# **Kansas Tobacco Prevention for Specific Populations**

www.healthykansans2010.com/tobacco
August 27, 2007



### HK2010

- Work groups were formed with statewide participation and further recommendations were made.
- Recommendations were prioritized to include:
  - Tobacco Prevention and Control
  - Disparities Data (recognizing the gaps)
  - Cultural Competency
  - Access (to health care including oral and mental health)
  - Overweight and Obesity



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## Mission of KS Tobacco Use Prevention for Specific Populations initiative:

To increase knowledge, training and resources needed to **address tobacco-related disparities** among specific populations in Kansas.



# Healthy Kansans 2010

- The Priority Populations initiative is a branch of the Healthy Kansans 2010 project.
- HK2010 Steering Committee identified 3 cross cutting issues impacting multiple Leading Health Indicators:
  - Reducing and Eliminating Health and Disease Disparities
  - System Interventions to Address Social Determinants of Health
  - Early Disease Prevention, Risk Identification and Intervention for Women, Children and Adolescents



## **Overall Workgroup Purpose**

To produce a strategic plan based on the viewpoints of specific populations in Kansas that identifies and eliminates tobaccorelated disparities.



# **Disparity**

 When compared with other populations, a measurable difference in poor health outcomes that occurs in a specific population



### **Workgroup Structure**

- Workgroup Members
- Workgroup Co-chairs
- Workgroup Support Staff
- Guests/Resource Partners



# What are Disparities?

• Diversity: Representation of difference

• Inclusion: Assurance of active involvement of all parts of community

• Disparity: Disproportionate harm

• Parity: Equality in power, value, rank



## **CDC Strategic Planning**

- Inclusive and representative
- Community-Based
- Data Driven



# **How to Address Disparities?**

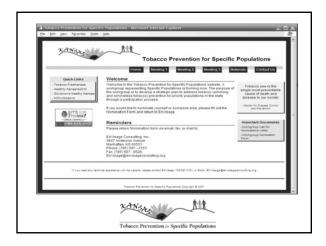
- Develop strategic plan to guide work.
- Produce programs and activities that are culturally tailored to meet the needs of specific populations.
- Work with communities to increase resources that support reduction of tobacco-related disparities among specific populations.



## **Required Outputs for CDC Grant**

- Strategic Plan
- Case Study
- Implementation Plan including Media or Marketing Plan





#### Data

Critical Issue: Increase community-level quantitative and qualitative data to eliminate identified data gaps among selected populations.

- Objective: By June 30 2009, there will be a functioning statewide strategy regarding collection, dissemination, integration, and utilization of community-level quantitative and qualitative data to eliminate identified data gaps among specific populations.
- Strategies and Action Steps:
- Recruit a Data Action Team.
- 2. Conduct comprehensive assessments of available data...
- 3. Improve existing surveillance systems for data collection...
- 5.
- 6. ...pg 13 of Strategic Plan



#### TAG LINE

# Tobacco Prevention. Everyone Benefits.



### Specific Population Interventions

- Critical Issue: Increase population-specific prevention and cessation resources that can be integrated in to community programs.
- Objective: By June 30, 2010, all KS communities will have access to culturally and linguistically appropriate prevention and cessation resources for at least 4 specific populations.
- Strategies and Action Steps:
- 1. Create an Intervention Action Team.
- 2. Identify 4 specific population based on current and evolving data.
- 3. Identify potentially effective models and develop new models for existing gaps.
- 5. ... pg. 14 of Strategic Plan



# 3 Critical Issues and Goals in the Strategic Plan

- Data
- Specific Population Interventions
- Advocacy and Policy



# Advocacy and Policy

Critical Issue: Increase advocacy for the elimination of tobacco-related health disparities among specific populations in Kansas.

- Objective: By June 30, 2010, conduct a campaign to educate and motivate communities, funders, and policymakers to support the elimination of tobacco-related health disparities among specific populations in Kansas.
- Strategies and Action Steps:
- Develop an integrated statewide advocacy plan to address tobacco-related prevention and cessation issues for specific populations.
- prevention and cessation issues for specinc populations.

  2. Conduct a tobacco biannual training/meeting for communities, funders, and policymakers to support the elimination of tobacco disparities.

  3. Recruit and train a minimum of five (5) sustainable community based organizations per KDHE, TUPP (6) regions not previously involved in tobacco control work, in mobilization/implementation activities.

  Pg. 15 Strategic Plan



# Visit the website for the latest updates:

http://www.healthykansans2010.com/tobacco

