

Tobacco Industry Sponsorship in a Difficult Economy

Why Communities Should Resist the Temptation to Accept Sponsorship

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A Large Country of Hispanics

- U.S. Hispanics are the 3rd largest Spanish-speaking population in the world
- At 41.3 million, U.S. Hispanics represent 14% of the total population

Top 5 Spanish-Speaking Populations

<u>Country</u>	<u>Population</u> (Spanish- Speaking)
 Mexico	106,202,903
 Colombia	42,954,279
 United States	41,300,000
 Spain	40,341,462
 Argentina	39,537,943

Source: ACENTO

Employment and Insurance in the Hispanic Community

- In September 2009, the unemployment rate for Latino adults was 12.7 percent.
(Source: Bureau of Labor Statistics, Economic News Release, October 2, 2009)
- Due to job loss and lack of health insurance, a recent survey showed that Latino parents are making their healthcare a lower priority overall, ranking their own healthcare fourth on a list of top priorities. (HispanicBusiness.com, retrieved May 18, 2009)
- Poverty: Household income is less than \$49k annually
- Housing: 69% of Latinos rent their home.



Hispanic Purchasing Power

- The U.S. Hispanic purchasing power surged to nearly \$870 billion in 2008 and is projected to reach as much as \$1.3 trillion by 2015.
- What implications does this have?
 - Increased targeting by the tobacco industry so they can get their market share



Industry Sponsorship & Target Marketing

**Tobacco Industry efforts: “to become a fabric of the Hispanic community”
(Evidence from the industry documents)**

- “...With an expected Hispanic population growth of 37% over the next ten years, it is important that B&H continue to advertise to this audience and maintain its popularity. ... the challenge is to develop Hispanic advertising that is consistent with the mainline campaign, yet, at the same time, presents the message in the most compelling and relevant manner [to Hispanics]...”



Industry Sponsorship & Target Marketing

- ✓ In 2008, the Altria Group and Kraft, were lead sponsors of the U.S. Hispanic Chamber of Commerce Legislative Conference. (HispanicBusiness.com, Retrieved Feb. 29, 2008)
- ✓ In the USA alone over \$10 billion is spent a year on marketing cigarettes. (The Tobacco Atlas, World Health Organization)
- ✓ In an economic downturn, products seen as giving comfort in the midst of stress tend to sell very well. Tobacco is no exception. (The Third Edition of The Tobacco Atlas, World Health Organization)

Grassroots Approach to Counter the Tobacco Industry

- The *Dinero Sabio Toolkit* can assist tobacco control advocates and Latino communities to counter the tobacco industry.
- The Toolkit includes:
 - An overview of H/L cultural values that will help community advocates design and pitch more relevant, effective campaigns for policy adoption;
 - A brief summary of talking points
 - The theory underlying the campaign about how community norms can be influenced and changed

The toolkit can be obtained through the Tobacco Education Clearinghouse of California (TECC). Visit www.TobaccoFreeCatalog.org

Grassroots Approach to Counter the Tobacco Industry

The Toolkit also includes:

- A review of steps that advocates can take to design and implement their own campaigns through building bridges and strategic alliances and;
- The spectrum of policy adoption, including both large and small victories,

A Campaign to Inoculate the Latino Community Against Accepting Tobacco Industry (TI) Funding

- Targeted Latino cultural event organizers and Hispanic Chambers of Commerce in California (CHHCs)
- A large annual Cinco de Mayo event in San Diego passed a smoke-free tobacco and no TI sponsorship policy.
- Six CHHCs adopted no tobacco industry sponsorship policies.

Source: Portugal C., Boley-Cruz T., Espinoza L., Romero M., Baezconde-Garbanati, L. Countering Tobacco Industry Sponsorship of Hispanic/Latino Organizations Through Policy Adoption: A Case Study. *Health Promotion Practice*, Vol. 5, No. 3, 143S-156S, July 2004.

Where do we go from here?



Next Steps?

- Continue to work with our community leaders on this issue—educate and inform them.
 - Assess your community’s political environment and local problems
 - Establish a goal—strategize and plan
 - Recruit community members, identify core supporters and allies
 - Implement your campaign—have data and talking points readily available for your campaign supporters
 - Ask for policy change!
 - Evaluate your outcome and campaign activities

Closing Remarks

- We need to revitalize our social and political will
- Identify the advocates in our communities
- Experience a resurgence of our social learning (how do Latino cultural values play a role?)
- We are at a time of an intellectual and social transformation
- We need a new vision for health justice in the U.S.

Mahatma Gandhi: "Be the change you want to see in the world"

Closing Remarks

Visit us at: www.latinotobaccocontrol.org/

- National Latino Tobacco Control Network conducts the following:
 - Advocates for the Latino community at a national level through technical assistance, trainings and presentations.
 - Refers people to valuable resources such as the the *Dinero Sabio Toolkit*.
 - Conducts ongoing surveillance and research on the latest trends of industry sponsorship in Hispanic communities.



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