



Turning Data Into Action

National Tobacco Control Conference 2014

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Campaign for Tobacco Free Kids



Lost in Translation

The Researcher Said What?!?!?!?



Community-Based Participatory Research

- **Community-based participatory research (CBPR)** is a partnership approach to **research** that equitably involves, for example, **community** members, organizational representatives, and **researchers** in all aspects of the **research** process and in which all partners contribute expertise and share decision making and ownership.



Community-Based Participatory Research





CBPR Is About:

1. Building sustainable and equitable partnerships
2. Recognizing and embracing community
3. Understanding and building upon community strength
4. Building capacity, and fostering leadership among partners
5. Addressing relevant real time issues within a community
6. Creating mutually beneficial results
7. Dissemination and action
8. Institutionalize change, building long-lasting partnerships



Key Principles – Detroit Urban Research Center

- **CBPR promotes collaborative and equitable partnerships in all research phases and involves an empowering and power-sharing process.**
- **CBPR recognizes community as a unit of identity.**
- **CBPR builds on strengths and resources within the community.**
- **CBPR facilitates co-learning and capacity building among all partners**



Key Principles – Detroit Urban Research Center www.detroitURC.org

- **CBPR for health focuses on problems of relevance to the local community using an ecological approach that attends to multiple determinants of health and disease.**
- **CBPR balances research and action for the mutual benefit of all partners.**
- **CBPR disseminates findings and knowledge gained to the broader community and involves all partners in the dissemination process.**
- **CBPR promotes a long-term process and commitment to sustainability.**



Action into Data



CBPR in Action – Operation Storefront

- Raise community awareness of the tobacco and alcohol industries' successful marketing strategies using retail advertising and promotions. Often referred to as point-of purchase advertising, or POP, this type of advertising includes outdoor banners, window signs, counter, floor and ceiling displays, posters, decals, clocks, calendars and much more. Merchandise promotions are a growing industry.



Operation Storefront:

- Building Partnerships
 - Law Enforcement
 - Local, county, state health departments and officials
 - Community Based Groups
 - Youth Serving Groups
 - Schools/Principals
 - Local elected officials
- Building Capacity
- Addressing relevant real time issues affecting the community
- Reviewing results, dissemination of finding and taking action
- Institutionalize change



Engage New Partners



Identify Current Aims

- Cigarettes
- Smokeless Tobacco
- Cigars or Cigarillos
- Beer, Wine, Alco-Pops...

Opportunities to engage new partners?

Operation Storefront – Survey Form

Town: _____ County: _____ (attach photos to this form)

Please check type of store: Small Market Gas Station Chain Convenience
 Chain Supermarket Pharmacy Other _____

Can you see advertising from your: School Park Playground Other _____

PRODUCTS	HOW MANY? (Please write the number in space below)
Cigarettes	
Ads on door and window	
Ads inside of store	
Ads outside of store (telephone pole, lawn sign, etc)	
Products next to candy	
Products, promotion or POP 3 feet high or less	
Power wall (products grouped together, usually in grid, that is high and/or wide)	Circle: YES or NO
Lighted displays	Circle: YES or NO
Smokeless Tobacco	
Chew, snuff, dip, Snus, Orbs, Sticks or Strips	
Ads on door and window	
Ads inside of store	
Ads outside of store (telephone pole, lawn sign, etc)	
Products next to candy	
Products, promotion or POP 3 feet high or less	
Cigars or Cigarillos	
Ads on door and window	
Ads inside of store	
Ads outside of store (telephone pole, lawn sign, etc)	
Products next to candy	
Products, promotion or POP 3 feet high or less	
Flavored products sold	Circle: YES or NO
Three most advertised brands of cigarettes in the store	
Beer, Wine, Alco-pops & Caffeinated Malt Beverages	
Alco-pops include products like Mike's Hard Lemonade, Bacardi Silver, Twisted Tea or Smirnoff Ice	Caffeinated malt beverages include products like Joose, Four Loko and Rockstar 21
Ads on door and window	
Ads inside of store	
Ads outside of store (telephone pole, lawn sign, etc)	
Products, promotion or POP 3 feet high or less	
Cooler ads (on cooler doors)	
Floor displays and/or standing posters	
Free item with purchase	
Alco-pops next to or mixed with non-alcoholic beverages	Circle: YES or NO



Data Into Action



Opportunities for Youth Engagement



Engaging Young People In Action

Kick Butts Day March 18, 2015

KBD is a national day of activism when teachers, youth leaders, public health advocates, and other community leaders organize events designed to get youth to stand out, speak up and seize control against Big Tobacco.

The screenshot shows the website interface for Kick Butts Day. At the top, there is a navigation bar with links for "REGISTER YOUR EVENT", "WELCOME GUSTAVO TORREZ / LOGOUT", and a search bar. Below this is a banner for "20 YEARS OF KICKING BUTTS KICK BUTTS DAY" with the slogan "STAND OUT · SPEAK UP · SEIZE CONTROL". A navigation menu includes "Get Started", "Search Activities", "For Youth Advocates", "Tobacco 101", and "About Kick Butts Day".

The main content area is titled "Activities" and features a "FEATURED ACTIVITIES" section with three images and captions:

- Walking Tobacco Audit**: Three young women holding a large poster with "KU" and "CAMPAIGN FOR TOBACCO-FREE KIDS" logos.
- Not a Replacement**: A young woman holding a sign that says "I AM A SWAT YOUTH!".
- Soap Box**: A young woman speaking into a red megaphone at an outdoor event.

Below the featured activities is a section titled "FIND KICK BUTTS DAY ACTIVITIES BASED ON" with a filter menu:

- Age Range**: A dropdown menu is set to "Everyone".
- Budget**: A dropdown menu is set to "Everyone".
- Time**: A dropdown menu is set to "Elementary School".
- Print Options**: A dropdown menu is set to "Middle School".

On the right side of the page, there is a vertical sidebar with the text "QUESTIONS? NEED HELP?" and a list of dots.



Voices Youth Leadership Institute

- Goal: Engage youth to implement community wide strategies that inform and galvanize support for healthy vending and increased PE time in schools in the southcoast region that can be replicated across the commonwealth



Voices Youth Leadership Institute

- The Voices Youth Leadership Training Institute will look to recruit youth advocates to be apart of a three (3) part leadership program. The Program will train youth in;
- Advocacy 101
- Survey development, implementation, and review
- Presentation Development & Public Speaking



Thank You

Campaign for Tobacco Free Kids

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