

# **Reducing Tobacco Disparities through an Innovative Community Leadership Program**

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**Leadership and Advocacy Institute to Advance Minnesota's  
Parity for Priority Populations (LAAMPP)**

# Acknowledgements

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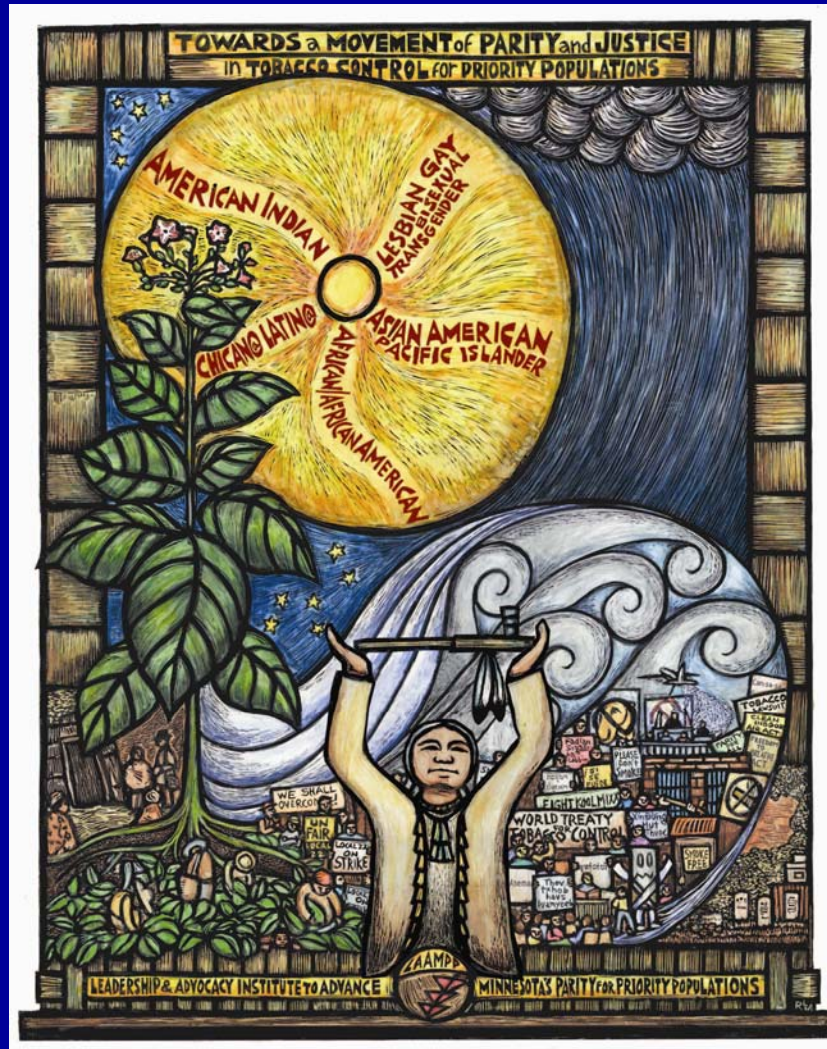
Chris Matter

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

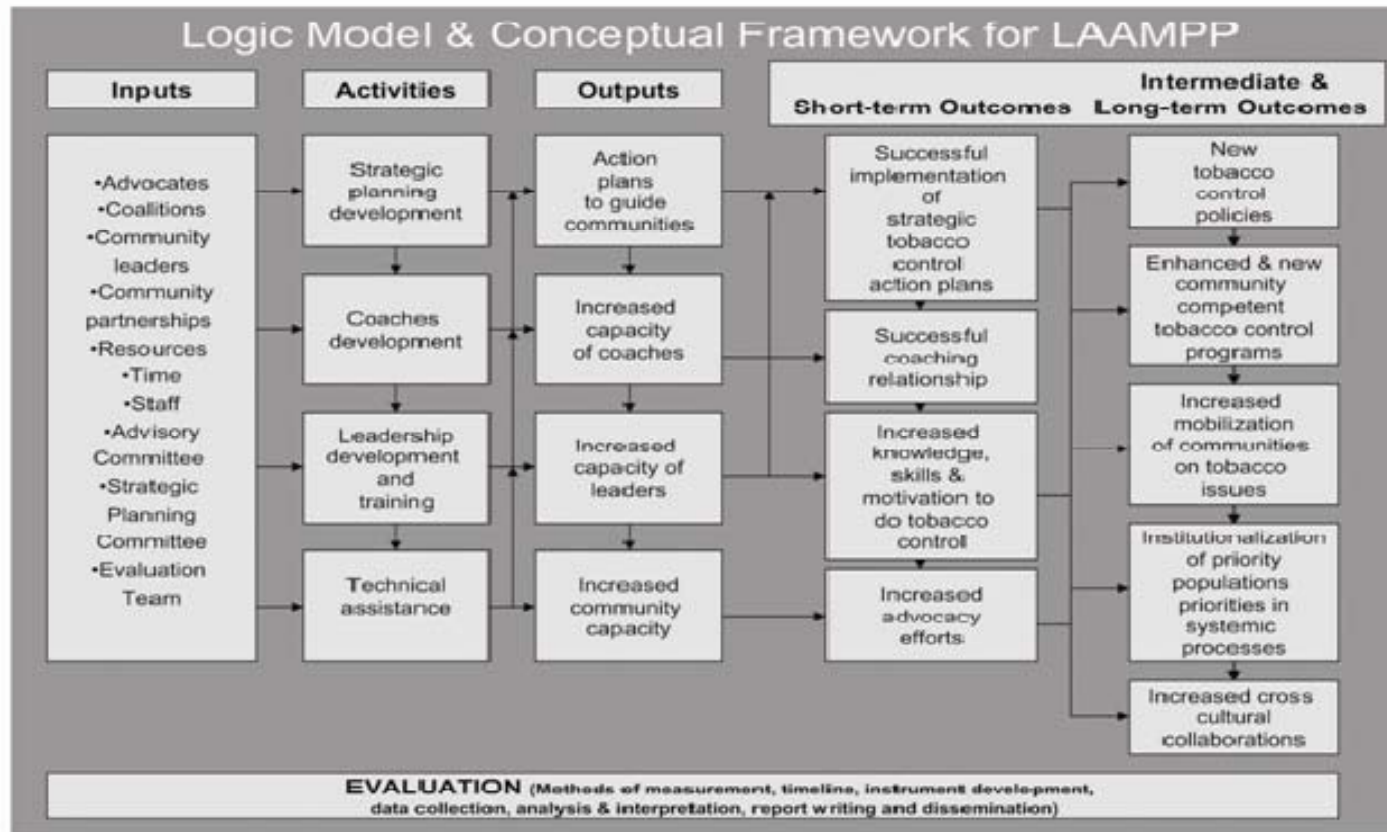
# LAAMPP

## 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



# The LAAMPP Team

- ClearWay Minnesota<sup>SM</sup>
- 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



# 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

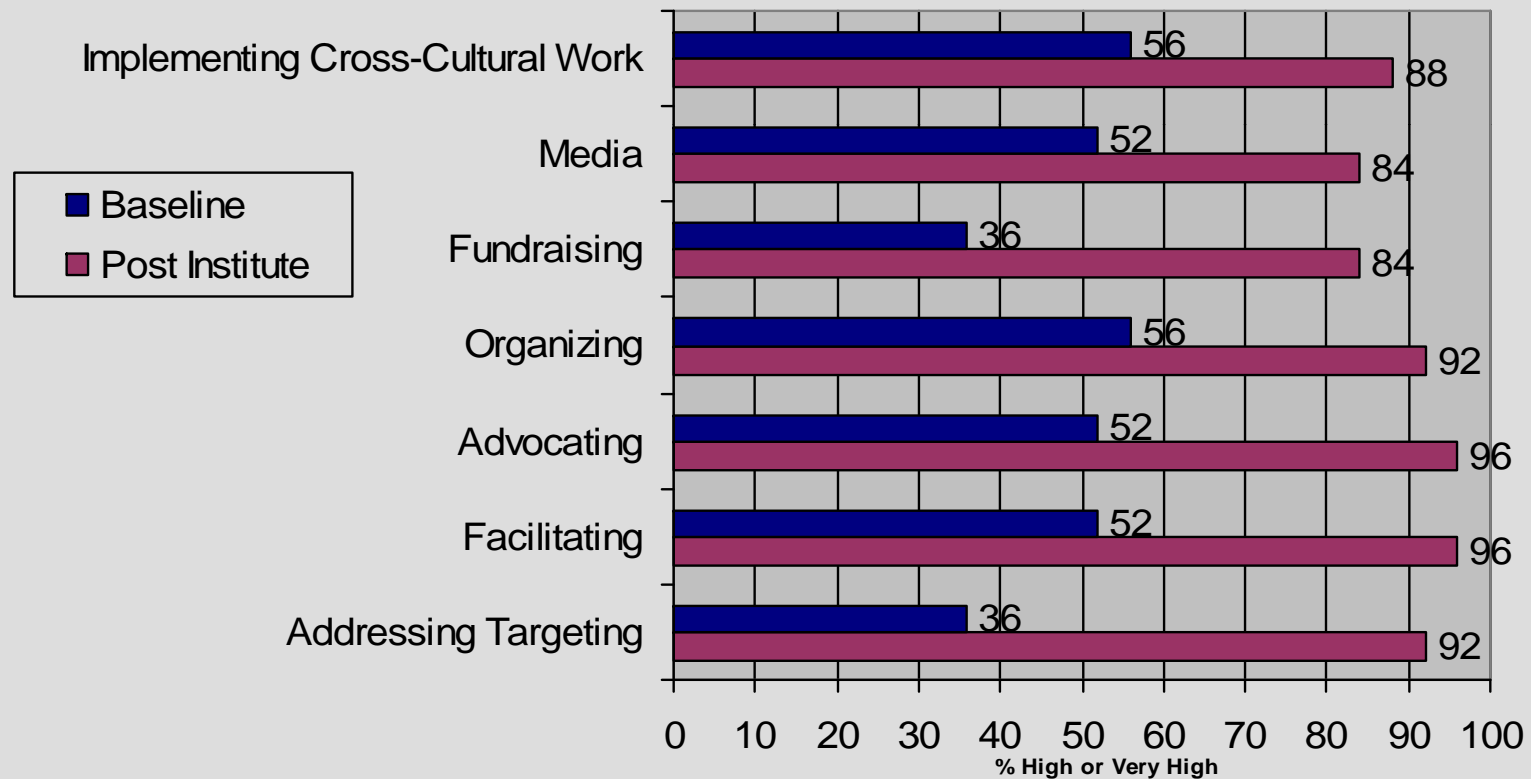
- Thirty-two Fellows completed the Institute
  - Seven African and African American (four men, three women)
  - Seven American Indian (one man, six women)
  - Nine Asian American (four men, five women)
  - Seven Latino (three men, four women)
  - Two GLBT Fellows (two women).

# 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)





## 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.

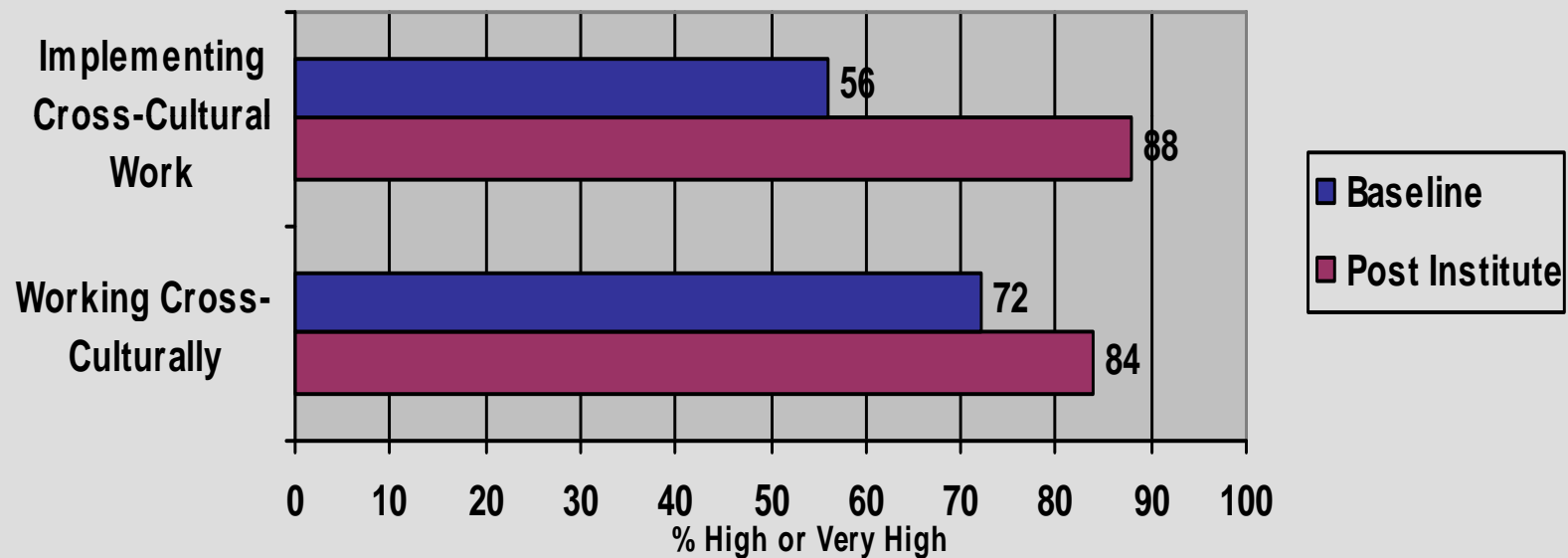
# Benefits of Working Cross Culturally

- 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)





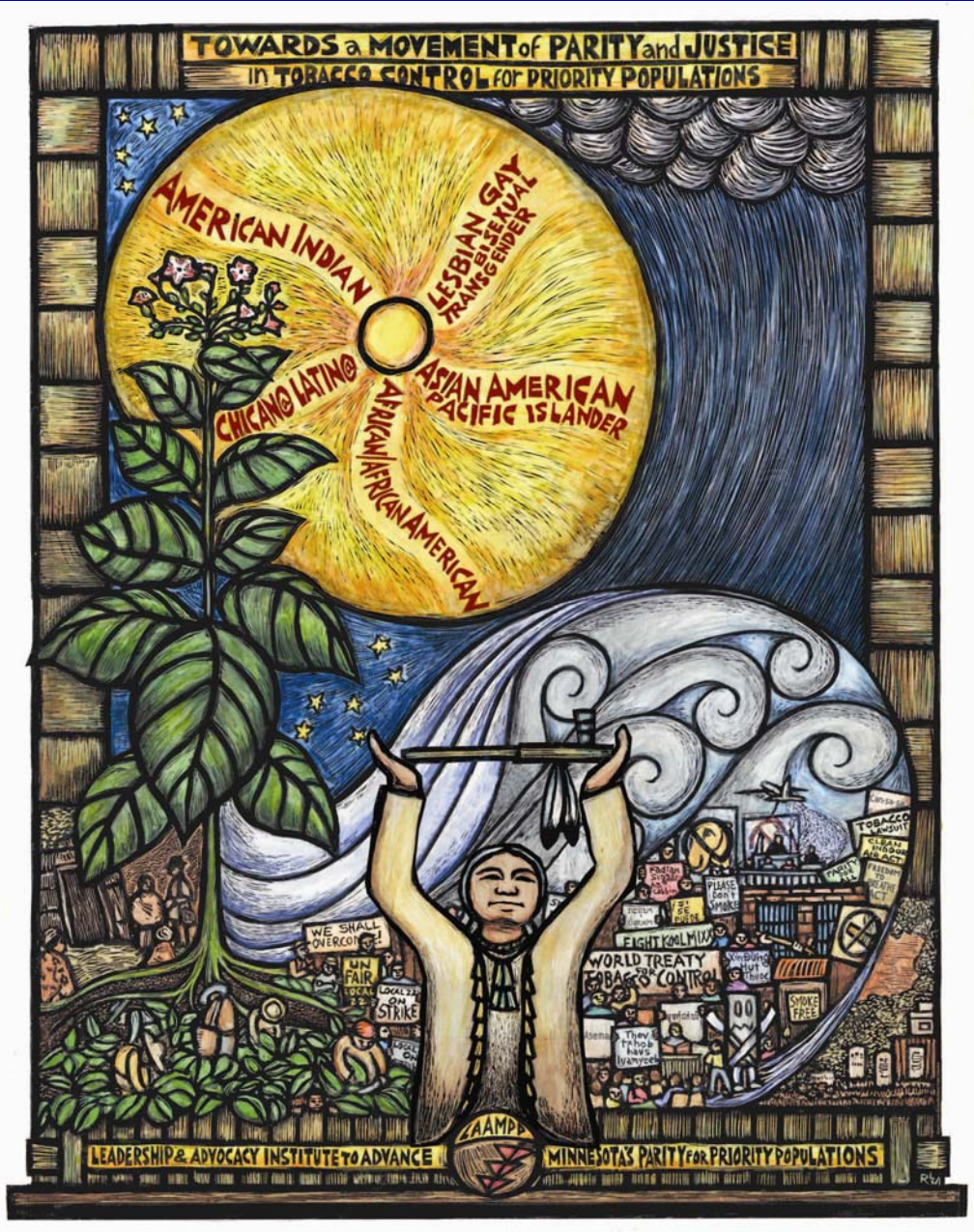
# LAAMPP Key Findings: Cross Cultural Level

*“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**