

OREGON HUMAN DEVELOPMENT CORPORATION LATINO TOBACCO PREVENTION AND EDUCATION PROGRAM



Mission:

To promote economic and social advancement of farmworkers, Hispanics and disadvantaged individuals through the provision of education, training, advocacy and services that enhance self-sufficiency.

EVERY YEAR IN OREGON , ABOUT 50 LATINOS (AS) DIE FROM TOBACCO USE. APPROXIMATELY 14% OF LATINO (A) ADULTS SMOKE AS COMPARED TO APPROXIMATELY 19% OF THE GENERAL POPULATION NATIONWIDE, LUNG CANCER IS THE LEADING CAUSE OF CANCER DEATHS AMONG LATINOS. **MEANWHILE, THE TOBACCO INDUSTRY IS AGGRESSIVELY MARKETING THEIR PRODUCTS TO MINORITY GROUPS, LOW-INCOME COMMUNITIES, WOMEN, AND YOUTH.** RESEARCH INDICATES THE TOBACCO PREVENTION PROGRAMS IN OUR STATE AND ACROSS THE NATION HAVE SUCCEEDED IN REDUCING THE OVERALL RATE OF SMOKING IN THE GENERAL POPULATION. AS A RESULT OF THE APPROVED BALLOT MEASURE 44 IN 1996, OREGON HAS BEEN DEDICATING MILLIONS OF DOLLARS EVERY YEAR TO STATEWIDE EFFORTS TO REDUCE THE USE OF TOBACCO IN OREGON. HOWEVER, EARLY MAINSTREAM PROGRAMS FAILED TO REACH OUR MOST AT-RISK COMMUNITIES.

IN FEBRUARY 2004, THE OREGON DEPARTMENT OF HUMAN SERVICES AWARDED OREGON HUMAN DEVELOPMENT CORPORATION (OHDC) A GRANT TO RESEARCH AND DEVELOP EFFECTIVE, CULTURALLY-SPECIFIC STRATEGIES TO INFLUENCE LATINO PERSPECTIVES OF TOBACCO. THE OVERALL GOAL OF THIS PROGRAM IS TO REDUCE AND PREVENT TOBACCO USE AMONG THE STATE'S LATINO POPULATION. **BOTH OHDC AND THE OREGON DEPARTMENT OF HUMAN SERVICES STRIVE TO ELIMINATE THE DISPARITIES IN TOBACCO USE AND TOBACCO-RELATED DISEASES IN THE LATINO COMMUNITY.** CULTURALLY-SPECIFIC APPROACHES IN OUR STATE'S TOBACCO PREVENTION PROGRAMS ARE CRITICAL TO COMBATING THE TOBACCO INDUSTRY'S MARKETING PLANS.

OUR GOALS:

- IDENTIFY AND PROMOTE "BEST PRACTICE" TO PREVENT AND REDUCE TOBACCO USE
- DEVELOP AND IMPLEMENT TOBACCO POLICIES
- PROVIDE TECHNICAL ASSISTANCE AND CONSULTATION TO OTHER ORGANIZATIONS AND PROGRAMS INVOLVED WITH TOBACCO PREVENTION AND EDUCATION
- PROVIDE CULTURAL COMPETENCY TRAININGS

AREAS OF EXPERTISE AND EXPERIENCE:

- SURVEYED LOCAL LATINO NEIGHBORHOOD STORES ON TOBACCO SALES
- CONDUCT AIR MONITOR PROJECT WITH LOCAL LATINO BARS
- PROVIDE TA TO OREGON TPEP COUNTIES
- WORK WITH LOCAL LATINO BARS ON NEW SMOKE FREE LAW
- WORKING WITH MIGRANT HOUSING AND LOW INCOME HOUSING TO IMPLEMENT SMOKE FREE POLICIES

OHDC STAFF SERVE ON THE FOLLOWING STATE TPEP COMMITTEES:

- MULTICULTURAL TPEP COUNCIL
- TOBACCO EDUCATION CLEARINGHOUSE COMMITTEE
- TPEP TRAINING TASK FORCE



COMMUNITIES IN WHICH WE CURRENTLY WORK:

IN ORDER FOR OUR STATEWIDE HISPANIC/LATINO TOBACCO PREVENTION AND EDUCATION PROGRAM TO BE SUCCESSFUL, WE NEED HISPANIC/LATINO COMMUNITY GROUPS AND HEALTH ADVOCATES TO PLAY AN ACTIVE ROLE IN TOBACCO PREVENTION ACTIVITIES. TOGETHER, WE HOPE TO ADDRESS THESE SERIOUS HEALTH ISSUES THAT OUR HISPANIC/LATINO COMMUNITIES ARE FACING, AND REDUCE THE RATES OF TOBACCO USE AMONG OREGON'S HISPANIC/LATINO POPULATION. OUR PARTNERS INCLUDE:

- THE NATIONAL LATINO COUNCIL ON ALCOHOL AND TOBACCO PREVENTION
- TUALITY "SALUD" PROGRAM
- VIRGINIA GARCIA MEMORIAL HEALTH CENTER
- UNIVERSITY OF PORTLAND
- PORTLAND STATE UNIVERSITY
- PORTLAND COMMUNITY COLLEGE
- OREGON LATINO CANCER COALITION
- OREGON LATINO HEALTH COALITION
- HACIENDA COMMUNITY DEVELOPMENT CORPORATION
- NUEVO AMANECER
- LATINO NETWORK
- MULTNOMAH COMMUNITY CAPACITY PROGRAM
- OREGON COMMUNITY HEALTH WORKER PROGRAM
- CATHOLIC CHARITIES
- ALL OHDC'S REGIONAL OFFICES



ADDITIONAL AREAS WE WANT TO REACH WITHIN OUR COUNTIES:

- MIGRANT HEALTH CLINICS
- PUBLIC SCHOOLS
- COMMUNITY COLLEGES
- CHURCHES
- CONCERTS, FAIRS, AND FESTIVALS

IMPORTANT FACTS:

- THE OREGON HEALTH TEENS DATA SHOW 10% SMOKING PREVALENCE AMONG LATINO(A) 8TH GRADERS AND 12% AMONG LATINO (A) 11TH GRADERS
- EVERY YEAR IN OREGON 977 LATINOS(AS) SUFFER FROM A SERIOUS ILLNESS CAUSED BY TOBACCO USE.
- \$7.9 MILLION IS SPENT IN OREGON EVERY YEAR ON MEDICAL CARE FOR LATINOS (AS) FOR TOBACCO-RELATED ILLNESSES.
- \$7.9 MILLION IN PRODUCTIVITY IS LOST EVERY YEAR IN OREGON DUE TO TOBACCO-RELATED DEATHS.
- THE 3 MOST COMMON TYPE OF TOBACCO CANCERS AMONG LATINO MEN ARE LUNG , BRONCHUS, AND PROSTATE.
- LUNG CANCER DEATHS ARE ABOUT 3 TIMES HIGHER FOR LATINO MEN THAN FOR LATINA WOMEN.

CONTACT INFORMATION:

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¡SI SE PUEDE, JUNTOS PODEMOS!
ELIMINATING TOBACCO USE IN OUR LATINO COMMUNITIES

