

# Utilizing the NAATPN Network to Reduce Tobacco-Related and Cancer Health Disparities

Evaluation Report

October 2014 – March 2015

**PREPARED FOR:**

*National African American Tobacco Prevention Network (NAATPN)*



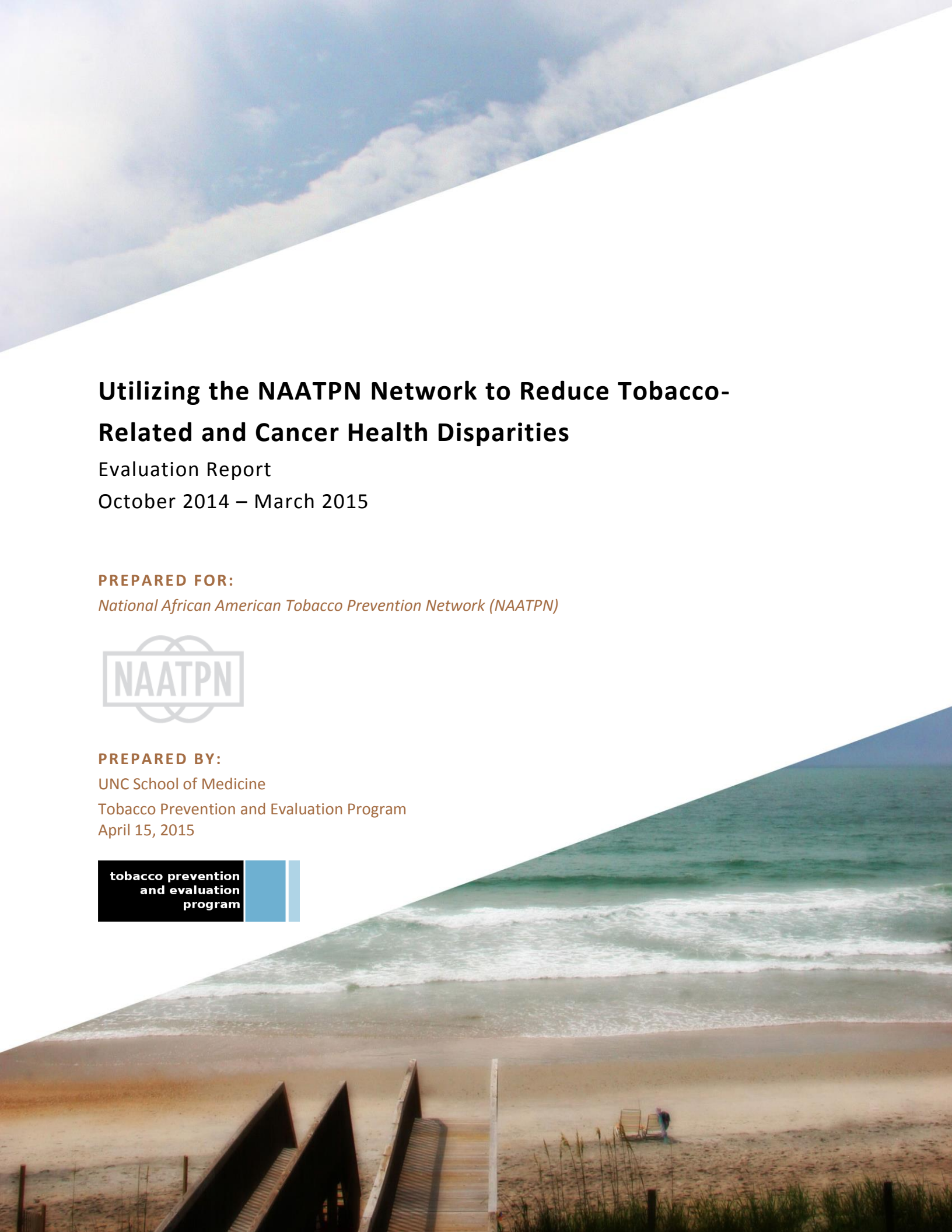
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Tobacco Prevention and Evaluation Program

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tobacco prevention  
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## Executive Summary

The National African American Tobacco Prevention Network (NAATPN) is a private non-profit, 501(c)(3) organization whose mission is to *“facilitate the development and implementation of comprehensive and community competent public health programs to benefit communities and people of African descent”*. NAATPN is engaging in a five-year, Centers for Disease Control and Prevention (CDC)-funded project entitled *Utilizing the NAATPN Network to Reduce Tobacco-related and Cancer Health Disparities*. This project aims to address existing gaps in tobacco control and cancer prevention and work towards reducing disparities among the African American community.

Using the principles of a utilization-focused evaluation, Tobacco Prevention and Evaluation Program (TPEP) is conducting a process and outcome evaluation to assess NAATPN’s impact on reducing tobacco-related and cancer health disparities among African American communities. The evaluation is guided by the annual work plan as well as the logic model, as referenced above. The following report details evaluation results from the first six months of Project Year 2. The report is organized according to NAATPN’s work plan. TPEP used Qualtrics, a web-based survey tool, to collect data from subcontractors and NAATPN’s Communications Director about activities conducted in support of this project.

During the first six months of Project Year 2, NAATPN provided funding to seven subcontractors to conduct activities related to tobacco prevention and cancer health disparities, particularly among the African American community. In partnership with these subcontractors, NAATPN exceeded five out of ten goals from the Year 2 Work Plan, and made progress on all ten. Each subcontractor utilized their own set of expertise in order to assist NAATPN in meeting their work plan objectives; DSN hosted 46 “Teal Sunday” and 36 “Navy Sunday” events at churches throughout the South, raising awareness for cervical cancer and colorectal cancer, respectively. AATCLC traveled across the country to educate stakeholders about Buffer Zone ordinances which address the sale of menthol tobacco products in proximity to schools, but also expanded their policy work to educate stakeholders about the similarities of Big Soda and Big Tobacco predatory marketing activities in conjunction with the passing of a sugar sweetened beverage tax in Berkeley, California. NAATPN program staff participated in educating stakeholders and providing support for the SmokeFree NOLA campaign, which successfully passed a smoke-free ordinance in bars and casinos in New Orleans. These activities highlight the work conducted by NAATPN and its subcontractors during the first six months of Project Year 2 in support of their project for addressing tobacco use and cancer disparities among African Americans.

The few barriers reported by subcontractors during this time period were related to staff turn-over and difficulty in managing busy schedules during the holiday season. TPEP has recommendations for ensuring continued success of the project during the second half the Project Year 2. These include 1) In collaboration with network evaluator, revisit and make appropriate revisions to 5-year objectives as originally listed in the work plan for Project Year 1; 2) Utilize monthly Steering Committee conference calls with subcontractors to share ideas and garner the expertise of subcontractors, particularly in planning the No Menthol Sunday event on Sunday, May 31, 2015; 3) Remain engaged with CDC regarding expectations associated with the evaluation, in particular the Evaluation Stakeholder Working Group; and 4) Utilize the media infrastructure and expertise of subcontractors to develop content and increase number of eblasts and blog posts to reach objectives in work plan.

## Introduction

The National African American Tobacco Prevention Network (NAATPN) is a private non-profit, 501(c)(3) organization whose mission is to “*facilitate the development and implementation of comprehensive and community competent public health programs to benefit communities and people of African descent*”. NAATPN is one of eight Centers for Disease Control and Prevention (CDC) funded networks that engage national and statewide partners by providing technical assistance in tobacco control and cancer prevention activities.

NAATPN was founded in June 2000 in Raleigh, NC to address tobacco-related health disparities and gaps in national tobacco control efforts for African Americans. Through collaboration and partnerships with diverse organizations, NAATPN has historically facilitated and implemented tobacco control activities that are based on the recommendations of CDC’s Best Practices for Tobacco Control Programs, and the Guide to Community Preventive Services.

In 2013, CDC’s Office on Smoking and Health and the Division of Cancer Prevention and Control worked in partnership to fund several national networks that target specific populations bearing the heaviest burden of tobacco-related and cancer disparities. NAATPN is one of eight national networks that received a five-year funding award to target African Americans with proven and promising strategies for addressing these disparities. *Utilizing the NAATPN Network to Reduce Tobacco-related and Cancer Health Disparities* funding is an opportunity to expand their multi-sector, national tobacco prevention network to include strategies and partnerships that focus on tobacco and cancer-related policy changes that affect African American communities nationally. NAATPN’s project is guided by an annual work plan and logic model. The annual work plan is organized into ten separate Program Strategies, each with a corresponding annual and 5-year measurable objective.

Using the principles of a utilization-focused evaluation, Tobacco Prevention and Evaluation Program (TPEP) has contracted with NAATPN to conduct a process and outcome evaluation to assess NAATPN’s impact on reducing tobacco-related and cancer health disparities among African-American communities. The evaluation is guided by the annual work plan as well as the logic model, as referenced above. The following report details evaluation results from the first six months of Project Year 2. The report is organized according to NAATPN’s work plan.

## Methods

Data Collection Tool: TPEP used several different data collection tools for evaluation purposes. Development of these tools was guided by the logic model, work plan, and contracts between NAATPN and its subcontractors. NAATPN subcontractors filled out a monthly survey describing activities completed according to their contracts, and they also filled out a quarterly survey with supplementary information to what is provided monthly. Both surveys were created and sent using Qualtrics, an online survey tool.

In addition to subcontractor surveys, TPEP gathered information from NAATPN’s Communications Director using a monthly Qualtrics survey. TPEP also gathered data from other NAATPN program staff about each measurable objective detailed in their work plan through email correspondence at the end of each quarter.

Data Collection: TPEP emailed a link to the monthly survey to NAATPN’s Program Manager, who then forwarded it on to subcontractors each month. Subcontractors completed this survey by the 5<sup>th</sup> of each month. TPEP emailed the subcontractors a link to each quarterly survey on January 14<sup>th</sup> and

March 25<sup>th</sup>. Subcontractors had one week to complete each of the surveys. Data collected from subcontractors and NAATPN program staff represent activities from **October 2014 to March 2015**.

## Results

Table 1 illustrates progress towards NAATPN objectives during Project Year 2, according to the work plan. Each of the 10 Program Strategies includes a Project Year 2 objective and corresponding measurable goals. NAATPN, in partnership with its subcontractors, made substantial progress on their Program Strategies during the second Project Year. NAATPN exceeded or met its goal in five of ten Program Strategy objectives for Project Year 2, and made progress on all ten.

**Table 1: Progress towards NAATPN Project Year 2 Objectives**

Objective	Measurement	Current Status	Goal
<b>Program Strategy 1: Administer a national network to impact tobacco-related and cancer health disparities for a specific target population.</b>			
Continue to provide funding for 7 network subcontractors to maintain the network infrastructure for tobacco use prevention and cancer prevention activities in African American communities by September 29, 2015.	NAATPN Network Subcontractors	7	7
<b>Program Strategy 2: Educate and communicate support for evidence-based commercial tobacco use prevention and cancer prevention environmental approaches which support healthful behaviors among the target population.</b>			
Generate, facilitate and/or participate in at least 4 opportunities to educate and communicate support for innovative strategies to reduce commercial tobacco use and risk factors for cancer in African American communities by September 29, 2015.	Webinars conducted, conference/meeting presentations	6	4
<b>Program Strategy 3: Convene partners and promote implementation of health system interventions that benefit the target population</b>			
Develop a training module that promotes systematic approaches to reduce risk factors for cancer in African American communities by September 29, 2015.	Training module content developed	In progress	1
<b>Program Strategy 4: Build support for strategies to improve community-clinical linkages that benefit the target population</b>			
Increase by 50% the number of website hits, Facebook likes, and Twitter followers by September 29, 2015.	Website, Facebook, and Twitter hits	Website: 2,872 FB: 202 Twitter: 429	Website: 313 FB:150 Twitter: 399
<b>Program Strategy 5: Translate and disseminate data for action from current and new surveillance and epidemiology to benefit the target population</b>			
Provide recommendations for reaching African American communities to ensure completion of surveys in the training guide by September 29, 2015.	Recommendation in training module.	In progress	1
<b>Program Strategy 6: Provide training and technical assistance to network participants</b>			
By September 29, 2015 NAATPN will provide technical assistance to at least 5 network partners.	Technical assistance provided to network partners	9	5

Objective	Measurement	Current Status	Goal
<b>Program Strategy 7: Provide training and technical assistance to CDC programs</b>			
Coordinate with at least 3 national network associates to provide training and technical assistance for statewide advocacy efforts by September 29, 2015.	3 National Network Associates	0	3
<b>Program Strategy 8: Provide consultation to CDC</b>			
Consult with CDC at least twice on strategies for working with African American communities during CDC national partner monthly conference calls, events, or other activities by September 29, 2015.	Presentations conducted	4	2
<b>Program Strategy 9: Identify and disseminate proven and promising public health practices in the target population</b>			
By September 29, 2015, NAATPN will disseminate 12 monthly email blast, 24 Facebook posts, and 60 Twitter feeds to network partner organizations on promising practices to address tobacco use and cancer among African Americans that tie into national awareness month/week campaigns.	Email blast, Facebook post and Twitter feeds	E-blasts: 3 FB posts: 117 Tweets: 58	E-blasts: 12 FB posts: 24 Tweets: 60
<b>Program Strategy 10: Evaluate national network performance</b>			
By September 29, 2015, NAATPN's evaluator will assess the Network's impact in involving African American organizations in tobacco use and cancer prevention activities.	Network activities	In progress	5



Below are results for NAATPN’s Project Year 2 annual objectives, according to the ten Program Strategies listed in the work plan.

**1) Administer a national network to impact tobacco-related and cancer health disparities for a specific target population.**

*Objective: Continue to provide funding for 7 network subcontractors to maintain the network infrastructure for tobacco use prevention and cancer prevention activities in African American communities by September 29, 2015.*

NAATPN is currently providing funding to seven network subcontractors. Table 2 lists NAATPN subcontractors for Project Year 2, as of the second quarterly data collection.

**Table 2.** NAATPN subcontractors, Project Year 2

<b>Subcontractor Name</b>	<b>Commonly Used Acronym</b>
African American Tobacco Control Leadership Council	AATCLC
Deep South Network for Cancer Control	DSN
Intercultural Cancer Council	ICC
Making a Difference in Disparities	MAD
National Reach Coalition	NRC
National Organization of Black County Officials	NOBCO
Youth Empowered Solutions	YES!

**2) Educate and communicate support for evidence-based commercial tobacco use prevention and cancer prevention environmental approaches which support healthful behaviors among the target population.**

*Objective: Generate, facilitate and/or participate in at least 4 opportunities to educate and communicate support for innovative strategies to reduce commercial tobacco use and risk factors for cancer in African American communities by September 29, 2015.*

During the first six months of Project Year 2, NAATPN participated in six opportunities related to this Program Strategy. Highlights of their work include conducting presentations about predatory targeting by the tobacco industry, the impact of mentholated tobacco products among African Americans, and different strategies to address these two issues through implementation of buffer zone ordinances. NAATPN staff conducted poster presentations at the 2014 Minority Health and Health Disparities Conference in Baltimore, MD, as well as a poster presentation at the 8<sup>th</sup> Annual Disparities Conference in New Orleans. Other groups that NAATPN reached out to for this Program Strategy included the Association for Nonsmokers Rights, the Savannah Chapter of the National Black Leadership Initiative on Cancer, as well as several groups and elected officials in Minnesota.

NAATPN, in collaboration with its subcontractors, also has plans to facilitate a **national No Menthol Sunday**, which coincides with World No Tobacco Day on Sunday, May 31<sup>st</sup>. NAATPN has begun to gather support from churches and parishioners to host events on that day to raise awareness of tobacco use in the African American population. They are working with their subcontractors to recruit churches as well as to develop materials and resources to provide churches for hosting events among their congregations.



NAATPN is leveraging the expertise of their subcontractors for this particular Program Strategy by asking them to contribute materials, provide guest speakers, and help to facilitate webinars on subjects relevant to their project. For example, during the first six months, NRC has offered such assistance in hosting a webinar on obesity and nutrition. Additionally, AATCLC continued to participate in different opportunities to educate stakeholders on passing 500 foot Buffer Zone policies in several municipalities, which would make it illegal to sell menthol and flavored tobacco products within 500 feet of schools. AATCLC also participated in a virtual press conference about their participation in the successful passage of the first sugar sweetened beverage tax, which was implemented in Berkeley, California, specifically discussing the similarities between the Big Soda and Big Tobacco's predatory marketing practices. YES! participated in a wide variety of activities involving food policy and obesity prevention; these activities include but are not limited to participating in National Food Day celebrations with Mecklenburg County Food Policy Council, participating in a national conversation about Smart Snacks standards in Washington, DC, and working with the Orange County Health Department to launch a new project that will connect tobacco, real food, active living, and alcohol initiatives to create a retail environmental scan that encompasses each of these components. YES! also helped with the development and support of a Youth Advisory Council within a major healthcare system in North and South Carolina with over 600,000 employees. MAD participated in a Kick Butts Week event with over 900 students in attendance from six different schools, this event was used to train and educate youth about tobacco prevention. MAD also attended the Mississippi Department of Health Tobacco Coalition State Quarterly Training in Jackson, Mississippi, where attendees discussed CDC Tips campaign updates, SmokeFree NOLA, and provided photovoice training to develop projects to help people recognize the determinants that cause people to start smoking. DSN hosted 46 Teal Sunday events at 46 different churches to promote cervical cancer awareness and screening. They worked with 36 different churches to host "Navy Sunday", which promotes early detection, awareness, and screening for colorectal cancer awareness. Each of these subcontractor activities is in accordance with Program Strategy 2.

### **3) Convene partners and promote implementation of health system interventions that benefit the target population**

*Objective: Develop a training module that promotes systematic approaches to reduce risk factors for cancer in African American communities by September 29, 2015.*

NAATPN has contracted with Dr. Patricia Matthew-Juarez to develop a training manual by the end of Project Year 2. Dr. Juarez is the original co-author of the *Cultural Competence in Cancer Care: A Health Care Professional's Passport* and is working with NAATPN to develop a supplementary portion that will focus specifically on African Americans.

According to the training manual project timeline, by May 31st the initial draft of the manual will be completed, at which time it will be sent to a Technical Review Committee (TRC). NAATPN will invite members to serve on the TRC in April, and will include such stakeholders as board members, researchers and state program managers. Comments from the TRC are expected by July 31st. Within a month after receiving feedback, NAATPN staff will incorporate the comments from the TRC into the training manual. The final version for the training manual will be ready by mid-September.

#### 4) Build support for strategies to improve community-clinical linkages that benefit the target population

*Objective: Increase by 50% the number of website hits, Facebook likes, and Twitter followers by September 29, 2015.*

During the first six months of Project Year 2, NAATPN met its goals related to this Program Strategy. Table 3 illustrates the increase in media activity. Compared to the final numbers from Project Year 1, NAATPN has already exceeded or is in a position to exceed its media results in Year 2, depending on the media platform. During Year 1, NAATPN had 4,517 website visits, 137 total Facebook likes, and 363 total Twitter followers. In addition to reporting the total number of followers, NAATPN's Communications Director reported 15 different key influencers that began following NAATPN's social media pages. These included APPEAL, Reality Check, WNY Cancer Coalition, and the American Lung Association, all of whom followed either the Twitter or Facebook accounts of NAATPN. In addition to NAATPN efforts on this particular Program Strategy, NAATPN subcontractors YES! and MAD regularly use social media as a platform for disseminating information relevant to NAATPN's project goals. Table 4 illustrates the social media reach of subcontractors YES! and MAD.

**Table 3.** Percent increase of NAATPN media activity from baseline to final, Project Year 1

Media platform (metric)	Baseline	Quarter 1 & 2 Total	% increase
Website (visits)	209	2,872*	1,274%
Facebook (likes)	100	188	88%
Twitter (followers)	266	405	52%

*\*Note: During the first quarter of Project Year 2, NAATPN transferred its website to a different online platform and new media staff were becoming oriented, therefore website visit data are not available for quarter 1. Therefore, Quarter 1 & 2 total was derived by multiplying Quarter 2 results by two.*

**Table 4.** Social media reach of YES! and MAD

Media platform (metric)	Quarter 2 Total
Facebook (likes)	1,367
Twitter (followers)	624
Instagram (followers)	162

Also related to this objective, NAATPN's Communications Director posted Pathways to Freedom on NAATPN's website, which is a tobacco cessation resource specifically tailored to the African American community. According to this objective, NAATPN program staff will continue to connect users of their website with similar healthcare resources in upcoming Project Years.

#### 5) Translate and disseminate data for action from current and new surveillance and epidemiology to benefit the target population

*Objective: Provide recommendations for reaching African American communities to ensure completion of surveys in the training guide by September 29, 2015.*

The training manual will be a supplement to the existing *Cultural Competence in Cancer Care: A Health Care Professional's Passport* and will include recommendations according to this Program Strategy. Progress towards this objective is described on page 8 under Program Strategy 3.

## 6) Provide training and technical assistance to network participants

*Objective 6b: By September 29, 2014 NAATPN will provide technical assistance to at least 5 network partners.*

NAATPN conducted nine technical assistance (TA) events in support of their project. Specifically, NAATPN met with Health Charities from New Mexico to discuss increasing African American participation in their Quitline, youth empowerment, partnership opportunities with the NAACP, and about how to educate community members on menthol.

In March, NAATPN staff made recommendations to address tobacco use among African American males during the *My Brother's Keeper* Health Task Force Committee for Durham County in North Carolina. In January, NAATPN staff met with a staff member from the Louisiana Public Health Institute to talk about resources that can be shared with pastoral leadership about tobacco prevention and control efforts, specifically as they relate to Sabbath Sunday. NAATPN completed several TA activities related to the SmokeFree NOLA campaign by participating in Community Roundtable discussions and by writing letters of support for the campaign. They collaborated with Americans for Nonsmokers Rights, the Campaign for Tobacco Free Kids, and the Louisiana Public Health Institute on sending out correspondence to network members on the SmokeFree NOLA campaign. Lastly, NAATPN continues to work on the HBCU (historically black colleges and universities) initiative with staff from the Legacy Foundation, by educating groups and coordinating meetings between HBCUs in North Carolina and stakeholders such as the North Carolina Tobacco Prevention Control Branch, Wake County Human Services, and the Durham County Department of Public Health. Outside of the nine TA events conducted with their network, NAATPN's Communications Specialist also sent out five emails to subcontractors offering guidance for messaging and disseminating news pertinent to NAATPN's project goals, including colorectal cancer awareness month, secondhand smoke information, and smoking cessation resources and messages that subcontractors could disseminate to their own network.

In addition to the TA activities conducted by NAATPN program staff, NAATPN subcontractors used their expertise by providing training and TA to other organizations and network partners. During the first six months of Project Year 2, NAATPN subcontractors provided training and TA to over 2,790 individuals through conference calls, in-person meetings, and different state and regional summits. Table 5 illustrates the number of subcontractors that provided training and TA on particular topics, divided by the audience.

**Table 5.** Number of subcontractors providing training and TA by topic and audience

Topic of Training or TA provided	NAATPN network partners	Sub contractor members	Other groups	Total
Predatory marketing practices towards youth and young adults (e.g. when the tobacco industry markets cigarettes in such a way to make them “look cool”)	2	2	3	7
Expanding policies to increase healthy food choices in African American communities		5		5
Educating elected and appointed officials on clean indoor air legislation	1	1	1	3
Regulation of menthol products	2		4	6
Culturally competent media messages when working with AA communities		1		1
Obesity, physical activity, and nutrition		9		9
Health systems interventions that will reduce tobacco use and cancer health disparities				0
Strategies to increase awareness among AA communities about the benefits of medical care, chronic disease self-management and healthy lifestyle behaviors		3		3
Youth empowerment	1	5		6
Working with Deep South regions		3		3
Strategies to reduce tobacco related disparities in AA communities*		1	1	2
Increasing awareness of colorectal cancer screening*		3		3
Other	2	1	1	4

\*Indicates a new topic added to December 2014 survey

**Other topics include:** Cessation through a social justice lens, changes in cervical cancer screening guidelines, early detection of breast cancer and screening

**Other groups include:** attendees of the 1st Annual CEASE Conference, city and state tobacco control coalitions and local clergy in Minneapolis, MN, fellows of the Leadership and Advocacy Institute to Advance Minnesota’s Parity for Priority Populations (LAAMPP)

### 7) Provide training and technical assistance to CDC programs

*Objective: Coordinate with at least 3 national network associates to provide training and technical assistance for statewide advocacy efforts by September 29, 2015.*

NAATPN has opened the lines of communication and participated in preliminary discussions with the other national networks to identify ways to partner on statewide advocacy efforts. These discussions included the Self-Made network and the Geographic Health Equity Alliance and revolved around which states and activities to target that will be most impactful to the African American communities and individuals of low socioeconomic status residing in the south.

## 8) Provide consultation to CDC

*Objective: Consult with the CDC at least twice on strategies for working with African American communities during CDC national partner monthly conference calls, events, or other activities by September 29, 2015.*

NAATPN provided consultation four times to the CDC between October 2014 and March 2015. During December, NAATPN participated in a reverse site visit with CDC and provided NAATPN resources that CDC could use to support state efforts to reduce tobacco use in African American communities. They also met with CDC staff in February and March to recommend ways that the TIPS campaign could reach African American smokers, and to discuss capacity building opportunities for Washington State as well as working with menthol and promoting CDC's Vital Signs Report. Lastly, NAATPN staff presented at a Surveillance and Evaluation webinar regarding gaps and barriers to data collection and how to use best practices for disparity data collection at the state level.

## 9) Identify and disseminate proven and promising public health practices in the target population

*Objective: By September 29, 2015, NAATPN will disseminate 12 monthly email blasts, 24 Facebook posts, and 60 Twitter feeds to network partner organizations on promising practices to address tobacco use and cancer among African Americans that tie into national awareness month/week campaigns.*

In the first half of Project Year 2, NAATPN disseminated 3 monthly email blasts to the NAATPN network, 117 Facebook posts, and 58 Twitter posts related to their project goals, as illustrated in Table 6. According to this Program Strategy, they also posted one blog post about national behavioral health, and developed a schedule for subcontractors to provide content for the blog, which will start in the third quarter of Project Year 2. In addition to NAATPN efforts on this particular Program Strategy, NAATPN subcontractors YES! and MAD regularly use social media as a platform for disseminating information relevant to NAATPN's project goals, their use of media is also detailed in Table 6.

**Table 6.** Media activity per quarter, October 2014 through March 2015

Media platform (metric)	Quarter 1	Quarter 2	Total Year 2
Facebook (posts)	26	91	<b>117</b>
Twitter (tweets)	18	40	<b>58</b>
Email (eblasts)	0	2	<b>3</b>
Blog (posts)	0	1	<b>1</b>
<b>Subcontractors MAD and YES! dissemination efforts</b>			
Facebook (posts)	37	32	<b>69</b>
Twitter (tweets)	23	42	<b>65</b>
Website (posts)	3	5	<b>8</b>

Table 7 details the number of subcontractors that disseminated information on particular topics according to NAATPN's Program Strategies during the first six months of Project Year 2. Table 8 illustrates the number of people reached by NAATPN subcontractor efforts and the content of each dissemination effort.

**Table 7.** Number of subcontractors disseminating information on NAATPN program strategy (n=# of subcontractors addressing the topic per quarter)

Topic	# of Subcontractors		
	Quarter 1	Quarter 2	Total
Predatory marketing practices towards youth and young adults (e.g. when the tobacco industry markets cigarettes in such a way to make them “look cool”)	5	5	10
Expanding policies to increase healthy food choices in African American communities	5	3	8
Educating elected and appointed officials on clean indoor air legislation	1	2	3
Regulation of menthol products	2	3	5
Culturally competent media messages when working with African American communities	2	1	3
Obesity, physical activity, and nutrition	11	6	17
Health systems interventions that will reduce tobacco use and cancer health disparities	1	2	3
Strategies to increase awareness among African American communities about the benefits of medical care, chronic disease self-management and healthy lifestyle behaviors	7	3	10
Youth empowerment	6	3	9
Working with Deep South regions	3	0	3
Increasing awareness of colorectal cancer screening*	1	4	5
Other (please explain)	2	7	9

\*Indicates a new topic added to December 2014 survey

**Other topics include:** HIV-related cancers, new HPV/Pap test screening guidelines, tobacco prevention, national Children’s Health Insurance Program (CHIP), oral health, secondhand smoke, NAATPN marketing materials, DSN Community Health Advisor monthly maintenance meetings, tobacco control legislation analysis

**Table 8.** NAATPN Program Strategy messages disseminated by eblast, newsletter, or other ways

Content according to NAATPN Program Strategies	*Reach (# of people)
<b>October 2014</b>	
<u>Eblast:</u> Information about a smoke-free and tobacco-free policy vote, which passed 8-1 to ban smoking on government grounds and tobacco use in county-owned parks; NAATPN was also highlighted in this eblast	47
<u>Newsletter:</u> Toolkit for how to bring affordable, healthy foods to corner stores; information about county-wide smoke-free and tobacco-free policies; statistics and information about youth drinking	1,479
<u>Newsletter:</u> Article on Tips to End Health Disparities in Breast Cancer Amongst Women of Color, including tips to women in regards to healthy eating and physical activity	800
<u>Other:</u> 2-day youth summit, participants learned strategies for passing policies and changing environments to decrease tobacco use in schools, increase access to real food, and increase access to active living	180
<b>November 2014</b>	
<u>Other:</u> DSN 2014 Institute with sessions that addresses tobacco control and cancer health disparities	300
<u>Other:</u> On Nov. 5th, AATCLC participated in virtual press conference about their participation in the successful passage of the country's first sweetened beverage tax. Talked about obesity, nutrition and the similarities of Big Soda and Big Tobacco's predatory marketing activities.	Unknown

Content according to NAATPN Program Strategies	*Reach (# of people)
<b>December 2014</b>	
<u>Newsletter</u> : Brief synopsis of the NAATPN poster presentation that was a part of the 2014 Health Disparities Conference; the presentation highlighted the history of the relationship between the tobacco industry and the Black Community from picking tobacco during slavery to the use of cigarettes, hookah, and electronic tobacco products today within the African American community	853
<u>Other</u> : Holiday card mailed to community members with tips on staying fit and eating healthy during the holidays	350
<u>Other</u> : Present information at Caffee, Caffee & Associates Annual Christmas Banquet on clean indoor air, health conditions associated with unclean air and ways to improve air quality	60
<b>January 2015</b>	
<u>Eblast</u> : Information about a Smoke-Free NOLA prayer breakfast and Sabbath Day	231
<u>Eblast</u> : Press release about the New Orleans City Council passing the smoke-free ordinance	231
<u>Eblast</u> : Informational email to local and regional coordinators within Deep South Network for Cancer Control	20
<u>Newsletter</u> : Recognizing Cervical Health Awareness Month by highlighting issues related to cervical cancer, HPV disease and the importance of early detection.	850
<u>Other</u> : Attended the Main Event 2015 Conference, hosted by the University of Southern Mississippi Church of God in Christ; MAD spoke to young adults about getting involved in community tobacco and cancer prevention events.	125
<u>Other</u> : In-person meeting at the quarterly Alabama Comprehensive Cancer Coalition	50
<u>Other</u> : In-person meetings in Minneapolis to educate and inform stakeholders about bringing the 500 foot buffer zone to Minnesota	121
<u>Other</u> : Participated in the RESOLVE meeting in Washington, DC to provide input to national organizations on best practices for increasing health equity as a priority for their organizations	Unknown
<u>Other</u> : Presentation on Mentholated Tobacco Products for the American Cancer Society in Southern California	200
<b>February 2015</b>	
<u>Eblast</u> : Information about No Menthol Sunday on May 31	233
<u>Eblast</u> : Educational guide, "Finding Cancer Early Saves Lives," focusing on healthy eating, physical activity, and early cancer screening methods for African Americans in lay terms	27
<u>Newsletter</u> : Information regarding nutrition, obesity within communities of color and tips to promote and encourage healthy eating habits; Save the data information for No Menthol Sunday	846
<u>Other</u> : Secondhand smoke presentation at an elementary school	75
<u>Other</u> : Presented information on tobacco at a Tobacco Free Coalition Meeting in Laurel, Mississippi	100
<b>March 2015</b>	
<u>Eblast</u> : Information about a PBS documentary related to cancer, women's health screenings, and colorectal cancer screening awareness	20
<u>Newsletter</u> : A tobacco control analysis; Promoted No Menthol Sunday; Articles about obesity in communities of color and tips for healthy eating; How to prevent colorectal cancer	850

\*Identical email addresses may occur in the listserv, resulting in some individuals receiving multiple messages

## 10) Evaluate national network performance

*Objective 10: By September 29, 2015, NAATPN's evaluator will assess the Network's impact in involving African American organizations in tobacco use and cancer prevention activities.*



This Program Strategy is continuously in progress throughout Project Year 2. In particular, NAATPN would like to evaluate the five following efforts: 1) develop new partnerships; 2) create and disseminate a training manual; 3) conduct outreach to African American organizations and community members through webinars and social media; 4) provide TA to network partners on empowering youth; and 5) educating CDC national partners on community competent strategies for work with African Americans. TPEP collects monthly and quarterly data, as described above, to measure each of these five components.

### Activities in Support of NAATPN Objectives

In Project Year 2, NAATPN asked its subcontractors to focus on building the capacity of their networks and other organizations and improving their ability to address tobacco use and cancer disparities. Subcontractors reported several activities that support the goal of capacity building amongst their networks and organizations. Below are just a small sample of some of the other activities that NAATPN subcontractors participated in during the first six months in support of NAATPN Program Strategies and objectives.

- MAD reported attending several events and networking with hundreds of people to present and disseminate information. Each event had a different focus, for example educating youth about the dangers of tobacco use and providing skills to make healthy lifestyle choices, lack of access to healthcare and fresh foods in rural areas, and tobacco industry targeting of adolescents. The events and organizations included: the Mississippi State Department of Health, Generation FREE L.E.A.D., Forrest County Agricultural High School, Family, Career and Community Leaders of America, Hattiesburg High School, Healthy Lifestyle Choices and the Great American Smokeout Week.
- DSN reported hosting a 2014 Institute, attended by over 300 grassroots volunteers, researchers, and community partners, where they shared tobacco and cancer disparities information. They also produced tool kits and promoted “Teal Sunday” and “Navy Sunday”, which commemorate Cervical Cancer Awareness Month and colorectal cancer awareness, respectively. DSN also conducted events in October for breast cancer awareness, including distribution of pink ribbons displays and conducting presentations among churches, community based organizations, schools, and local health departments. They continuously disseminate information that is relevant to cancer disparities, for example screening and early detection information, and tobacco control information to its entire network.
- NRC developed a survey that can be distributed to individuals or organizations to assess interest in capacity building related to tobacco reduction and cancer disparities. This survey was provided to NAATPN, and will be made available to over 660 members of NRC’s HELEN network. NRC also worked with NAATPN to identify potential content and organizations for presenting a webinar on obesity and nutrition, which is a goal of NAATPN in Year 2. In addition to these efforts, NRC continues to support and provide capacity building to Access to Wholistic and Productive Living Institute, Inc., a Maryland-based organization that works to implement smoke-free policies at HBCUs in that state.
- In addition to all of the work described in the report above, AATCLC has been awarded a five-year grant from the California Department of Public Health Tobacco Control Program, which will allow them to build the capacity of three to five California municipalities to implement Buffer Zone ordinances, as well as to build an African American tobacco control platform. During the first six months of Project Year 2, they have traveled all throughout the country to educate stakeholders

and conduct presentations related to the harms of mentholated tobacco products and the promise of Buffer Zone policies as well as taxes on sugar-sweetened beverages.

- YES! reported several activities that build the capacity of organizations and individuals in its network, including NAATPN program staff. YES! is collaborating with NAATPN's Communications Director to develop online web resources on how to engage youth around tobacco and cancer initiatives, and during December highlighted NAATPN's "Peppermint is for Candy Canes" graphic that compared the use of mint flavoring in candy to that used in menthol cigarettes. YES! also led two different youth summits in Georgia and Bronx, NY to teach skills and critical awareness on issues related to physical activity and healthy eating, as well as passing 100% Tobacco Free School policies. These summits also taught youth how about identifying disparities and providing them with skills to increase health equity in the health care system.
- In terms of capacity building, ICC reported attending several Regional Health Equity Council webinars that addressed dealing with cultural competency and developing a health equity index.

### Barriers

Subcontractors experienced few barriers during the first six months of Project Year 2. The only barriers reported were related to staff changes and turn-over and orienting new staff to the project role, as well as staff members traveling, which sometimes makes it difficult to complete reports on time or to attend monthly Steering Committee calls between NAATPN and all the subcontractors.

### Discussion

NAATPN experienced many successes in the first six months of Project Year 2, in part due to the network infrastructure they were able to build during Project Year 1. By maintaining their subcontractors from Year 1, NAATPN was able to build a shared understanding of expectations and goals that resulted in a smooth transition into program activities for Year 2. As a result, NAATPN exceeded its goals in five out of the ten annual work plan objectives, and made progress on all ten during the first half of Year 2. A primary success was NAATPN contracting with an original co-author of the *Cultural Competence in Cancer Care: A Health Care Professional's Passport*, who will work to develop a training guide as required in NAATPN's work plan. An additional success is NAATPN's development and use of a social media program that assists them in disseminating information on a national scale. NAATPN's Director of Communications utilizes Facebook, Twitter, the website, and other forms of media to communicate NAATPN's messages and resources to organizations nationally as well as to educate members of the community. An additional strength of NAATPN and its subcontractors is the various channels they use for disseminating information to their networks; subcontractors are able to use email, newsletters, face-to-face presentations, conference calls, and a variety of other channels for effectively communicating information related to NAATPN's project goals. Not only does NAATPN and its subcontractors utilize various channels of communication, they also cover a wide variety of topics that are in accordance with their Program Strategies and objectives, as seen in Table 7. This is a testament to NAATPN's choice of a diverse group of subcontractors that have expertise in various topics. NAATPN and its subcontractors participated in conversations about healthy food policy, smoke-free and buffer zone policies, and outreached to African American churches to implement programs addressing cancer and tobacco use disparities nationally.

Moving forward into the second half of Project Year 2, NAATPN may consider capitalizing on the expertise and resources available to them through their subcontractors to ensure support and increase the potential for success of their No Menthol Sunday event. Additionally, NAATPN can focus on reaching the Year 2 goals stated in their work plan that they have not yet reached, such as finalizing the last contract with NOBCO, completing the training manual, and providing training and TA to three national network associates for reaching African Americans with their statewide advocacy efforts.

### Limitations

Three subcontractors did not complete a monthly report during the second quarter of Project Year 2, therefore some data regarding activities completed may be missing. Also, NAATPN finalized the contract with their seventh subcontractor, NOBCO, in the final week of the second quarter, and as such NOBCO did not have activities to report for the first six months of Project Year 2. Their activities will be reported in subsequent evaluation reports for Project Year 2.

### **Recommendations**

NAATPN has made excellent progress towards accomplishing Project Year 2 goals. Based on evaluation data in year 1 and the first half of year 2, TPEP has the following recommendations to ensure continued success in the second half of Project Year 2:

- 1) In collaboration with network evaluator, revisit and make appropriate revisions to 5-year objectives as originally listed in the work plan for Project Year 1.
- 2) Utilize monthly Steering Committee conference calls with subcontractors to share ideas and garner the expertise of subcontractors, particularly in planning the No Menthol Sunday event on Sunday, May 31, 2015.
- 3) Remain engaged with CDC regarding expectations associated with the evaluation, in particular the Evaluation Stakeholder Working Group.
- 4) Utilize the media infrastructure and expertise of subcontractors to develop content and increase number of eblasts and blog posts to reach objectives in work plan.