



Mano a Mano Family Center Tobacco Prevention Readiness Report

Marion County, Oregon
Tobacco/ vaping Prevention Program
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Marion County
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This Community Readiness Assessment was conducted in collaboration between Marion County Health Promotion & Prevention and Mano a Mano Family Center in Salem, Stayton, Sublimity, Silverton and Woodburn, Oregon. This report was generated by Mano a Mano Family Center staff, Maira Ellefson, Jovany Romero y Alan Cruz, with Marion County Health Promotion & Prevention Services staff Kayla Peterson and Conor Foley. It was reviewed and edited by Mano a Mano staff.

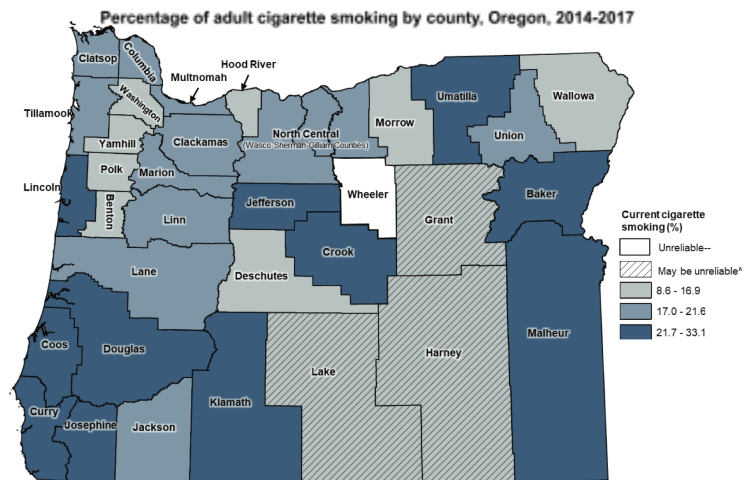
"I don't consider myself an ignorant person, but I can tell you that I am ignorant on this subject. But again, the problem is how do we try to solve it. Where can I go? Who can help me? Who can direct me to these services that they're offering? Where are they? Where's the number? What's the person's name? How to access the services I think is the big challenge."

~ Key Community Stakeholder Response

Introduction

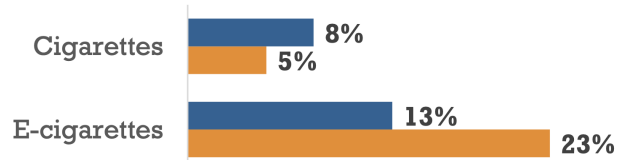
Throughout Oregon, tobacco and vape use is widely accepted as a recreational activity for adults and opportunities to smoke are widely available in almost every community. The tobacco industry has spent thousands of dollars advertising tobacco products and now most stores have some sort of publication on this substance. Meaning that most youth that go to the stores see some sort of advertisement on tobacco or vapes. Most addictions to tobacco start in adolescence. Studies show that the younger someone is when they start smoking, the harder it is for them to quit. Products with flavors such as electronic cigarettes, are more popular among youth and young adults compared to older adults. More than half of Oregon youth tobacco users use flavored Tobacco compared to 26% of adult tobacco users. Flavors appear to be a key component for youth to start using tobacco (Oregon Tobacco Facts, 2020, Section 5). In Oregon the cost to get medical help just for the use of tobacco is 2.9 billion dollars a year, let alone the number of people that have died due to the use of tobacco which is nearly over 8,000 people a year (Oregon Tobacco Facts, 2020, Section 1)

Marion County is one of the most ethnically diverse counties in Oregon, with one of the largest Latino/a/x populations in the state. An estimated 28.2% (97,880) of all Marion County residents identify as Latino/Hispanic and 20.4% speak Spanish at home (ACS, 2021). Recent studies have indicated that Tobacco products are often marketed to appeal to kids. They often have candy-like packaging, and come in sweet flavors and are advertised or placed in areas where youth are likely to see them (Oregon Tobacco Facts, 2020, Table 7.3) Three of four youth reported seeing tobacco product adds at a store within the last month, and almost half visited a convenience store in the past week (Oregon Tobacco Facts, 2020, Table 7.4). Among stores that sell tobacco products in Oregon nearly one in five display toys, candy or gum within 12 inches of tobacco products products (Oregon Tobacco Facts, 2020, Table 7.2) More than one in five place advertisements for tobacco products within three feet of the floor (Oregon Tobacco Facts, 2020, Table 7.2) Over nine in 10 stores sell flavored tobacco (Oregon Tobacco Facts, 2020, Table 7.2), which makes them appealing to young people (Oregon Tobacco Facts, 2020, Table 4). Most youth who use tobacco get tobacco from friends, family members or from their home (Oregon Tobacco Facts, 2020, Table 7.5), whereas over half of adults purchase their cigarettes at convenience stores or gas stations (Oregon Tobacco Facts, 2020, Table 7.6).



<https://sharedsystems.dhsosha.state.or.us/DHSForms/Served/le9139.pdf>

Youth tobacco use, 11th grade, 2017 and 2019



Source: Oregon Healthy Teens, 2017 and 2019

Project Overview

The Marion County Tobacco Prevention Program and Mano a Mano conducted a Community Readiness Assessment (CRA) between April – June 2023 to have a better understanding of how big of a concern the knowledge of tobacco use is in Latino/a/x and Spanish speaking communities in Marion County. The evidence-based Community Readiness Model – developed by the Tri-Ethnic Center for Prevention Research at Colorado State University – was used to conduct the assessment because it integrates a community’s culture, resources, and level of readiness to address the issue more effectively. This model allows community members to identify issues and how to strategize in their own way, with its final goal to increase community knowledge on prevention and intercession. It is also measurable and multi-dimensional, allowing Marion County and the Latino/a/x and Spanish speaking community to develop strategies and interventions aimed at decreasing the pervasiveness of tobacco and vape use in our youth community.

The CRA included eight interviews with key community stakeholders and three Cafecitos (culturally appropriate focus groups) – totaling 47 participants mixed youth/kids/adults– in Spanish to understand the knowledge the community has about the use of tobacco and vapes and how it affects the Latino/a/x and Spanish speaking community who work and/or reside in Marion County. Salem, Stayton/Sublimity/Silverton and Woodburn, were identified as the focal areas of interest due to a lack of information on tobacco and vape use in these areas and a larger population of people in these areas identified as Latino/a/x or Hispanic compared to other areas of Marion County. Key stakeholder interviews were conducted between April-June 2023 and represent perspectives from various segments of the Latino/a/x and Spanish speaking community. This includes Latino/a/x leaders who identify as a representative of the following: parents, business owners, faith-based community, schools & universities, law enforcement, health & medical professionals, local government officials, social services, and farmworkers. Once the key stakeholder interviews were concluded, a team of scorers from Marion County Tobacco Prevention Program and Mano a Mano scored the interviews individually, then met to agree upon a consensus score together (p. 6). Three Cafecitos were then held in Spanish between April – June 2023 (in Salem, Woodburn, Stayton, Sublimity and Silverton) to understand the perspective of Latino/a/x and Spanish speaking general public.

The purpose of this assessment is to understand the Marion County Latino/a/x and Spanish speaking communities’ level of readiness for community change. In the interviews, the stages of readiness were scored based on six different dimensions of readiness (p. 7). They will inform strategic planning strategies for more effective long-term change. As the Tri-Ethnic Community Readiness Model states, “matching an intervention to a community’s level of readiness is absolutely essential for success.” Through the use of this tool, the community will be able to identify challenging interventions for community change broken down into a series of manageable steps.

Dimensions of Readiness

The six dimensions of readiness below are categories for strategic planning and community change based on their stage of readiness score they acquire (p. 6).

- A. **Community Efforts:** To what extent are there efforts, programs, and policies that address the issue?
- B. **Community Knowledge of the Efforts:** To what extent do community members know about local efforts and their effectiveness, and are the efforts accessible to all segments of the community?
- C. **Leadership:** To what extent are appointed leaders and influential community members supportive of the issue?
- D. **Community Climate:** What is the prevailing attitude of the community toward the issue? Is it one of helplessness or one of responsibility and empowerment?
- E. **Community Knowledge about the Issue:** To what extent do community members know about the causes of the problem, consequences, and how it impacts your community?

Resources Related to the Issue: To what extent are local resources – people, time, money, space, etc. – available to support efforts?

Stages of Community Readiness

1. **No Awareness:** Issue is not generally recognized by the community or leaders as a problem (or it may truly not be an issue).
2. **Denial/Resistance:** At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.
3. **Vague Awareness:** Most feel that there is a local concern, but there is no immediate motivation to do anything about it.
4. **Preplanning:** There is clear recognition that something must be done, and there may even be a group addressing it. However, efforts are not focused or detailed.
5. **Preparation:** Active leaders begin planning in earnest. Community offers modest support of efforts.
6. **Initiation:** Enough information is available to justify efforts. Activities are underway.
7. **Stabilization:** Activities are supported by administrators or community decision makers. Staff are trained and experienced.
8. **Confirmation/Expansion:** Efforts are in place. Community members feel comfortable using services, and they support expansions. Local data is regularly obtained.
9. **High Level of Community Ownership:** Detailed and sophisticated knowledge exists about prevalence, causes, and consequences. Effective evaluation guides new directions. Model is applied to other issues.



Community Readiness Scores

Dimensions of Readiness		Score (Scale 1- 9)	Readiness Level
A	Community Efforts: A few individuals recognize the need to initiate some type of effort, but there is no immediate motivation to do anything.	3.6	Vague Awareness
B	Community Knowledge of Efforts: Community has no knowledge about efforts addressing the prevention of tobacco/vape use.	2.6	Denial / Resistance
C	Leadership: Leadership believes that tobacco/vape use is not a concern in their community.	2.3	Denial / Resistance
D	Community Climate: The prevailing attitude is “There’s nothing we can do,” or “Only ‘those people’ do that,” or “vaping these days is a norm in our community.”	2.5	Denial / Resistance
E	Community Knowledge of Issue: No knowledge about tobacco prevention resources nor any knowledge about e-cigarettes.	3.0	Vague / Resistance
F	Resources Related to the Issue: There are resources available for dealing with the use of tobacco but only in English.	2.6	Denial / Resistance
TOTAL		3	

These scores are averaged by dimension across all key stakeholder interviews. The Community Readiness Manual highlights goals and general strategies appropriate for the stage of readiness scores received to reduce tobacco use in the Latino/a/x and Spanish speaking communities.

2. Denial/Resistance Goal: Raise awareness that the problem or issue exists in this community.

- Continue the one-on-one visits and encourage those you have talked with to assist.
- Approach and engage local educational/behavioral health outreach programs to assist in the effort with flyers, posters, or brochures.
- Begin to point out media articles that describe local statistics and available tobacco use prevention or intervention services.
- Prepare and submit articles on tobacco prevention/ vaping use for newsletters, church bulletins, club newsletters, etc.
- Present information to local related community groups.

3. Vague Awareness Goal: Raise awareness that the community can do something.

- Get on the agendas and present information on tobacco prevention at local community events, schools and to unrelated community groups.
- Post flyers, posters, and billboards.
- Begin to initiate your own community health events (potlucks, potlatches, etc.) and use those opportunities to also present information on tobacco prevention.
- Conduct informal local surveys and interviews with community people by phone or door-to-door about attitudes and perceptions related to tobacco prevention/vape use.
- Publish newspaper editorials and human-interest articles with general information and local implications.

“It is illogical that there are preventions, if at the state level the use of marijuana is legal - what can be done?,”

~ Salem Cafecito participant

Interview Findings

During the interviews, key stakeholder respondents identified various barriers and concerns within the Latino/a/x community that lead to the tobacco/vape use in our youth. Below is a summary of the recurring themes as identified from Latino/a/x leaders who participated as key respondents.

- 1. Personal Behaviors and Cultural Beliefs:** “As a hispanic community there are many myths, it is like a cultural thing and almost a norm the use of tobacco within our community. Therefore, there is not enough education on this issue to prevent the use of tobacco/vape in our community. As a latinx I remembered gatherings and there was a lot of second hand smoking, where everyone would smoke around kids or around others. In our culture I think it’s very common. It’s a norm to smoke and you don’t really say much. You don’t really see much involvement to help someone quit.”
- 2. Language:** A common theme among key respondents is a lack of culturally specific, sensitive, and language appropriate information. This contributes to low knowledge of the problem in the community. Some did know of the resources available, but many believe that the help and resources available are not for those in the Latino/a/x community and this acts as a barrier. All key respondents said that having one or more counselors who spoke Spanish and understand the Latino/a/x community is imperative in having people utilize treatment. They agreed it is important to have Spanish speaker’s crisis centers as well as in-person treatment facilities for tobacco prevention.
- 3. Lack of Awareness:** The eight community leaders interviewed were asked *“In your opinion, using a scale from 1-10, how much of a priority is tobacco/vape use to the local Latinx and Spanish Speaking community with one being not at all and ten being a high priority?”* The averaged priority score of 6.6 out of 10 shows that tobacco prevention is a low priority in the Latino/a/x community. They were then asked, *“In your opinion, using a scale from 1 to 10, how aware is the local Latinx and Spanish Speaking community of these [tobacco/vape prevention] efforts, program activities or policies, with one being not at all and ten being a great deal?”* With an averaged awareness score of 1.3 out of 10, nearly all of them were certain the Latino/a/x community in Marion County was unaware of the programs and efforts to prevent the tobacco/vape use. These findings highlight the need to enhance awareness of current efforts available to prevent tobacco/vape use.
- 4. Lack of Knowledge of Resources:** While there are some free resources available in Spanish, they are not always accessible to Spanish speakers or culturally sensitive. Marion County has a webpage ([Tobacco Prevention & Education Program - Marion County](#)) with tobacco prevention and statistics and resources. There is the Oregon tobacco quit smoking assistance (<https://quitnow.net/>) where those in need can call or live chat with a trained counselor in Spanish. However, all key respondents felt they knew little to nothing about the resources available, and acknowledged that local, Spanish speaking and culturally appropriate treatment provider(s) that Latino/a/x and Spanish speaking individuals can receive in-person services for tobacco/vape use concerns would be beneficial. Key respondents also said those with economic barriers, older adults, and those living in rural areas often do not have access to technology or connection to the internet. It was repeated throughout key respondent interviews that the help available is for substance abuse treatment, and not known among the community that tobacco/vape(E-cigarette) help is also available.

Cafecito Findings

Overall, many of the Latino/a/x and Spanish speaking people who attended the Cafecitos had concerns about close loved ones struggling with the vape(E-cigarette) use in our youth. They had basic awareness of the problem but not any knowledge about the signs and symptoms. Some respondents even recognized that E-cigarettes/vapes are now a trend within our youth community. However, there was a general sense of despair for people showing problematic behaviors, as many were unaware of how to get help and how to break down the stigma and embarrassment associated with seeking help. One respondent even stated that a group of youth highschoolers were invited to the Cafecito and decided not to attend because they were embarrassed at their level of E-cigarette use. This indicates that a disconnect in understanding exists between when responsible smokers become a problem, and cultural beliefs and stigma for early intervention are a barrier to tobacco use prevention.

"The community has changed; there is more violence and vandalism, these are problems that comes from the use of marijuana and other substances."

~ Salem Cafecito participant

A majority of Cafecito attendees were unaware of any treatment or resources available to them, especially parents and in Spanish that are culturally sensitive. Some acknowledged that certain resources exist, but they were unaware of how to access it. As one online participant stated, "I say that there is information, but we are not familiar with it, because we don't have the knowledge to search for help on the internet." Others did not think Spanish and culturally sensitive information and resources existed, as one Salem participant confidently stated, "It is illogical that there is prevention, If at the state level the use of marijuana is legal- how can we help our youth? If in every corner in Salem it seems to have a dispensary these days." To combat this, a Spanish and culturally sensitive awareness campaign would benefit the Latino/a/x and Spanish speaking communities of Marion County to raise awareness about the tobacco prevention, symptoms and what it causes in a long term use, that resources exist, and to break the stigma against help seeking attitudes and beliefs. By raising awareness of current services and increasing stages of readiness, this will increase the impact of other prevention and treatment strategies in the future. Nearly all Cafecito respondents believe a local, Latino/a/x treatment provider would benefit the community as well.

Many Cafecito participants suggested strategies to prevent the use of tobacco/vape(E-cigarette):

- Raising awareness through TV, radio and visiting schools
- Creation or enhancement of community and culture centers with healthy, de-stressing activities for youth and kids at no cost
- Sponsoring sport teams or leagues (soccer, karate, meditation centers) with prevention messaging
- Information at Cafecitos and small meetings with childcare
- Teaching kids and teens about the vape use these days
- Promotion of family unity in the home

Long Term Goal

Our organization will help increase knowledge of the problem and of efforts to address it, distributed through printed materials, social media and in-person community activities. Mano a Mano will also host regular sessions of evidence-based programming, such as the Strengthening Families parenting curriculum, to help educate parents and teens about the use of e-cigarettes in schools and all around the community. Our organization will also seek to expand culturally appropriate peer-led community support to encourage and support those dealing with the use of e-cigarettes.

Mano a Mano will be focusing on **Community Knowledge of Efforts** since as per the three focus groups "cafecitos" the community has no knowledge about efforts addressing the prevention of tobacco/vape use in our community or schools.

Another dimension that Mano a Mano will be focusing on will be **Community Climate**. Within our community the climate is "there is nothing we can do", or "only those people do that, or "vaping these days is a norm within our community".

Lastly, our target will be **Resources Related to the Issue**. Based on our community they know there are resources available but only in English. Mano a Mano will be in touch with the Marion County team to receive these resources in Spanish such as fliers, education, or any other resources the county could provide to the community.

Strategic Objectives

Mano a Mano will support efforts to help improve community readiness to address the use of e-cigarettes in schools and all around the community.

Appendix B: Interview and Focus Group Findings

	Community strengths & opportunities	Community barriers & concerns	Identified strategy:
Interview 1	<ul style="list-style-type: none"> ● Community is not open to receive good or bad comments ● Haven't seen the E-cigarettes 	<ul style="list-style-type: none"> ● Education ● Fliers in Spanish 	Holding workshops in schools about vape use more than leaving everything to the parents
Interview 2	<ul style="list-style-type: none"> ● Tobacco problem use should be treated like any other health concern ● Education 	<ul style="list-style-type: none"> ● Language ● Not enough involvement from our community about this issue 	Schools should focus strictly more into this topic
Interview 3	<ul style="list-style-type: none"> ● People's faith ● Community willing to work together 	<ul style="list-style-type: none"> ● The city just relocates people but there isn't that much help ● No knowledge of accessing programs available in Spanish 	Education of harms of tobacco products of concern in our youth community, specially the vape use now these days.
Interview 4	<ul style="list-style-type: none"> ● Education about de tobacco use in highschool health classes 	<ul style="list-style-type: none"> ● Not enough education on this topic ● need of focus groups to talk 	Promoting tobacco Quitline in multiple languages

	<ul style="list-style-type: none"> • There are policies 	about the e-cigarettes	
Interview 5	<ul style="list-style-type: none"> • New tobacco 101 class in highschool • Help from bridgeway 	<ul style="list-style-type: none"> • There isn't enough involvement • Need of education in schools about the topic 	Promoting SmokefreeTXT for teens
Interview 6	<ul style="list-style-type: none"> • There is some information • Leadership willing to help 	<ul style="list-style-type: none"> • It's a norm in our community • Very hard to access the resources 	Having Spanish Speaking mentors for youth as well as information in spanish
Interview 7	<ul style="list-style-type: none"> • Community is close and willing to receive help • Parents trust the school education and system 	<ul style="list-style-type: none"> • Not familiar with programs that work to address the issue • Not enough information about the vapes 	Providing workshops for healthy ways of managing stress for teens and parents at a school facility
Interview 8	<ul style="list-style-type: none"> • Parents are willing to get involved • The community is supportive about the topic 	<ul style="list-style-type: none"> • Minors some how can easily access to e-cigarettes • Schools don't teach about the topic 	Promoting local smoking cessation classes at hospitals, clinics, Elementary, Middle Schools and High Schools.

Citations

Oregon Tobacco Facts (2020) Oregon Health Authority, Oregon.

<https://sharesystems.dhsoha.state.or.us/DHSForms/Served/le9139>

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