

The Creation of STOMP: New Mexico's Statewide Tobacco Disparities Network



Presented By

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When We Started: 2000

- Approached by Dept of Health Tobacco Program
- Modeled coalition after California ethnic networks
- Hired director & coordinator
- Held retreat & monthly meetings
- Developed name, mission statement, & materials



The Mission of STOMP

To promote awareness and action among New Mexicans disproportionately affected by tobacco in order to eliminate health disparities





STOMP's Role: Leadership

- Builds capacity in communities
- Serves nine populations
- Hosts bi-monthly meetings with trainings
- Started with 11 attendees; 65-90 now



STOMP's Activities

- Involve community leaders
- Inform & educate community members
- Advocate for data gathering for specific populations
- Conduct forums, trainings & community meetings



STOMP's Activities

- Recruit civil rights & advocacy organizations to include tobacco
- Support community organizations to address disparities
- Increase awareness of tobacco industry targeted marketing
- Increase cultural competency of tobacco service providers



First Four Years

- Annual forums for specific populations
- Disparities 101 trainings
- Mini-grants (\$3,200 - \$10,000)
- Development of materials for each population
- Community capacity-building trainings



Next Four Years

- Population specific advisory groups
- Statewide strategic plan
- Technical assistance & cultural competency training
- Expansion of mini-grants
- Participation in data collection



Low SES & African American Initiatives

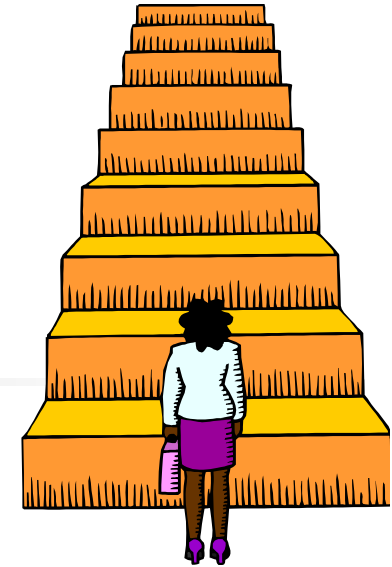
- African American Health Network
- Community Readiness Process
- Training by National Network on Tobacco Prevention & Poverty
- Conference for Communities Experiencing Poverty



Challenges Reaching Low SES Populations

- Don't think of ourselves as a community
- “Low SES” is a negative label of academics
- Members cross all other populations groups
- Members move in and out of Low SES designation

Next Steps



- Hire regional tobacco disparities specialists
- Provide tailored technical assistance to tobacco service providers
- Complete Resource Directory of population-specific strategies
- Compile “Promising Practices” materials
- Update strategic plan



Why Create a Cross-Cultural Network?

- Uses limited resources well
- Most of us are members of more than one group
- Creating collaboration across populations is powerful
- Sharing of knowledge and resources is efficient

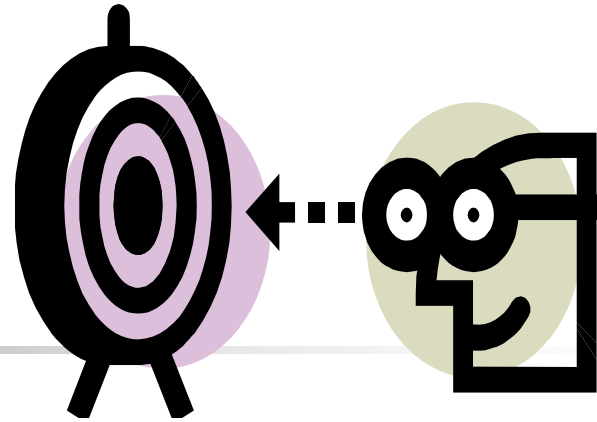


Elements of Our Success

- Stable staff
- Strong Dept of Health support
- Dedicated community leaders
- Increasing budget from MSA



Our Goals



- To work ourselves out of a job
- To ensure that every tobacco provider can meet the needs of specific populations
- To foster capacity so that each community can address tobacco

Contact Information...



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