

"The Ties that Bind... Speaking, Listening, Responding"

Building Programs through Community Messages

Louise J. Strayer, RN, MS

Zenén Salazar, MPH

HealthCare Partnership at
The University of Arizona

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Objectives

- To present a theoretical framework for cultural adaptation
- To describe steps in adapting tobacco dependence treatment materials for diverse communities
- To identify examples of culturally sensitive and linguistically appropriate materials



Theoretical Framework

- Cultural Sensitivity
- Cultural Competence
- Cultural Tailoring



Theoretical Framework

Dimensions of Cultural Sensitivity

- Surface structure
- Deep structure



Adapting Tobacco Dependence Treatment Materials for Diverse Communities

- **"SPEAK"**
 - Identify a roadmap
- **"LISTEN"**
 - Establish genuine relationships
- **"RESPOND"**
 - Build programs through community messages



"SPEAK" (Identify a Roadmap)

- Select evidence-based, effective programs
- Understand instructional design
- Analyze evaluation instruments and procedures



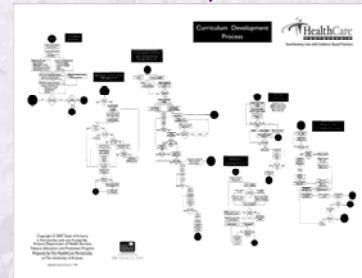
Evidence-Based Interventions in Minority Populations

- Efficacious smoking cessation interventions
 - Nicotine patch
 - Screening for tobacco use
 - Clinician advice
 - Clinic staff reinforcement
 - Counseling
 - Mood management
 - Tailored self-help manuals and materials
 - Follow-up materials
 - Telephone counseling

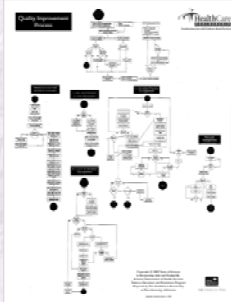


“It’s Not Rocket Science, BUT it is Science!”

Curriculum Development Process



Quality Improvement Process



Implementation Process



“LISTEN” (Establish Genuine Partnerships)

- Vested persons and organizations
- Trusted members of the community
- Individuals in authority positions



“RESPOND” (Build Programs through Community Messages)

- Respect persons and ideas
- Communicate with sincerity
- Use focused questions
- Seek to understand what people say and what they mean
- Illustrate with information, feedback, and demonstrations



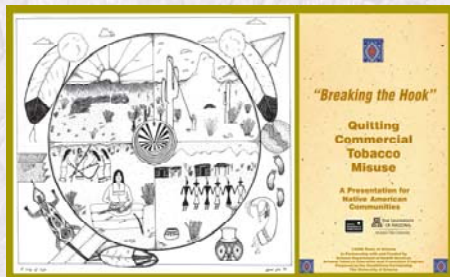
Cultural Adaptation Process

- Target Audience Selection
- Target Audience Research
- Concept Development
- Instructor Certification
- Program Delivery

Samples of Culturally Sensitive and Linguistically Appropriate Materials

- Arizona Tobacco Dependence Treatment Certification Programs for
 - Individuals serving *Native American persons*
 - Individuals serving *Spanish-speaking persons*
 - *Community nutrition workers* in the routine delivery of Women, Infants, and Children (WIC) Program services

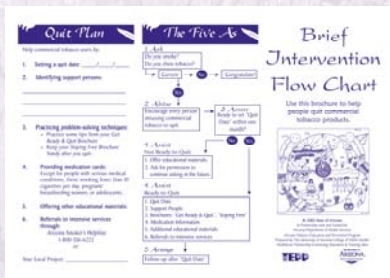
Individuals Serving Native American Persons



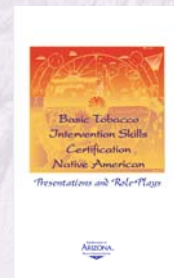
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Individuals Serving Native American Persons



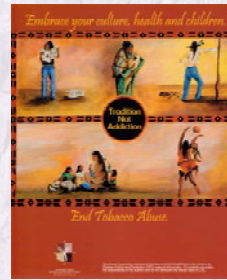
Individuals Serving Native American Persons



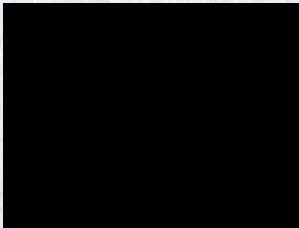
Individuals Serving
Native American Persons



Individuals Serving
Native American Persons



Individuals Serving
Spanish-Speaking Persons



Individuals Serving
Spanish-Speaking Persons



Individuals Serving
Spanish-Speaking Persons



Individuals Serving
Spanish-Speaking Persons



Individuals Serving Spanish-Speaking Persons

Plan para Dejar El Tabaco
Asesora a las personas que quieren dejar de fumar
 1. Evaluar el nivel de riesgo para dejar de fumar.
 2. Identificar los factores de riesgo que le pueden ayudar.
 3. Darle información sobre los riesgos para dejar de fumar.
 4. Ayudar a las personas que quieren dejar de fumar.
 5. Ayudar a las personas que quieren dejar de fumar.

Las Cinco A's
Asesorar
Avisar
Acordar
Ayudar
Arranjar

GUÍA PARA INTERVENCIONES BREVES
 Este folleto es una guía para las intervenciones breves que usted realiza con personas en su comunidad.

Individuals Serving Spanish-Speaking Persons

CONTROLANDO LOS MALESTARES... ¿SABIA USTED...?
¿SABIA USTED...?
¿SABIA USTED...?
¿SABIA USTED...?

Community Nutrition Workers Serving Persons Receiving WIC Services



Take-Away Message

- Smoking cessation interventions developed for the general population have been effective with racial and ethnic minority participants.
 - Convey cessation counseling and self-help materials in a language understood by the person dependent on tobacco.
 - Use culturally appropriate models or examples to increase the individual's acceptance of treatment.
 - Remain sensitive to individual differences and health beliefs.

Louise J. Strayer, RN, MS
 Zenén Salazar, MPH

HealthCare Partnership at
 The University of Arizona

lstrayer@u.arizona.edu; zenen@u.arizona.edu

520-318-7253

