



---

# Asian Pacific Islander Coalition for Health Against Tobacco (API-CHAT) project



— POWER IN UNITY - CONFERENCE —

Rosalyn Moya, Project Director

---



## Project Objective:

## Implement tobacco retail restriction policies to protect youth from tobacco

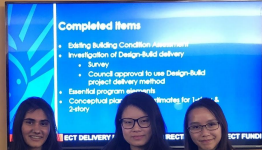
Create outdoor smoke-free spaces to protect from secondhand smoke & vape



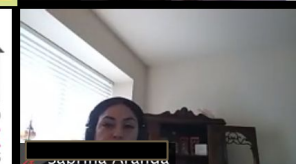
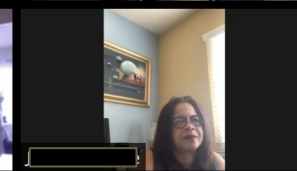
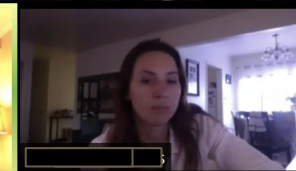




# CUPERTINO COMMUNITY HALL COUNCIL CHAMBER



Public Hearings 02/18/2020  
12. Flavored Tobacco & E-Smoking Restriction



# Community Action Model

*Creating Change by Building Community Capacity*

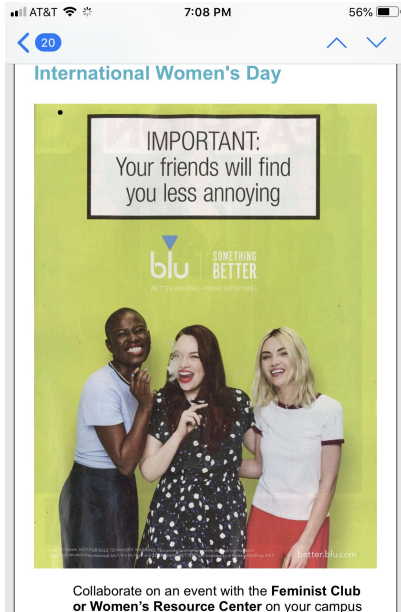
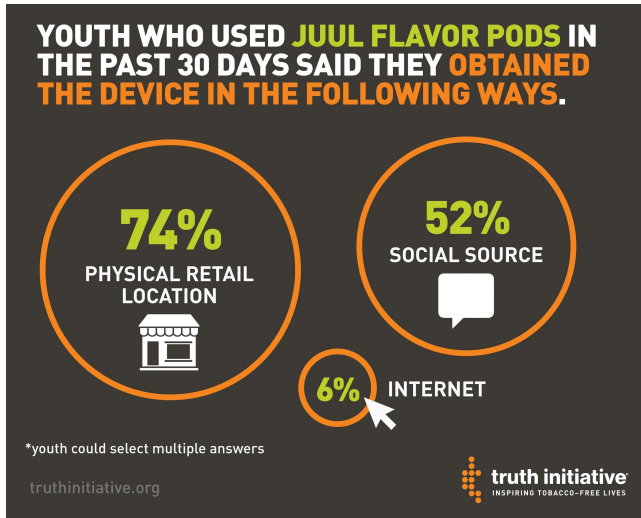
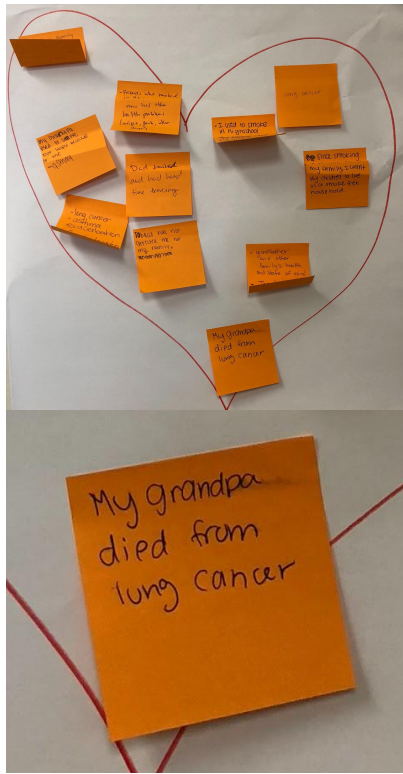


Source: San Francisco Tobacco-Free Project

**Step 1**

- Train Participants (develop skills, increase knowledge, build capacity)
- Name the Issue
- Choose Area of Focus

**Step 5**



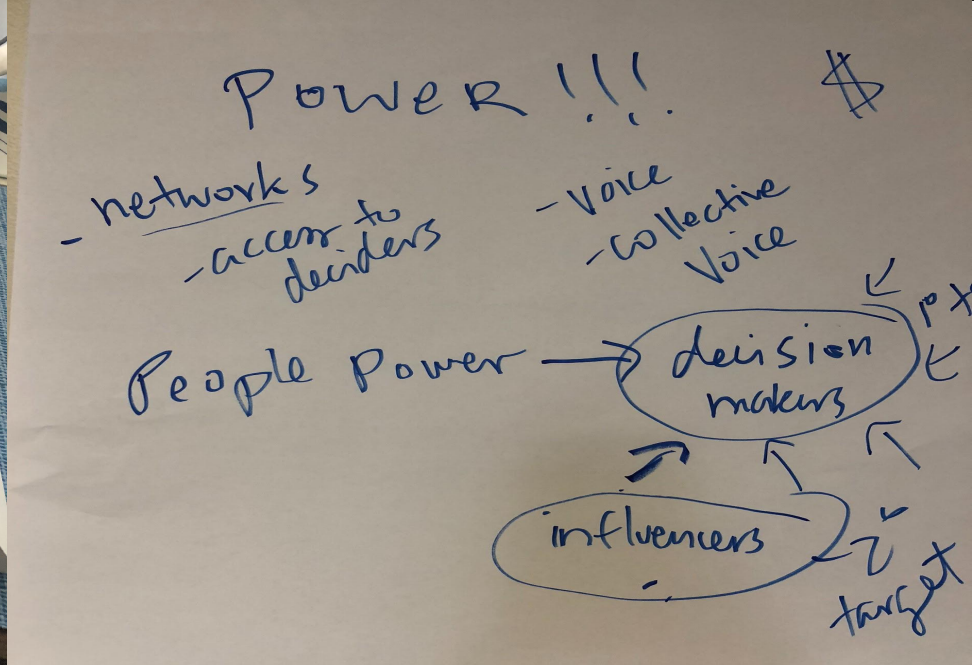
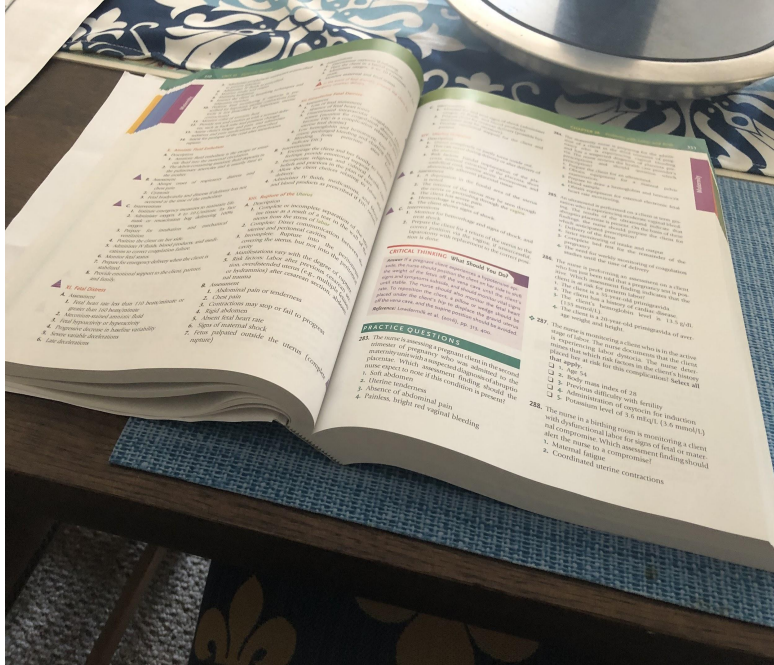


# MIDWEST ACADEMY STRATEGY CHART

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
1) <u>Long Term Goal:</u>  2) <u>Intermediate Goal:</u>  3) <u>Short Term Goal:</u>	1) <u>What we want to get out of it:</u>  2) <u>What we have:</u>  3) <u>What we need:</u>	1) <u>Constituents:</u>  2) <u>Allies</u>  3) <u>Opponents:</u>	1) <u>Primary Targets (Decision Makers)</u>  2) <u>Secondary Targets</u>	1) <u>Organize Local Champions</u> Who, how, what, when, where  2) <u>Collect Local Data</u> Research Internet Public Opinion Surveys Observational Surveys Key Informant Interviews  3) <u>Educate and Galvanize Community Support:</u> Who, how, what, when, where Create Materials

# MIDWEST ACADEMY STRATEGY CHART

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics





Goal: Policy - CC 100% SENE & Vape free &  
 tob. products. (1-2 years)

Who? Who? (Decision makers)

\* President's council

Academic Senate (Faculty)

Classified Senate (Staff)

Student Senate

H & S Committee

District (Board?)

Activities

- KII (Decision makers) <sup>baseline</sup>

- Opinion Survey <sup>2</sup>

- Observation <sup>2</sup>

- Outreach <sup>4</sup>  
 ↳ Veterans  
 ↳ Professors / Faculty  
 ↳ Club  
 ↳ Students  
 ↳ Gen. Public (Future Students)  
 ↳ Decision makers  
 ↳ Staff (unions)

- Educational packets

- LOS/enforcement

- Medical - Lt. E  
 (social medicine) - Adg  
 Press from

KII

Obs. Survey

Opinion Survey

Ed. Packets

Outreach

LOS/Endorse.

Plus

Dec. Making

Sept 2018 - Dec 2018

Oct 2018

Feb 2019

Mar 2019

Aug 2019

Dec 2019

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020



