



LUCHA PROGRAM

M.E.T.A. MOVIMIENTO EN CONTRA DE TABACO ADICCIONES

DATE: APRIL 4, 2019

MEETING OBJECTIVE:

Understanding flavors work in San Joaquin county and develop ways to mobilize the Latino population

AGENDA

10:00 AM – 10:10 AM	WELCOME	Keri
	<ul style="list-style-type: none">• Please feel free to grab coffee, water, and snacks• Please fill out the introductory survey while waiting• Icebreaker• LUCHA Program Updates• Flavored Tobacco in Latino Communities	
10:15 AM – 10:40 AM	San Joaquin Presentation: Tobacco Retail Licensing Strategy	
	<ul style="list-style-type: none">• Group Discussion: Identify Latino Leaders and Latino serving organizations• How can we engage Latinos in this discussion?	
10:40 AM – 11:15 AM	Identifying Key Messages	
	<ul style="list-style-type: none">• The “Keys” to Key Messages• Impactful data points• Develop an engaging key message to compel Latino Communities	
11:15 AM – 11:25 AM	Roundtable Sharing	All
11:25 AM – 11:30 AM	CLOSING REMARKS & NEXT STEPS	Keri
	<ul style="list-style-type: none">• Next Meeting in July 18th, location TBA	



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MEETING MINUTES:

LUCHA Updates:

Keri shared the following information on successes from the LUCHA program since the last M.E.T.A. meeting on January 17, 2019:

- Staff attended 8 Community Events, since January. They set up a booth with educational materials & collect surveys
- 2 Promotoras Trainings conducted in Spanish at the Mexican Consulate & in Esparto
- Collected 5 Key Informant Interviews related to Flavored Tobacco and Smoke-free Housing
- 2 Staff attended a Flavored Tobacco Training in Redding
- 1 Staff attended a Media Training in Redding

San Joaquin County STOPP - Tobacco Retail Licensing Strategy

Ashley from San Joaquin Public Health shared information on what a tobacco retail licensing ordinance is:

- TRL: A local license that retailers need in order to sell tobacco products
- Goal is to reduce youth access to tobacco
- Overall goal of reducing smoking rates
- Self-Financing – portion of fees go directly to enforcement
- TRL Plug-ins can regulated the number of stores, location, how products are marketed, kinds of tobacco sold (flavored tobacco), window advertising
- Ashley also shared information on the strategy session they had held to identify goals, partners/opponents, resources, and tactics for advocacy towards a TRL in the City of Stockton

Engaging Latinos in TRL & Flavored Tobacco Issues – Identifying Latino Leaders and Latino Serving Organizations

Keri lead a discussion on Hispanic/Latino specific partners and tactics that might serve to provide increased engagement from the Hispanic/Latino population in Stockton, relative to a TRL and a ban on flavored tobacco:

Potential Partners in Stockton:

- Cafeterias
- Churches (Catholic)
- El Concilio
- Family Resource Centers
- Fathers & Families
- Sports teams (soccer)

Potential Tactics to Engage Partners:

- For Parents – Parent Coffee Connection
- Adult & Children Sports – Tabling & sharing information
- Owners of Latino Stores – focus on education and encourage them to be champions for a healthy community
- Child Abuse Prevention Council – Parent Café
- First 5

Key Messages:

Keri provided data points related to the Hispanic/Latino population and flavored tobacco and lead a discussion on which data points would be most impactful and what additional data the Network members would like to see in the future. Responses from members include:

- “Future data points to describe flavored tobacco use among Hispanics and Latinos as attracting youth to premature death from an adult activity as big tobacco swamps Latino neighborhoods”
- “Future usage of numbers and fractions instead of percentages to illustrate statistics”
- “Future usage of smoking rates among US-born vs Foreign-born Latino/Hispanics”
- “Utilizing TV and radio ads to get people’s attention for health fairs”
- “Flavors such as Horchata, Churro, and Dulce de Leche being marketed heavily towards Latinos/Hispanics
- “Research on average age of people who start smoking”
- “Statistics on age groups and smoking rates. Show how people are being manipulated by big tobacco instead of using scare tactics.”

Next meeting:

- Late July/early August
- Will host a webinar/call-in meeting to share data and information with members on one call and CTCP-funded partners on a separate call



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M.E.T.A. Network

Movimiento En contra del Tabaco y sus Adicciones

April 4, 2019

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Icebreaker

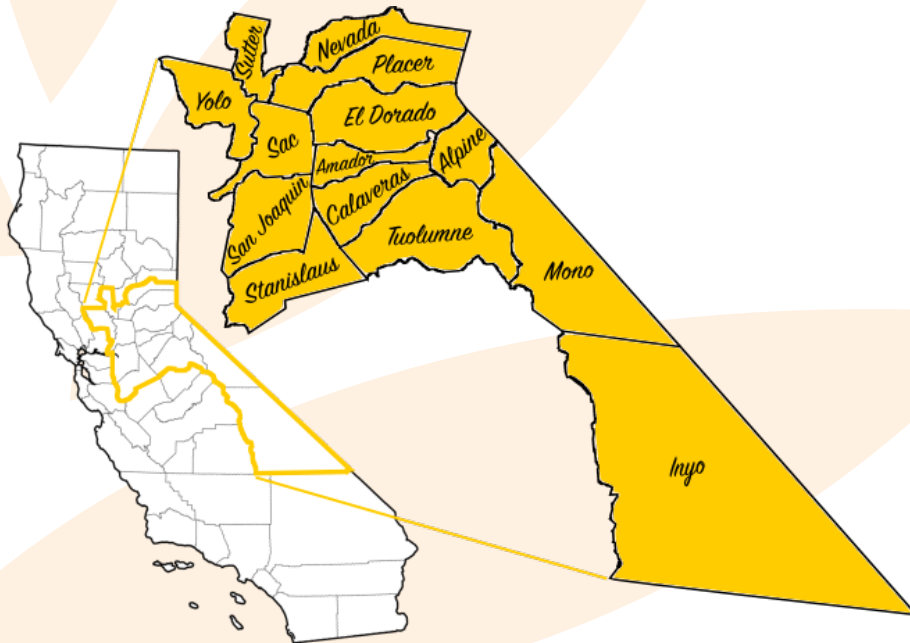
LUCHA

Latinos Unidos Contra el Habito y Adicción al Tabaco



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- LUCHA is a CA tobacco tax funded program led by HEC, which seeks to reduce health disparities related to tobacco among Latino communities.



LUCHA & M.E.T.A. Cont'd

Latinos Unidos Contra el Habito y Adicción al Tabaco
Movimiento En contra del Tobacco y sus Adicciones



- Diverse group of:
 - Public Health Professionals
 - Mental Health Professionals
 - Latino-serving organizations
 - Schools, housing, and cessation partners
- Provide community & cultural input to LUCHA
- Ultimate goal of reducing health disparities in Latinos through anti-tobacco initiatives

LUCHA Updates

- 8 Community Events, booth with educational materials & collect surveys
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Flavored Tobacco



- The tobacco industry has targeted minority communities with menthol cigarettes & flavors
- As a social justice & health equity issue, flavored tobacco exacerbates social inequalities and worsens health disparities.
- By working with communities that have a tobacco retail license to pass a ban on flavored tobacco, we can reduce the likelihood kids will get addicted and promote cessation among adults.
- (more data & information on flavored tobacco in Latino communities later!)



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San Joaquin County

STOPP: Smoking & Tobacco Outreach/Prevention Program

Presentation on their strategy for
Tobacco Retail Licensing in Stockton

Tobacco Retailer License: An Overview

Ashley Lewis, MPH
Public Health Educator



What is a Tobacco Retailer License

Tobacco Retailer License is a policy that requires tobacco retailers to purchase a license in order to sell tobacco products, such as cigarettes and vaping devices.



Benefits of a TRL

- Reduced Youth Smoking
- Reduced Tobacco Use
- Self-Financing
- Local Control



What Can a TRL Policy Regulate?



- Density
- Location
- How products are marketed
- How & what tobacco products are sold

Midwest Academy Strategy Chart

- 1.Goals
- 2.Organizational Considerations
- 3.Constituents, allies/opponents
- 4.Targets Tactics

Where is Public Health In the Strategy

1.Goals

2.Organizational Considerations

3.Constituents, allies/opponents



4.Targets Tactics

Group Discussion: Engaging Latinos in TRL & Flavored Tobacco Issues

In Stockton & Around the Region



- (who) Latino community leaders who live or work in Stockton who might show support
- (who) Latino-serving community organizations who might be interested in this cause
- (how) What tactics might we use to engage the above people/organizations
- (how) What tactics might we use to engage the Latino public in this cause?

The “Keys” to Key Messages



- 1) The key point or main idea—What do we want the Latino Community to remember?
- 2) The proof or data—What information will resonate with the Latino Community?
- 3) The color, anecdote, or call to action—What will make the message memorable to the Latino Community?

DATA POINTS: HISPANICS/LATINOS & FLAVORED TOBACCO

(1) 44.4% of Latino smokers in CA smoke Menthol cigarettes -*Tob. Free CA*

(2) Hispanic Youth Tobacco use (13.5%) is higher than the Hispanic Adult smoking rate (10.3%) –*Tob Free CA*

(3) On average, the price of flavored little cigars is \$0.06 cheaper in Hispanic neighborhoods than in other neighborhoods –*Tob. Free CA*

(4) There is a higher density of stores selling tobacco in Hispanic neighborhoods than there is in other neighborhoods – *Tob. Free CA*

(5) E-cigarette use among Hispanic HS students was similar to that of non-Hispanic whites, and more than double of non-Hispanic blacks -*Cancer Facts & Figures for Hispanics*

(6) Cancer, heart disease, and stroke—all of which can be caused by cigarette smoking—are among the first leading causes of death among Hispanics -*CDC*

HELPFUL HINTS FROM AMERICAN LUNG & THE H/L COORDINATING CENTER:

- Many Latinos are more responsive to negative consequences rather than prevention messaging.
- Avoid scare tactics
- Make the link to other common health issues

Data Points



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- 2) Hispanic Youth Tobacco use (13.5%) is higher than the Hispanic Adult smoking rate (10.3%) –Tob Free CA
- 3) On average, the price of flavored little cigars is \$0.06 cheaper in Hispanic neighborhoods than in other neighborhoods –Tob. Free CA
- 4) There is a higher density of stores selling tobacco in Hispanic neighborhoods than there is in other neighborhoods – Tob. Free CA
- 5) E-cigarette use among Hispanic HS students was similar to that of non-Hispanic whites, and more than double of non-Hispanic blacks -Cancer Facts & Figures for Hispanics
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Communicating the data

- (1) To develop the main idea
 - Use the data point to pinpoint the main idea
- (2) (insert data point)
- (3) Add “color” or anecdote, context, call to action
 - What we want to do about the data point

Closing



- Update from VDS/Mente Sana, Vida Sana programs & Consulate County outreach efforts
- Announcements from group
- Needs for LUCHA:
 - Key Informant Interviews in: West Sac, Woodland, Winters, Galt, Roseville, Elk Grove
 - Community events in Galt
- Next Meeting: July/August 2019
 - 2 webinars/call-ins, 1st for our network members, 2nd for our CTCP funded partners