

WORKING TOWARDS A **TOBACCO-FREE** FUTURE FOR GUAM

Progress report 2009-2010 under the
APPEAL Promise Network grant



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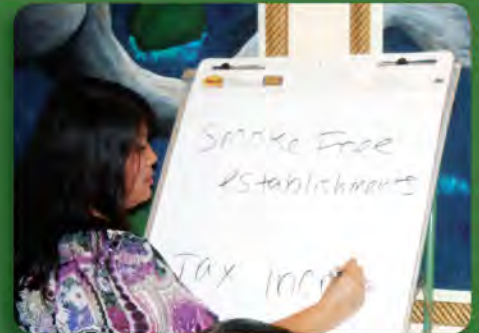
Acknowledgements

This activities covered by this report were made possible through a 1-year sub-grant to Health Partners, L.L.C. from Asia-Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) under the APPEAL PROMISE (*Promising Practices that are Replicable, Obtainable, Measurable, Innovative, Sustainable and Empowering*) Network grant. Sub-grantees of this grant are expected to prevent and reduce tobacco use and exposure to secondhand smoke in the diverse Asian American, Native Hawaiian and Pacific Islander (AAPI) communities by empowering them to expand the AAPI tobacco control movement and to advance replicable promising and proven practices.

Dr. Annette M. David was the Project Leader and technical writer for this report. Ms. Roxy Mad served as the Project Assistant. The community workshop facilitators included Dr. David (Health Partners, L.L.C.), Mr.

Peter Cruz (DMHSA Prevention and Training Branch), Ms. Cerina Mariano (DPHSS, Guam Cancer Control Coalition), Ms. Angelina Mummert (UOG U54 Cancer Research Grant), and Ms. Michelle S.N. Sasamoto (DMHSA PEACE Project). The trainers for the Brief Tobacco Cessation Intervention (BTI) training workshop included Dr. David (Health Partners, L.L.C.), Mr. Francis Epres (DPHSS) and Ms. Christine Camacho (DMHSA). The Guam Department of Public Health and Social Services (DPHSS) and Department of Mental Health and Substance Abuse (DMHSA) provided administrative and logistical support for both workshops. Ms. Roxy Mad, Ms. Jeannine Pacson and Ms. Kara Rubio (Health Partners, L.L.C.) oversaw registration and coordination of the workshops.

The outcomes in this report represent ongoing action towards achieving our shared vision for a healthy, tobacco-free island.



OUR PARTNERS

The outcomes reported in this publication were possible because of the creative collaboration between Health Partners, L.L.C. and:

- n American Cancer Society Guam Field Office
- n Department of Mental Health and Substance Abuse Prevention and Training Branch
- n Department of Public Health and Social Services Tobacco Control Program
- n Guam Cancer Control Coalition
- n Office of Senator B. J. Cruz
- n Office of Senator Judy Won Pat
- n Office of the Lt. Governor of Guam
- n Healthy Guam Initiative
- n The Governor's PEACE Project
- n University of Guam U54 Cancer Research Grant Community Outreach Component
- n World Health Organization Western Pacific Regional Office and South Pacific Office



Background

Health Partners, L.L.C. has been an APPEAL technical assistance and training consortium regional partner for Guam since 2007. Previous to this current grant, and with the support provided by APPEAL, Health Partners, L.L.C. was able to mobilize an inter-sectoral, multi-agency group to develop an island-wide strategic action plan to combat the tobacco epidemic on Guam.

Working in partnership with community members and institutional stakeholders in tobacco control and using an incremental and participatory approach, from 2007-2009, Health Partners, L.L.C. conducted a community opinion leaders survey and convened a community workshop to gauge Guam's readiness for tobacco control. At the community workshop, participants developed a common vision and strategic directions for tobacco control to

guide Guam's efforts. In the second year of the grant, community stakeholders re-convened to develop an integrated strategic plan for tobacco control, based on the recommendations from Year 1. (Please refer to the previous publications by Health Partners, L.L.C. detailing the process and outcome of the community readiness survey and the tobacco control strategic plan.)

Under the current APPEAL PROMISE network grant, Health Partners, L.L.C. continued to build on the work from previous years, and pursued key strategic actions outlined in Guam's strategic plan for tobacco control. This progress report documents the achievements thus far in meeting the objectives and action steps under the current grant.



AN OVERVIEW OF PROGRESS

This APPEAL grant built on the work and progress achieved from the previous 2 years that Health Partners, L.L.C. has served as the APPEAL Technical Assistance and Training Consortium Regional Partner for Guam.

The grant provided the opportunity to bridge a critical gap in Guam's tobacco control work. By channeling resources through a local private sector organization, it facilitated bringing together community stakeholders to mobilize support and provide the evidence for raising tobacco taxes and earmarking tobacco tax revenues for tobacco and cancer prevention and control. This policy intervention—raising tobacco taxes—was identified as the key policy priority in the consolidated Guam Tobacco Control Strategic Plan developed under Year 2 of the previous APPEAL grant.

The grant enabled Health Partners to facilitate better ethnic balance in coalition representation. The grant also afforded additional technical assistance, sourced locally, to strengthen the island's current tobacco control capacity for cessation and to provide a model for some of the neighboring Pacific islands in their tobacco control work.



Activities and PROGRESS ACHIEVED

Providing the evidence and mobilizing community support for increasing tobacco taxes

The most significant, and critical, achievement was the successful provision of technical assistance and advocacy assistance to the Guam Cancer Control Coalition, leading to an increase in Guam's tobacco tax rates and the earmarking of tax revenues for tobacco and cancer prevention and control. Health Partners, L.L.C. was one of a select group of cancer control coalition institutional members that worked closely with coalition members and policy leaders throughout the process of mobilizing support through local and global data and evidence for raising tobacco taxes. Specifically, Health Partners, L.L.C. facilitated the creation of critical fact sheets which were supplied to policy makers, key decision makers and

PROGRESS

The most significant progress achieved thus far under this grant is the successful provision of local data and evidence to community leaders to increase tobacco taxes and earmark tobacco tax revenues for tobacco and cancer control and prevention.

As a result, Guam passed a law that increased tobacco taxes by \$2.00/pack, with the revenues channeled to the Healthy Futures Fund, which shall support tobacco and cancer prevention and control.

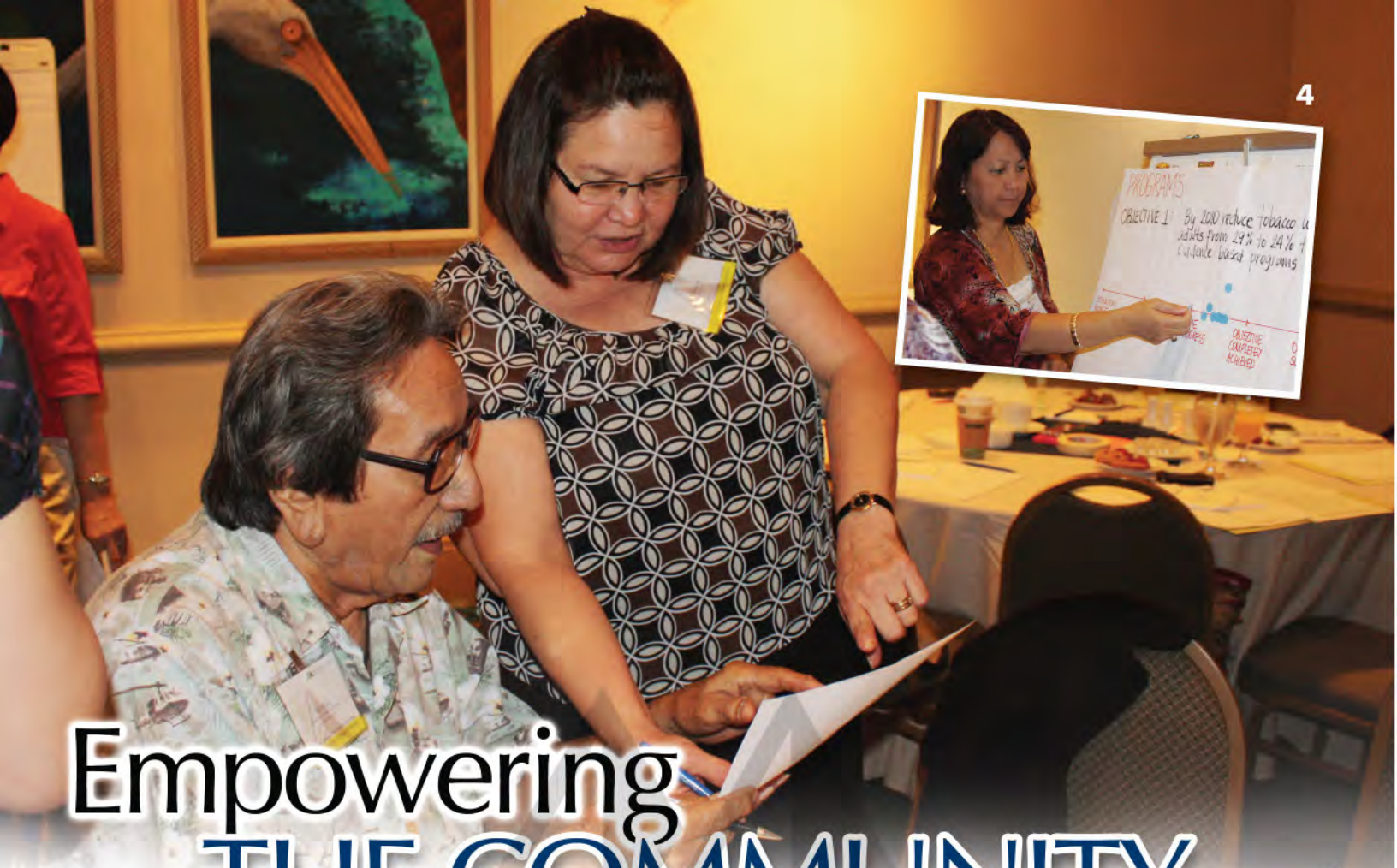
community opinion leaders. These fact sheets provided clear evidence of the benefits of a tobacco tax increase. The fact sheets also confirmed the viability of using earmarked taxes for health, using real-life models within the Western Pacific region.



Community "high points" FOR TOBACCO CONTROL ON GUAM

- Increased smoke-free/tobacco-free laws and policies
- Expansion of cessation services and training
- Quitline implemented and advertised
- Wider dissemination of tobacco control education to younger audiences
- Integration of cessation brief advice into other health programs (Maternal and child health, WIC, school programs, etc.)
- Better data on tobacco consumption and consequences
- Guam emerging as a regional resource for cessation training





Empowering THE COMMUNITY

to determine Guam's strategic priorities for tobacco control

Health Partners, L.L.C. assisted the Guam Cancer Control Coalition in identifying and inviting key community opinion leaders from Chamorro and other Micronesian groups into the Guam Cancer Control Coalition. On April 7, 2010, Health Partners, L.L.C. hosted a Tobacco Control Strategic Planning Community Workshop at the Hilton Resort and Spa, Tumon, Guam. The workshop brought together a diverse group of tobacco control community stakeholders from both private and public sectors to:

1) Assess progress made against the objectives of the Guam Tobacco Control Strategic Plan (developed by community stakeholders during an APPEAL-funded community workshop



in 2008);
2) Re-assess Guam's stage of community readiness using the APPEAL Tobacco Control Community Readiness

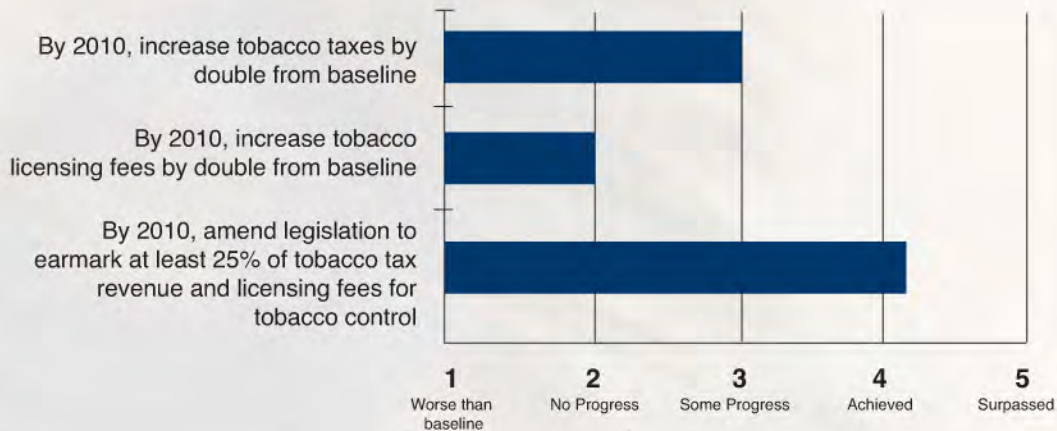
model; and,
3) Define key strategic actions for 2010.

A total of 37 participants attended the workshop, comprised of 24 Chamorros, 10 Filipinos, 2 Caucasians and 1 Palauan. Participants worked in 4 subgroups: Policy, Programs, Partnerships and Research and Data.

Towards the end of the workshop, participants were asked if they were interested in having their organizations join the APPEAL National Network. Twenty-four of the 37 participants signed up and declared their interest in joining APPEAL. Seven of these participants also indicated their willingness to join the tobacco control coalition and/or a community tobacco control advisory group.

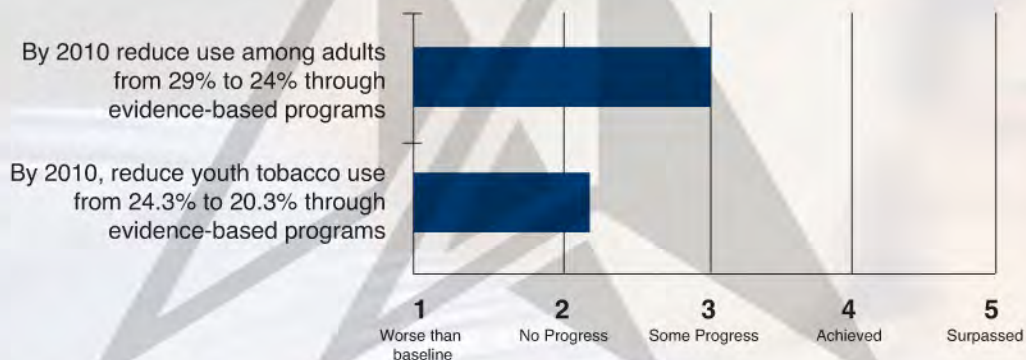
Strategic Area: Policy

Strategic Plan Objective



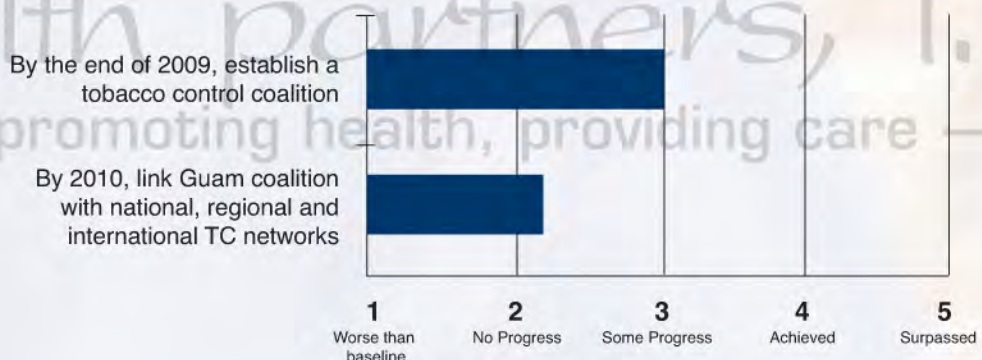
Strategic Area: Programs

Strategic Plan Objective



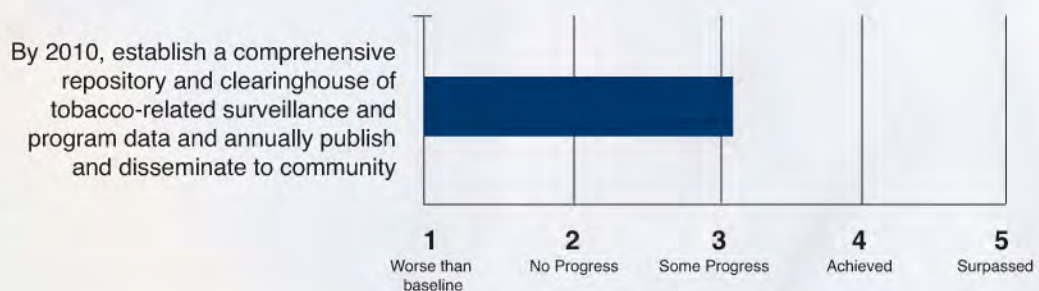
Strategic Area: Partnerships

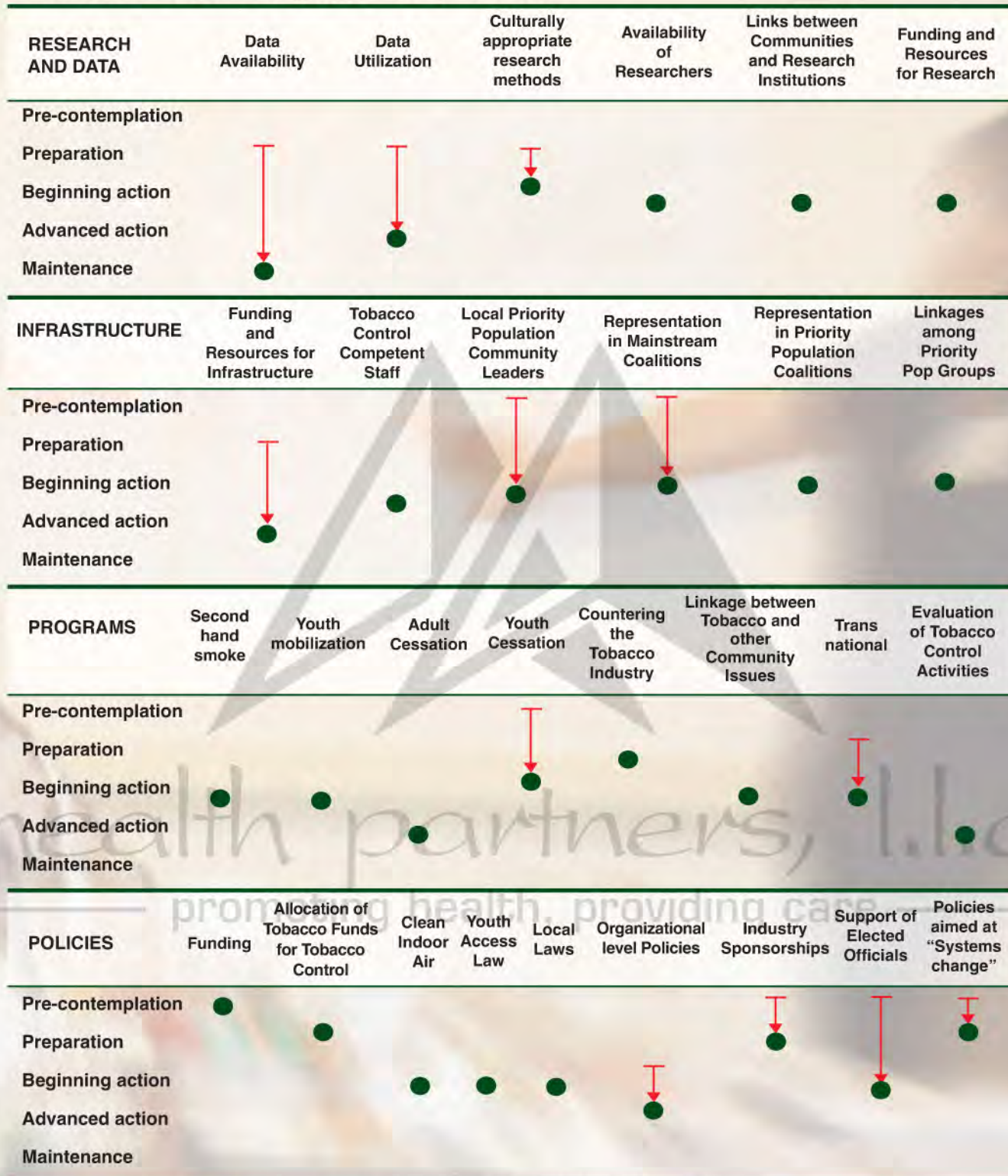
Strategic Plan Objective



Strategic Area: Research and Data

Strategic Plan Objective





Note: Major gains for the 2007 community staging assessment are indicated by red arrows

Key Strategic Actions for 2010

Strategic Area	Key Action for 2010
Policy	Amend PL 30-80 to earmark 12% each for DMHSA and DPHSS (of tobacco taxes collected) to support (fund) implementation of evidence-based interventions.
Programs	Further expand cessation training (BTI) to reach more youth tobacco users.
Partnerships	Formally establish the tobacco control coalition.
Research and Data	Expand analysis of existing adult data (BRFSS) and ensure successful data collection on youth for 2010 (YRBS).

“ Everything I learned today was valuable. ”

– Pohncei trainee

Expanding CESSATION CAPACITY

within the Pacific Region

By leveraging other resources and opportunities, Health Partners, L.L.C. was able to augment the capacity and experience of the current group of Chamorro and Filipino BTI (Brief Tobacco Intervention) trainers in delivering BTI training to other

Micronesian audiences and to assess the efficacy of Guam BTI training curriculum among other Pacific Islander communities. Health Partners, L.L.C. also used a portion of the APPEAL grant funding to host a BTI Training workshop for Chamorro and other Micronesian community members on May 8, 2010 at the Outrigger Resort and Spa, Tumon, Guam.

ACTIVITY 1: *Evaluating the Guam BTI Training Curriculum among Micronesian Audiences*

In 2009, the South Pacific Office of WHO requested Health Partners, L.L.C. to deliver BTI Training to 4 Pacific Island communities in the Commonwealth of the Northern Mariana Islands (CNMI), the Federated States of Micronesia (FSM), the Republic of Palau, and the Republic of the Marshall Islands. Health Partners, L.L.C. recognized this as an opportunity to hone the experience of Guam's current group of BTI trainers, composed of Chamorros and Filipinos, in delivering BTI training to other Micronesian audiences. We also saw an opportunity to evaluate the Guam BTI training curriculum with regards to its applicability, cultural competence and efficacy among other Micronesian participants.

The APPEAL PROMISE Network grant supported the time for Dr. Annette David and Ms. Roxy Mad, project assistant, to do a systematic assessment/evaluation of the BTI trainings conducted in the 4 Pacific Island communities. The result of this assessment is a report, "Integrated Evaluation of BTI Training among 4 Pacific Islands, 2009," which was submitted to WHO and shared with APPEAL, Guam DPHSS and DMHSA. The lessons learned from this evaluation will be presented at the 10th Asia-Pacific Conference on Tobacco or Health, October, 2010 in Australia.



“ This certification class has given me the basic skills necessary for me to assist individuals who are dependent on tobacco. I feel confident that I will be able to conduct brief tobacco interventions with clients that my program serves. ”

- Guam trainee

ACTIVITY 2: Community BTI Training Workshop

Once tobacco taxes are increased, we anticipate an increased demand in cessation services, particularly among Chamorro and Micronesian tobacco users, who tend to be from the lower socio-economic groups, and hence, most susceptible to tobacco price increases. On May 8, 2010, Health Partners, L.L.C. conducted a training workshop for community members in BTI, to augment the current capacity for cessation services.

Twenty participants attended the workshop, 16 (80%) of whom successfully completed all of the requirements for certification in BTI. The workshop was conducted in partnership with Guam DPHSS, Guam DMHSA and the PEACE project. Included among the participants were 4 youth (aged 15, 16, 17, and 25). The ethnic breakdown of the participants was:

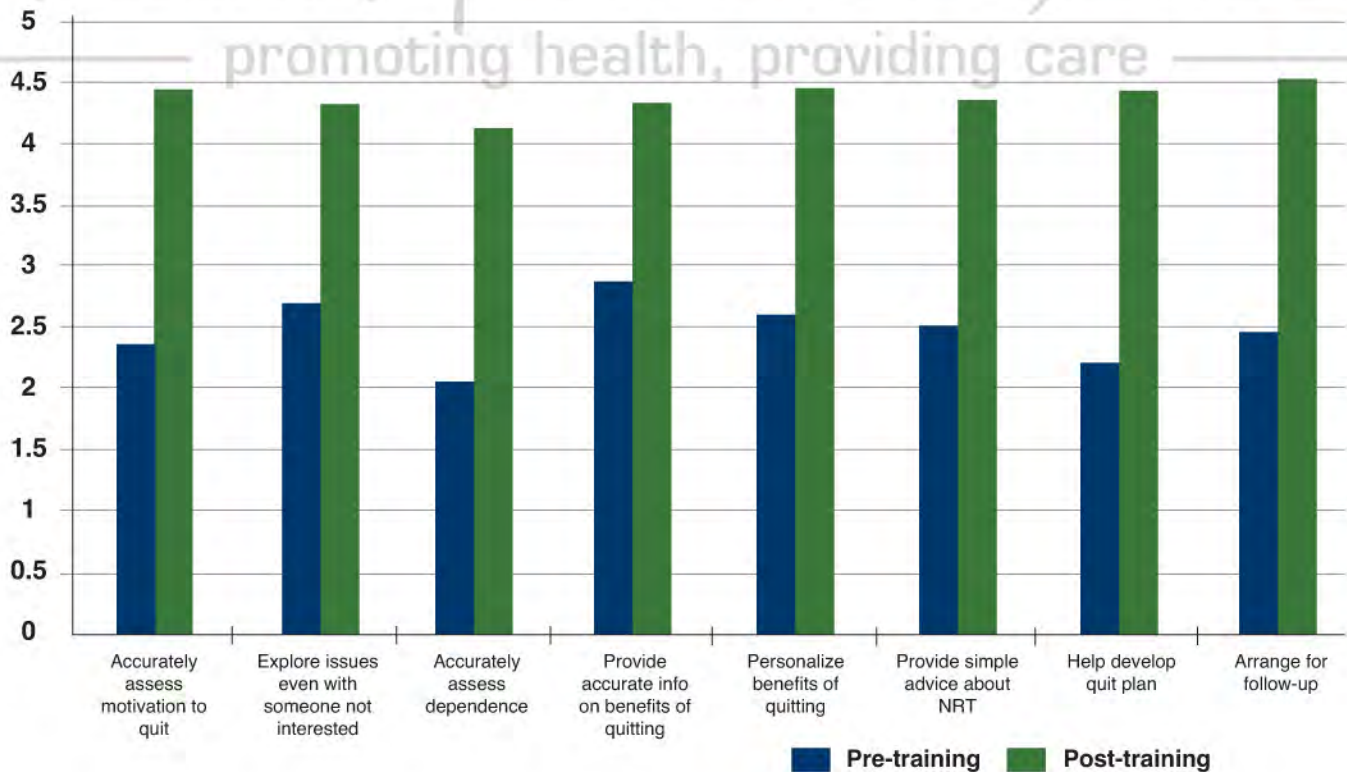
- n 35% Chamorro
- n 30% Filipino
- n 30% Other Micronesians (1 Palauan, 3 Pohnpeian and 2 Chuukese)
- n 5% American Indian.



The following graph demonstrates the change in pre- and post-training confidence levels for delivering brief cessation advice among the participants. Participants were asked to rate their confidence in accomplishing 8 specific BTI skills before and after completing the training workshop, on a scale of 1 (“No confidence”) to 5 (“Very confident”). There was a statistically significant increase in reported confidence after completion of the training.



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Final Word

The activities and outcomes achieved under this project would not have been possible without the participatory approach and partnerships that the project has fostered. Building on the networks of stakeholders established by the previous APPEAL grant, this project demonstrates the power of community partnerships and the value of leveraging technical expertise, resources and creative ideas across the various institutional and individual members of the coalition when focused on clear goals.

With the support provided by grants such as the APPEAL Promise Network, Guam is moving along the path towards a healthier, tobacco-free future.



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About Appeal and HEALTH PARTNERS, L.L.C.

A sian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national network of organizations and individuals working towards social justice and a tobacco-free Asian American and Pacific Islander (AAPI) community.



APPEAL

APPEAL's mission is to champion social justice and empowerment for Asian Americans, Native Hawaiians and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy, leadership development on critical public health issues.

H ealth Partners, L.L.C. is a Guam-based health provider encompassing the full spectrum of health care—from health promotion and prevention to the diagnosis and treatment of diseases.

We believe in a comprehensive, evidence-based, people and community-centered approach to health care, and we are committed to working in partnership with our island community to create a healthier future for Guam.

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