

Case Study: APITEN Advocacy Campaigns in Four Regions of California



APIAHF

Asian & Pacific Islander Tobacco Education Network
Asian & Pacific Islander American Health Forum

Welcome!

The Asian and Pacific Islander Tobacco Education Network (APITEN) began in 1991 as a response to the Asian American and Pacific Islander (AAPI) communities call for coordinated efforts to reach the community about emerging tobacco issues. APITEN became the first statewide, ethnic tobacco education network of the California Department of Health Services, Tobacco Control Section.

Between 1991-2004, APITEN has been functioning as a consortium to increase the efficacy of our reach to the community. Through this model, APITEN convened and mobilized community groups, provided technical assistance, and advocated on issues of significance to AAPI communities.

As the communities of California become more and more diverse, including the growth of AAPI communities, there is a greater need and call for agents of change that are flexible, creative, and cognizant of diverse communities' needs in the context of the larger picture.

This case study provides an overview of the APITEN's efforts to create an effective dialogue and relationship with the AAPI communities of California, with the goal of creating regional advocacy campaigns that truly meet the needs of the community. This document is not a set of strict guidelines, but rather a resource to you with examples of working with AAPI communities in a culturally and linguistically appropriate manner.

We invite you to contact APITEN staff for additional information and technical assistance, and hope you enjoy this case study.



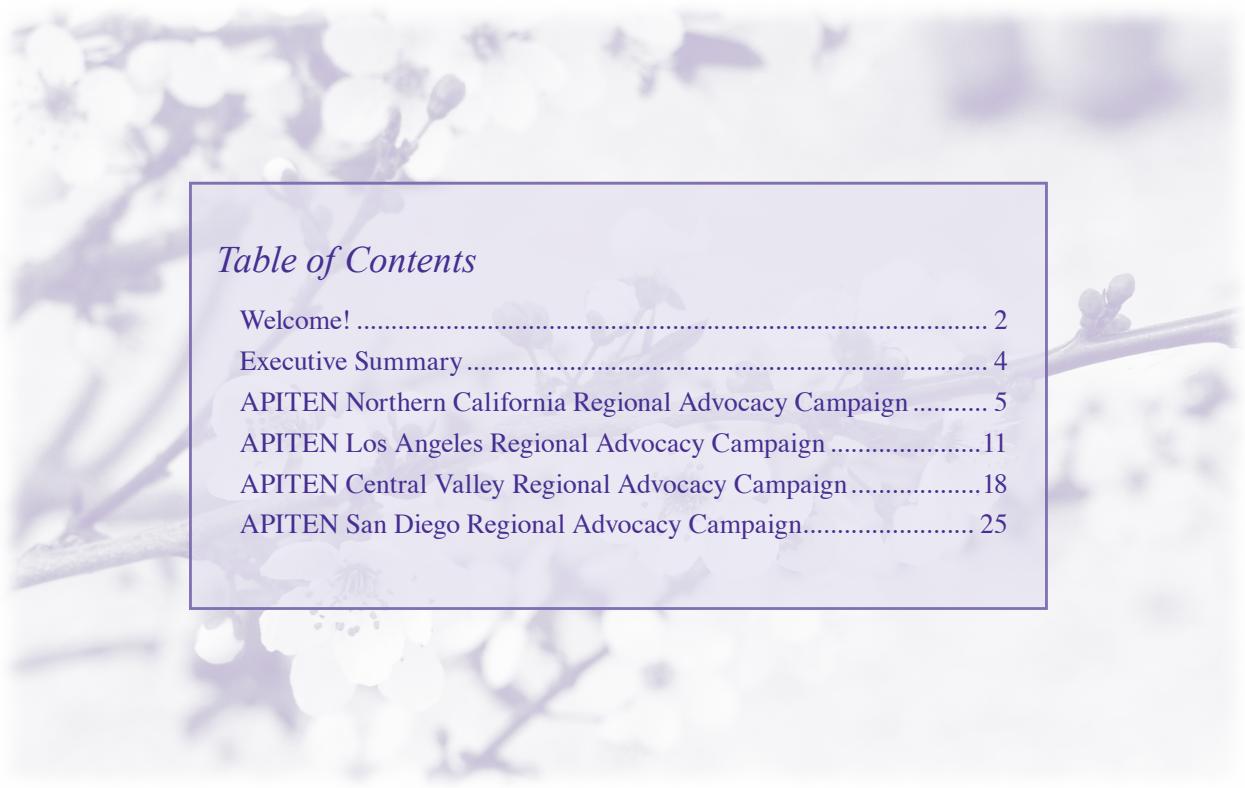


Table of Contents

Welcome!	2
Executive Summary	4
APITEN Northern California Regional Advocacy Campaign	5
APITEN Los Angeles Regional Advocacy Campaign	11
APITEN Central Valley Regional Advocacy Campaign	18
APITEN San Diego Regional Advocacy Campaign.....	25

Executive Summary

Founded in 1986, the Asian & Pacific Islander American Health Forum (APIAHF) is a national advocacy organization dedicated to promoting policy, program, and research efforts to improve the health and well being of Asian American and Pacific Islander (AAPI) communities. APIAHF approaches activities with the philosophy of coalition building and developing communities. The APIAHF has formed partnerships with grassroots organizations, joined coalitions, and initiated networks to build community capacity and leadership skills. These activities and relationships ensured a coordinated movement to achieve success, quality, and improvements in health for all of our constituents.

APIAHF advocates for health issues of significance to our communities, promotes community based capacity building and training, conducts research, disseminates information, and convenes regional and national conferences on AAPI health. Although it is a national organization, the APIAHF's strategies are aimed at the local level, working with leaders within AAPI communities. The organization strives to bring resources to the local community and promotes collaboration.

APIAHF houses the Asian & Pacific Islander Tobacco Education Network (APITEN), which is a statewide program funded by the California Department of Health Services, Tobacco Control Section (CDHS/TCS). The regions covered by APITEN Consortium Partners are: Northern California (APIAHF), Los Angeles (Asian Pacific Health Care Venture/ APHCV), Central Valley (California Health Collaborative/ CHC), and San Diego (Union of Pan Asian Communities/ UPAC). These organizations are subcontractors of APIAHF to help complete the activities within the APITEN workplan.

The three primary subcontractors have played a significant role, not only the implementation of APITEN activities, but also in planning the Consortium's direction. They have developed local and distinct AAPI tobacco control identities, convening and mobilizing AAPIs through the barriers of ethnicity and geography. Their critical role in APITEN and the AAPI tobacco control movement is evident in each agency's success in developing, securing, and implementing other local TCS-funded competitive grants and subcontracts.

During 2001-2002, APITEN designed, implemented, and evaluated community driven advocacy campaigns based in each of the four consortium regions. Through literature reviews, focus groups, key informant interviews, and communication with CDHS/TCS, four unique regional advocacy campaigns were created. This case study will highlight the background, design, implementation, evaluation, challenges and barriers, lessons learned, and program replicability of each regional advocacy campaign.



APITEN Northern California Regional Advocacy Campaign



CBO training in Oakland, CA.



Executive Summary

APITEN staff in the Northern California area developed a campaign to work with Asian American and Pacific Islander (AAPI) community-based organizations (CBOs) to institutionalize/integrate tobacco control activities in their programs to decrease secondhand smoke (SHS) in their communities. APITEN provided trainings to these CBOs around the topics of tobacco in the AAPI communities, approaches to addressing SHS, program development, and finding resources. In total three trainings were conducted for the CBOs in the San Francisco Bay, greater Sacramento, and Oroville/Chico areas. Based on these trainings, the AAPI CBOs returned to their organizations and implemented two out of the following four activities: (1) adopt a smoke-free policy, (2) educate clients about SHS through direct education, (3) educate the community about SHS through media messages and promotion, and (4) advocate for SHS protective legislative/local laws and ordinances.

Through this campaign, participating CBOs were able to build skills necessary to improve their programs and begin to conduct secondhand smoke activities at their organizations. In addition, APITEN was able to foster positive relationships with these organizations and has provided on-going technical assistance and training.

Background

Founded in 1986, the Asian & Pacific Islander American Health Forum (APIAHF) is a national advocacy organization dedicated to promoting policy, program, and research efforts to improve the health and well being of AAPI communities. APIAHF approaches activities with the philosophy of coalition building and developing communities. The APIAHF has formed partnerships with grassroots organizations, joined coalitions, and initiated networks to build community capacity and leadership skills. These activities and relationships have ensured a coordinated movement to achieve success, quality, and improvements in health for all of our constituents.

APIAHF advocates for health issues of significance to our communities, promotes community based capacity building and training, conducts research, disseminates information, and convenes regional and national conferences on AAPI health. Although it is a national organization, the APIAHF's strategies are aimed at the local level,

working with leaders within AAPI communities. The organization strives to bring resources to the local community and promotes collaboration.

APIAHF houses the Asian & Pacific Islander Tobacco Education Network (APITEN), which is a statewide program funded by the California Department of Health Services, Tobacco Control Section (CDHS/TCS). The regions covered by APITEN Consortium Partners are: Northern California (APIAHF), Los Angeles (Asian Pacific Health Care Venture/ APHCV), Central Valley (California Health Collaborative/ CHC), and San Diego (Union of Pan Asian Communities/ UPAC).



Campaign Design

Objective for the Campaign

The goals and objectives for the campaign were as fol-

“...SHS (secondhand smoke) is still a very real and important issue for this community.”

lows:

By December 30, 2002, three to five AAPI Community Based Organizations (CBOs) of Northern California will institutionalize tobacco control activities in their programs to decrease secondhand smoke (SHS) in their communities by doing two or more of the following:

- Adopt a smoke-free policy
- Educate clients about SHS through direct education
- Educate the community about SHS through media messages and promotion
- Advocate for SHS protective legislative/local laws and ordinances
- Advocate/work towards enforcement of smoke free bar compliance

Rationale

Preliminary focus groups and interviews indicated a need for tobacco control programs/activities to address the lack of education and awareness of tobacco and SHS issues. In addition, there needed to be a focus on the family unit when addressing tobacco issues. The discussions with the community showed that there were multiple factors to consider when examining the smoking habits among AAPI communities in Northern California. Adults and immigrants may smoke due to previous use in their homelands as well as the desire to assimilate into mainstream society living in the U.S. For AAPI youth, the rise in smoking rates can be attributed to peer pressure and the desire to assimilate into mainstream culture.

In cases where cessation among a particular family member was encouraged, resistance was often met. It is difficult for children and grandchildren to speak against an elder's actions because that would be seen as a lack of respect. Conversely, criticism of youth smoking was met by rebellion on behalf of the youth. These instances point to a lack of communication between the generations and also indicate that one-on-one communication may not be the most effective means. For change to occur, one cannot focus on just the individual. Dialogue must begin as a family unit to bring the issue to light. Keeping in mind that the family is the core of the AAPI culture, it is pos-

sible to bring about a change in attitude if it is made clear that smoking and SHS impacts the family as a whole.

Community agencies and members reported to APITEN that mainstream advertisements are not reaching the AAPI communities. They tend to not believe the anti-tobacco messages and SHS messages that are currently available. Despite these messages, some of those interviewed felt that when it comes to tobacco related disease, some communities still believe that ‘it won’t happen to me’. Further discussions suggested that families wanted and needed to see images they could relate to, to hear messages that were forward and somewhat shocking to prove that tobacco could harm them. For this reason, and those listed above, it became apparent that SHS is still a very real and important issue for this community.

As a more comprehensive solution to some of the issues mentioned, the campaign focused on working with three to five AAPI CBOs in Northern California. As influential service providers, CBOs have access to and credibility with the community. CBOs were recruited to participate in a SHS training that provided information about tobacco, program development, and media and policy advocacy. Consequently, the CBOs utilized the information from the training to implement at least two or more SHS prevention and education activities.

The process of building the capacity of the AAPI CBOs to integrate tobacco control issues into their programs increases the breadth and depth of reach to our communities. In addition, this establishes the linkages necessary for a more unified AAPI tobacco control movement. The activity responded to the needs assessment, created ‘buy in’ from AAPI CBOs to participate in tobacco control, and created AAPI Communities of Excellence benchmarks.

Intervention Methodology

The intervention methods included health education, media, and policy advocacy activities geared towards the AAPI CBOs in Northern California. The following action steps were taken to complete the regional advocacy campaign:



During the training, APITEN staff took note of community concerns around tobacco.

- Secured the commitment of three to five CBOs in Northern California to participate in SHS trainings
- Developed SHS training curriculum. Included in the curriculum: information about the health impact of tobacco and SHS, program development, and media and policy advocacy
- Conducted three trainings for CBOs in three distinct regions (San Francisco/Bay Area, Sacramento, and Oroville/Chico)
- CBOs developed objective/action plan to implement two or more SHS activities
- Provided technical assistance to CBOs. Conducted appreciation/recognition event for CBOs participating in the campaign activities
- Continued follow up with CBOs to assess sustainability of SHS/tobacco activities in the organization

Campaign Implementation and Evaluation

Process

Although the campaign was originally planned for a period of one year, the entire APITEN Northern California Regional Advocacy Campaign process took approximately 18 months. Most campaign activities were implemented from April 2002 to January 2003.

September 2001 — APITEN Staff conducted informal focus group comprised of local CBOs on tobacco control, health issues, and/or social issues to brainstorm ideas for regional advocacy campaign.

October 2001 — APITEN conducted key informant interviews of selected AAPI serving CBOs in the Northern California area. CBOs ranged from those involved with health and tobacco issues, while others were not. The calls gave staff the opportunity to spend time to assess possible gaps and needs in tobacco control for AAPI communities.

Fall 2001/Winter 2002 – Northern California Regional

Advocacy Campaign action plan was developed and reviewed for approval by TCS.

April – August 2002 — APITEN staff recruited and invited CBO staff interested in developing tobacco control activities to attend training. Eight CBOs agreed to participate in the trainings: Taulama for Tongans, Radio Tonga San Francisco, Filipino Task Force on AIDS, Asian Pacific Community Counseling, Lao Family Community of Stockton, Sacramento Chinese Community Service Center, Lao Veterans of America, and Chico Hmong Advisory Council. The training curriculum was developed to include the needs expressed by the CBOs. A Memorandum of Understanding (MOU) was signed by the CBOs participating in the training.

August – September 2002 — One and two day trainings were held in three locations: Oakland, Sacramento, and Oroville. The training size was limited to approximately ten individuals to keep the training more manageable and for participants to have an opportunity to interact with APITEN staff.

September – December 2002 — Technical assistance was provided to the participating CBOs conducting SHS activities.

December 2001 – January 2003 — Conducted key informant interviews with individuals involved with the campaign. Invited local CBOs and other tobacco control program staff to share progress and debrief around the regional advocacy campaign.

January 2003 – current – Relationships and technical assistance to CBOs has continued.

Accomplishments

During this campaign, APITEN was able to work with CBOs to develop tobacco control activities that complimented their existing programs. The trainings were designed to increase the CBO's understanding of tobacco as an issue and as a contributor to many of the health issues in the AAPI community. The sessions and interactive activities helped to build the structure and readiness of AAPI CBOs to begin to address tobacco. Therefore, a portion of the training was dedicated to understanding and



Training participants learned about and created their own gameplans for conducting tobacco control work in their own communities.

discussing the tobacco issue in the context of the communities the CBOs serve. Secondly, the trainings allowed an opportunity for CBOs to build their capacity around program development.

Major successes of this campaign include the beginnings of community norm change and community mobilization through the relationships that were built. Underserved AAPI groups were reached through this regional campaign. The Bay Area training demonstrated the presence of Pacific Islander groups, specifically the Tongan community, as well as the Filipino Lesbian, Gay, Bisexual, and Transgender (LGBT) community. Some of the Sacramento and Oroville training participants represented Laotian and Hmong groups.

In addition, APITEN worked with individuals and groups in the underserved and rural area of Butte County to start addressing the tobacco issue in their AAPI communities. Although there is lack of infrastructure to have sustainable tobacco control programs, some individuals were able to incorporate tobacco control activities into their existing programs. An Oroville dance group has begun to address SHS issues. In addition, the Hmong Cultural Center handed out materials to the community, has had youth involvement, and has used tobacco as a topic in English as a Second Language (ESL) courses. Elders, who are well respected and influential in the community, were supportive of the anti-tobacco efforts.

Evaluation Methods

Basic, quantitative surveys would not adequately capture the valuable processes, experiences, and cultural nuances of the participants. Also, written surveys would not have been the culturally or linguistically competent method to gather the information, given the varying literacy levels in the participants and the sensitive relationships being built. Key informant interviews and a debrief were conducted to evaluate the regional advocacy campaign. The participants of the interviews expressed overall satisfaction of the campaign and the trainings. Feedback from the participants regarding how to improve the campaign was provided to the staff during the evaluation process.

Challenges and Barriers

APITEN Northern California faced many challenges and barriers in conducting the regional advocacy campaign. Challenges and barriers included:

Recruitment of CBOs for the training

It was difficult to bring the CBOs together for the trainings. Many agencies wanted to participate and saw the value in participating. However, limited time, limited staff, and resources served as barriers. Securing a convenient time for the CBOs to attend one of the three trainings became a tedious task, leading to a delay in campaign plans. Since the training occurred later in the year, it limited the amount of time the CBOs had to conduct at least two secondhand smoke activities.

Lack of Funding

The CBOs interested in participating in the campaign often asked about the availability of resources (i.e. funding). Especially for small organizations, a lack of resources is a reality they must contend with on a daily basis as they strive to serve their communities. Organiza-

tions face issues such limited staff, limited budgets, and at times, limited capacity, which lead to less organized, overly full plates. In order to serve the health and social needs of their local AAPI communities, many of these agencies resort to responding to the most urgent issues via use of small staff and volunteers. Therefore, adding tobacco control to their exhaustive list of activities, no matter how important, did not seem feasible without funding.

Technical Assistance Follow Up

As part of the campaign APITEN staff had committed to providing technical assistance and follow up to the participating organizations. However, follow up with the CBOs was much more difficult than staff had envisioned. Despite the energy the participants exhibited at the trainings, returning to their community work seemed to replace it. Other pressing issues and activities caused the CBOs to place their SHS prevention activities on hold. In addition, many of the CBOs were difficult to reach. Volunteers often worked in the evenings, weekends, or whenever they were available. Their own events and program activities took a great deal of their time, which resulted in the depletion of their ability to return APITEN staff's calls. Over time, follow up became more and more difficult and sparse. On APITEN's end, our own list of activities, planned and unexpected, also made it difficult to persist and conduct regular follow up with the CBOs.



CHC Oroville subcontract staff that assisted with the planning and translation of the training

Lack of Programs in Rural Regions of Northern California

In the focus groups and initial conversations about the Northern CA regional advocacy campaign, it was found that outreach to AAPI communities and CBOs north of Sacramento was limited. A review of previous mini-grant projects in the area and discussions with community members revealed that while there were groups that often formed to assist the community, the lack of infrastructure and the lack of capacity often led to their dissolution. The Oroville training was structured differently compared to the trainings in the Bay Area and Sacramento due to the awareness of participants' very minimal experience in program development and in working on health programs and activities. There was an emphasis on building trust between the community members attending, the APITEN staff, and the Northern California Subcontractor.

Cultural and Linguistic Barriers in Rural Regions of Northern California

There was recognition that language would be a barrier for the staff to conduct the training in the same manner as the other two trainings. The participants from Lao Veterans of America were very respectful of the staff even though the training needed to be translated by the youth. Initially, the training team was concerned about accuracy of the translation. Since the training was conducted entirely through a translator, it was hard to gauge participants' concerns and needs. However, by the end of the first day, it was apparent that the participants understood the basic content and were eager to build their skills via participation in the campaign. Certain segments of the training on day two were adjusted to accommodate for the language barrier and the size of the training. Throughout the training, the participants were very patient and receptive to the discussion. Despite the need to adapt and adjust the training, it was a success.

Lessons Learned

There were many lessons learned throughout the Northern California Regional Advocacy Campaign. With AAPI CBOs, it takes time to build relationships and establish trust. APIAHF staff needed to take the time to talk about tobacco, but also be available to listen to their issues, provide technical assistance, and guide resources to these groups. It became apparent that APIAHF could not simply deliver a training and then leave without follow up activities. APIAHF realized the need to be committed to working with these CBOs, to help these CBOs, and assist them in connecting tobacco to their work.

While many agencies saw the importance of the trainings and the campaigns as a way to build their capacity for the future, time was always an issue. For a campaign like this, there needs to be flexibility and the ability to accommodate the needs of agencies. For example, there may need to be more time for explanation of campaign activities, exploration of issues, and translation. Often, there were concerns about finding staff available to help with adding yet another activity to a busy schedule — especially without additional funding from APIAHF.

APIAHF tailored the trainings for each region and population represented in the participants. The information in the trainings had to be understandable for the CBOs and applicable to them. It is also very important to allow time for the group to get to know each other and establish trust to foster communication and collaboration. In retrospect, the challenges faced in rural Northern California taught us a great deal about the unique issues of those communities. APIAHF staff should have tried to ensure that the Hmong community partners in the area could have helped with the translation in the Oroville training. In addition, staff had been prepared to discuss funding opportunities; however, there seemed to be a major concern that funding does not make its way to this community.

Moreover, the agencies and their communities wanted concrete evidence and proof that tobacco and SHS harms them. They wanted something tangible to show people. The methods of sharing this information may vary. For example, some participants said they need doctors,

experts, or community leaders to be spokespersons. Others say media or policy would work better. Whatever the means, they have creative ideas about the appropriate ways to reach their communities, as long as hard-hitting evidence is available.

APIAHF kept the AAPI tobacco control movement moving forward by involving agencies, continuing dialogue, and providing opportunities to meet and work together. However, the fostering and encouragement of collaboration needs to continue. For agencies similar to those that participated in this campaign, tobacco control work still needs to bridge the gap to access to information and funding opportunities, as well as on infrastructure building and sustainability.

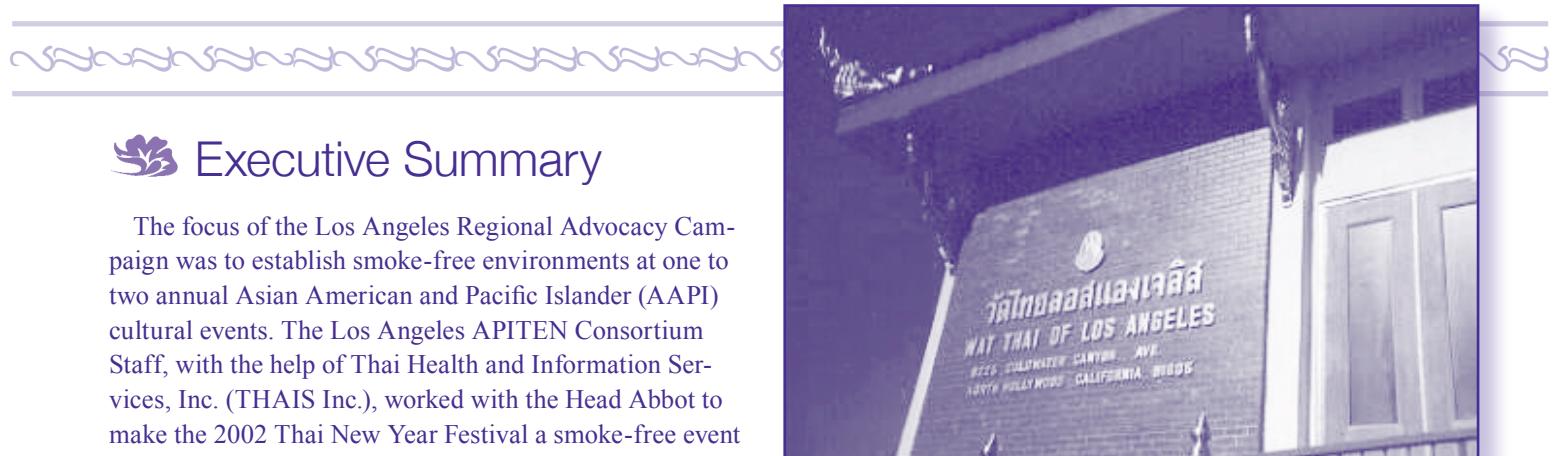
Program Replicability

Other programs can replicate the APITEN Northern California Regional Advocacy Campaign by utilizing the same processes. It is important to work with community and organizational leaders, especially those well respected and trusted, and to encourage participation in activities that will benefit the community as a whole. These leaders provide insight into program delivery methods that are appropriate and applicable to the community. Assessments with the target community, prior to the development and implementation of a program, are necessary in establishing the framework, content, and direction of the campaign activities. Consistent communication with campaign participants is key in ensuring the campaign is community-driven and community supported. The relationships developed in such a campaign are key to creating a supported and sustained tobacco control movement in your region that is conducive to greater advocacy and norm change.

For more information about this campaign, please contact:

**Asian & Pacific Islander American Health Forum
(APIAHF)**
450 Sutter Street, Suite 600
San Francisco, CA 94108
415-954-9988
www.apiahf.org

APITEN Los Angeles Regional Advocacy Campaign

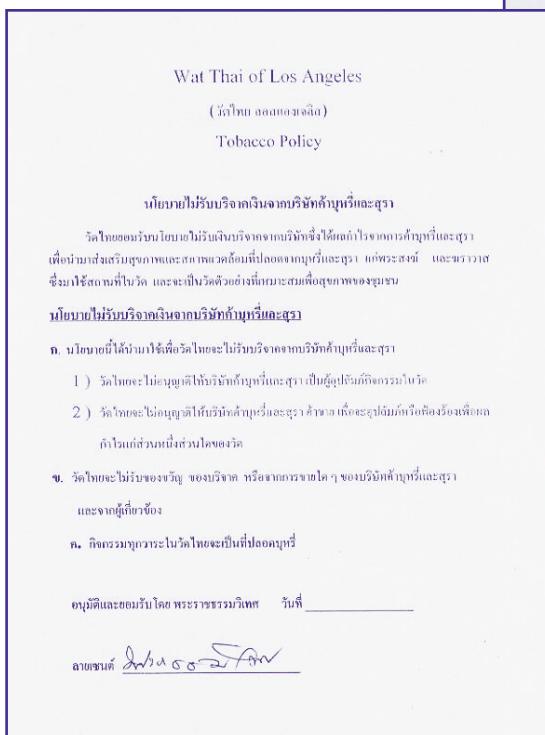


Executive Summary

The focus of the Los Angeles Regional Advocacy Campaign was to establish smoke-free environments at one to two annual Asian American and Pacific Islander (AAPI) cultural events. The Los Angeles APITEN Consortium Staff, with the help of Thai Health and Information Services, Inc. (THAIS Inc.), worked with the Head Abbot to make the 2002 Thai New Year Festival a smoke-free event at Wat Thai, a Thai Buddhist temple in North Hollywood of Los Angeles, California. To inform participants of the new policy, the Consortium staff created signs and posted them throughout the temple grounds. Because the event was family centered, the staff used the opportunity to educate youth as well as their parents about tobacco prevention by setting up an activities booth at the event. Incentive items were given to the youth for correctly answering questions relating to tobacco. Aside from this activity, another youth group was recruited to monitor the temple grounds for smokers, inform them of the new policy, and redirect them to the designated smoking areas. These youth also assisted with collecting cigarette butts found on the temple grounds during the two-day event. The campaign resulted in the adoption of not only a smoke-free Thai New Year event, but a permanent smoke-free temple that also prohibits acceptance of any funding from tobacco or alcohol related industries.

Wat Thai of Los Angeles
(วัดไทย ลอสแองเจลิส)
Tobacco Policy

บันทึกการร่วมมือกับวัดไทยในวันวิสาขบูชาและห้ามสูบบุหรี่และสุรา



Wat Thai Temple, Los Angeles, California.

Wat Thai

Non Acceptance of Tobacco & Alcohol Funds Policy

Wat Thai adopts this policy of "not accepting monies from companies who have profited from the sale of tobacco or alcohol" in order to promote a healthier and safer tobacco and substance-free environment for the monks as well as visiting guests, and to serve as a positive example of healthy living to the community.

Tobacco & Alcohol Company Fund Prohibited

- A. This policy establishes that Wat Thai will not accept the use of monies from tobacco & alcohol selling companies.
 1. Tobacco & alcohol selling companies will not be allowed to sponsor any activities of Wat Thai.
 2. Tobacco & alcohol selling companies will not be solicited for sponsorship or used as a benefactor for any component of Wat Thai.
 - B. Gifts or other products from Tobacco Selling Companies will not be accepted, donated, or sold by organizers or participants at Wat Thai.
 - C. All events held by Wat Thai will be smoke-free events.

Approved and adopted by Abbot Phraradharmvides on this day _____

P. Dajohiels
Signature

Smoke-free temple grounds policy in

Background

Agency Description

Asian Pacific Health Care Venture, Inc. (APHCV) is a 501(c)(3) non-profit Community Health Center whose mission is to plan, provide, promote, and coordinate accessible, affordable, culturally competent, and effective health care services that target underserved Asian American and Pacific Islanders (AAPIs) and offers services to all individuals; and to provide programs of community economic development for the benefit of low income AAPI communities in Hollywood, the Greater downtown area, North Hollywood, and other areas with unmet needs in Los Angeles County.

APHCV has been the APITEN Los Angeles Regional Consortium Partner since 1995 and has played a significant role beyond the implementation of APITEN activities. The agency has helped plan the Consortium region's direction, developed local and original AAPI tobacco control identities, and convened and mobilized AAPIs. In addition to the APITEN program, APHCV provides health education services on a variety of health topics that are priorities for AAPI communities, including tobacco, Hepatitis B, nutrition, HIV/AIDS, diabetes, tuberculosis, breast cancer, cervical cancer, and hypertension. With APHCV's extensive history and experience in tobacco control, coupled with the relationships with other ethnic specific CBOs in the Los Angeles region, APHCV has provided support to the overall APITEN program.

Demographics

APHCV targets indigent AAPI communities in the downtown, Hollywood, Silverlake, Echo Park, and North Hollywood areas. Currently, APHCV's primary care clinic offers services to mostly Thai (41%), Filipino (22%), Cambodian (12%), Vietnamese (5%), Japanese (2%), and Latino (9%) clients. APHCV offers both cultural and linguistic services to the populations served.

Campaign Design

Goals and Objectives

The goals for the Los Angeles Regional Advocacy Campaign were to address the need to counter pro-tobacco influences and reduce exposure to secondhand smoke (SHS) in public areas where AAPIs tend to congregate. To meet these goals, the campaign focused on the establishment of smoke-free environments at one to two annual AAPI cultural events that attract at least 1,000 participants.

“A campaign that focused on AAPI cultural events provided a broader arena to engage families...”

Rationale

In addition to the regional campaign focus group, the campaign's direction was determined through collaborative meetings with APITEN network and advisory members, the API Tobacco Control Consortia in Los Angeles County, and members of the City of Long Beach Department of Health and City of Pasadena Health Department. A campaign that focused on AAPI cultural events provided a broader arena to engage families (especially with children) and community members in dialogue about exposure to SHS. By concentrating on cultural events, the Los Angeles campaign was able to educate community organizers about the tactics that the Tobacco Industry uses to promote their products to AAPI communities.

Intervention Methodology

1. Determined one to two AAPI cultural event(s) to work with and identify organizing committee members and supporting members.
2. APITEN Los Angeles Consortium staff attended

“...the Head Abbot agreed to establish the Thai New Year Festival as a permanent smoke-free annual event...”

festival/fair committee meetings to provide SHS education; provided technical assistance in developing policy; and informed organizers of activities planned at event.

3. Partnered with city and county tobacco control programs, or Local Lead Agencies (LLAs), Community Based Organizations (CBOs), elementary schools, boys/girls scout troops, church youth groups, high school clubs, and college organizations to recruit youth to participate in the regional campaign.
4. Identified CBOs and groups who were able to donate services (e.g. transportation) and incentive items for event.
5. Had volunteers assess event for support and compliance. In addition, they conducted three activities: pick up cigarette butts and other tobacco related products (e.g. packaging), model new media ads where people are coughing and clearing their throats around smokers and view reactions, and pass out maps of designated smoking areas and non-smoking areas.
6. Collaborated with IW Group, Inc. to publicize the cultural event and promote the positive actions the event has implemented towards smoke-free policies.

Campaign Implementation and Evaluation

Process

Campaign Planning and Brainstorming

The campaign began with soliciting local community members' input on the strategy, scope, and priorities of the campaign. The campaign planning process concluded with the decision to focus on cultural events to implement smoke-free policies. Below is a timeline of the campaign planning process:

September 2001 — The APITEN Los Angeles Consortium staff conducted its first focus group with community members to brainstorm ideas for the Los Angeles Area Regional Advocacy Campaign.

October 2001 — IW Group, Inc. offered the Los Angeles Consortium staff ideas for successful campaigns. Through focus groups and input from other APITEN Consortium members, it was decided that the campaign would focus on promoting smoke-free AAPI cultural events. In addition, the regional campaign would educate event organizers about tobacco industry funding and help organizers decline tobacco funding through the establishment of a written policy.

November 2001 — The Los Angeles Consortium staff asked the Asian & Pacific Islander Tobacco Control Consortia of Los Angeles County questions about specific sites (i.e. AAPI-specific festivals, health fairs, and events) to implement campaign activities. The Consortia provided information regarding signage and souvenir guides at festivals stating a no smoking policy. In addition, Consortia members offered advice on how to employ youth volunteers to enforce no smoking policies.

Recruiting Community Partners

After obtaining festival information, the next step required finding communities and festivals willing to establish smoke-free policies. The recruitment process included collaborating with THAIS, Inc. to establish and maintain communication with Wat Thai, a Thai Buddhist temple in North Hollywood. The following is a specific description and timeline of the recruitment portion of the campaign:

January 2002 — The Los Angeles Regional Advocacy Campaign committee decided to focus on working with the Thai New Year's Festival at the Wat Thai. The Executive Director of THAIS, Inc., Nongyao Varanond, was enlisted to help contact and provide cultural and linguistically appropriate translation, interaction, and communication with the head monk (referred to as the Head Abbot).

February 2002 — The campaign was introduced to community members and CBOs. The Los Angeles Consortium staff and Ms. Varanond planned the logistics of the Thai New Year's smoke-free activities. The Consortium staff purchased incentive items (duffel bags and

baseball hats) for the event. APITEN provided magnets for the event. In addition, THAIS, Inc. volunteered to help out at the booth during the event to provide tobacco prevention information and materials.

March 2002 — Ms. Varanond and Consortium staff met to prepare translated materials (signs) and the agenda for meeting with the Head Abbot. The meeting with Head Abbot occurred on March 26, 2002. At this meeting, the Head Abbot agreed to establish the Thai New Year Festival as a permanent smoke-free annual event and for the Wat Thai of Los Angeles to not accept tobacco industry sponsorship funding. In addition, the Head Abbot indicated that he favored a permanent smoke-free temple grounds policy, which would create a smoke-free environment at the temple. Youth volunteers were recruited to staff the event.

August 2002 — Alyansa ng Komunidad, a program of the Filipino organization, People's CORE, was contacted to inquire about smoke-free policies regarding their health fair in November 2002.

Program Implementation

Although it was not specified in the original action plan, additional activities were implemented around the smoke-free policy since there was positive support from the Head Abbot.

April 2002 — Thai New Year Event took place. “No smoking” signs were completed and translated into Thai. Youth volunteers were trained to staff the event. THAIS, Inc. also provided Thai anti-tobacco literature in conjunction with the educational campaign conducted by the youth volunteers. Thai newspapers featured articles around the event and policy passage.

May 2002 — Revisions to the draft smoke free policy were made to accommodate the needs of the Wat Thai of Los Angeles. Again, the Los Angeles consortium staff started to brainstorm other events to establish relationships with.

June 2002 — The Los Angeles Consortium staff and THAIS, Inc. scheduled a meeting with the Head Abbot at the Wat Thai of Los Angeles to sign the smoke-free policy. However, since the policy was not translated into Thai prior to the meeting, it had to be re-scheduled.

October 2002 — APITEN Los Angeles Consortium staff revised the English policy for the Wat Thai of Los Angeles to make it shorter for ease of translation. In addition, contact was made to People's CORE about the Filipino Health Fair to be held in the fall of 2002.

November 2002 — Filipino Health Fair was cancelled. The Los Angeles Consortium staff conducted follow up activities during the Loy Krathong Festival (Thailand Fall Celebration) at the Wat Thai of Los Angeles to assess if the smoke-free policy was still in effect and that smoke-free signs were still posted. Staff completed revising the Wat Thai of Los Angeles smoke-free policy. The policy was translated immediately by Ms. Varanond.

December 2002 — The Los Angeles Consortium staff conducted a debrief session with the Head Abbot. Aluminum signs were designed to replace the laminated “no smoking” signs at the temple for permanent posting and visibility.

January 2003 — The Los Angeles Consortium staff finished three key informant interviews with a youth volunteer, a patron of the Wat Thai of Los Angeles, and Ryan Yamamoto of the National Asian Pacific American Families Against Substance Abuse (NAPAFASA), who provided technical assistance with the Los Angeles Regional Advocacy Campaign.



APITEN staff and the Head Abbot meet to discuss the smoke free policy.



March 2003 — On March 21st, the Los Angeles Consortium staff met with the Wat Thai's Head Abbot, who signed both the English and Thai polices indicating that the temple grounds are permanently smoke-free year round. The Head Abbot indicated he wanted to have a press conference to publicize the passage of the policy. Aluminum signs were ordered for permanent posting on temple grounds.

April 2003 — The Los Angeles Consortium staff with the cooperation of Wat Thai and the Thai Media organized a press conference to recognize the Wat Thai's permanent smoke free policy and its impact on the community. News articles were collected to be included in the APITEN Los Angeles Regional Advocacy Campaign Media Kit.

Community Follow Up

April 2003 — The Los Angeles Consortium staff attended the Thai New Year Event for 2003 to show community support and observe how the tobacco policies have been affecting the temple. Temporary signs were created in Thai and English in lieu of the permanent signs that were being produced. Many temple patrons who smoked put out their cigarettes upon entering the temple grounds, as observed by a security guard. Towards the end of the day, a Thai outreach worker from APHCV announced the temple as being smoke-free and thanked the patrons for their observance.

June 2003 — The monks at Wat Thai received new permanent signs in both Thai and English.

Accomplishments

There were many anticipated and unanticipated accomplishments during the course of the campaign. Through collaboration with Ms. Varanond, Executive Director of THAIS Inc., APITEN Los Angeles Consortium staff were able to successfully meet and communicate with the Head Abbot about a smoke-free Thai New Year Festival. A positive, yet unexpected outcome included the Head Abbot choosing to extend the policy so that the temple grounds would be a permanent smoke-free environment, in addition to refusing funding from any tobacco or alcohol sponsors.

The press conference that announced the passage of a smoke-free temple policy made smoke-free initiatives a visible and viable endeavor in the Thai community. Through Thai media exposure, the smoke-free policies of Wat Thai were made known to the Thai community and, thus, the policy continues to be respected and observed.

New permanent signs were created and allowed to be posted and displayed throughout temple grounds reminding patrons of the smoke-free policy.

In working through appropriate, culturally sensitive channels, the Los Angeles APITEN Consortium continues to enjoy a strong relationship with Wat Thai of Los Angeles as well as the Thai community at large. The Wat Thai of Los Angeles has welcomed the opportunity to provide technical assistance to other temples that wish to initiate similar smoke-free policies.

Evaluation Methods

To evaluate the successes and challenges of the campaign, narrative evidence was drawn from several key participants in the Los Angeles Regional Advocacy Campaign. Participants were debriefed, interviewed, and their responses were recorded on audiotape that was later transcribed onto the APITEN Key Informant Interview tool.

Participants expressed genuine satisfaction from participating in the event, and indicated that the campaign was productive and successful. In regards to community participation, some participants expressed concerns that the campaign involved participation from a specific community, limiting involvement of other community groups.

In addition, there needed to be more coordinated efforts in garnering media attention to inform the public about the policy at the Wat Thai. The limited number of signs at the temple also lend to the sparse media exposure around the policy. Thus, key informants felt these were the reasons that many temple patrons were initially unaware of the new smoke-free policy.

Most participants look forward, however, to continued developments at Wat Thai with regard to the smoke-free policy. Here are some quotes from the debrief and interview:

“The temple activities were one of the best ones...Overall the project was the best event, using youth as advocates”

— *Ryan Yamamoto, NAPAFASA*

“The Abbott never thought to ask patrons to step out and smoke due to a reluctant culture and loss of patrons”

— *Nongyao Varanond, Executive Director, THAIS, Inc.*

“I was scared at first [with asking people not to smoke], but I got used to it and it became fun.”

— *Saharath Boonsakul, Youth Volunteer*

Challenges and Barriers

Challenges during the Los Angeles Regional Advocacy Campaign included:

- Training the youth volunteers was a challenge due to the young peoples' developing understanding of tobacco issues. Trainers frequently repeated themselves. Moreover, the youth volunteers, who were between the ages of eight and thirteen, were hesitant in approaching tobacco users. The age of the volunteers made it difficult for them to assert themselves to the smoking patrons of the temple, especially adults.
- Most patrons who were seen smoking on the temple grounds were unaware of the policy because the signs posted were printed only in the Thai lan-

guage. Some of the temple patrons were not Thai or were second/third-generation and could not read Thai.

- Initial signs were small and very few were posted. A number of signs were placed in areas that did not receive much attention. In addition, the signs were not sturdy because they were made of laminated paper.
- It was challenging to schedule meetings with the Head Abbot due to his numerous commitments. Though a leader of the Thai community in Los Angeles, the Head Abbot also has strong ties in Thailand and makes trips back and forth, making it difficult to reach him.
- The translation and signing of the policy took longer than anticipated. The first translation was verbose, thereby making the translation into Thai difficult. The text of the policy needed to be simplified for ease of translation into Thai.
- Due to staff turnover, there were three Consortium staff members implementing different aspects of the campaign at different times of the campaign.



Lessons Learned

Adequate time to research the cultural and linguistic needs of the population is required in order to prepare a time-sensitive and appropriate strategy to communicate with the target population. An effective strategy includes anticipating any of the cultural and linguistic barriers that may arise (e.g. the need to simplify policy language before translation). Deadlines should be agreed upon ahead of time and adhered to in order to expedite the process of translating materials and communicating with the Head Abbot.

Working with the Wat Thai of Los Angeles highlights the importance of community gatekeepers. In the case of this regional campaign, THAIS, Inc. provided invaluable assistance in accessing the temple and making the appropriate initial contact with the Head Abbot. Due to language and cultural barriers, organizations such as THAIS, Inc. provided the necessary means to communicate across

these barriers. Relationships between community organizations must balance the needs of the project and the needs of the community. Mutual and constant support between organizations is essential, whether through attending each other's events or through simple acknowledgement of each other's important roles. Through mutual respect and recognition, the Los Angeles Consortium continues to have a strong relationship with THAIS, Inc.

In addition, the Thai community of Los Angeles relies heavily on Thai media to provide community news. In essence, the Thai media are also community gatekeepers. Through reaching the Thai community in their own language, the Thai media also validates and influences values and opinions. The Thai media provided the Los Angeles Regional Campaign the necessary exposure to promote the smoke-free policies at Wat Thai of Los Angeles. Working with the Thai media has encouraged Wat Thai patrons to continue to observe the smoke-free policy.

Program Replicability

Ensuring that public activities, such as cultural events, provide smoke-free spaces and policies assists in the creation of needed structures for increased awareness and community norm change. In replicating the campaign conducted by the APITEN Los Angeles Consortium, the design must include intensive research on the culture, language, and practices of the priority community. In fostering appropriate communication with the target community, anticipate language translation issues, patriarchal or matriarchal social constructs, religion, and attitudes regarding tobacco use. Once communication is in progress, it is important to actively participate in organizational events as well as other community events, so that the community becomes accustomed to the presence of an outside agency. Recruitment of youth participants should occur at least three weeks before the event to ensure adequate training (if possible, create a training curriculum). After the event has occurred, follow-up with community members and a debrief on the success and challenges of the event is an important method in establishing trust and building relationships.

Lastly, working in the Thai community highlights the importance of continuing to build community support beyond scope of work objectives. Those who wish to work in linguistically isolated communities should be aware that the relationship with these communities could be delicate. Strengthening the relationship should include attending more than one community event and providing support with other issues. When the community accepts an organization's objectives and is willing to go beyond the scope of work, the organization should reciprocate by going beyond the scope of work as well.

The processes and steps taken during the course of this campaign are positive guidelines that can be replicated in your community. With research, the investment of time for the development and use of culturally and linguistically appropriate approaches, and involvement of community gatekeepers, you will actively assist the community in creating a shift. It is this shift in norms that will provide a pillar in the infrastructure for change. Moreover, replicating similar methods in your community can lead to meaningful relationships that may open the door for additional, future tobacco control activities.

For more information about this campaign, please contact:

Asian Pacific Health Care Venture (APHCV)
 1530 Hillhurst Ave, Suite 200
 Los Angeles, CA 90027
 (323) 644-3880
www.aphcv.org

APITEN Central Valley Regional Advocacy Campaign

Executive Summary

Results from the April 2001 Survey of California Adults on Secondhand Smoke, conducted by the California Department of Health Services Tobacco Control Section (TCS), revealed that 88% of Californians support smoke-free playgrounds. Capitalizing on the vast support for smoke-free playgrounds, legislation was introduced by Assemblymember Juan Vargas. Assembly Bill 188 (AB 188) was enacted, prohibiting smoking and/or the disposal of cigarette litter in all state playgrounds and tot lots.

Due to the high concentration of Southeast Asians residing in the Central Valley, APITEN Central Valley developed an advocacy campaign to conduct outreach to the community to increase their knowledge and awareness about AB 188. The campaign, coordinated by the California Health Collaborative, was a unified effort between community-based groups, county and local tobacco control programs, departments of parks and recreation in targeted cities, and other interested parties. The culturally and linguistically appropriate campaign consisted of a community assessment to identify knowledge and support for the new law, education and outreach activities, and media and policy advocacy activities.



A young community member enjoys the outdoors while looking at a sign supporting smoke-free tot lots.

Background

Agency Description

The California Health Collaborative (Collaborative), as an APITEN Regional Consortium partner for the Central Valley, extends and coordinates APITEN efforts throughout central California. Among its highest priorities is the Collaborative's aim to reduce the incidence and impact of cancer. Cancer surveillance registries, early detection and education efforts, cancer treatment programs, and of most direct relevance, tobacco control activities, are prominent among the Collaborative's current organizational profile. Thus, the Collaborative's mission and current activities demonstrate a unique consistency with spearheading tobacco control efforts in the Central Valley. Furthermore, focusing such efforts on the region's Southeast Asian communities is particularly critical considering that tobacco use, as a public health crisis, goes largely unrecognized and untreated in the Hmong, Lao, Cambodian, Vietnamese, and Mien communities of the Central Valley.

Within its role as a Regional Consortium Partner, the Collaborative provides an active APITEN presence at the local and regional levels, providing technical assistance, training, coordination, and capacity-building activities to strengthen tobacco prevention efforts for AAPI communities. The Collaborative has been implementing activities as a Regional Consortium partner since 1998. The Central Valley region has been an underserved area and has a high population of Southeast Asians. The Collaborative maintains the trust and a neutral position among key AAPI community leaders of Hmong, Laotian, and Cambodian ethnic groups, which has been important in working on tobacco control activities in the Central Valley.

Demographics

The Central Valley is rich in its ethnic and cultural diversity. Regionally, the ethnic composition is roughly: 48% white, 34% Hispanic, 13% Asian American and Pacific Islander (AAPI), 4% African American, and 1-2% American Indian. The AAPI community is comprised

“...relatively few culturally appropriate health efforts of any kind have reached the Southeast Asian communities...”

largely of recent immigrants from Southeast Asia. The percentage of AAPIs actually exceeds higher density counties such as Los Angeles, San Diego, and Orange. Arriving in mass in the late 1970s, and again in a subsequent “wave”, the Hmong, Lao, Cambodian, and ethnic Mien are relatively recent arrivals to the region and the state of California.

Collectively, these ethnic groups constitute a Southeast Asian population of nearly 150,000 in the Counties of Fresno, Merced and Tulare. In the Central Valley, the major population centers of Southeast Asian communities are in these counties. According to Census 2000, the city of Fresno accounts for the largest population figures with approximately: 30,000 Hmong; 6,500 Laos; 5,000 Cambodian, and 2,500 Vietnamese.

This population, which is widely dispersed across smaller clustered communities, poses a significant challenge for comprehensive tobacco control programs and activities to reach these critical target groups. Particularly in the Central Valley, where relatively few culturally appropriate health efforts of any kind have reached the Southeast Asian communities, the need for comprehensive tobacco control activities is urgent. Because of the cultural difference among the distinct groups, the development of appropriate health interventions is often a challenge. Additionally, linguistically appropriate media outlets for these communities are minimal, and often outreach efforts require the use of many more resources. With the scarcity of resources, particularly funding for staff time, it is additionally challenging to adequately reach all areas geographically populated by these communities.

Campaign Design

Goals and Objectives

Assembly Bill (AB) 188 is the California Smoke-Free Playgrounds/Tot Lots law. The law applies to public, state parks, and/or recreation areas used regularly by children under the age of five. AB 188 prohibits (1) smoking of any cigarettes, cigars, or tobacco-related products, and (2)

disposing of cigarettes, cigarette and cigar butts in and around the playground/tot lot areas. Violators of this law are fined \$100. This bill, which was voted on and approved by California voters, became effective on January 1, 2002.

The Regional Advocacy Campaign focused on increasing community awareness and compliance of AB 188 and mobilizing community leaders to support the campaign efforts.

The campaign objective was as follows:

By December 30, 2002, Southeast Asian communities in the counties of Merced, Fresno, and Tulare will mobilize to raise awareness of AB 188 and the dangers of outdoor tobacco smoke within their communities and will have advocated for AB 188 compliance and/or smoke-free outdoor venues.

Rationale

During October 2001, the APITEN Central Valley Consortium partner coordinated with the now defunct Central Valley Regional Community Linkages Project to conduct two focus groups. The intent of the focus groups was to identify and prioritize tobacco control issues and/or gaps in services for the Southeast Asian communities. Essentially, the regional advocacy campaign’s mission was to address the identified need(s) for services through a comprehensive and collaborative approach.

Focus groups results revealed that a major concern for the Southeast Asian community related to the lack of awareness and education on AB 188 (Smoke-Free Playgrounds/Tot Lots Law). Such information was of particular importance given that many Southeast Asian families frequent city parks. In addition, since local tobacco control programs were not developing culturally appropriate outreach efforts to inform the Southeast Asian community of the newly enacted legislation, the regional advocacy campaign presented a timely opportunity to coordinate a collaborative approach.

Following the identification of the campaign focus, individual meetings were held in the targeted counties with Local Lead Agency (LLA) staff and other interested individuals and organizations to strategize the develop-

ment of adequate interventions. Amongst the partnering organizations were the Parks and Recreation Departments in Fresno and Visalia. The involvement of the Parks and Recreation Departments was key to the success of the campaign since the departments have jurisdiction over city owned parks. Collaboration with the departments were of particular interest since the advocacy campaign sought to place signage near playgrounds/tot lots in order to educate park visitors of the law and its restrictions.

Upon the launching of the regional advocacy campaign, program staff attended regional and county coalition meetings on a regular basis to provide updates. By attending the meetings, Consortium staff was able to inform and mobilize community leaders to support the campaign. In doing so, it was hoped that a trickle down effect of awareness and support for the law would reach deep into the Southeast Asian communities. Some of the non-traditional community partners/leaders who joined the campaign's efforts included:

- Lao Family Community of Merced
- Dr. Long Thao (family practice physician interested in smoking cessation services) — Merced
- Golden Valley High School — Merced
- Asian American Coalition — Visalia
- Various faith-based organizations — Fresno
- Chinese Cultural Center — Visalia

Intervention Methodology

The interventions developed for the campaign involved a coordinated effort in the part of the Consortium staff, the Regional Linkages program, tobacco control programs in the three targeted county health departments, and other interested organizations to promote and raise awareness of AB 188. The coordination of organizations and resources was instrumental in the implementation of the campaign.

As a result of the individual meetings with the main stakeholders in the campaign, the following interventions were formulated.

- Coordinated with LLAs to collaborate, initiate action plans and share resources

- Developed ethnic specific public service announcement (PSA) to complement the campaign activities
- Collaborated with Parks and Recreation departments to post culturally and linguistically appropriate signage at city owned parks/tot lots
- Participated in two to three park/community events to celebrate smoke-free parks
- Developed and implement a survey to determine AAPI community support for smoke-free playgrounds and tot lots
- Participated in a radio talk show to increase community awareness and participation in the campaign activities



Campaign Implementation and Evaluation

Process

In planning for the Regional Advocacy Campaign, the Consortium staff set out to identify tobacco control activities being implemented with the Southeast Asian communities in each county. Focus groups were conducted in collaboration with the Central Valley Regional Tobacco Prevention Coalition to strategize how the campaign could address tobacco-related issues and gaps in services that were relevant to Southeast Asians in the Central Valley.

Feedback from focus group participants indicated that secondhand smoke (SHS) and the lack of education to address newly passed legislation, such as AB 188, were of major concern. Due to lack of funds, LLAs and Competitive Grantees were not actively providing tobacco education to the Southeast Asian communities regarding SHS and AB 188. Based on their large Southeast Asian populations, Fresno, Merced, and Tulare Counties stressed interest in partnering with APITEN to address AB 188 through the advocacy campaign.

The coalition members identified the parks/recreation areas in their respective counties which were being highly frequented by Southeast Asians. Commonly, Southeast Asian smokers visiting the parks/recreation areas expose



others, including young children, to SHS.

The overall campaign strategy was to work with each county LLA, the Regional Linkages Program, and other interested agencies to link with local officials to address AB 188 and coordinate meetings within the 12-18 month period. A timeline of activities is as follows.

September 2001 — Consortium staff conducted a focus group at a regional coalition meeting, with 20-30 people. The response from the meeting attendants was the need for in language materials and SHS.

October 2001 and December 2001 — Consortium staff met with Central Valley Regional Community Linkages Project staff to review ideas for campaign.

February 2002 — Consortium staff met with Fresno, Merced, Visalia, and Tulare LLAs to begin discussions around campaign collaboration. An AAPI CBO was identified to assist with the administration of the surveys and compliance checks at the local parks.

March 2002 — The smoke-free parks information kit was translated into Hmong for Fresno LLA. Consortium staff met with the new Program Directors for Visalia and Tulare LLA to begin discussions around campaign collaboration. Regional campaign updates were provided at the Tulare Coalition Meeting. Central Valley Regional Community Linkages Project agreed to support Central Valley Regional Advocacy Campaign.

April 2002 — Smoke-free playground/tot lot signs were translated into Cambodian.

June 2002 — The Consortium staff purchased airtime on a local radio station to broadcast PSAs about AB 188. PSAs were developed in Hmong, Cambodian, Laotian, and Spanish.

July 2002 — The Consortium staff began planning to translate the smoke-free parks materials/kit, originally created by the Los Angeles County Tobacco Control Program, into Southeast Asian languages. The Youth Leadership Institute was contacted since they had developed a smoke-free playgrounds tool kit.

August 2002 — Due to the staff turnover at the LLAs, the Consortium staff helped to provide technical assistance and training. The Tobacco Control Clearinghouse of California (TECC) Smoke-free Playgrounds

Kit was translated into Cambodian. The Consortium staff began working to translate the kit into Hmong and Laotian. Since it was difficult for LLAs to enforce tobacco-related legislation, such as AB 188, Consortium staff along with Stone Soup Partnership (an APITEN mini-grantee), worked to create PSAs on tobacco laws in Southeast Asian languages.

September 2002 — Continued to meet and work with Merced and Fresno LLA to partner on campaign activities. Consortium staff met with Visalia and Tulare LLA to brainstorm ways to involve the Parks and Recreation Departments. Solano LLA, which is located in the San Francisco Bay Area, contacted the Central Valley Consortium staff for technical assistance around smoke-free parks.

October 2002 — In Merced County, a smoke-free park event was held. Seventy signs were posted in the main parks and selected smaller sized parks. Through persistent meetings with Tulare County LLA, the county decided to revise their workplan to support the APITEN Central Valley Regional Advocacy Campaign. The Parks and Recreation Department agreed to work with the consortium staff as long as signs were provided to them. Smoke-free parks/tot lots signs were developed and included information translated in Cambodian, Hmong, Lao, and Spanish. The consortium staff met with the Fresno County LLA Project Director to garner support for the advocacy campaign. Kingsburg city expressed interest in developing PSAs to promote AB 188 and was especially interested in developing one for the Hmong community.

November 2002 — Continuous follow up conducted with Tulare and Fresno County LLAs to collaborate on activities.

December 2002 — Met with Fresno County LLA, Parks and Recreation Department, and the city of Fresno to raise awareness about AB 188, introduce the regional advocacy campaign, provide recommendations for posting signs at parks, and build collaborative relationships. Signs were ordered for the twenty-nine playgrounds/tot lots in Fresno County.

January 2003 — Consortium staff contacted local events to collaborate on a smoke-free parks education and outreach event. Key informant interviews were conducted.

March 2003 — Continued to contact local events to schedule smoke-free parks education and outreach event.

April 2003 — Smoke-free parks education and outreach event was conducted during the Fresno Southeast Asian Conference on April 26, 2003. Over 1,000 participants attended the conference. Surveys were administered during the event. The Fresno City Parks and Recreation Departments proposed plans to adopt a curb-to-curb no-smoking policy for all city parks. Consortium staff was interviewed by the local radio talk show, with the Radio Bilingue Network, to provide information to the community about AB 188.

Accomplishments

A notable success of the campaign was the creation of a dedicated group of individuals and organizations interested in increasing the awareness and support for AB 188 in the Southeast Asian communities. This partnership was instrumental in the development of key interventions to address the issue. A listing of specific accomplishments is as follows:

- Development of linguistically appropriate signage
- Development of media kit
- Development of advocacy kit
- Community education via radio talk show (Hmong)
- Acting as a conduit between counties to facilitate sharing of resources
- Provided on-going updates at county and regional coalition meetings
- Signs posted in Merced parks
- Participation in two community events (Merced

and Fresno) in an effort to outreach to the communities

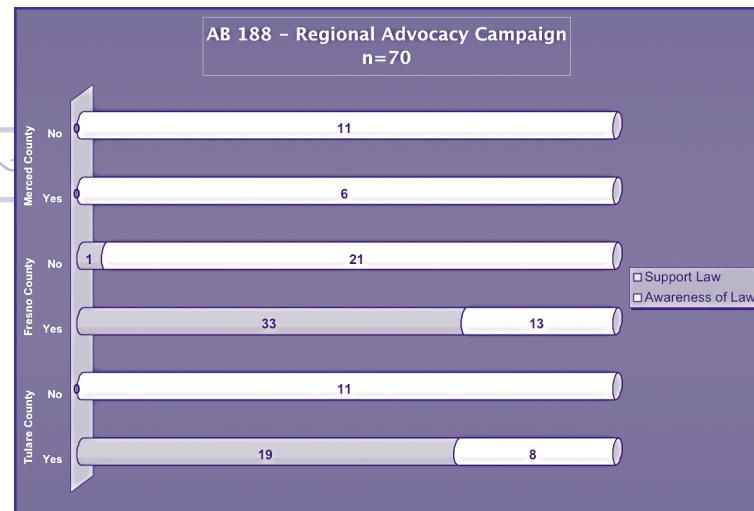
- Community assessment of their awareness and support for AB 188 in Fresno and Merced
- Meetings with Fresno and Visalia Parks and Recreation Departments and commitment to post signs if funding available
- Coordination with other Regional Consortium Partners throughout campaign
- Conducted key-informant interview with key partners in the campaign to assess their perspective of the campaign's overall success
- Poster presentation of campaign results at 2002 National Tobacco or Health Conference in San Francisco, CA and 2003 Project Directors' Conference in Newport Beach, CA

Evaluation Methods

A survey was conducted with community members to assess their knowledge and support for AB 188. In addition, the nine-item survey measured the level of public park usage, knowledge of SHS, and possible correlations with health illnesses in their families.

The survey was conducted in three different venues. In Merced County, the survey was administered to the general community participating in a smoke-free event sponsored by the county tobacco control program. In Tulare County, the survey was administered during the Lao New Year celebration. Lastly, in Fresno County, the survey was administered to the general community during a Halloween event and during a Hmong New Year celebration.

Following the majority of the campaign's interventions, key informant interviews were conducted with individuals who had at least some level of involvement in the campaign. The results of these interviews were not surprising and reflected the many challenges that arose while the campaign was in progress. Overall, the results from these interviews were consistent with the fact that not all of the campaign's goals were met. More specifically, the interviews revealed that there existed a lack of follow through in the part of program staff to fully accomplish the inter-



Survey results indicate support for and awareness of AB 188.

ventions. It was difficult to accomplish all of the goals to the desired extent due to the reductions in staff size and time, in addition to the limited time allotted to complete the campaign. On the other hand, interview participants acknowledged the efforts put forth by program staff to reach out to the Southeast Asian communities through use of culturally appropriate approaches. As a result of these efforts, awareness of AB 188 was increased with the members of the targeted ethnic groups.

On April 26, 2003, staff participated in the First Annual Southeast Asian Educational Conference in Fresno. The event drew several hundred community members to educational workshops and information booths. A survey was administered and translated into Hmong since the conference was expected to draw larger numbers of Hmong residents from Fresno. Compared to the original survey, the version used for this event was shortened to four questions and reformatted to fit on half a sheet of paper with the reverse side in English. As a result, Consortium staff successfully surveyed 58 event participants using a simplified version of the formerly developed survey.

Challenges and Barriers

Although the campaign was positively received, several challenges were faced. Staffing changes at CHC during a critical phase of the campaign led to an unforeseen increase in workload and a delay in completion of some activities. The Consortium staff found that extensive time was required to review and synthesize program activities, independently learn specific activities and norms, pick up numerous project objectives from different points, and re-strengthen rapport with the various key stakeholders. The yearlong campaign entailed a lengthy host of community driven activities and expenses that were not initially planned for. The campaign needed support and resources, including additional funds and manpower to assist with the planning, implementation, and evaluation of activities.

Progress on the campaign was additionally hampered due to staff turnover within the collaborating Local Lead

Agencies (Fresno, Merced and Tulare Counties). In each case, the Program Director of the LLAs resigned his/her position and only two of the counties filled the vacancies early enough during the critical campaign planning and implementation phase. This became a challenge due to the fact that the LLAs were a critical partner in the campaign, and the staff changes delayed coordination of activities with those entities. Moreover, in each case, since the new Program Directors were not involved in previous discussions, they demonstrated apprehension when approached with requests to coordinate activities related to the regional campaign.

Throughout the duration of the campaign, all community partners were involved in carrying out the developed interventions. Although the community partners were very receptive to the campaign and its goals, it remained challenging to coordinate efforts and get closure on key issues, especially around the sign creation and funding for producing the signs. Sample signs were developed and presented for consideration when Consortium staff approached Parks and Recreation Departments about posting them. However, due to lack of funding for the development of signs Consortium staff had to look at other sources including local First 5 programs and mini-grants as alternatives for producing the signage.

Another challenge involved the parks and recreation departments in the targeted cities. There was an obvious disconnect between the departments' support for the Consortium's efforts and their commitment. Although management in the parks and recreation departments were very willing to post signage, there existed the issue of funding to make it possible. In the City of Fresno, Consor-

tium staff met with the Director of Parks and Recreation and suggested they seek-out APITEN mini-grant funding and/or funding from the Proposition 10 Commission. An application was provided to him and his staff, however, they failed to submit an application. In the City of Visalia, the parks and recreation department have stressed interest in posting the signs and are currently waiting for the County LLA to assist them in purchasing the signs.

The loss of the Central Valley Regional Linkages Program was a major challenge. Prior to losing its funding as result of the state's budget deficit, the program served a significant role in the planning phase of the regional advocacy campaign. Several members of the program's coalition participated in the brainstorming and focus groups that formulated the objective and activities. Since the program's termination, it became a challenge staying connected with TCS-funded entities (including the LLAs) and other interested organizations that had supported the regional advocacy campaign.

Lastly, the LLAs in the targeted counties had agreed to revise their scopes of work to accommodate support for the campaign. Unfortunately, mostly due to staff turnover in the county programs, only the Tulare County LLA was successful in adding an objective to address smoke-free playgrounds and tot lots. Although this represented good news to the campaign's efforts, the changes in the work plan did not occur until January 2003, approximately the same time when the campaign was scheduled to end.

Lessons Learned

The biggest lesson learned during the campaign is that when implementing a common core set of tobacco control activities across the region, activities need to be tailored appropriately at each local level. Comprehensive outreach and normative changes regarding tobacco use among the Southeast Asian communities need to be conducted through a systematic and coordinated approach. Additionally, a well-coordinated approach to engage local organizations serving the Southeast Asian communities needs to be developed. These organizations, as community leaders, can influence support from key opinion leaders to address

the communities' specific concerns.

Lastly, a comprehensive plan should be incorporated into the campaign (during the development phase) that identifies possible challenges that may arise, as well as methods of overcoming those challenges. Such brainstorming activity could be conducted using tools such as the Mid West Academy Strategy Chart. In the case of the CV Regional Consortium, it would have been beneficial to have preconceived strategies to deal with: staff changes within the program and partnering organizations, fluctuation of funds, timelines, and campaign supporters / opponents.

Program Replicability

The campaign can be replicated in any area with much ease and community receptiveness. The issue of SHS is universal to all communities, and often education around a SHS type of legislation is needed to raise awareness of the harmfulness of tobacco. Through mobilizing the community in these types of issues, they are both supporting what is important to them – family – and becoming advocates in key areas for norm change, such as policy advocacy. This type of campaign encourages deliberate thought, action, and involvement of the multiple layers of a community, from individual to environment and systems.

Additionally, clearinghouses like the Tobacco Education Clearinghouse of California (TECC) may have educational materials and signs developed for certain communities and languages. Resources (financial, manpower, etc.) needed to develop new in-language materials can be minimized through this type of resource.

For more information about this campaign, please contact:

California Health Collaborative
1625 E. Shaw Avenue, Suite 155
Fresno, CA 93710
(559) 221 – 6315
www.healthcollaborative.org

APITEN San Diego Regional Advocacy Campaign

Executive Summary

The San Diego Regional Advocacy Campaign was an outcome of focus groups that were held with Asian American and Pacific Islander (AAPI) community members in the greater San Diego area. The campaign focused on working with Samoan church groups to develop smoke-free church grounds policy through anti-tobacco activities and education. The Samoan church (known to community members as the “Modern Village”) was the focal point because of its importance to Samoan communities on the U.S. mainland. Several months of anti-tobacco components were incorporated into activities such as Sunday school; White Sunday; an informational and outreach booth at the Pacific Islander Festival; and communication and sharing of the campaign with interested groups in Samoa.

Although there were adjustments made for those churches that have bingo halls, smoke-free church grounds and smoke-free doorways policies were adopted by those churches involved in the campaign. As a result of the campaign, there are cleaner and healthier outdoor environments, increased awareness of the dangers of secondhand smoke (SHS), and a strong interest in protecting the health of the children and youth in the Samoan community of San Diego.



Culturally appropriate no-smoking signs were placed at events.

Background

Agency description

Since 1974, the Union of Pan Asian Communities (UPAC) has been the primary provider of human care services to San Diego’s AAPI communities. UPAC’s mission is to meet the social, psychological, physical and economic needs of San Diego’s Asian, Pacific Islander, and other ethnic communities. UPAC recognizes the diverse ethnic and cultural identities of San Diego, the strengths of these communities, and their need for self-sufficiency. The objectives of UPAC are to: establish and promote communication and understanding; develop health promotion and disease prevention services; promote equal opportunities and greater self-sufficiency; provide affordable housing; provide technical assistance and support services; and

assess needs to develop services for the API and other ethnic communities of San Diego County.

The UPAC has had over 10 years experience in coordinating tobacco education projects at the local level, and has been the APITEN San Diego Regional Consortium partner since 1995. The UPAC has played a significant role in implementing APITEN activities for San Diego’s Filipino, Pacific Islander, and Vietnamese communities.

Demographics

San Diego County’s population is 2,724,437 within the City of San Diego, the nation’s sixth largest municipality, totaling 1.3 million residents. The county’s remaining 1.4 million people are scattered throughout 17 smaller incorporated cities and unincorporated areas.

The AAPI population is dispersed throughout San

Diego County and is best served by an agency with a wide reach. Several incorporated cities are comprised of 10% or greater of "Asian & other" populations, including National City (18%), San Diego City (13%), Chula Vista (10%), and Imperial Beach (10%) (Sourcebook, 1996). Filipinos are dispersed throughout the county, with concentrations in the South Bay and North County areas. Southeast Asian communities are clustered in the three general areas of East San Diego, City Heights to the College area, and North San Diego from Linda Vista to Mira Mesa. Pacific Islander communities (Samoan, Hawaiian, Chamorro) are concentrated in the North Coastal communities of Oceanside and Vista, as well as the South Bay and National City areas.

Campaign Design

Goals and Objectives

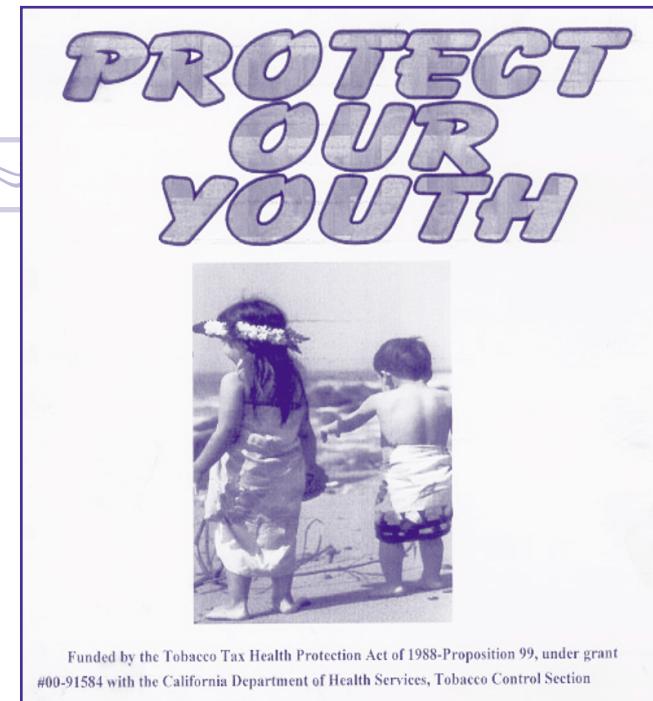
The objective of the campaign was:

By December 2002, 2-3 Samoan Churches in the San Diego region will adopt smoke-free grounds policies.

Rationale

The initial focus groups and interviews conducted by the San Diego Consortium staff indicated that there was a lack of tobacco education and awareness in the Samoan communities of the greater San Diego area. It was suggested that the Samoan churches should be the primary venue to reach this community. Focus group participants felt that the Samoan community leaders, who are often in the churches, needed to be involved in order for the campaign to reach the community at large.

The concept of the 'village' is an extremely important cultural construct in the Samoan community. Often, the community's identity is tied to the village they came from in Samoa. However, in the U.S. the church is considered the "Modern Village". Ministers are highly respected leaders in the Samoan communities in both the United States and in Samoa. In the eyes of the community, the minister's



**PROTECT
OUR
YOUTH**

Funded by the Tobacco Tax Health Protection Act of 1988-Proposition 99, under grant #00-91584 with the California Department of Health Services, Tobacco Control Section

'Protecting our youth' became a key message in increasing awareness and garnering community support.

opinion is equally, if not more important, than that of a physician. Samoan community members turn to their ministers for both spiritual and physical guidance.

Since Samoan ministers often travel between Samoa and the U.S. mainland, they are leaders and vehicles of change for both regions. Information that they bring can be the impetus for change in their "homeland" as well. Therefore, a great opportunity for the exchange of tobacco information (health effects, industry targeting, and policy implications) between the Samoan communities in the United States and in the islands exists if the key players are involved.

Intervention Methodology

The intervention methods in this campaign included educational and policy exchange activities in each of the selected Samoan churches. The following action steps were taken for the San Diego Regional Advocacy Campaign:

- Secured the commitment of three (Samoan Community Council, Pacific Islander Student Association and the Pacific Islander Festival Association) Pacific Islander serving organizations in greater San Diego region to work with Samoan churches.

- Identified two to three Samoan Churches to participate in the advocacy campaign and developed relationships.
- Developed presentation packets for distribution during meetings with the ministers of the Samoan churches. Packets included information about the health effects of SHS, number of tobacco-related deaths, chemicals found in cigarette smoke, and activities that can be taken locally and overseas to fight against the Tobacco Industry (i.e. World Health Organization Framework Convention on Tobacco Control treaty, ads, video, etc.).
- Partner organizations conducted presentations to the Samoan churches.
- Consortium staff and partner organizations tracked and recorded all knowledge, attitude and behavior changes via surveys.
- Consortium staff and partner organizations provided technical assistance to develop church activities to take action against the tobacco industry.
- Consortium staff communicated with IW Group, Inc., regarding an ad for the Pacific Islander Festival

Campaign Implementation and Evaluation

Process

AAPI community members were invited to participate in a focus group discussion to determine ideas for the campaign. Pacific Islander (PI) participants expressed that PI communities are often left out of tobacco control programs/activities and existing programs do not address the needs of the PI community exclusively. The group decided that the San Diego Regional Advocacy Campaign was an opportunity to develop a campaign that would solely involve and address the needs of the Pacific Islander community, specifically the Samoan community.

In order to effectively reach the Samoan community, it was mentioned that Samoan churches needed to be involved in the campaign. Recruitment was conducted

in the Samoan community and the campaign drew the interest of a group of church ministers and youth group presidents. Meetings were held with the group to develop activities to support the campaign.

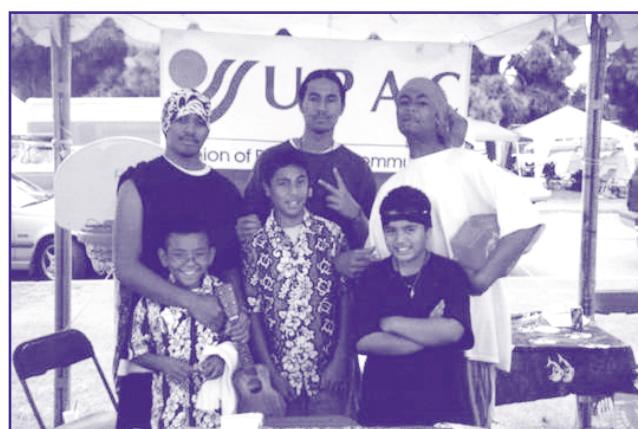
Activities included tobacco education workshops, policy development, participation at local events, and materials development. Each church carried out a variety of different activities to support the campaign, from Sunday School presentations to information booths at the major Pacific Islander event in San Diego.

A timeline of events is as follows:

July – December 2001 — Consortium staff convened three focus groups. Focus group summaries were used to develop an action plan and activities for the campaign. The churches involved included the: First Congregational Church of National City, First Congregational Church of San Diego, Ola Mo Keriso and Tautua Samoa of North County San Diego.

February 2002 — A total of five churches expressed interested in the campaign. Site visits were conducted at the interested churches to assess if policy adoption was feasible for each church. Since some PI churches rent out halls from bigger churches to hold their services, it was determined that certain churches could not adopt a smoke-free church grounds policy.

Educational classes for the Sunday Schools were conducted during this time.



Youth were an important and integral part of completing campaign activities.



An information presentation that included APITEN's Sponsorship Policy Kit, information on the dangers of SHS, annual number of tobacco related deaths, and transnational tobacco issues were conducted with the churches. Consortium staff began to brainstorm ideas for promotional/incentive items for the campaign.

Originally, the consortium staff wanted to create a "Partnership Document" to formalize the working relationships with the interested churches. However, the churches were more comfortable in giving verbal approval to conduct the activities. In this community, a verbal agreement is more culturally appropriate and has more value than a written document.

March 2002 — Five churches (one from Oceanside and four from San Diego) pledged formal support and involvement of the campaign. During a conference held in Washington D.C., the Consortium staff met PI individuals who were working on similar campaigns. A Samoan minister from Seattle, Washington expressed interest in helping with the development of curriculum or educational videos. It was suggested that the Consortium staff collect video testimonies from Samoan youth in California to send to youth in America Samoa.

April 2002 — The Consortium staff brainstormed with partners from the Samoan community in Oceanside about the promotion of the campaign through the upcoming Flag Day Celebration. Flag Day represents the raising of the flag in Pago Pago, which celebrates the union between the United States and Samoa. Media ads were secured for promotion of the campaign. The mayor of Oceanside contacted the Consortium staff to express interest in the advocacy campaign and support for the Samoan community.

May 2002 — Consortium staff worked with South Coast Collective, the now defunct regional linkages project located in San Diego, to gain support for the campaign. The South Coast Collective agreed to provide support for the media portion of the campaign.

June 2002 — A meeting was held with the youth coordinators of all the churches involved in the campaign.

The youth coordinators expressed interest in training the youth of the churches to help conduct surveys at various events, including sport events and BBQs. Each youth coordinator pledged to have three to four youth volunteers to help during the annual Pacific Islander Festival Association (PIFA) event, which draws tens of thousands of attendees.

July 2002 — The Consortium staff coordinated a meeting with the youth coordinators, youth volunteers, and elders to provide tobacco education training and brain-storm activities for the PIFA informational booth. Consortium staff created a survey for the PIFA event with the Samoan Community Council of San Diego, an APITEN mini-grant project. The survey measured the knowledge, attitudes, and behaviors of festival participants on tobacco issues. Ad space was purchased for the PIFA souvenir booklet to publicly recognize the churches that were involved in the campaign.

August 2002 — Tobacco education was incorporated within the Sunday School and youth group activities. To the ministers of the churches, the "Partnership Document" was seen as an agreement and the actual smoke-free church grounds policy. In order to convince the ministers of the value in adopting a policy, the Consortium staff showed the ministers an email from a village in Samoa, which had recently adopted a smoke-free policy.

September 2002 — Other church groups were interested in the campaign as they began to hear about the activities that have occurred in the participating churches. The emcee of the PIFA event agreed to present tobacco messages during the festival to help outreach for the campaign. The Consortium staff finalized the survey, booth game, and tobacco 101 facts poster board for the PIFA event held on September 28 – 29. In preparation for, and at the event, Samoan Community Council of San Diego collected 75 pre and 52 post surveys. The results of the sur-

veys showed that the youth did increase their knowledge of the impact of tobacco. Youth volunteers collected signatures for a petition board to support smoke-free church grounds. In total, youth from five different youth groups along with a smoker volunteered during the event. During the festival, the Samoan Community Council of San Diego performed cultural dances and included tobacco education messages on their costumes.

October 2002 — During White Sunday (second Sunday of October), children and youth organized the church services and included tobacco education in the service bulletins. Since the youth were running the program, it was a good opportunity to conduct the tobacco education activities during the church service. Parents were proud of their children for conducting White Sunday and equally impressed that the youth shared issues impacting the community.

November 2002 — Key informant interviews were conducted. The Consortium staff began to work with Tautua Samoa of North County, San Diego to adopt smoke-free church grounds policies. Tautua Samoa is a coalition of five Samoan Churches.

December 2002 — Some of the churches with Bingo halls felt that despite their support for smoke-free church grounds, it would be difficult to adopt a policy since bingo is an important source of revenue and social activity. As a solution, those effected churches agreed to a policy for smoke-free doorways. Incentive fans were developed and translated into Samoan with the message, “Protect our kids, don’t smoke”. The First Congregational Church of National City gave some of the incentive t-shirts to a group of future ministers in American Samoa to share the message and assist them in replicating some of the efforts. The Consortium staff provided technical assistance to the groups in Samoa to develop similar campaign and policies. Although the churches were ready to sign and formally adopt the policy, Consortium staff struggled to find an event to publicly acknowledge and celebrate the policy adoption.

January 2003 — The campaign debrief was held to share the outcomes and gather feedback around the process of activities. Fan design, message, and translation were finalized.

February to March 2003 — Consortium staff completed key informant interviews.

April 2003 — During the Easter Youth Rally, the First Congregational Church of National City, the First Congregational Church of San Diego, Ola Mo Keriso, and Tautua Samoa signed and formally adopted a policy. Since the churches adopted the policy, the message on the fans were changed from “support smoke-free church grounds” to “celebrate smoke-free church grounds”. The Consortium staff contacted Asian Times for support in printing an article about the adoption of the policies by the Samoan churches.

Accomplishments

A variety of successes resulted from the implementation of the campaign. This could not have occurred without perhaps the largest accomplishment – bringing the community together in tobacco control efforts. The youth from various churches participated in several events that broadened their awareness of smoke-free lifestyles. Fifteen youth from various churches worked at an information booth during the Pacific Islander Festival, reaching thousands of attendees. The interactive booth included games, information pamphlets, and numerous incentive items to draw the attention of festival patrons. T-shirts that were decorated with a Pacific Islander design included tobacco free messages like “The Islander Way is the Smoke-Free Way” and “Honor Yourself, Honor Others. Be Smoke-Free”. The t-shirts were highly requested by the end of the festival. In addition, youth volunteers gathered signatures from festival patrons to support smoke-free church grounds.

The youth group presidents of the participating churches designed fans with smoke-free messages in both English and Samoan to promote the campaign. They felt the fans were a way to introduce and support smoke-free lifestyles, both directly and indirectly.

The Office of Samoan Affairs in Carson developed a similar campaign with churches in the Los Angeles County area. Their campaign focused on work with the wives of the ministers and created a group called “Tina



Tobacco control information and campaign t-shirts were shared with members of a minister school in American Samoa.

Tautua". This group, which was similar to the youth group in San Diego, worked to advocate for smoke-free doorways on Samoan church grounds in Los Angeles.

As a highlight of the campaign, a local church involved in the campaign shared information about the smoke-free church grounds campaign with a minister school in American Samoa. The school requested the t-shirts with the smoke-free message in hopes of spreading the information and advocating for smoke-free church grounds in America Samoa.

Three South County churches along with a coalition of four North County churches signed the smoke-free church grounds policy during the Youth Christian Rally on Easter Sunday 2003.

Through collaboration and culturally appropriate methods, all segments of the community were able to work together to conduct a variety of activities, such as those listed, that effectively reached PIs. The continual effort in a variety of venues created a constant SHS prevention message in the community that led to the support and adoption of new norms and policies.

Evaluation Methods

A petition board was utilized as an evaluation tool during the Pacific Islander Festival (Fall 2002) to assess the community's interest and support around smoke-free church grounds. Over 200 signatures were collected, which indicated there was strong interest and support from the PI community.

The Consortium staff conducted key informant interviews with community leaders and participants. The interviews results showed that the community recommended that the campaign extend to other areas, such as homes where people gather after church. In addition, results indicated that interviews the youth are key to implementing some of today's problems for solutions in the future.



Challenges and Barriers

While rewarding, the implementation of the campaign took a good deal of time and the ability to be flexible. Although the initial campaign plans called for written MOU's, necessary adjustments were made during the campaign to accommodate the needs of the community in a culturally sensitive manner. The church groups felt that an MOU was a contract and were concerned that it would involve legal matters. Instead, the church groups were more comfortable with a verbal agreement, and felt that their word would be sufficient instead of the signing of a MOU.

Although church facilities with bingo halls were supportive of the campaign, they did not want to jeopardize their main sources of fundraising by restricting smoking on the church grounds. After discussions with the churches, the Consortium staff worked with the churches to develop smoke-free doorways policy in order to accommodate to the church's needs. Since youth are not allowed on church grounds during bingo events, the smoke-free doorway policy was acceptable and the churches were willing to compromise rather than not adopt a policy.

The PI communities are slowly increasing their knowledge about the dangers of SHS. Although efforts to change some of the behaviors are slow, it was crucial to tailor the campaign to not target smokers directly. Instead of asking smokers to stop smoking on church grounds, the campaign

focused on the encouragement of not smoking for the protection of the youth, who are the future of the Samoan community.

Lessons Learned

Working with the Samoan Community involved ongoing commitment and active participation to maintain trust in the community. The community anxiously checks for sincerity from people doing work in their community. Trust is often gained through volunteering to help in church activities or participating in community events, which are not always a part of an organization's work plan. These gestures and offers can be a visible and imperative step towards building a relationship.

It is important to involve the elders when forming a team for the campaign. In this particular instance, the elders were able to help develop campaign activities tailored to this group and provided insight into reaching the community in a culturally appropriate manner. The community's respect and reverence for elders also meant that the elder's actions and words in the campaign carried a great deal of weight.

On the other hand, youth were equally important in the campaign since they were active in volunteering and completing campaign activities. In addition, as the future of the PI community, the youth acted as influential conduits of information as well.

Given the diversity of the AAPI community, it is important to recognize the rich and unique differences amongst the varied groups. The PI community often feels that general and AAPI serving programs are not specific, representative of, or responsive to their needs. Health disparities do exist in this community. Therefore, it is very important that PI specific programs are available.

Program Replicability

In replicating the San Diego Regional Advocacy Campaign, it is important to utilize similar processes taken. Identify stakeholders and youth in the church that

would be supportive of the activities prior to the start of the campaign. Enlist the assistance of elders, who are key to garnering support and can provide valuable tips for cultural appropriateness in messages and activities.

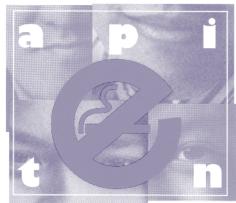
Spending time to learn about the Samoan community and culture are essential to the successful planning and implementation of any health campaign. Moreover, one cannot underscore the importance of the 'modern village', or church. Take the time to build relationships, and strive to be aware of the dynamics of each church.

Such a campaign is worthwhile and possible in any community. Success requires a commitment to invest time into research and relationships, which can open doors to key cultural institutions, such as churches, that can significantly influence community beliefs and norms.

For more information about this campaign, please contact:

Union of Pan Asian Communities (UPAC)

1031 25th Street
San Diego, CA 92102
(619)446-0831
www.upacs.com



Asian & Pacific Islander
Tobacco Education Network

Case Study: APITEN Advocacy Campaigns in Four Regions of California

Asian & Pacific Islander Tobacco Education Network
Asian & Pacific Islander American Health Forum

Asian & Pacific Islander American Health Forum (APIAHF)
450 Sutter Street, Suite 600
San Francisco, CA 94108
415-954-9988
www.apiahf.org

APIAHF

This document has been prepared by the members of current and past APITEN Consortium Staff. Contributors to this case study include: Roxanna Bautista, Boh Cha, Karen Diaz Chien, Jay Duller, Linda Fong, Evi Hernandez, Tana Lepule, Jim Miyano, Neng Moua, and Amy Wong.

Graphic Design by **Rod Somera Design** www.somera.net • info@somera.net

The case study was made possible by funds received from the California Department of Health Services, Tobacco Control Section, under contract #00-91584
©2004 APITEN