Nuestras Voces Adelante – Our Voices Moving Forward Network Program

TAILORING & DELIVERING EVIDENCE-BASED TOBACCO TREATMENT TO INDIVIDUALS FROM UNDERSERVED POPULATIONS
CENTER FOR TOBACCO TREATMENT RESEARCH AND TRAINING
UMASS CHAN MEDICAL SCHOOL – THURSDAY, JANUARY 11, 2024

Agenda

- About the Alliance
- Hispanic Population in the U.S.
- Hispanics & Commercial Tobacco Use
- Nuestras Voces Adelante (Our Voices Moving Forward) Network Program
- Nuestras Voces Adelante Network Resources
- Hispanics and Cessation
- Delivering Cessation Support to Hispanics
- Evidence-Based Interventions
- Q & A
The National Alliance for Hispanic Health (The Alliance)

Our Mission: Best Health for All.

We work to ensure that health is based on what we know about people, science, and culture.

Leading non-partisan health organization for research, service, and advocacy.

Largest and oldest Hispanic network of community-based organizations that deliver services to over 15 million persons each year around the U.S.

Believe in community-based solutions.

No funds from tobacco, alcohol, or sugar sweetened beverage companies.

Our Members Are:

- **Leading Organizations:**
  - Community-based organizations
  - Major national health organizations
  - For-profit corporations
  - Foundations
  - Hospitals
  - Universities

- **Individuals:**
  - Professionals
  - Consumers
  - Students
  - Retirees
Hispanic Population in the United States

In the U.S. about 63.7 million people are Hispanic making up about 1 in 5 of the population.

<table>
<thead>
<tr>
<th>Total Population of U.S.</th>
<th>333,287,557</th>
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</thead>
<tbody>
<tr>
<td>White alone</td>
<td>75.5%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>19.1%</td>
</tr>
<tr>
<td>Black/African American alone</td>
<td>13.6%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>6.3%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>1.3</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>0.3%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3.0%</td>
</tr>
</tbody>
</table>


Population by Race & Ethnicity: Projections 2030 to 2060

Smoking Prevalence Among Hispanics

- Hispanic adults have lower overall cigarette smoking prevalence rates (7.7% for Hispanic adults compared with 12.9% for non-Hispanic white adults).

- Hispanic men are more likely to smoke than Hispanic women (smoking prevalence is 25.1% for Hispanic men and 14.7% for Hispanic women).

- Among Hispanic subgroups, Puerto Ricans had the highest rates of smoking at 28.5%, followed by Cubans (19.8%), Mexicans (19.1%), and Central and South Americans (15.6%).


Hispanic Youth and Tobacco

- While traditional cigarette smoking rates have been on the decline since the 1980s, youth and young adults are using e-cigarettes, disposables, and other new nicotine delivery devices made more attractive with menthol and sweet flavorings.

- Hispanic middle school students report higher rates of current use of any tobacco product (5.7%) compared to 3.7% for their non-Hispanic white peers.

- Hispanic middle school students are more likely than their peers to be current e-cigarettes users (4.2%) compared to 2.8% and 4.1% for their non-Hispanic white and non-Hispanic black peers respectively.

The Tipping Point

➢ In 2020, an estimated 1 in 6 U.S. high school (23.6%) and middle school students (6.7%) reported current use of any tobacco product. More alarming is that Hispanic middle school youth use e-cigarettes and other tobacco products at rates higher than their peers.

➢ We’re seeing a “Tobacco Tipping Point” among Hispanic youth. Although Hispanic adults are the group least likely to smoke, high rates of e-cigarette and other tobacco product use put Hispanic youth at an increased risk of becoming dependent on nicotine in adolescence and can lead to increased tobacco-related disease in adulthood — a tobacco tipping point.


Youth and E-Cigarettes

Youth do not believe e-cigarettes cause significant harm. A recent national survey showed that only 28% believe they cause a lot of harm when they are used some days but not every day, and that 10% of U.S. youth believe e-cigarettes cause no harm at all.

Youth Knowledge, Attitudes, and Beliefs

- Youth view vaping as more socially acceptable than smoking.
- Youth have many avenues of purchase.
- Peer pressure is a significant factor driving Hispanic youth tobacco use.
- Youth do not believe e-cigarettes cause significant harm.
- Youth view vaping as cool.


Nuestras Voces Adelante (Our Voices Moving Forward) Network

Program Strategies

- National Network
- Community of Practice
- Training & Technical Assistance
- Mass Health Communications
Addresses health equity by connecting Hispanics to culturally proficient commercial tobacco and cancer prevention and control information and services.

Conducts training/technical assistance to expand the reach of tobacco and cancer control EBIs and promising practices for Hispanic communities at the national, state, and local levels.

Supports the implementation of tailored interventions and mass health communications for Hispanic communities that are culturally proficient and linguistically appropriate.

Forges community-based partnerships for capacity building and to amplify the program reach at the local and regional levels, to meet the health needs of Hispanic communities in their service area.

Collaborates with national organizations, government, academia, health systems, to advance health equity by addressing social determinants of health to reduce the impact of tobacco and cancer-related health disparities among Hispanics.

As a National Network, Nuestras Voces...

Electronic/Digital Resources & Info Cards

Infographics
**Webinar Trainings**

- **Fuerza de Voluntad**
  - 1-855-DEJÉLO YA
  - 1-855-536-5869

- **Don’t Let Tobacco Take Your Breath Away**
  - Choose Health, Not Tobacco

**Education Tools**

- **Prevención y Control del Tabaquismo**

- **Intervención Familiar sobre el Tabaquismo para Proveedores de Salud en Nuevo México**

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**Key Findings from the 2021 National Youth Tobacco Survey**

- **Highest Rates**
  - Hispanic Middle School students report 8.4% of ever using e-cigarettes.
  - Non-Hispanic white middle school students reported 7.5%.
  - Non-Hispanic black middle school students reported 7.0%.

- **End of current use**
  - Hispanic: 51%
  - Non-Hispanic white: 3.4%
  - Non-Hispanic black: 45%

**Symptoms of Psychological Distress**

- Middle and High School students report
- 14.2% severe symptoms
- 11.2% moderate symptoms
- 9.6% mild symptoms
- 5.5% no symptoms

Sources: American Public Health Association and the American Psychological Association.

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**National Alliance for Hispanic Health**

**Nuestras Voces (Our Voices)**
Hispanics and Cessation

• About 67.4% of Hispanic current daily cigarette smokers 18 and older report that they want to quit compared with 72.8% of non-Hispanic blacks, 67.5% of non-Hispanic whites, 69.6% of Asian Americans/Pacific Islanders, and 55.6% of American Indians/Alaska Natives.

• About 56.2% of Hispanic current daily cigarette smokers 18 and older report attempting to quit in the past year compared with 63.4% of non-Hispanic blacks, 53.3% of non-Hispanic whites, and 69.4% of Asian Americans/Pacific Islanders.


Barriers to Cessation Among Hispanics

Hispanic smokers who visited a provider in the past year were 51% less likely to receive advice to quit than non-Hispanic whites.

Among Hispanic subgroups, Mexican smokers had a significantly lower prevalence of cessation treatment use than non-Hispanic white smokers during the same period.

A higher proportion of Hispanic than non-Hispanic white smokers visited a health care provider without receiving advice to quit.

### Barriers to Cessation (cont.)

Even when quitting advise is given, patients are not provided with culturally proficient cessation tools and resources.

- Cultural and linguistic communication barriers between patients and providers.
- Lack of cessation coverage and not being able to afford to take time off from work.
- Out-of-pocket expenses for nicotine replacement therapies (NRT) and lack of knowledge about how NRT works.
- Lack of smoking cessation interventions specifically tailored to Hispanics.

### Delivering Cessation Support to Hispanics

The most important organizational infrastructure in Hispanic communities is the network of Hispanic health and human services **community-based organizations (CBOs)**. It is this network that must be at the core of any outreach strategy that seeks to effectively reach Hispanic communities.

- Establishing formal partnerships with Hispanic serving CBOs is key to expand the reach of the programs. CBOs are experienced and equipped to implement effective community-based programs that are culturally and linguistically appropriate and respond to community-identified priorities.

- Promote collaboration and engagement of CHWs/promotores de salud to support health education and prevention efforts and community/clinical linkages, as they are uniquely positioned to effectively reach vulnerable and underserved communities.

- Develop evidence-based interventions for cessation support tailored to Hispanics that are culturally proficient, language appropriate, and that incorporate cultural values such family, faith, etc., which play an important role in the health decision making process.

- Maximize available communication channels and strategies to reach and inform Hispanic communities with tailored health communication messages and develop culturally proficient and bilingual materials and resources in different formats to reach audiences from different generations.
Tailored Evidence-Based interventions and Promising Practices for Hispanics

Decídetexto Puerto Rico: A pilot study that studied the feasibility and acceptability of a smoking cessation intervention in Puerto Rico via mobile phone.

Smoking Prevalence

19–35% Puerto Ricans who reside in the U.S. mainland
10–17% Puerto Ricans who live in Puerto Rico

Tailored Evidence-Based interventions and Promising Practices for Hispanics

• Workplace Smoking Cessation Intervention for Hispanic/Latino Construction Workers: Develop a sustainable smoking cessation intervention for the construction sector tailored to Hispanic construction workers (HCWs), to meet their life/work circumstances and enhance their access to smoking cessation support.

21% smoking prevalence among construction workers
30% of construction workers were Hispanic/Latino
Q & A

Thank You

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