

**BLACK HILLS OF AMERICAN INDIAN HEALTH, RAPID CITY, SD**

Focus: Native American/Alaskan Native

This grantee used a community-based approach, collaborated with the Rapid City Indian community, the Sioux San Public Health Service Indian Hospital (located in Rapid City), and the South Dakota Quitline to increase the number of American Indians actively participating in pre-existing, though poorly utilized, smoking cessation programs. These funds were used to conduct activities including creation of a tobacco advocacy network, training on 5 A's to Sioux San healthcare providers, as well as various community cessation awareness activities in Rapid City.

**CAMPESINOS SIN FRONTERAS, SOMERTON, AZ**

Focus: Hispanic/Latino

Futuro Claro targeted the low-income Hispanic residents of South Yuma County, Arizona. This U.S./Mexico border community has high rates of chronic disease and little access to health care. Futuro Claro benefited the target population by (1) using peer education to reach Hispanic young people 18-24 with tobacco prevention and cessation information, and by (2) significantly reducing Hispanic farmworkers' daily exposure to second hand smoke.

**CLINICAL OUTCOMES GROUP, INC., POTTSVILLE, PA**

Focus: Caucasian & African American

Project Fresh aim was to reduce exposure of secondhand smoke (SHS) among children (age 0 to 6) enrolled in Federal Head Start Programs by converging three specific activities: (1) educating low-income families to understand the dangers of SHS; (2) assisted families to develop household policies that reduce children's exposure to SHS; and (3) developed free, accessible, and effective tobacco quit programs for families of Head Start children.

**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.

**FIRSTHEALTH OF THE CAROLINAS, PINEHURST, NC**

Focus: Multi-populations

FirstHealth of the Carolinas established the "HomeFree," and provided tobacco cessation services and support to tobacco using, low-income families in the rural mid-Carolinas. This program, which focused on providing cessation through home care nurses and health educators directly in clients' homes, reached out to the most vulnerable tobacco users in the region, many of whom would not have access to cessation services otherwise.

**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.

**LA CROSSE COUNTY HEALTH DEPARTMENT, LA CROSSE, WI**

Focus: Caucasian & Asian American

La Crosse County Health Department developed innovative community-level interventions that integrated tobacco cessation among adults 25 and older who have less than a high school education and are considered binge drinkers, heavy alcohol users, or in an alcohol recovery program in West Central Wisconsin. This project addressed the dual burdens of alcohol and tobacco use, two highly correlated behaviors.

**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.

**NATIONAL NURSING CENTERS CONSORTIUM, PHILADELPHIA, PA**

Focus: African Americans

'Stay Quit, Get Fit', a joint program of the National Nursing Centers Consortium and Eleventh Street Family Health Services, integrated cessation counseling and weekly exercise for low-income African-Americans into the services of a nurse-managed health center in North Philadelphia. Health center providers participated in recruitment, screening, education and reinforcing cessation counseling. The uniqueness of this program was primary care providers reinforcing cessation messages.

**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.

**ROBERT WOOD JOHNSON MEDICAL SCHOOL / MERCER COUNTY  
TOBACCO DEPENDENCE PROGRAM, NEW BRUNSWICK, NJ**

Focus: African American & Hispanic/Latino

The main goal of this project was to eliminate disparities in access to tobacco cessation services. The medical school offered free tobacco cessation counseling and free nicotine patches to at least 42 smokers attending urban substance abuse

treatment programs in the Trenton, NJ community. These services were provided on-site, at their substance abuse treatment programs. They also provided training to treatment staff at three urban, substance abuse treatment programs in the Trenton, NJ area on how to motivate lower motivated smokers. Lastly, they created a treatment manual for dissemination to the eight New Jersey state-funded "Quit Centers".

### **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 that 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.

### **SOUTHERN NEVADA HEALTH DISTRICT, LAS VEGAS, NV**

Focus: Lesbian/Gay/ Bisexual/Transgender

Utilizing text messaging, narrowcasting, and experiential marketing, the Southern Nevada Health District implemented a comprehensive program designed to engage the LGBT community and encourage smoking cessation. This project utilized text messaging and experiential marketing to change the behavioral association between smoking and the LGBT lifestyle.