Reducing Tobacco Disparities through an Innovative Community Leadership Program

Rod Lew, M.P.H.
Jaime Martinez, M.Ed.

Leadership and Advocacy Institute to Advance Minnesota’s Parity for Priority Populations (LAAMPP)
Acknowledgements

Lourdes Baezconde-Garbanati, Ph.D.
Cecilia Portugal
Becky Ericson
Clear Way Research Department
Chris Matter
Vikki Sanders
LAAMPP Fellows
LAAMPP Coaches
Tobacco: From Sacred Use to Commercial Abuse
Why Community Leadership?

- Tobacco disparities among Priority Populations
- Need for local community advocates
- Historical lack of inclusion - need for parity
- Limited leadership development opportunities
LAAMPP
Program Goals and Objectives

1. To develop strategic community action plans from 5 priority populations
2. To increase tobacco control knowledge and skills of 25-35 fellows
3. To provide coaches to support fellows experience in LAAMPP
4. To motivate trained Fellows to contribute to the implementation of community action plans
LAAMPP Evaluation Process

Logic Model & Conceptual Framework for LAAMPP

Inputs
- Advocates
- Coalitions
- Community leaders
- Community partnerships
- Resources
  - Time
  - Staff
- Advisory Committee
- Strategic Planning Committee
- Evaluation Team

Activities
- Strategic planning development
- Coaches development
- Leadership development and training
- Technical assistance

Outputs
- Action plans to guide communities
- Increased capacity of coaches
- Increased capacity of leaders
- Increased community capacity

Short-term Outcomes
- Successful implementation of strategic tobacco control action plans
- Successful coaching relationship
- Increased knowledge, skills & motivation to do tobacco control
- Increased advocacy efforts

Intermediate & Long-term Outcomes
- New tobacco control policies
- Enhanced & new community competent tobacco control programs
- Increased mobilization of communities on tobacco issues
- Institutionalization of priority populations priorities in systemic processes
- Increased cross cultural collaborations

Evaluation
(Methods of measurement, timeline, instrument development, data collection, analysis & interpretation, report writing and dissemination)
The LAAMPP Team

- ClearWay Minnesota℠
- APPEAL
- Fellows
- Coaches
- Advisory Committee Members
- Strategic Planning Members
- USC Evaluators
- Trainers
- Others
LAAMPP Leadership Model
Philosophy and Values

- Community assets model (vs. deficits model)
- Respects diversity and inclusion of participants, learning styles
- Addresses issues of parity and justice in all communities
- Integrates cross-cultural building
- Provides opportunity to apply learnings
LAMMPP Program
Core Competencies

- Tobacco Control
- Advocacy
- Cultural or Community Competency
- Facilitation
- Collaboration
LAAMPP Components

- Advisory Committee Meeting
- Strategic Action Planning
- Coaches Training
- Tobacco Disparities Conference
- Leadership Trainings
- Technical Assistance
- LAAMPP Fellows Projects
LAAMPP Evaluation
LAAMPP Evaluation Process

• Evaluation plan included:
  – Multiple process and outcome evaluation questions

• Sources of data:
  – Results from paper surveys that 25 Fellows completed at three data points
  – Results from telephone interviews that 25 Fellows completed

• Limited evaluations of community leadership programs (except Hannum, Martineau and Reinelt)
LAAMPP Evaluation

• **Individual Level:** Development and empowerment of 32 community leaders

• **Community Level:** Mobilization of communities and movements on local and state

• **Policy and System Level:** Successful tobacco control interventions and policy initiatives

• **Cross Cultural:** Cross cultural collaboration and parity
LAAMPP Key Findings: Individual Level

• Thirty-two Fellows completed the Institute
  – Seven African and African American (four men, three women)
  – Seven American Indian (one man, six women)
  – Nine Asian American (four men, five women)
  – Seven Latino (three men, four women)
  – Two GLBT Fellows (two women).
LAAMPP Key Findings: Individual Level

• Self-reported skill levels increased for all areas assessed.
• Similar increases were seen in knowledge across each area.
LAAMPP Key Findings: Individual Level

Fellows Rating of Their Skills (n=25)

- Implementing Cross-Cultural Work: 56% High or Very High at Baseline, 88% at Post Institute
- Media: 52% High or Very High at Baseline, 84% at Post Institute
- Fundraising: 36% High or Very High at Baseline, 84% at Post Institute
- Organizing: 56% High or Very High at Baseline, 92% at Post Institute
- Advocating: 52% High or Very High at Baseline, 96% at Post Institute
- Facilitating: 52% High or Very High at Baseline, 96% at Post Institute
- Addressing Targeting: 36% High or Very High at Baseline, 92% at Post Institute
LAAMPP Key Findings: Individual Level

“... They motivated us to work with other ethnic communities and that built a bridge into working with all the communities. It made us become aware that we have the capacity in working in tobacco control so it helped me professionally as well as at a personal level.”

– LAAMPP participant
LAAMPP Key Findings: Community Level

• Each of the five priority populations developed strategic action plans.
• Community action plans for each priority population group were developed collaboratively.
LAAMPP Fellows’ Projects: Community Level
LAAMPP Key Findings: Community Level

- At the start of the Institute, 72% of the Fellows felt empowered to move their communities forward in addressing tobacco disparities.
- At the conclusion of the Institute, 100% felt empowered.
LAAMPP Key Findings:
Policy and Systems Level
LAAMPP Key Findings: Cross Cultural Level

• Fellows consistently recognized the importance of working on tobacco control issues through cross-cultural collaborations.

• Self-reported cross-cultural skill levels increased over the course of the Institute.
Benefits of Working Cross Culturally

- Richness of diversity and leadership
- Learn from each other’s lessons and gifts
- Model inclusivity and parity
- Numbers equals power
- Parity is a responsibility for all
LAAMPP Key Findings: Cross Cultural Level

Fellows Rating Themselves Skilled or Very Skilled (n=25)

- Implementing Cross-Cultural Work: 56% (Baseline), 88% (Post Institute)
- Working Cross-Culturally: 72% (Baseline), 84% (Post Institute)
LAAMPP Key Findings: Cross Cultural Level

“I will no longer work with my community (only) but also work with peers from other ethnic groups. This is something beautiful I learned from LAAMPP. It was important to understand that we were all there to work with our communities and to realize we were after the same goals.”

– LAAMPP participant
Other Results from LAAMPP

- Multiple sessions on the LAAMPP Institute
- Dissemination of evaluation findings
- Annual follow-up of Fellows
- LAAMPP II
- Other partnerships (e.g. Oklahoma)
Vision for the Future

LAAMPP FELLOWS 2005-2007