

A look at innovative approaches
to addressing substance abuse issues in the
African/ African American communities

Community Health Workers Conference
April 11th 2019

Center for MultiCultural Health (CMCH)

CMCH is a minority community-based organization that was established in 1976

Mission- To promote the health and well-being of diverse communities –including individuals from communities of color, individuals with limited English proficiency, immigrants and refugees and the LGBTQ community

Our approach is firmly grounded in the principle that effective responses to health issues must be generated in partnership with the community and meet evolving community needs. CMCH reflects and understands the communities with which we work and we offer innovative programming that addresses their needs. We also work to implement Policy, System and Environmental Change while ensuring that programs are created with an equity lens; because equity is imperative and not an add on



Center for MultiCultural Health Programs

Sound Heart

Refugee Health Advocacy Project

Diabetes Management

United for Healthy Communities

Healthy Eating and Active Living

Breast, Cervical and Colon Health

Tobacco Prevention and Control

Youth Marijuana Prevention and Education

Focus is on.....



Where we live




Where we learn



Where we work



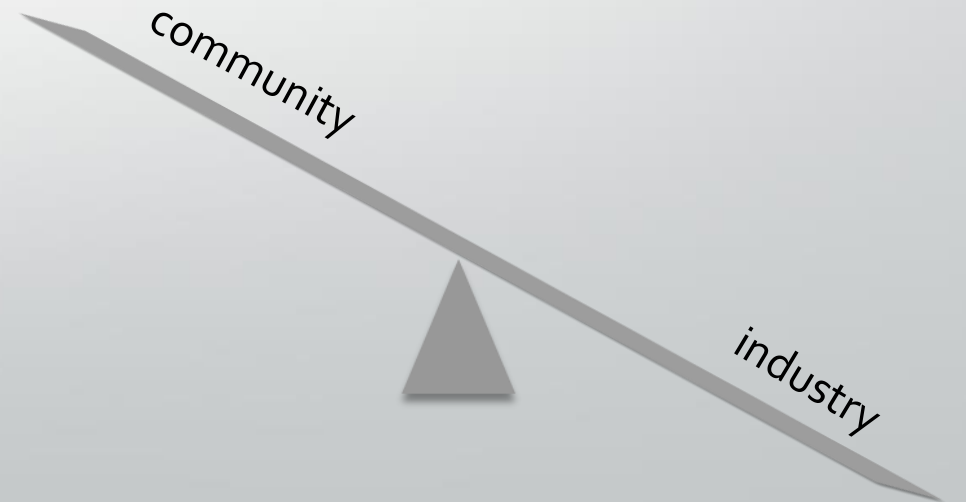
Where we play



Barriers to Mobilizing the African and African American Communities

- Lack of sufficient funding and resources
- Lack of awareness on the effects of unhealthy behaviors
- Prevention is often seen as a low priority in African / African American communities
- Lack of culturally appropriate efforts in the community

How Heavy is Our Burden?



Welcome to My Neighborhood



Community Assessment of Neighborhood Stores

Background

- ∞ Advertising for tobacco, tobacco products, e-devices and alcohol products in neighborhood stores are designed to make the products attractive and desirable. When neighborhood stores are located where children and families see them everyday, young people may conclude that tobacco and alcohol use are “normal” in their community and be more inclined to take up the unhealthy and dangerous habit.

Purpose

- ∞ To conduct a grassroots way for community members to assess the neighborhood stores in their communities looking at advertising, marketing and product placement. The results provide education to communities, key community leaders and policy makers.

Method

- ∞ Youth volunteers visited neighborhood stores in their communities. The CANS tool was used to document what was seen and when possible pictures were taken to support their recorded findings

Menthol

- ∞ Menthol masks the harshness of smoke and is promoted as a healthier cigarette
- ∞ Menthol cigarettes are starter products for kids
- ∞ Menthol cigarettes have a greater addiction potential and are harder to quit
- ∞ Menthol is the **only** “flavored” cigarette marketed by the tobacco industry
- ∞ Menthol cigarettes are disproportionately targeted in communities of color and diverse communities
- ∞ Menthol makes the poison go down easier!



Rainier Beach

New Star Mini - Mart

"Here you can buy tobacco and swishers even if you are under age. A lot of people hang out in front of this store and there are a lot of people who are on drugs that hang out in front of this store trying to get some money. This is a bad place in our community because it sells tobacco and alcohol to people without identification."



Central District



Pierce County

“You can buy cigarettes here for a cheaper price and they don’t ask how old you are. I noticed that all the ads are at the height of the average 8yr old. This is shocking to me because all the ads are targeting young children. I think that there should be a law that the cigarette companies should not be able to put their signs at a low height and put smoke shops by high schools”.



Kirkland



Fight the Power of Tobacco Cessation Toolkit

- ✎ Provide participants with sustainable community based approaches to cessation services in diverse communities
- ✎ Participants will be able to assess the level of intervention needed to provide effective cessation services within communities heavily impacted by tobacco use
- ✎ Raise awareness on the connection between tobacco use, secondhand smoke and chronic disease impacting communities of color




STAND!

Speaking Truth and New Direction



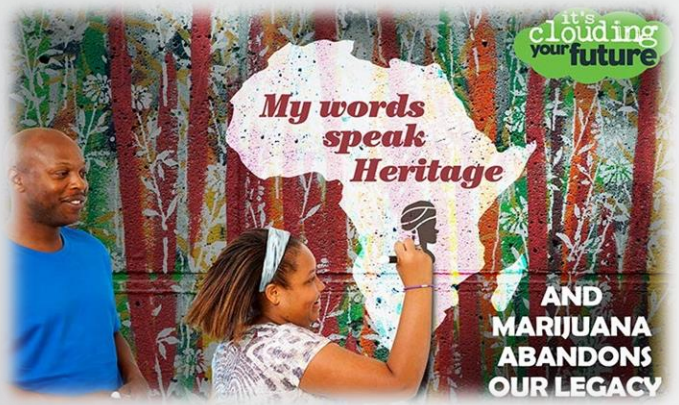
WE AIN'T
BUYIN UGLY MENTHOL T



Beautiful lies. Ugly truth.

[We Ain't Buyin It](#)

It's Clouding Your Future Campaign

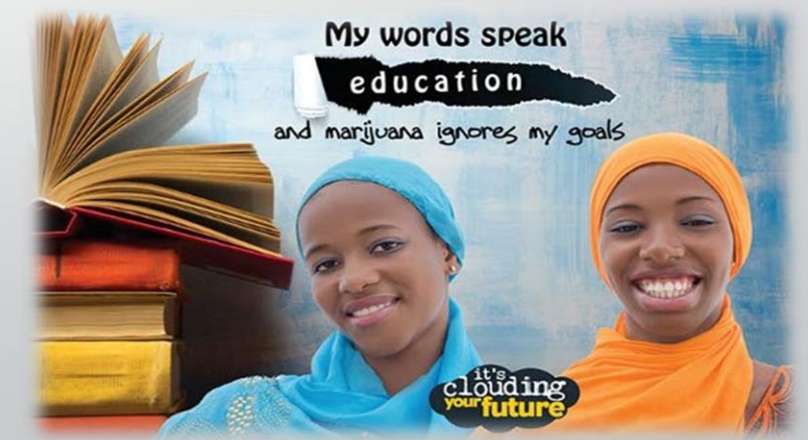
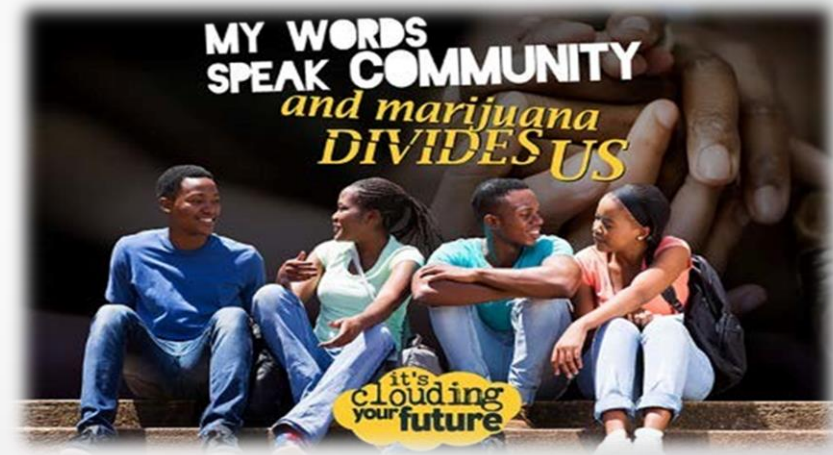


STAND OUT
June 21 at 4:01pm

Because of the way marijuana affects the brain's chemicals, it causes anxiety, paranoia, and depression. It can also weaken motivation and cause a loss of interest.

See for yourself: <http://bit.ly/2sv4yIS>

#ItsCloudingYourFuture #MyWordsSpeak



Behind the Vapor

E-cigarettes do not have any smoke so they are safe”

6th grader

“E-cigarettes are like smoking fruit”

7th grader

“ I had my family bring my e-cigarette to me while I was in the hospital having my daughter”.

Young mom



A blue e-cigarette with a silver tip is shown horizontally, emitting a plume of blue smoke that drifts to the right. The e-cigarette is positioned over a large red prohibition sign (a circle with a diagonal slash) on a black background.

E CIGARETTES

**TOXIC.
ADDICTIVE.
NOT SAFE.**

DON'T BE FOOLED.



Healthy King County Coalition
Working communities to advance health equity

HEALTHYKINGCOUNTY.ORG/DONTBEFOOLED

Impact and Success

- **Toolkit** was Implemented in 3 churches, 2 community based organization, 1 high school, 1 treatment facility and 3 work release facilities.
- **'We Ain't Buying It'** video was shared on YouTube, Instagram, local radio stations and in theaters across the greater Seattle area.
- **Don't Be Fooled** ran on billboards, light rails and buses for 2 months
- **STAND OUT!** youth did over 70 presentations in schools and cultural and community events and conferences across King County.
- **STAND OUT!** Is being replicated in other communities.

Partnerships



Lessons Learned

- “None of us are immune to social forces that promote injustice rather than social justice”
- Significant progress can be established with community collaboration if maintaining positive alliances is a clear value
- Perseverance, faith and an open mind can bring measurable success for promoting community health awareness in underserved communities

Contact Information

Janelle Okorogu

Program Director

206-461-6910 ext. 209

Janelle@cschc.org

