

Fight The Power of Tobacco

Pilot Project in Community Re-Entry Facilities



*Center for Multicultural Health
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Objectives



- Community Based Approaches
- Effective Cessation Services
- Connecting the Dots

Community Based Approaches



Develop Relationships

- Community Partnerships
 - Public Health-Seattle & King County
 - Community Center for Alternative Programs
 - Pioneer Human Services
 - Bishop Lewis House
 - Reynolds Work Release
 - Madison Inn
 - Helen B. Ratcliff

Community Based Approaches



Building Community Capacity

- Tobacco 101 Training
- Basic Tobacco Intervention Skills
- Development of Cessation Tool Kit

Community Based Approaches



Effective Methods

- Understanding Cultural Norms
- Customize Intervention
- Create Nurturing Atmosphere



Effective Cessation Services



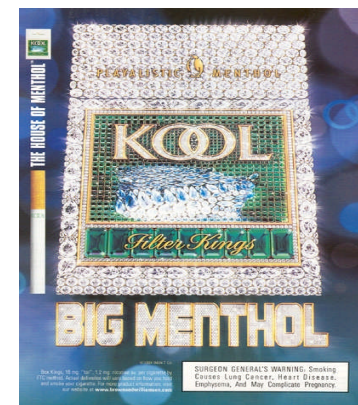
- General Intake
- Discuss Health Concerns
- Provide Health Screenings
- Follow Up



Connecting the Dots



- Industry Tactics
- Health Inequalities
- Addiction



Connecting the Dots



- Provide alternative strategies
- Resources
- Educational Materials
- Incorporates cessation into existing programs





Tobacco as a Social Justice Issue

“The tobacco industry has succeeded in addicting those who have the least information about the health risks of smoking, the fewest resources, the fewest social supports, and the least access to cessation services.”

*Cheryl Healton, Dr.P.H.
President & CEO, American Legacy Foundation
November 2001*

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