

CONGRESO DE LATINOS UNIDOS, PHILADELPHIA, PA

Focus: Latino/Hispanic & African American

Congreso provided in-home, culturally appropriate cessation counseling to people in the households of Latino children with asthma, and environmental tobacco smoke (ETS) reduction education and strategies to caregivers of children with asthma to reduce ETS as an asthma trigger. Congreso also provided culturally appropriate community education through a Spanish-language social marketing campaign about ETS and smoking.

HUMILITY OF MARY HEALTH PARTNERS, YOUNGSTOWN, OH

Focus: African American & Hispanic/Latino

This program provided smoking cessation services to parents/caregivers of pediatric asthma patients. A Certified Tobacco Treatment Specialist (CTTS) provided culturally competent/bilingual treatment, planning and counseling at the asthma clinic and various sites serving the Hispanic and African American communities. Individual treatment plans were developed including appropriate referrals to BecomeAnEx, Ohio Quit Line, and New Start's Intensive Treatment program.

MONTEFIORE MEDICAL CENTER, BRONX, NY

Focus: Hispanic/Latino

Through efforts led by a trained health educator, Montefiore Medical Center provided a comprehensive tobacco control program at an urban community health center serving a largely Hispanic population. This project leveraged the excellent working relationship between this center and the tobacco control personnel of a nearby academic medical center.

PAPA OLA LOKAHI, HONOLULU, HI

Focus: Pacific Islander

Papa Ola Lokahi implemented a standardized smoking cessation protocol statewide that was pre-tested at five Native Hawaiian Health Care Systems (NHHCS). The intended audience was five NHHCS that served the medically underserved and uninsured and their clients that smoke. This program builds each system's capacity to address the high smoking rates among their clients and fosters support and measurable outcomes among their peer NHHCS.

RENO-SPARKS INDIAN COLONY, RENO, NV

Focus: Native American/Alaskan Native

The Reno-Sparks Indian Colony, a federally recognized Indian Tribe, developed tobacco cessation project targeting Native American youth and parents. The program was modeled on the science-based Western Tobacco Prevention Project, as adopted for American Indians, in addition to CDC Best Practices for treating tobacco use and dependency.

SELBY GENERAL HOSPITAL, MARIETTA, OH

Focus: Caucasian

Selby General Hospital reduced disparities in tobacco control within the Appalachian culture of southeast Ohio by addressing the excessive rate of smoking and oral tobacco use. County-wide cessation efforts targeted their poorest and least educated residents, particularly smoking women ages 25-50 and men ages 18-50 who used oral tobacco. They used alternative venues, such as Laundromats, cash exchanges businesses, fast food restaurants, convenience stores and tattoo parlors to market and advertise the hospital's cessation program in low education and poverty stricken areas of Appalachia.