

## **June 2022 Community Engagement Awards Recipient Summaries**

### **Vietnamese American Cancer Foundation (VACF)**

Orange County- Garden Grove, Westminster, Anaheim, Santa Ana, and Stanton

Vietnamese American Cancer Foundation recruited community leaders and clinical providers to be their champions/advocates for their new outreach materials such as outreach flyers and quotes for social media posts. VACF also distributed tobacco and e-cigarette-related educational materials to families and households to increase awareness and education about the health consequences of smoking during food distribution, door-to-door outreach, and canvassing events. VACF hosted an in-language educational radio show about tobacco and vaping through a Vietnamese ethnic channel, the show was recorded and can be accessed online. They brought a Vietnamese-speaking specialist from the Asian Smokers' Quitline and used existing platforms such as their e-newsletter and social media platforms to include in language materials.

### **India Currents Foundation**

Bay Area

India Current Foundation conducted background research on teen smoking and vaping through various databases. Then, conducted interviews with various youth boys who smoked and vaped, along with 7 interviews with South Asian teens who seemed to understand the dangers of tobacco and were turning to vapes instead. Comments from these interviews were used in the newspaper article, along with social media components. They also interviewed various South Asian subject matter experts such as Dr. Manisha Newaskar about the impact of vaping among youth and Parijat Deshpande, My Sahana's Founder about what are some of the reasons boys vape. The team worked together to design social media posts, graphics, etc. before posting and promoting their social media posts. They also worked on a written story on their India Currents website and used Jetpack to promote their piece.

### **•International Youth Tobacco Control (IYTC)**

Based in LA

International Youth Tobacco Control (IYTC) conducted research on how the tobacco industry affects AAPI communities (ex. Various age groups) and how parents' use of tobacco products affects older kids. The team divided up a script and filmed 3 videos and portions of that separately. After the filmed videos, they had to be professionally edited and voice-overs in language. The videos in Chinese and English were then shared on the IYTC website.

### **•Saahas for Cause**

Los Angeles

Saahas for Cause worked with South Asian Youth Ambassadors and their Community Health Workers to create and develop tobacco control and prevention materials. They looked at tobacco consumption, control, and prevention work from the previous CEA grant in 2020. They shared learning lessons and new ideas. Saahas Community Health Workers used the materials developed by youth ambassadors and distributed the materials to folks in the South Asian Community such as small businesses, parlors, and apartment housing. These materials were strategically placed in locations where community members often visit, near the main entrance areas and waiting areas so they can be easily viewed. The team also spoke with various restaurant owners/front workers about the use of Tobacco and COVID. Flyers were also distributed on college campuses like USC.

The team visited senior programs at various religious facilities and Saahas senior programming to engage with the elder community. During these visits, they would share info about the SPRC CEA program, and how communities can benefit from learning more about the information that is provided to them. Virtual flyers were also shared with the community via WhatsApp and emails. Surveys were also created to engage both elders and youth. Youth surveys were created to understand what tobacco products are being used by youth and were filled out by various age groups. Saahas' Youth Ambassadors did a podcast segment with Dr. Hemant Kulkarni a Consultant in Paediatric Respiratory and Sleep Medicine at Sheffield Children's Hospital in the UK, along with a blurb for a local newspaper that encourages people to quit using tobacco products.

#### •Herald Christian Health Center (HCHC)

Works in LA County – Rosemead, El Monte, South El Monte

Herald Christian Health Center (HCHC) worked on 2 flyers for Facebook and Instagram covering “Quit Smoking Today and Live A Better Life” and “I want to Quit Smoking. What support can I get?” The flyers written in Chinese and English received many views and likes on Facebook. Each poster had a brief educational survey link, and a QR code for viewers to choose to participate in. They also raffled e-gift cards to participate in the surveys. HCHC also created a patient focus survey that talked about the barriers to tobacco cessation. They used their resources from electronic health and record systems to get AA and PI patient focus surveys about tobacco cessation efforts. The survey discussed how patients feel about barriers to tobacco use cessation and what HCHC can do to promote a tobacco cessation program. Gift cards were also raffled to folks who participated in the surveys.

HCHC also did a provider-focused interview to discuss barriers to tobacco cessation from a provider's perspective. Through a focus group with providers, they received feedback from the provider's perspective on patients on the most common barriers to tobacco cessation and how to improve patients' tobacco cessation outcomes. They also conducted clinical team training and how clinical staff can play a role in the success of patients' tobacco cessation efforts.

#### •Asian Pacific Islander Forward Movement (APIFM)

Alhambra, Monterey Park, Rosemead, San Gabriel, El Monte

Asian Pacific Islander Forward Movement (APIFM) created multiple social media posts on Instagram, Facebook, and Twitter. They also developed 2 infographics for the API community on the environmental consequences of tobacco use. One infographic discussed different types of waste associated with vaping, while the second one focused on simple steps/ways for the community to advocate in their communities. They also created social media posts that talked about hazardous materials associated with vaping and safe disposal methods of vape devices. The infographics were also translated in-language to Chinese and Vietnamese and will be distributed with their CSA bags.