

**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.

**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.

**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 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.

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

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

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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.