure 1. This figure represents the change in each MSA in predicted prevalence in established smoking. The y-axis denotes the predicted prevalence of established smoking (100+ cigarettes ever in lifetime and currently smoking). The x-axis represents each year of Behavioral Risk Factor Surveillance Data.

Next up…

Katie Engman
Program Director
Ramsey Tobacco Coalition,
Association for Nonsmokers in Minnesota

SPEAKER
Engaging the Latino Community in Our Coalition: Ramsey County, MN

*Katie Engman, MCHES*

Ramsey County, Minnesota

Funding Source
- Youth Serving Organizations
- Public Health
- Faith Community
- Schools
- Law Enforcement
- Cities/County

Fiscal Agent: Association for Nonsmokers – Minnesota (ANSR)
Two Key Partners

Ms. Carmen Robles  Mr. Robert Hanson

The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

Source: Larry Cohen of the Prevention Institute
Policy Wins

**Little “p”**
- Tobacco-Free Funding Policies
- Tobacco-Free Minnesota Zoo Grounds

**Big “P”**
- Imitation Tobacco Ordinance
- Sign Ordinance
- Little Cigar Minimum Price
- Flavored Tobacco Restrictions
Cinco de Mayo Parade

- Tobacco-Free Funding

Point-of-Sale Advocacy

Community Assessments: What is happening in the retail POS?
Restricting Flavored Tobacco

Meeting with Saint Paul, MN Councilmembers

Gathering Support from Councilmembers
Mr. Gálvez Testifying

- [https://youtu.be/75X7emlIDxQ](https://youtu.be/75X7emlIDxQ)

Public Hearing Supporters

Katie Engman
Program Director
Association for Nonsmokers-Minnesota
651.646.3005
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Gracias
Next up...

SPEAKERS

Samela Perez
Program Director
Tobacco Education Program
San Benito County Health Department

Martha Lara
Health Education Associate
San Benito County Health & Human Service Agency

Agriculture Workers in San Benito County

Presented by:
Sam Perez, Programs Manager
D. Martha Lara, Health Education Associate

San Benito County Health Department
Tobacco Education Program
Presentation Overview

- San Benito County
- The problem: Agricultural workers left out of smoke/tobacco free housing and workplace protections
- Use of tobacco banned in Migrant Housing
- Agriculture worksites
  - Labor Code Section 6404.5: Loopholes in the workplace
- Tobacco-free Agriculture Policy
- Challenges
- Take home messages

San Benito County

- San Benito County (SBC) located south of Santa Clara County
- Agriculture accounts for 75% of the total land area
- SBC: 2,795 crop production workers

Who are agriculture workers?

- Maintain the quality of farms, crops, and livestock by operating machinery and doing physical labor under the supervision of farmers, ranchers, and other agricultural managers
- Hispanics/Latino
- Migrants
- Low income
- Limited to access to healthcare
- Risk for respiratory disease
- Underrepresented
- Exposed to secondhand smoke
The Problem

- Lack of smoke-free policies in migrant housing
- Lack of tobacco-free policies in agricultural worksites

Smoking Banned in Migrant Housing

- What is migrant housing?
  - Temporary housing available to agriculture workers and their families
- Implemented in:
  - All of San Benito County
  - Became smoke-free in 2010

Agriculture Worksites

Labor Code Section 6404.5
- 1995 CA workplace smoking restrictions (AB-13)
- Loopholes:
  - outdoor work sites, hotel cleaners, small businesses, large warehouses
- 1 in 7 California employees are currently exempt
Tobacco-Free Agriculture Worksites Policy

A county policy that would prohibit the use of tobacco in cigarette, chew or other forms in outdoor and/or indoor agricultural worksites.

Our Approach

- Get to know our community and identify the opinions of growers and workers
- Identified 173 employers
- 2,795 agriculture workers
- Surveyed 37 agriculture employers via phone
- Surveyed 529 employees at various locations
- Identify which San Benito County Board of supervisors would be in support of this policy and which would not

Policy Support

- Would you support a no tobacco use policy at your worksite? (employees)
- Do you support policies that prevent the use of tobacco in outdoor or indoor agricultural worksites? (growers)
Our challenges

• Lack of support from decision makers (Board of Supervisor, County Administrative Officer, Agency Director, County Farm Bureau Association, County Agriculture Commissioner)
• Timing—we were off
• Too many cooks in the kitchen
• Difficulty in reaching the farmers and employee’s

Take Home Messages

• Get to know your community
• Think outside the box
• Identify who is on board/support and who is not
• What are the community needs
• Be patient—timing is everything.

Thank you!

Sam Perez
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D. Martha Lara
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Thank you!

Strategies

- **Data-based advocacy**: Agricultural employee surveys in San Benito County, CA
- **Media and messaging**: Multi-media campaigns and awareness activities in Paso Del Norte region, TX
- **Community partners**: Dedicated teacher-advocates help engage youth in Ramsey County, MN

Let’s put it all together:
comprehensive tobacco control policies in diverse communities
Working with diverse communities

- Get your data
- Find existing resources
- Build stakeholder relationships
- Tailor innovative solutions

Tailoring tobacco control policies

- Sales: Licensing, pricing, signage, packaging
- Use: Smokefree workplaces, public spaces, housing
- And: Address menthol and e-cigarettes head-on

Making Sustainable Policies

- Environmental, systemic change
- Data and community driven
- Diverse messaging
- Monitoring and evaluation

NEXT STEPS
### Other Resources

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>American Heart Association</td>
<td>Health stats and quitting resources</td>
</tr>
<tr>
<td>American Lung Association</td>
<td>Research, education, and advocacy materials</td>
</tr>
<tr>
<td>American Cancer Society</td>
<td>Information on effects of tobacco use and quitting materials</td>
</tr>
<tr>
<td>Centers for Disease Prevention &amp; Control</td>
<td>Research, education, and advocacy materials</td>
</tr>
<tr>
<td>Counter Tools</td>
<td>Training &amp; technical assistance for tobacco retail policy changes</td>
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<tr>
<td>Americans for Nonsmokers’ Rights</td>
<td>Support and materials on the harms of secondhand smoke and youth addiction, and youth policies.</td>
</tr>
<tr>
<td>Campaign for Tobacco Free Kids</td>
<td>Advocacy materials on youth, quitting, and secondhand smoke</td>
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### Questions?

Thank you!

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Save the date!
Healthy Retail Environment Webinar
March 30, 2016 @ 2:00 pm EST

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