

**ALASKA NATIVE TRIBAL HEALTH CONSORTIUM (ANTHC),  
ANCHORAGE, AK**

Alaska Native Tribal Health Consortium (ANTHC) will combine their clinical knowledge with the community experience and expertise of RurAL CAP Headstart to reduce tobacco use and exposure among Alaska Native families. ANTHC and RurAL CAP propose to construct a community support system within 24 Headstart communities to address tobacco use through: culturally appropriate education and training; evidence-based approaches to tobacco control; tobacco cessation services; and project evaluation.

**BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH, INC., MERIDIAN,  
ID**

Most Idaho hospitals identify patients who smoke, but due to time constraints and lack of trained personnel, the hospitals provide minimal cessation services. Blue Cross of Idaho will develop and evaluate an innovative touch-screen program for hospitalized patients to reduce the prevalence of smoking and eliminate disparities in access to smoking cessation services. By developing a program that can be disseminated to hospitals, especially in rural areas, the program hopes to be replicated throughout Idaho and the Northwest.

**BRIDGEHAVEN MENTAL HEALTH SERVICES, LOUISVILLE, KY**

The project will identify clients with severe and persistent mental illness who have a desire to quit smoking and provide them with a comprehensive program to achieve that goal. The project will make use of established practitioners to deliver cessation messaging (e.g. social workers, registered nurses, advance practice nurses and art therapists) and heighten the awareness of the health risks of smoking, the financial and personal benefits of quitting and the danger of second hand smoke. The program activities would embed best practices for tobacco cessation into a well established psychiatric rehabilitation and recovery program, recognized locally and nationally for service excellence, and located in Kentucky, a state with historically influential tobacco use culture and prevalence.

**CALIFORNIA RURAL INDIAN HEALTH BOARD, SACRAMENTO, CA**

The tribal dental office and staff constitutes an under-utilized smokeless tobacco prevention and cessation resource for the American Indian/Alaska Native community. This program proposes an innovative approach to harness this

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resource given the untapped capacity of tribal clinic staff, professional and community networks, and the economic climate necessitating the provision of oral health care coverage with less financial means.

### **CALIFORNIA YOUTH ADVOCACY NETWORK, CITY OF INDUSTRY, CA**

The California Youth Advocacy Network, a grantee of Public Health Foundation Enterprises, will implement “Operation Collaboration” to reduce the disparity in tobacco use between military and civilian communities by guiding the development, increasing the utilization, and improving access to culturally appropriate cessation services and tobacco control practices. Through this development, the project intends to facilitate adoption of the services and practices on 1-3 military installations across the United States.

### **CENTER FOR PAN ASIAN COMMUNITY SERVICES, INC., DORAVILLE, GA**

The intended goal of the ACT Project (Asian Americans Coming Together Against Tobacco) is to increase health equity for Asian Americans in Greater Atlanta by engaging community leaders on effective tobacco control strategies. It will be accomplished through increasing the capacity of communities by engaging them on a three-prong approach to tobacco control. The approach will focus on data, coalition building and a community navigator program.

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

We will target 200 rural, adult, smokeless tobacco users (STUs) recruited from community based settings and conduct a panel tobacco user survey consisting of: (1) an oral health assessment; (2) brief intervention; (3) ongoing counseling. A trained cessation counselor will provide ongoing follow-up. Overall we estimate 25% of non treatment seeking STUs will report a 30-day point prevalence quit rate at the 6 month follow-up assessment.

### **COLORADO FOUNDATION FOR PUBLIC HEALTH AND ENVIRONMENT, HIGHLANDS RANCH, CO**

This project brings together eleven leaders from communities of tobacco disparities with five public health agencies to build a strong coalition, complete an in-depth community based participatory research process and develop a

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three-year strategic plan for reducing tobacco use in socio-economically disadvantaged populations.

**INDIANA TOBACCO PREVENTION AND CESSATION AGENCY,  
INDIANAPOLIS, IN**

Over 250,000 musicians, entertainers, and bar workers in Indiana worked in smoke-filled venues to make a living. Many would prefer that their workplace be smoke free. This project takes on a grassroots and viral marketing approach to build a statewide network of the listed concerned groups as volunteers, to effectuate smoke-free workplace environments for Hoosier wait staff workers and entertainers, the same protections against secondhand smoke enjoyed by 79% of the white-collar work force.

**INSTITUTE FOR CULTURAL PARTNERSHIPS, HARRISBURG, PA**

The Institute for Cultural Partnerships will employ Bosnian and Vietnamese Certified Nursing Assistants (CNAs) to develop culturally specific tobacco-control messaging, educational materials and programming focused on the dangers of second-hand smoke and smoke-free home policies in Central Pennsylvania. Using PhotoVoice techniques, community members will take themed pictures to document cultural values that promote tobacco use and discourage smoke free homes and social interactions.

**ISLAMIC MEDICAL ASSOCIATION OF NORTH AMERICAN, BRONX, NY**

The Nafis Salaam, or "Breath of Peace," project will measure and analyze smoking rates, perceptions and anti-smoking strategies, and provide regular workshops and culturally sensitive public discussion regarding the related problems of Muslim American stress and Muslim American smoking. Building upon necessarily ground-breaking research and using the building blocks of basic demographic collection, the project will develop regular outreach and education services appropriate to the structure of six diverse Muslim communities in the New York area.

**JOHNS HOPKINS UNIVERSITY, BLOOMBERG SCHOOL OF PUBLIC  
HEALTH, BALTIMORE, MD**

This research project aims to prevent the future burden of cancer-related disease in a high-risk, vulnerable inner city African-American young adult population.

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This research partnership between Johns Hopkins Bloomberg School of Public Health and Youth Opportunities & Urban Youth Corps (employment and education programs for young adults) will use community-based participatory research (CBPR) methods in five predominantly African-American urban neighborhoods in Baltimore. This study will reduce the high rates of smoking in these communities by developing and pilot testing culturally relevant and appropriate program and policy approaches.

### **JOHNS HOPKINS UNIV., SCHOOL OF MEDICINE, BALTIMORE, MD**

This grant is working to develop a smoking cessation intervention in which nurses and physicians work collaboratively to counsel patients during their hospitalization and supported them as they quit smoking.

### **JSI RESEARCH AND TRAINING INSTITUTE, INC., BOSTON, MA**

JSI (John Snow Inc.) Research & Training Institute, Inc. will collaborate with community-based employment readiness and financial assistance programs in New Hampshire and Rhode Island to engage smokers with evidence-based cessation resources. During employment or financial counseling appointments, smokers will receive information about the immediate personal economic costs of tobacco use, and the impact of smoking on employment, and offered proactive referral to a quitline and free nicotine replacement therapy.

### **KENTUCKY YOUTH ADVOCATES, JEFFERSONTOWN, KY**

The *Rural Media Tobacco Prevention Project* will build on current prevention and cessation efforts by building the capacity of local journalists to report on the impact of tobacco use and smoking on rural health. The project will use tobacco industry documents, best practices, and local and state experts to *create a shift in social norms regarding tobacco use*. Kentucky Youth Advocates (KYA) will partner with the Institute for Rural Journalism and Community Issues (IRJCI) and the University of Kentucky's Tobacco Policy Research Program (UK).

### **KOKUA KALIHI VALLEY COMPREHENSIVE FAMILY SERVICES, HONOLULU, HI**

Kokua Kalihi Valley (KKV) proposes to initiate a project targeting smokeless tobacco use among Kalihi Valley's low-income Micronesian population. Utilizing KKV's vast experience working with immigrant communities, this project will

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include outreach, focus groups and community interventions to eliminate disparities in access to tobacco services while addressing the growing use of smokeless tobacco products, which are cheaper than cigarettes and more culturally acceptable among Micronesians.

### **METRO PUBLIC HEALTH DEPARTMENT (MPHD) OF NASHVILLE, NASHVILLE, TN**

This project will encourage the voluntary adoption of smoke-free home and car policies. To access this population, the Health Department will partner with Head Start daycare providers, the Women Infant and Children (WIC) program, the Nashville Birthing Project, the Smoke-Free Nashville Coalition, county car seat installation technicians, TN State University, Metro General Hospital and Meharry Medical College. Project staff will develop and provide culturally tailored education sessions for all partner organizations and their clients on the effects of secondhand smoke and the importance of preventing childhood exposure.

### **MONTEFIORE MEDICAL CENTER (AIDS CENTER), BRONX, NY**

Smoking is epidemic among persons with HIV (PWHs - persons with HIV infection) but there has been little concerted effort to understand or address this problem. This project aims to develop and distribute educational materials, modeled upon the findings of PWH and provider interviews, to over 2,000 HIV care providers and their patients throughout the US, with the ultimate intent of developing a tailored smoking cessation intervention for PWHs.

### **NATIONAL YOUTH ADVOCACY COALITION, WASHINGTON, DC**

The National Youth Advocacy Coalition will formalize a National Young Adult Tobacco Working Group to support sexual minority youth tobacco initiatives via support, coordination and resource dissemination. Specifically, this Group will develop and implement a national LGBTQI young adult tobacco needs assessment. After the survey is completed, results, implications, and group members' best practices will be presented in a white paper and presentations.

### **RURAL ALASKA COMMUNITY ACTION PROGRAM, INC., ANCHORAGE, AK**

The Community Wellness Tobacco Project developing/adapted culturally

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appropriate education and cessation resources, training community members from rural villages to act as Wellness Facilitators (WFs) to create and implement local support networks, and providing WFs with ongoing support. Project activities include community readiness assessments, educational outreach, referrals to appropriate cessation resources, and social support for rural Alaskans.

### **SETON HEALTH, TROY, NY**

*“The Courage to Quit: Tobacco Recovery,”* program will present a faith-based, self-sustaining, evidence-based cessation model for low-income homeless individuals. The program will be implemented in six shelters in New York’s Capital District (Albany) and will reach approximately 20 medical/counselor professionals and 300 homeless adults. The project expects to demonstrate that evidenced-based cessation services can be implemented and sustained among those in area homeless shelters and/or day programs with a medical component, when NRT and technical assistance is available.

### **SOUTHSIDE MEDICAL CENTER, ATLANTA, GA**

To address the problem of little cigar use among young adult African Americans, a community-based participatory research approach will be used to engage the residents, to assess attitudes and exposure to little cigars, and to develop an intervention. Focus groups, innovative technology, and environmental scans will be used to develop a community based intervention that can impact social norms and perceived and actual use of little cigars.

### **THE OSBORNE ASSOCIATION, INC., BRONX, NY**

Using its unprecedented access within the criminal justice system and the platform of an established public health program, the Osborne Association supports a quit line for individuals incarcerated in New York State correctional facilities. In addition, it has enhanced its tobacco education and smoking cessation services for returning prisoners by adding nicotine replacement therapy options to its array of services.

### **THE RESEARCH FOUNDATION OF STATE UNIVERSITY OF NEW YORK (SUNY), ALBANY, NY**

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The project will use community based participatory research, to promote access to tobacco cessation services among individuals who reside in rural areas. Phase 1 will involve reaching out to rural tobacco users at agricultural fairs in New York State. We will also pilot a new approach – use of an interactive touch screen kiosk - to engage rural tobacco users in a fun survey which will assess their preferences for a variety of evidence-based tobacco cessation services. Staff will to characterize rural tobacco users' preferences for evidence-based tobacco cessation methods and services, and this information will be used to develop mailings whereby a sample of these survey participants will receive cessation materials and will be re-contacted during the six months following the fair. Phase 2 will evaluate whether smokers who receive multiple tailored cessation mailings to promote cessation services will be more likely to make a quit attempt and stop smoking compared to smokers who receive a single cessation mailing.

### **UMATILLA-MORROW HEAD START, INC., HERMISTON, OR**

This project will facilitate the institutionalization of tobacco cessation supports for families in 9 Head Start programs in the three state Region of Idaho, Oregon and Washington. These Head Start programs serve over 23,035 children and their families. A three session Training Institute, using a Learning Collaborative Model, will develop a cadre of highly skilled trainers to expand the capacity of Head Start staff who work with household members to effectively identify, engage, and refer tobacco users to cessation supports and reduce exposure to second hand smoke.

### **UNITED GENERAL HOSPITAL, SEDRO WOOLLEY, WA**

Students at Cascades Job Corps (JC) have characteristics that are consistent with many of the high risk categories associated with increased rates of tobacco use including individuals who are low-income, basic skills deficient, and have dropped out of high school. As part of a comprehensive approach to reduce tobacco use, the project proposes to implement a multiple-tiered campaign consisting of a representative wellness committee, counter-marketing materials that utilize tobacco industry documents, evidence-based cessation and wellness curricula, and training for JC health clinic staff on how to address tobacco use with patients, and implement tobacco-free campus policies.

### **UNIVERSITY OF COLORADO HEALTH SCIENCES CENTER, CANCER CENTER, AURORA, CO**

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Colorado has very few advocacy groups or tobacco control programs that have adequately explored spit tobacco use and trends. There is a need for research going beyond prevalence data, including surveillance research that adds a context to what is known about spit tobacco use, cultural trends and cessation challenges. This project aims to eliminate disparities related to spit tobacco use by creating a statewide, web-based surveillance tool designed to capture spit tobacco use trends, social and cultural norms that support use, product marketing and sales practices, tobacco industry sponsorship of local events, prevention and cessation resources, and policies and practices. Surveillance findings will direct a strategic plan for subsequent years.

### **UNIVERSITY OF MAINE, ORONCO, ME**

Maine's primary smoking cessation website, Tobacco Free Maine, does not meet accessibility guidelines or present alternative literacy levels for disabled adults of those who read within the two lowest literacy levels cannot access and/or comprehend electronic tobacco control resources. The Tobacco Access Portal (TAP) project aims to eliminate disparities in access to tobacco prevention and cessation resources through the major project activities of development, implementation, testing and dissemination of a universally designed, innovative, web-based, software portal. This portal builds on existing tobacco control efforts by creating an innovative website that converts existing websites into alternative literacy and accessible formats.

### **UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL, WORCESTER, MA**

University of Massachusetts will create organizational change with regard to tobacco use in a psychosocial rehabilitation program "clubhouse", reduce or eliminate tobacco use among individuals with severe mental illness, customize evidence based tobacco cessation interventions for clubhouse settings, develop clubhouse peer tobacco leaders, create resources and training materials, disseminate and replicate findings, and identify areas of long-term support.

### **VENTURA COUNTY PUBLIC HEALTH, OXNARD, CA**

The purpose of this project is to address the use and marketing of "little cigars", among 18 -- 34 year olds by developing a "social media" platform to connect with 18 -- 34 year old "little cigar" consumers to increase awareness of marketing

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tactics; promotion of flavored products and perceived reduced risk 2) educate the public on these issues and associated medical risk of these products.

**YOUTH LEADERSHIP INSITITUTE, SAN FRANCISCO, CA**

Youth Leadership Institute (YLI) seeks to launch a pilot project that combines YLI's proven action-research approach with the innovative approach of applying land-use advocacy to public-health issues. The proposed project will establish an intergenerational community coalition to counter predatory tobacco marketing and sales tactics in disadvantaged neighborhoods in the Bayview Hunters Point (BHP), the Mission District, Potrero Hill and South of Market areas of southeast San Francisco, with the aim of later replicating this approach throughout California and nationally.