



# LUCHA PROGRAM

**M.E.T.A.** MOVIMIENTO EN CONTRA DEL TABACO Y SUS ADICIONES

DATE: JANUARY 17, 2019

## MEETING OBJECTIVE:

Introduce LUCHA & M.E.T.A. programs and goals, solicit feedback and input from attendees

## MINUTES

In attendance: Cindy Foltz, Edith Gomez, Keri Hess, Sal Sanneh, Amanda Bloom, Martin Gonzalez, Claudia Medina, Tracie Borges, Shannon Haggitt, Cindy Vela, Mariela Silva, Tashelle Wright, Lorely Chavez, Ana Hernandez, Oscar Velasco, Stergios Roussos

Via webinar: Alex Wride, Chris Tucker, Diana Evensen, Jessica Nila, Kamlesh Kaur, Karri Halcomb, Lea Rathbun, Shannon Glaz, Steven Jensen

### 10:00 AM – 10:10 AM

#### WELCOME

Cindy

- Cindy welcomed everyone, those present in person went around the room to introduce themselves
- Cindy introduced the relationship between the organizations involved in the LUCHA grant, in that the Health Education Council is the agency hosting the grant. HEC has 27 years of experience working in underserved communities on public health issues. HEC has a longstanding relationship with the Mexican Consulate of Sacramento, that covers 24 northern California Counties which do overlap with the 14 counties that the LUCHA grant covers. Within the Mexican Consulate, HEC has a mental health program co-located with the Ventanilla de Salud (Health Window) that can provide support in reaching out tobacco objectives, specifically around cessation and “ask, advise, refer,” activities.

### 10:10 AM – 10:25 AM

#### LUCHA/M.E.T.A. PURPOSE & PRESENTATION

Cindy & Edith

- What is LUCHA: Cindy explained that the LUCHA program is a CA tobacco tax funded program led by the Health Education Council, located in West Sacramento. The regional grant seeks to reduce health disparities relative to tobacco in Latino communities in the Gold Country region.
- Cindy explained that the grant is designed to improve health outcomes for Latinos in the Gold country region by addressing cessation, secondhand smoke, and youth access to tobacco by increasing referrals to the CA Smokers' Helpline and improving treatment programs in behavioral health clinics and migrant clinic, smoke-free multi-unit housing policies, and flavored tobacco bans.
- Cindy introduced the Health Education Council Staff associated with the LUCHA project:
  - Project Director- Cindy
  - Program Coordinator- Keri
  - Community Engagement Coordinator- Edith
  - Technical Assistance & Support Specialist- Sal
  - Communications & Media Director- Amanda
- Cindy shared a map of the “Gold Country Region,” that the grant covers. This includes 14 counties: Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, Sutter Tuolumne, Yolo

- Cindy explained “M.E.T.A.,” “Movimiento en Contra de Tabaco Adiciones,” or The Movement Against Tobacco Addictions. M.E.T.A. is meant to be a network of public health professionals, mental health professionals, Latino-serving organizations, and community members who will provide community and cultural input to reduce health disparities among Latinos and advocate for health measures related to tobacco.
- Edith presented a brief overview of smoking in the United States, explaining that tobacco is still the leading cause of preventable death in the U.S.
- Edith touched on the burden of tobacco in Latino Communities in CA. That 11.5% of Hispanics/Latinos living in CA are smokers and while this rate is relatively low it accounts for 1.1 million Hispanic/Latino smokers in CA. She also mentioned that 13.5% of Hispanic youth use tobacco

#### **10:25 AM – 11:15 AM**

#### **STRATEGY SESSION**

**Keri**

- Keri led a strategy session in order to identify potential partners and advocates, tactics and key messages, opponents and counter messages, and English & Spanish language publications or outlets that key messages could be shared over.
- Please see attached documents to see the posters that attendees helped develop.

#### **11:15 AM – 11:25 AM**

#### **ROUNDTABLE SHARING & ASKS**

**ALL**

- Claudia from the California Health Collaborative’s Hispanic-Latino Coordinating Center asked for names of local elected officials in the Gold Country Region who would be ideal to target to provide education on tobacco-control topics. Claudia can be reached at: [CMedina@healthcollaborative.org](mailto:CMedina@healthcollaborative.org)
- Ana from Health Net asked if there would be more trainings and tobacco education for M.E.T.A. members and our potential partners.
  - Keri agreed that we would incorporate more educational pieces in the M.E.T.A. meetings and Cindy remarked that a regional Promotores meeting would be held this Spring that would include tobacco education for the attendees.

#### **11:25 AM – 11:30 AM**

#### **CLOSING REMARKS & NEXT STEPS**

**Cindy**

- A paper survey was issues at walk-in, Cindy reminded those attending in person to fill it out and told the call-ins that they would receive a copy of the survey with the meeting minutes, please return the survey at your earliest convenience to Keri: [KHess@healtheducouncil.org](mailto:KHess@healtheducouncil.org)
- The next meeting is set for April 4<sup>th</sup>. If YOU have an idea for a meeting location, we are all ears! We would like to move the meeting around the Gold Country Region, so that different partners can attend in-person. Please send any ideas to Keri: [KHess@healtheducouncil.org](mailto:KHess@healtheducouncil.org), we request that the meeting location have great internet access and a conference phone system.
- Keri apologized to all the call-ins for the technical difficulties. This was our first time trying this feature, and we promise to do some more testing to make it better for you in the future!
- One final update, after the meeting our experts in Spanish-language discussed the M.E.T.A. phrase, the acronym still works, but an adjustment was made to the spelled at version in order to ensure that our audience is aware that our topic is “tobacco addiction.” It now reads:
  - Movimiento en Contra del Tabaco y sus Adiciones



# M.E.T.A. Network Meeting

## January 17, 2019



Pictures from our meeting  
and strategy session at  
the Mexican Consulate of  
Sacramento

**M.E.T.A. Meeting Strategy Session**  
**January 17, 2019**

| <b>Cessation</b>   |  |
|--|--|
| <p style="text-align: center;"><u>Potential Partners/Advocates</u></p> <ul style="list-style-type: none"> <li>• Gold Country Region LLAs</li> <li>• Herman Verala from Dignity Health in Yolo</li> <li>• Laura Chavez from Community Medical Centers in Yolo</li> <li>• La Familia Counseling Center</li> <li>• UC Quits</li> <li>• Vocational or Work Training Programs</li> </ul>    | <p style="text-align: center;"><u>Tactics &amp; Key Messages</u></p> <ul style="list-style-type: none"> <li>• Health of children &amp; grandchildren related to secondhand smoke, being a positive influence</li> <li>• Key Informant Interviews (with smokers, non-smokers, and experts)</li> <li>• Money saved by not purchasing tobacco products</li> <li>• Smoke is Smoke (vaping... heat not burn)</li> </ul>   |
| <p style="text-align: center;"><u>Opponents &amp; Counter Messages</u></p> <ul style="list-style-type: none"> <li>• Smokers – improve your health and for kids/grandchildren</li> <li>• Vaping Industry – Vaping products are not approved for cessation</li> <li>• Youth</li> <li>• Homeless</li> <li>• Health system staff leadership (not having time to spend on issue)</li> </ul> | <p style="text-align: center;"><u>Spreading the Message</u></p> <ul style="list-style-type: none"> <li>• Hispanic/Latino Coordinating Center Newsletter &amp; Social Media</li> <li>• Latino Magazine: El Chaleco, A Primera Mano</li> <li>• Swap meets, health fairs</li> <li>• HEC newsletter</li> <li>• Family Resource Center</li> <li>• Health Plan Newsletter</li> <li>• UC Quits Newsletter</li> <li>• 2-1-1</li> <li>• United Way</li> <li>• Farmer Union Groups</li> <li>• LLA Newsletters</li> </ul> |

| <b>Smoke-free Multi-Unit Housing</b>  |  |
|---|--|
| <p style="text-align: center;"><u>Potential Partners/Advocates</u></p> <ul style="list-style-type: none"> <li>• Breathe CA</li> <li>• Soccer Clubs</li> <li>• American Lung</li> <li>• Americans for Nonsmokers' Rights</li> <li>• Work Prep</li> <li>• Vocational Programs</li> <li>• Taco Trucks</li> <li>• Gold Country Region LLAs</li> </ul> | <p style="text-align: center;"><u>Tactics &amp; Key Messages</u></p> <ul style="list-style-type: none"> <li>• Increase security deposit for smokers</li> <li>• Sharing the dangers of second- and third-hand smoke (x2)</li> </ul>   |
| <p style="text-align: center;"><u>Opponents &amp; Counter Messages</u></p> <ul style="list-style-type: none"> <li>• Tenants &amp; Landlords- share the cost of cleaning units with smokers</li> <li>• Staff who smoke</li> </ul>  | <p style="text-align: center;"><u>Spreading the Message</u></p> <ul style="list-style-type: none"> <li>• Sac Food Bank &amp; family services</li> <li>• Sacramento Self Help Housing</li> <li>• Promise Zone Sacramento (newsletter)</li> <li>• Rental advertising</li> <li>• Hispanic/Latino Coordinating Center Newsletter &amp; Social Media</li> </ul> |

| Restricting Flavored Tobacco  |   |
|---|---|
| <p><u>Potential Partners/Advocates</u></p> <ul style="list-style-type: none"> <li>• Athletic Organizations: AYSO- American Youth Soccer Organization, Soccer Clubs</li> <li>• Gold Country Region LLAs</li> <li>• SOL – Saving Our Legacy</li> <li>• CYAN</li> <li>• Churches, Schools,</li> <li>• Parks &amp; Rec</li> </ul> | <p><u>Tactics &amp; Key Messages</u></p> <ul style="list-style-type: none"> <li>• One on one meetings</li> <li>• Highlighting how tobacco counters Latino Values</li> <li>• “Mi mama me dijo”</li> <li>• Working with specific store owners to reduce signage/messaging in store</li> <li>• Tobacco takes away your freedom (use for rural settings—where “freedom” is highly valued)</li> <li>• Use hashtags for youth: e.g. #lavidaluCHA</li> <li>• Use Snapchat filters at events &amp; Instagram posts (can make into a competition)</li> </ul> |
| <p><u>Opponents &amp; Counter Messages</u></p> <ul style="list-style-type: none"> <li>• Store Owners</li> <li>• “be the first to take a stand, our kids deserve a better future”</li> <li>• Smokers</li> <li>• Vapers</li> <li>•</li> </ul>   | <p><u>Spreading the Message</u></p> <ul style="list-style-type: none"> <li>• Soccer Club Newsletters</li> <li>• Health fairs, flea markets, swap meets</li> <li>• Sacramento Cultural Hub</li> <li>• Hispanic/Latino Coordinating Center Newsletter &amp; Social Media</li> <li>• Campus newsletters</li> <li>• Churches</li> <li>• Mitú (Has a Snapchat)</li> </ul>  |





*Welcome!*

Please feel free to grab coffee, water, and a snack

**M.E.T.A.**

**Movimiento en Contra de Tabaco Adiciones**

[WWW.HEALTHEDCOUNCIL.ORG](http://WWW.HEALTHEDCOUNCIL.ORG)

# Introduce yourself

- Name,
  - Agency and/or city of residence,
  - Why do you want to get involved in preventing tobacco use?
- OR-
- What keeps you involved in preventing tobacco use?

# What is LUCHA?

*Latinos Unidos Contra el habite y Adicion a Tabaco*



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- LUCHA Tabaco is a CA tobacco tax funded program led by the health education council which seeks to reduce health disparities relative to tobacco among Latino communities in the Gold Country Region

## Focus Areas





# LUCHA Staff

- Project Director
- Program Coordinator
- Community Engagement Coordinator
- Technical Assistance & Support Specialist
- Communications & Media Director



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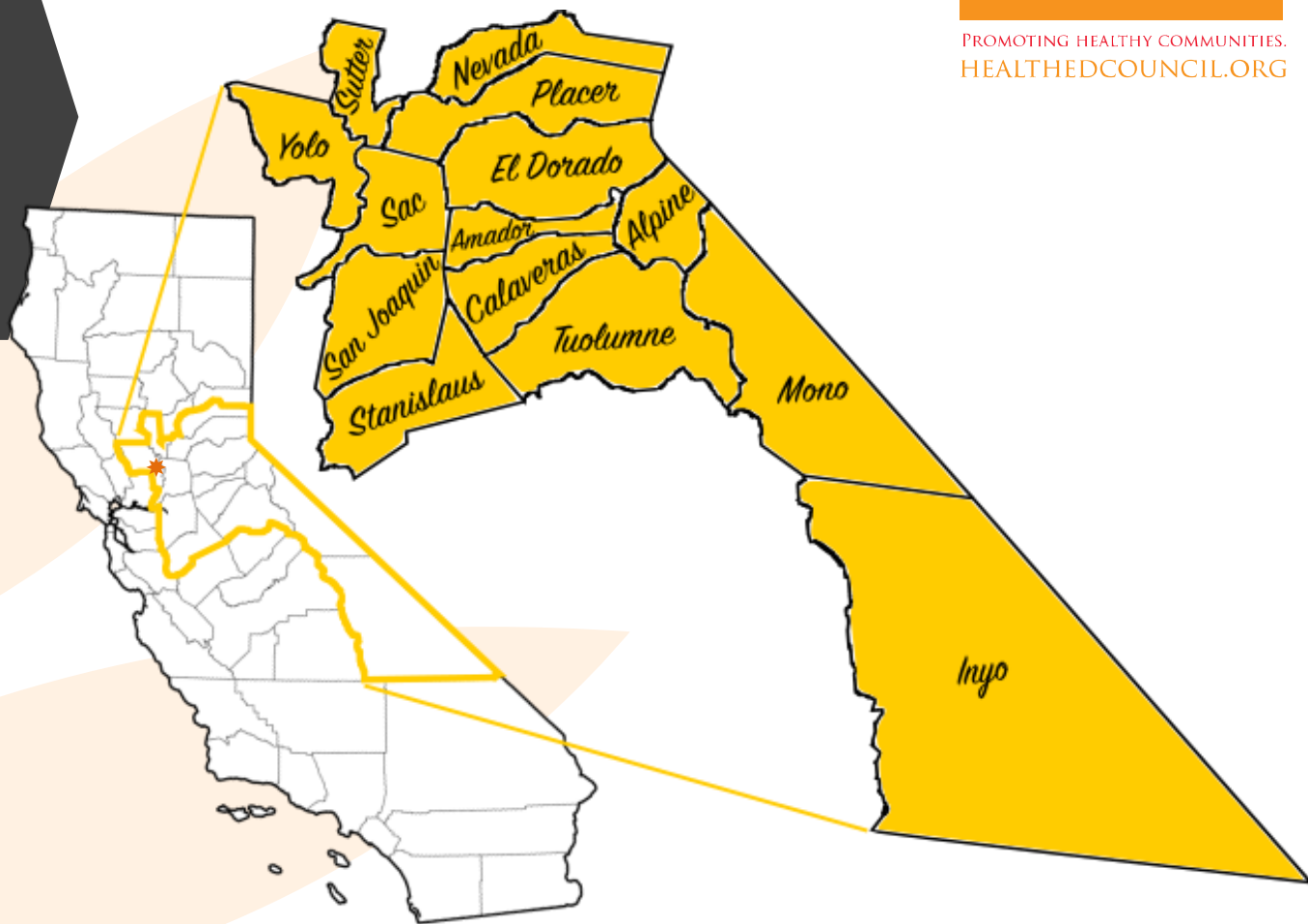
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# The Gold Country Region

*14 Counties  
Of California*

- Alpine
- Amador
- Calaveras
- El Dorado
- Inyo
- Mono
- Nevada
- Placer
- Sacramento
- San Joaquin
- Stanislaus
- Sutter
- Tuolumne
- Yolo



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# What is M.E.T.A.

*Movimiento en Contra de Tabaco Adiciones*



- Diverse group of:
  - Public Health Professionals
  - Mental Health Professionals
  - Latino-serving Organizations
  - Community members
- Provide community & cultural input to reduce health disparities among Latinos
- Advocate for health measures related to tobacco

# Smoking in the United States

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- Tobacco is the leading cause of preventable death
- Cigarette smoking accounts for 480,000 deaths each year
- Everyday, approximately 3,200 people under age 18 try their 1<sup>st</sup> cigarette
- 7 in 10 adult smokers want to quit



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# The burden of tobacco in Latino communities in California



- 38.9% of Californians are Hispanic/Latino
- 11.5% of adult Hispanics/Latinos living in CA are smokers
- While smoking rates are relatively low, this rate accounts for 1.1 million Hispanic/Latino Smokers in CA
- 13.5% of Hispanic Youth use tobacco products



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# Questions?

end of part 1





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# Strategy Session

Brainstorming strategies to accomplish LUCHA Goals

## Potential Partners/ Advocates

*Gold Country Region organizations or individuals that would be interested in supporting our cause.*

- Local Tobacco Control Programs (LLAs)
- CommuniCare

## Tactics & Key Messages

*Methods of reaching potential partners & local leaders and the messages that would capture their attention*

- Key informant interviews with local experts
- Dangers of second- and third-hand smoke



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## Opponents & Counter Messages

*Groups who would oppose our goals and ways that we can overcome this opposition*

- Smokers (need to educate on secondhand smoke and identify cessation resources)
- NATO- National Association of Tobacco Outlets/ retailers (healthcare costs far exceed losses to businesses, already selling a declining product)

## Spreading the Message

*English & Spanish Language publications and outlets that would allow us to complete our tactics and run key messages*

- Newsletters, blogs, listservs, social media channels, directories



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# Thank you!

Please join us at our next meeting:  
Thursday, April 4, 2019

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