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Background

- Great racial disparities exist in smoking and related health outcomes in the United States
- Many African American communities face social and economic inequalities that contribute and magnify health disparities and create a higher burden of disease.
- We conducted a review and interviewed experts to better understand outcomes and gaps associated with tobacco control efforts among African American communities over last two decades.

Methods

- Conducted retrospective document review (1990-2012):
 - Included journal articles (Ebsco Academic Search, PubMed, and Google Scholar), newspaper articles, conference presentations, reports, action tool kits, internet archives, litigation paperwork, and blogs
 - Items from the document review were recorded and catalogued to develop comprehensive listing of tobacco control efforts
- Conducted interviews among a cohort of experts in tobacco control within African American communities:
 - Modeled on Delphi Technique
 - Continued to interview and collect responses from this cohort until consensus of responses developed
- Synthesized responses from both sources into major themes

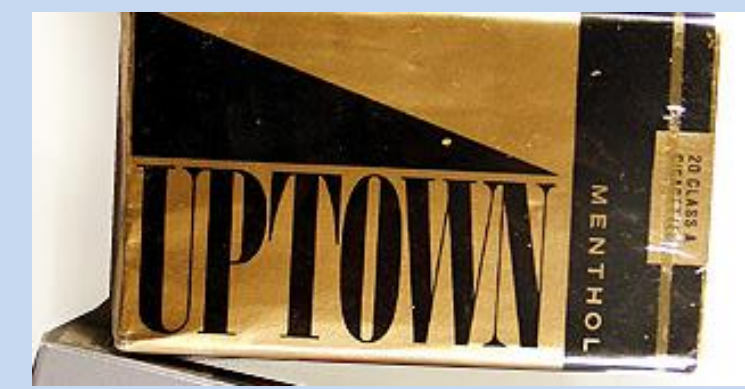
Results

Data from interviews and document searches yielded range of outcomes, accomplishments, and significant impacts that reflected five broad themes

Table 1. Ex. of Catalogued Tobacco Control Efforts African American Communities

Date	Activity/Resource	Summary	Outcome	Type of Resource	Link
2010	Insight e-newsletter	Periodic newsletters produced by NAATPN	Advocacy	News/Press Release	http://www.waatpn.org/NAATPN_Spring_eNewsletter.pdf
2011	Tobacco, Menthol, and the FDA	Tobacco, Menthol, and the FDA. Special Populations Stakeholder Meeting in Oakland, CA, 2011	Menthol	Presentations	http://www.fda.gov/downloads/TobaccoProducts/NewsEvents/UCM248350.pdf
2009	African American Tobacco Prevention-Part 1	Spot on Diversity Television Network. Internet TV interview featuring Bill Robinson, former NAATPN executive director	Diversity	Other	http://www.diversitytv.net/2009/african-american-tobacco-prevention/
2005	Civil action lawsuit (NAATPN as plaintiff)	Motion to Intervene Civil Action Suit with TFK against Philip Morris 2005	Policy	Other	http://tobaccofreeaction.org/files/Motion_to_Intervene.pdf
1998	Surgeon General's Report on Tobacco Use in Minorities	Comprehensive epidemiology on all facets of tobacco use among minorities	Data Surveillance	Publication/monograph	http://www.cdc.gov/tobacco/data_statistics/sgr/1998/complete_report/pdfs/complete_report.pdf
1993	ACS Nationally Disseminated PTF	Creation of Pathways to Freedom (PTF). A community competent cessation guide	Cessation	Tobacco cessation guide	http://www.cdc.gov/tobacco/quit_smoking/how_to_quit/pathways/pdfs/pathways.pdf

Results



R.J. Reynolds' Targeting of African Americans: 1988-2000
Edith D. Ballach, PhD, Rebecca J. Caslor, BS, and Elizabeth M. Barbeau, ScD, MPH
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Advocacy: National networking to bring groups under one umbrella, growth of grassroots capacity, community specific marketing tools, training and tool kits, and counter marketing campaigns

Cessation: Creation of cessation materials targeted for the African American community.



Diversity: Emergence of diversity and inclusivity as values in policy, advocacy, and outreach; building social capital across African American leadership: engaging churches, faith-based and community-based organizations



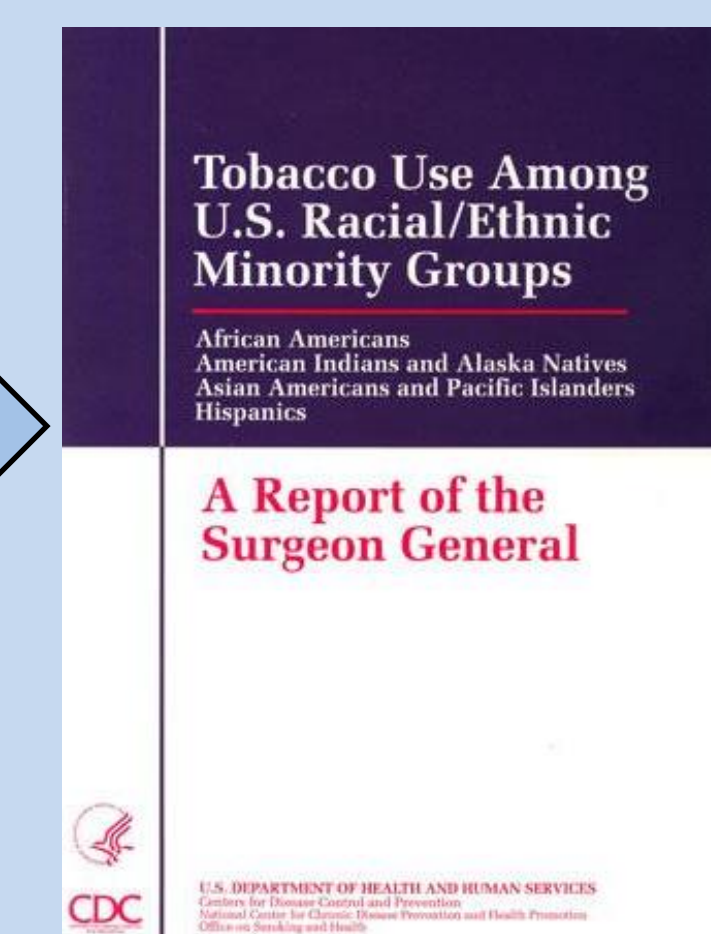
Policy and Legal: Public policy and legal action to reduce tobacco use & consumption: Master Settlement Agreement; American Legacy Foundation; National Network Initiative; CDC Funding National Networks



Menthol: Emergence of menthol as focus for advocacy, policy and research; Menthol conferences 1999, 2009; encouraging FDA to remove Menthol; TPSAC report on menthol



Data Surveillance: Ongoing high profile surveillance activities to reduce disparities.



Discussion

- Despite efforts over the last 50 years to combat disparities, African Americans continue to shoulder a disparate portion of the national burden of tobacco use and associated health outcomes.
- Public health advocates and leaders should make it a priority to push for stronger regulatory action from FDA on banning menthol.
- African American leadership should continue to engage the community on tobacco control issues important to them and voice clear, cohesive messages in instances where regulatory action is the preferential outcome.
- African American health organizations can increase leverage in social media as an advocacy tool for addressing tobacco control at the community, state, and national level.
- Targeted cessation efforts to the African American community remain critical to reducing health disparities- new programs may be needed.
- The accomplishments and outcomes identified through this study can be used by public health practitioners in furthering their efforts to address tobacco use disparities in the African American community.

Limitations

- Comprehensive document search was constrained by the availability of the online content.
- Interview data from experts in the field is limited to the knowledge and content of a subset of public health experts.
- Findings are not generalizable to other fields of public health or populations.

Conclusions

- A key to long-term success of tobacco control and prevention efforts in the African-American community is understanding the impact of past and current outcomes, and exploring programmatic gaps.
- Opportunities for action expand accountability and aid priority setting.
- Ongoing surveillance and promotion of disparities is a critical focus.
- Maintaining and strengthening African American tobacco control and prevention networks at the local, state, and national levels can facilitate ongoing efforts across all priority areas.