

Good

**Trouble!**  
**Strategies for Engaging Communities**  
**in Commercial Tobacco Control**  
**Efforts**

THE CENTER FOR BLACK HEALTH & EQUITY  
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APPEAL CONFERENCE  
SEPTEMBER 30,  
2022



THE CENTER FOR  
BLACK HEALTH & EQUITY

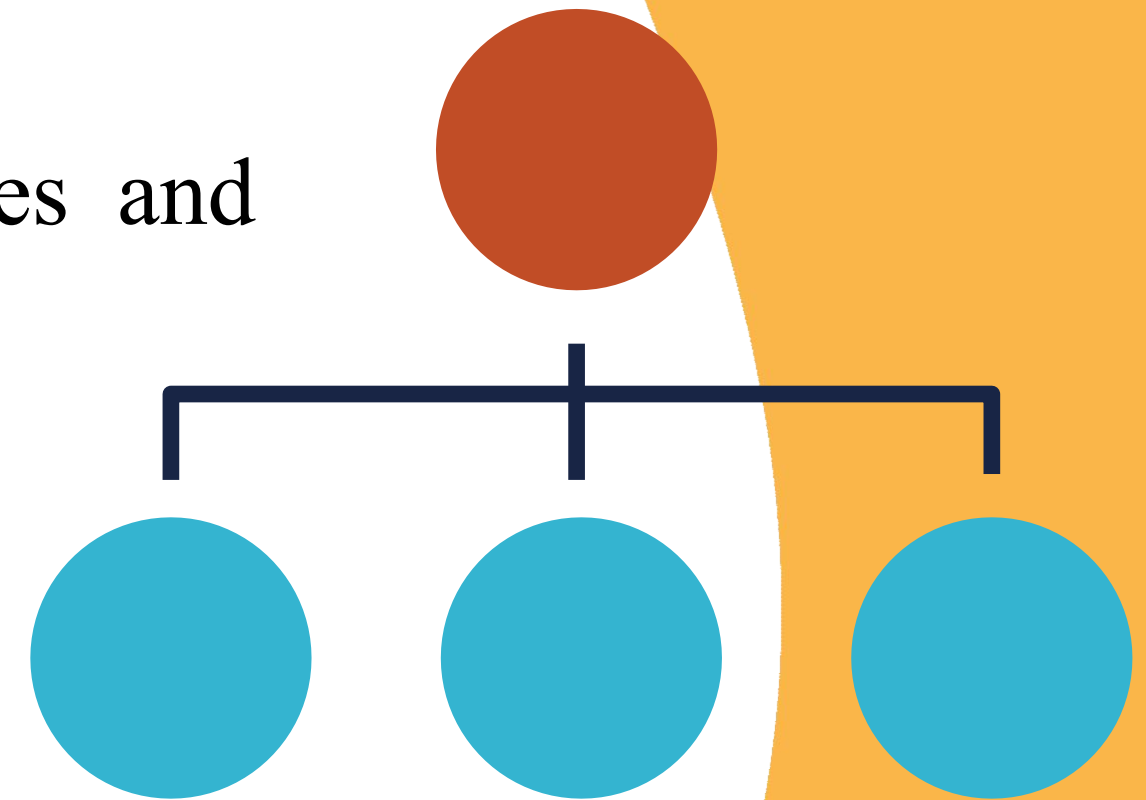
**...facilitate the  
implementation  
and promotion of  
comprehensive  
policies,  
community-led  
programs and  
culturally  
competent public  
health campaigns  
that benefit  
African  
Americans.**

# THE CENTER NETWORK

Tobacco and Cancer Control Programs Faith  
Based Institutions

Community Based Organization  
Voluntary Organizations

African American Civic Organizations  
Higher Learning Institutions (Historically Black Colleges and  
Universities)



# NETWORK STRATEGIES



## MEDIA

CAMPAIGN  
PROMOTION

## ENGAGEMENT

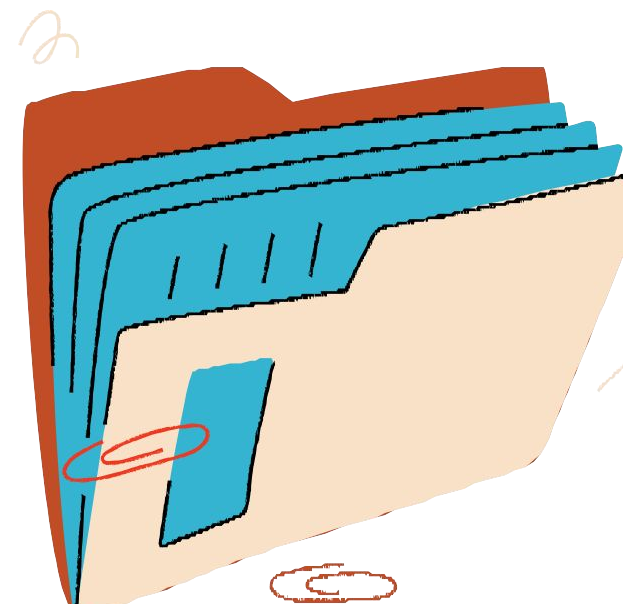
TRAINING & TA  
PARTNERSHIPS

## RESULTS

BRAND  
AWARENESS  
POLICY CHANGE

# Objective s

- 1) Identify 10 principles of authentic community engagement that will improve commercial tobacco control programs' successful partnering at the community level.
- 2) Understand strategies for fostering trust, supporting community-led solutions and strengthening the economic and social conditions that influence the health of people and communities.







# Strategies for Engaging Communities

*in Commercial Tobacco  
Control Efforts*



## Start with the *community in mind.*

- 1) Involve community members and key stakeholders from the beginning of any planning process.
- 2) Recognize that community residents are expert consultants on their communities and should be treated accordingly.

### **Ask questions like...**

Who is at the table?  
Who is missing?



# 2 Address Racism

Authentic community engagement intentionally addresses issues of race, institutional and structural racism, and discrimination and exclusion, and embodies “cultural humility.”

Source: Minnesota Health Department





**Personal**

Private beliefs,  
prejudices,  
& ideas that  
individuals have

**Institutional**

Discriminatory  
treatment, policies  
& practices, within  
organizations  
& institutions

**Interpersonal**

The  
expression of  
racism between  
individuals

**Structural**

System in which  
public policies,  
institutional practices,  
and other norms  
perpetuate racial  
group inequality

## 4 Levels of Racism

*The Role of Senior Leaders in Building a Race Equity Culture*  
Kerrien Suarez Director at Equity in the Center





## See through *intersectional lenses*

1. Practice constant, consistent reflection on your own biases.
2. Recognize that there are marginalized communities within marginalized communities.



# Ask the

# questions...

Who has been left out in your work until now?

What identities have not been taken into account?

How could you include them?







4

## Meet the community *where they are.*

- 1) Listen to community priorities.
- 2) Define problems within the context of the community.
- 3) Conduct outreach through traditional and non-traditional mechanisms.



# Tobacco Use Has to Rise *Above A lot of Concerns*

Racism

Civil Unrest

Poverty

Chronic and Infectious

Diseases

Violence

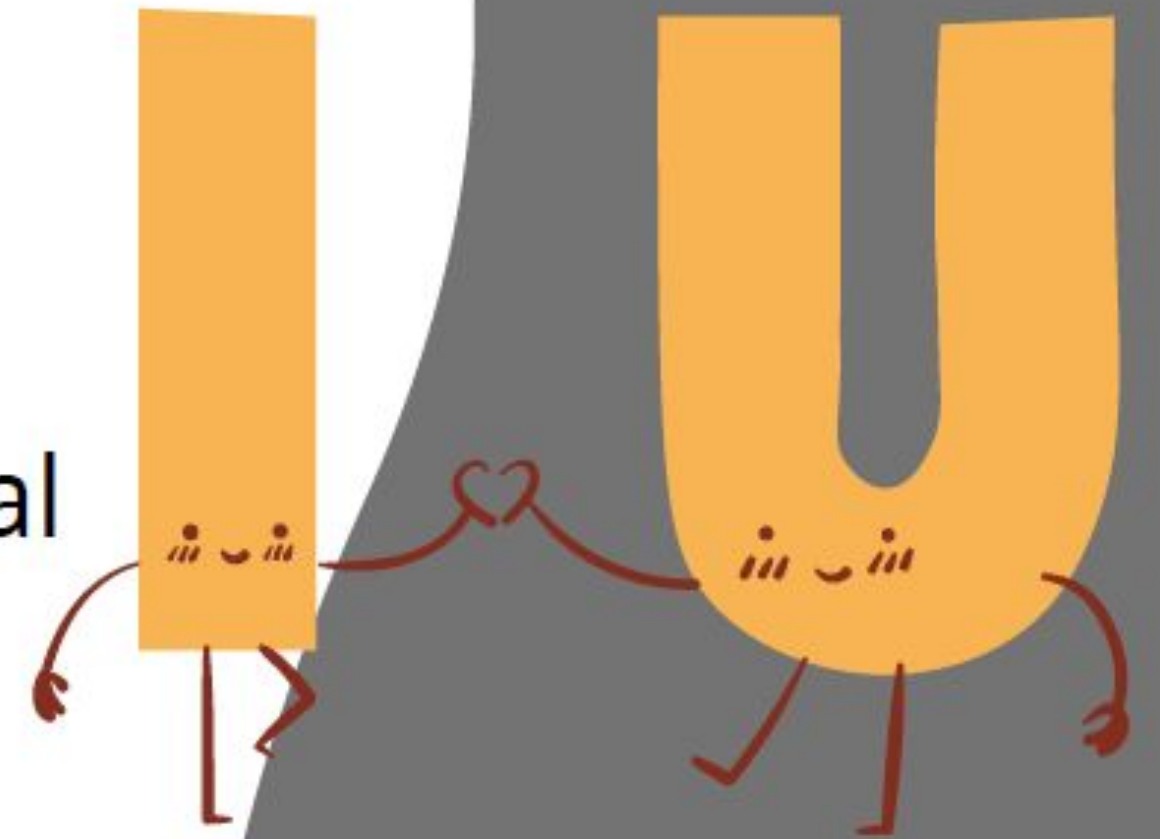




# 5 Embrace community principles & values to build partnerships.

1) Include knowledge of culture, history of social stressors, and social determinants of health in strategies and approaches.

2) Position commercial tobacco use as a social justice issue.







## Engage often *and early.*

- 1) Allow time and space to connect.
- 2) Communicate with community member through as many means as possible: person-to-person, phone calls, text messages, flyers.
- 3) Attend standing community meetings in the community instead of holding meetings at the institution.













JOIN THE COVID-19

# Big Quit

Smoking can weaken your immune system and put you at higher risk of severe illness or death from COVID-19.

**You are irreplaceable.**

To make a plan to quit vaping or smoking, call 1-800-QUIT-NOW.

#COVIDBIGQUIT





# 10

Leave the community  
*stronger.*

- 1) Allocate resources.
- 2) Think long-term.
- 3) Recognize the contributions of the community.
- 4) Help build community resilience.



# Why the CENTER

## *focuses on Menthol*

- AA adults have the highest percentage of menthol cigarette use compared to other racial and ethnic groups.
- Menthol makes it easier for youth to initiate tobacco use.
- The tobacco industry encourages menthol cigarette use among LGBTQ populations.





# Important Announcement...

## *Time is up for Menthol*

65 municipalities have enacted laws that prohibit the sale of flavored tobacco products and includes menthol without exception.

Source: American for Non-Smokers Rights



# NAATPN STRATEGIC PARTNERS

African American Tobacco Control Leadership Council The  
Northeast Ohio Black Health Coalition Community-Campus

Partnerships for Health

Coalition for a Tobacco Free Arkansas

LewMar Entertainment

A. Philip Randolph Institute Urban

League of West Michigan

Urban League of Louisiana

NAACP





# CHICAGO

## Strategies to Engage Community Partners for Policy Change

1. Community Input
2. Relationship Building
3. Prepared for Community Priorities
4. Legislative Champions



# MINNESOTA

**Community-led action to Reduce Menthol in  
the AA Community**

1. Allocate Resources
2. Education and Engagement
3. Trusted Communicators
4. Prepared for Challenges





# National Networks

ASPIRE Network

Nuestras Voces (Our Voices)

National Native Network (Keep it Sacred)

National LGBT Tobacco-Related Cancer Network

Self-Made Health Network

National Behavioral Health Network for Tobacco and  
Cancer Control

Geographic Health Equity Alliance

# RESOURCE

# S



**Health Justice Guide**



**NAATPN University**



MAY 17

# No Menthol

SUNDAY





# NMS Toolkit

Menthol Talking Points  
Sermon Topics Recommended

Activities Tobacco Free Church

Grounds Church

Announcements



NO MENTHOL SUNDAY | MAY 17

FLAVORED CIGARETTES WERE  
**BANNED** BECAUSE A BAN HELPS  
TO SAVE LIVES.

BUT THE **MENTHOL**  
FLAVOR IS STILL  
**ALLOWED** IN  
PRODUCTS MOST  
OFTEN SMOKED  
BY **BLACK** PEOPLE.





**STATE**  
**of BLACK**  
**HEALTH**

**March 2021**



# Black Body Health

*the podcast*



*hosted by*  
**AIDIL & RITNEY**





"Get in good trouble,  
necessary trouble."

*-Rep. John Lewis*

# SOURCE

The Center's Health Justice Guide  
Minnesota Department of Public Health  
[HealthEquityGuide.org](https://HealthEquityGuide.org)





# THANK YOU!

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