

**Assessing Attitudes and Beliefs Regarding
Tobacco Use among Priority Populations
in Arizona:
Development of the Arizona Tobacco
Control Strategic Plan**

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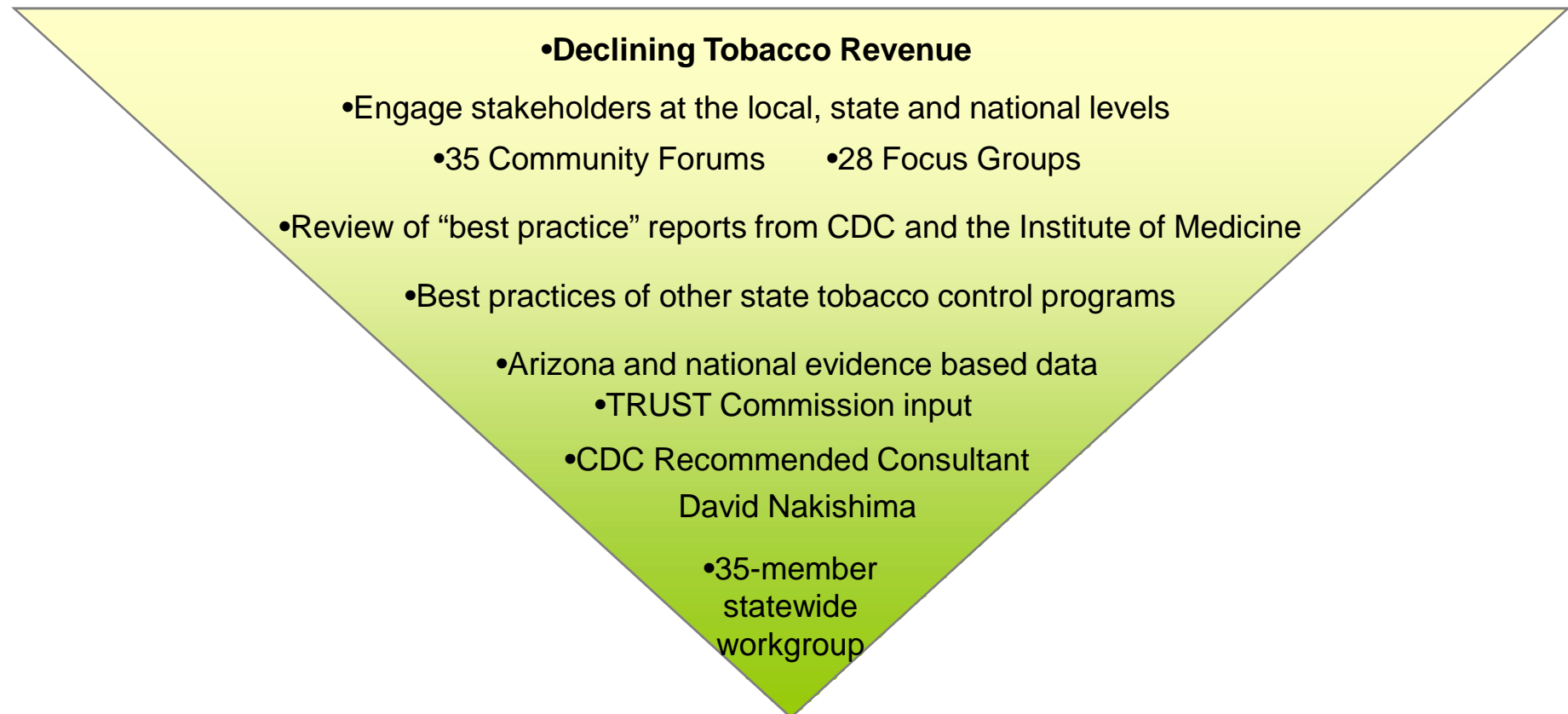
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Driving Factors of Change

- Arizona's return to national prominence.
- With entrenched and agitated smokers, enduring reductions in tobacco use can NOT be achieved by expecting past successes to continue.
- Decline in tobacco tax revenues (5M+)
- Expectation that revenues will continue to decline, and thus require funds to target “what works” and the cultivation of a broader tobacco health network.
- CDC calls upon states to develop integrated structures, high-impact public messages, and strong localized tobacco control networks.

Evidence Based Plan



Strategic Plan

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Engaging Stakeholders

- 35-member statewide stakeholder workgroup led by an expert facilitator worked on developing the strategic plan with input from the community forums and focus groups

Community Forums

- 35 community forums were conducted statewide
- Each county had at least one community forum
- In addition, forums were conducted in the following communities:
 - African-American community
 - Monolingual Spanish-speaking community
 - Native American tribes
 - Asian-Pacific Islander community
 - Members of the lesbian-gay-bisexual, transgendered communities

Community Forum Questions

- From your perspective, what are the most important issues and opportunities that need to be addressed in your community related to the use of tobacco products?
- What are the most effective ways to make known and/or deliver local tobacco prevention and/or stopping-use programs and services in your community?

Community Forum Questions

- Think of a time when you had a positive helping experience using the services associated with a local government agency and/or local program. Describe that experience to us. What made it positive? Who was involved? What type of service or program was it?
- If you had a wish to make local tobacco prevention and/or stopping-use services a repeatable, positive and helpful experience in your community, what one wish would that be?

What did we learn?

- Preventing tobacco initiation emerged as a top priority
- The best way to make an impact is to use media and constant messaging
- There is a need to involve the community as a whole (worksites, schools, churches, community agencies) to change the social norm around tobacco use
- Make cessation services and NRT accessible and affordable

Focus Groups

- 28 focus were conducted in both English and Spanish
 - Men and women who are current smokers
 - Children (2 different age groups) of people who smoke
 - Urban and rural
 - Racial and ethnically diverse groups

Focus Group Findings

- Participants were aware of all illegal drugs
- African Americans do not consider smoking to be tobacco, smoking means marijuana (weed)
- Source Evaluation
 - Message to be sent from trusted, established African American organizations
- Materials need to reflect all cultures, ethnicities, not just African Americans
 - Too targeted (Ex: Ashes to Ashes) assumes only African Americans have ‘trouble’ with tobacco

STRATEGIC PLAN OVERVIEW

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VISION

**We envision a
tobacco free
Arizona!**

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MISSION

To build an integrated network of individuals, organizations, and communities to reduce the impact of commercial tobacco abuse in Arizona

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MAJOR GOALS

- Reduce Initiation of Tobacco Use among Youth
- Eliminate Exposure to Secondhand Smoke
- Promote Cessation among Youth and Adults to Help Smokers Quit
- Identify and Eliminate Tobacco Related Disparities in Specific Population Groups

MAJOR GOALS

- Assist in the Prevention and Early Detection of the Four Leading Tobacco-Related Causes of Death in Arizona
- Develop and Implement a Comprehensive Tobacco Control Communications Plan
- Conduct Surveillance and Evaluation
- Advance Policies that Reduce the Impact of Commercial Tobacco Use

Summary

Our aim is both straight forward and ambitious: to galvanize a broad-based, statewide network of individuals, organizations, and communities in a common campaign against commercial tobacco use in Arizona

Questions?

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