

## REACHING LOW SOCIOECONOMIC STATUS (SES) POPULATIONS

Strategies of the National Network on Tobacco Prevention and Poverty

*A program of the Health Education Council*



## NNTPP MISSION:

To identify resources and advocate for the elimination of tobacco use among low SES populations

## NNTPP FUNDING:

- CDC/OSH
- Five other networks funded

## DEFINING LOW SOCIOECONOMIC STATUS (SES)

Low SES characteristics:

- Low-income
- Individuals with less than 12 years of education
- Medically underserved
- Unemployed
- Working poor

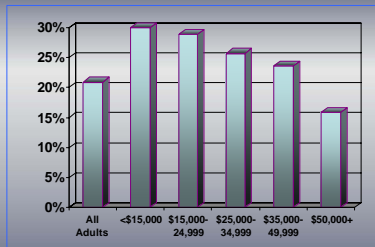
## TOBACCO AND POVERTY

- **Across the board, the greatest single predictor of tobacco use is low socioeconomic status (SES)**



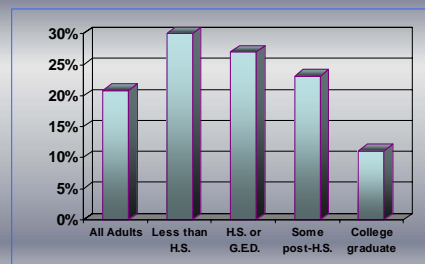
## TOBACCO AND POVERTY

Behavioral Risk Factor Surveillance System, Prevalence Data 2004 - Smoking Prevalence by Household Income Level



## TOBACCO AND POVERTY

Behavioral Risk Factor Surveillance System, Prevalence Data 2004 - Smoking Prevalence by Level of Education



## TOBACCO AND POVERTY

### A "vicious circle"

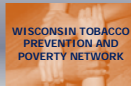
(World Health Organization)

- Low SES populations targeted by tobacco industry
- Income diverted away from basic necessities to support tobacco habit
- Tobacco-related disease disproportionately affects the poor, thus contributing to the poverty of individuals and families

## WHAT WE DO

- Collaborate with Partner organizations who serve low SES populations to:
  - Build their institutional capacity in tobacco control
  - Assist with tobacco control education, activities and policy development
  - Work with states/collaborate with other networks

## NNTPP STAKEHOLDER BODY



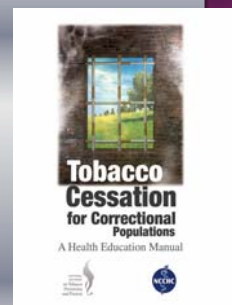
## KEY NNTPP INITIATIVES

- Summary of focus group data
- Cessation in correctional, faith-based, and rural settings
- Policy recommendations for The Salvation Army, Gospel Rescue Missions and other organizations



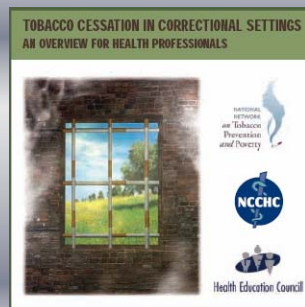
## TOBACCO CESSATION IN CORRECTIONAL SETTINGS

- Curriculum is currently in use by over 300 facilities across the country.
- Curriculums are available for purchase from NNTPP
- Training offered



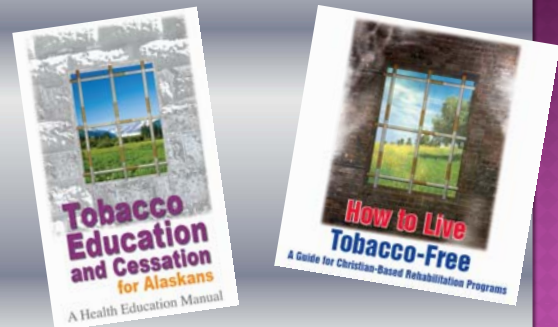
## TOBACCO CESSATION IN CORRECTIONAL SETTINGS

- For correctional health care staff
- Companion piece to manual
- Available for purchase



Shoutout to NNTPP.org

## NEW TOBACCO CESSATION CURRICULA!



## TOBACCO PREVENTION BADGES FOR YOUTH

- Scouting emblem program with The Salvation Army youth
- Tobacco prevention education for grades 5-8
- Youth leaders will be trained to implement the program
- Curriculum will focus on health education, media literacy and advocacy

## NEW PILOT PROJECT

### Addressing Disparities in Tobacco Cessation

A Program for Homeless, Mental Health and Chemical Dependence Treatment Agencies

- Systems change
- Social justice
- Cessation support

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## NNTPP RESOURCES

- Links to experts
- Links to states
- Training, consultation, and presentations on low SES and tobacco use
- Electronic newsletter



## NNTPP STRENGTHS

- Involving non-traditional partners
- Formative research
- Innovative approaches



National Commission on Correctional Health Care



National Coalition for the Homeless

## OTHER NATIONAL NETWORKS

- National African American Tobacco Education Network (NAATEN)
- National LGBT Tobacco Control Network
- National Tribal Tobacco Prevention Network (NTTPN)
- National Latino Council on Alcohol and Tobacco Prevention (LCAT)
- Asian Pacific Partners for Empowerment and Leadership (APPEAL)
- [www.tobaccopreventionnetworks.org](http://www.tobaccopreventionnetworks.org)
- [www.healthdcouncil.org/nntpp](http://www.healthdcouncil.org/nntpp)

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