

## Chicanos Por La Causa, Inc. (CPLC)

COMMUNITY BASED PREVENTION  
Reaching Latino Communities

## CPLC's Tobacco Prevention Program

- Life Skills Training
- Peer Health Leadership
- Community Education

## LIFE SKILLS TRAINING

Sembrando Salud Curriculum:

- CPLC provides life skills training through a culturally sensitive community based tobacco and alcohol use prevention curriculum.
- Sembrando Salud is specifically adapted for migrant Hispanic/Latino youth and their parents.

## LIFE SKILLS TRAINING continued...

- Sembrando Salud is designed to be delivered by bilingual/bicultural staff in a small group format.
- Information sharing, modeling, role playing, and behavioral rehearsal are techniques used to identify and analyze problem and generate solutions.

## LIFE SKILLS TRAINING continued...

- CPLC currently provides services in 5 different school districts in Maricopa County. Districts include:
  - Phoenix Elementary District #1
  - Creighton School District
  - Chandler Unified School District
  - Isaac School District
  - Murphy School District.

## PEER HEALTH LEADERSHIP

- Upon completion of the Sembrando Salud curriculum, Peer Health Leaders from all participating schools attend an end of the year retreat.
- Peer Health leaders are trained and certified in Basic Tobacco Intervention Skills and are able to utilize the "Five A's" (Ask, Advise, Assess, Assist, and Arrange).

## Peer Health Leadership

- Peer Health Leaders participate in anti-tobacco events, presentation, community health fairs and workshops in their respective school and/or communities.
- These presentations focus on tobacco control efforts in Arizona, dangers of secondhand smoke, cessation services, and incorporating refusal skills.

## COMMUNITY EDUCATION

- Tobacco Prevention staff and Peer Health Leaders distribute anti-tobacco related materials at community outreach events and/or health fairs in Maricopa County.
- Tobacco Prevention staff also provides educational sessions to over 150 families participating in Parenting Arizona, Early Head Start and Migrant Centers throughout the state.

## Community Education continued...

- Educational presentations are also conducted to over 50 communities. These presentations provide information and resources on the dangers and harmful effects of secondhand smoke, cessation services, and tobacco control efforts in Arizona.

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