

IDENTIFYING PATHWAYS TO TOBACCO POLICY CHANGE: KEY INFORMANT INTERVIEWS IN ASIAN AMERICAN, PACIFIC ISLANDER AND NATIVE HAWAIIAN COMMUNITIES

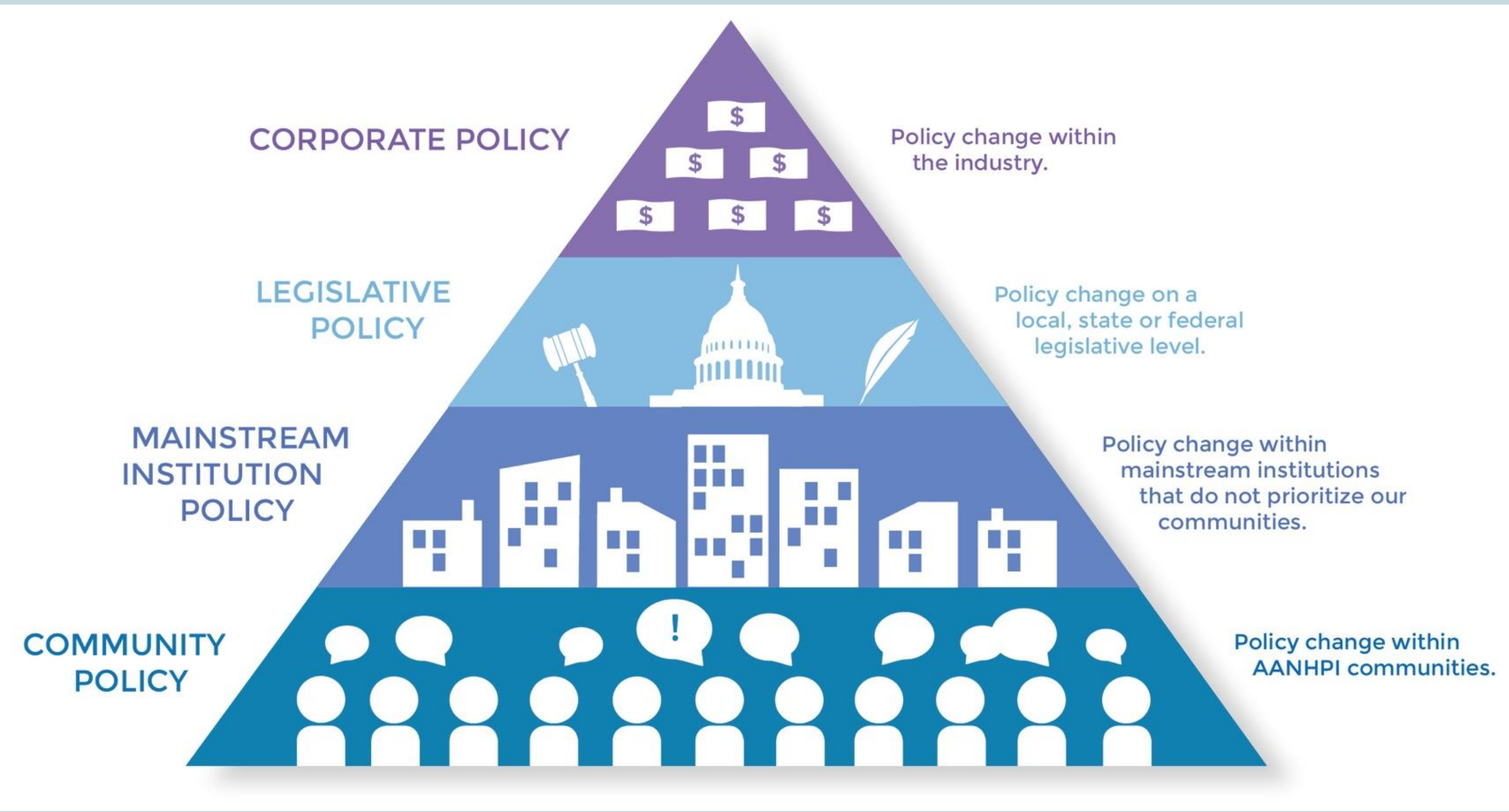
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Background

- Tobacco control policies have contributed to the largest social norm change and the decline of the tobacco use in the country. However, there remains a higher prevalence of tobacco use among Asian American, Native Hawaiian and Pacific Islander (AANHPI) communities, where there has historically been little engagement in tobacco policy change. In order to increase community engagement in tobacco policy change and possibly impact tobacco use, we must have a greater understanding of how to mobilize the AANHPI communities towards tobacco policy change.
- The specific aims of this study are: 1) to develop and test a 4-prong policy change framework and its effect in helping to mobilize Cambodian and NHPI communities on tobacco control using key informant interviews and community readiness indices; and 2) to study the pathways to successful policy change on tobacco for AAs and NHPIs including the role of capacity building.
- APPEAL utilizes a **4-Prong Policy Change Framework** to address health disparities via the following levels of policy: 1) community, 2) mainstream institution, 3) legislative and 4) corporate (see Figure 1). *Community policies* are voluntary (not legislatively mandated) and may provide a more accessible entre into policy change, especially for immigrant communities.

FIGURE 1: APPEAL 4-PRONG POLICY FRAMEWORK



Methods

- Utilizing a community based participatory research approach, the “Community-led Policies and Leadership to Eliminate Asian American and Pacific Islander Tobacco Disparities (ComPLEAT)” project implemented a key informant interview process assessing pathways to successful policy change among Cambodians in Long Beach and Native Hawaiians and Pacific Islanders in San Diego. Key informant interview questions were developed and interviewer trainings were conducted. The goal of the interviews was to learn about what encourages Cambodian, Native Hawaiian, and Pacific Islander communities to engage in policy change, and what barriers, successes, and strategies exist. Community members were identified as interviewers and certified in Human Subjects. A total of twenty-two (n=22) interviews were completed (11 per region). With guidance from our Scientific Partners, the transcripts were categorized and community partners, scientific partners, and APPEAL staff conducted detailed analysis of the key constructs.

Results

Themes and examples identified from the key informant interviews include the following:

Theme	Examples (Pacific Islander)	Examples (Cambodian)
POLICY CHANGE Policy experience and engagement ranges for all communities	“We all have our infrastructures and our ways of operation and that involves policy changes whether it is a resolution that is created in a civic club, to a no smoking even at a Pacific Islander festival...” “I think the Pacific Islander community at large is disengaged, not because they want to... most people don't even know that there's disenfranchisement that's happening right now”.	“Khmer community isn't too politically organized... you know, our community is still pretty young within US, so I think right now we're at the pivotal point where we're just starting to organize...” “...there are many components of the barriers that they have been facing with, like the language barriers that they don't understand English very well. ..and their introvert behavior that they don't usually come out and talk and advocate for something ...”
INTERGENERATIONAL DYNAMICS Cultural norms and acculturation influences leadership	“...the hope with mobilizing the community starts at the matriarch”. “Young leaders that are ambitious that have skills that want to help and contribute... if they don't have that outlet, can often simply fall off the radar”.	“I see that they support each other to some extent and they think that it's a good way to lead, to work on different policies to improve the community...” “the [youth] need to know what their elders have been through, how they got them here. If they're screaming at night, this is why. If they seem dazed and they're having headaches, this is why. They need to know how strong those people are”.
THREATS Cultural trauma (i.e. PTSD and colonization/migration can create a need to address fears and cultural resilience)	“I think they're beginning to learn that they've got to listen to their young. They've got to pay attention to their young. And if they don't, culture's gonna get lost. Heritage is going to be lost”.	“So the [elders] have this saying called, 'Stay Low, Live Long.' So they fear actually coming out ...because they think that somebody is going to come over here and if they know who they are, that they're survivors from the Killings Fields, that they escaped... that fear is still there. So you have to engage them in a different way”.

Discussion

- Utilizing CBPR in the key informant interview process builds the leadership and capacity of community partners.
- Understanding community and culturally specific nuances to tobacco policy change are important to understanding how to engage Cambodian, Native Hawaiian, and Pacific Islander communities in tobacco policy change.
- The APPEAL 4-Prong Policy Framework, in conjunction with the interview results, show that community policies can be a strong entre point for newer communities to engage in policy change work.
- ,These findings provide a greater framework of understanding how to mobilize the AANHPI communities towards tobacco policy change and decrease tobacco use.

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