



Latinos and Tobacco Control: Issues and Approaches

Jesse Nodora, Dr.P.H.

Arizona Department of Health Services

Tobacco Education and Prevention Program



Presentation Objectives

- ◆ Participants can identify significant tobacco control issues for U.S. Latinos
- ◆ Participants can identify at least three key elements of effective tobacco control programs for U.S. Latinos



Workshop Outline

- ◆ Tobacco and the Latino population, who cares?
- ◆ Elements of Effective Programs



Tobacco and Latinos

Who cares about Latinos and tobacco?

- ◆ Tobacco Industry

- The equal opportunity recruiter
- Tobacco industry and Latin American countries?

Tobacco and Latinos

Who else cares about Latinos and tobacco?

◆ Public Health Community

- General -Typical (political, limited coord., basic interv.)
- General -Atypical (lots money, new policy (SHS), industry losses)
- Latino -Typical (left out or segmented, unorganized community)
- Latino -Atypical (indirect impact (SHS policy), from diversity to disparity)

The Numbers

[RalphCDC.ppt](#)



Effective Programs: Key Elements



- ◆ “Knowing the need”
- ◆ “Meeting the need”
- ◆ Slicing the “pie”