

Using Technology and Collaborative Partners for a 2010 Needs Assessment in Tobacco Control

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Lehigh Valley Health Network, Allentown, Pennsylvania

Northeast Health District - 10 counties

- 5 urban and 5 rural counties
- Largest diverse population is Latino
 - 30% of residents in two most populated areas
- Largest city, Allentown, 60% of school-age children live below federal poverty level



Partnership for a Tobacco Free Northeast PA at Lehigh Valley Health Network is funded by a grant from the PA Department of Health Tobacco Prevention and Control Program. Our Mission is to improve the quality of life in our communities by reducing tobacco use serving the counties of Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Susquehanna, Wayne and Wyoming.

Purpose

- Needs assessments in FY08 and FY09 focused on program standardization, implementation, and continuity
- Program Challenges for FY 2010
 - Define program gaps in each area of work (prevention, cessation, disparate populations)
 - Identify strategies for specific populations (pregnant smokers, young adults)
 - Training and education of existing and new staff

Focus

- Examine current programming and prevention and cessation monitoring evaluation data
- Training and education of healthcare providers in chronic disease integration and patient referral to tobacco services
- Determine future strategy and program direction

FY 2010 Priorities

- Young adults not in college
- Low-income pregnant girls and women
- Latino/Latina youth and adults
- LGBT teens and adults
- Tobacco free policies – parks and recreation
- Alignment with chronic disease programs
- Over sampling FY 2009 BRFSS in Northeast District: Urban vs. Rural

Primary Data

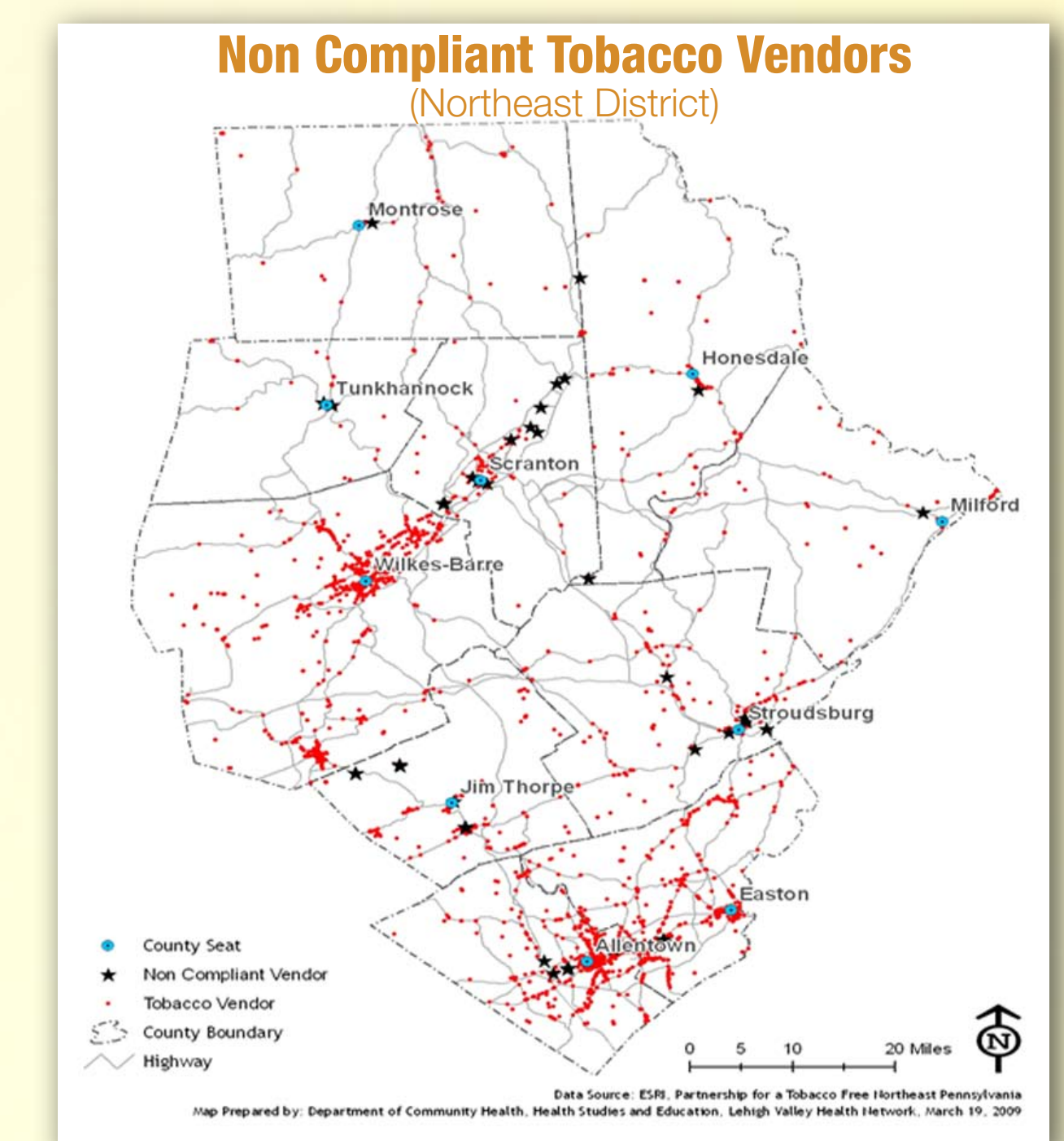
- Ongoing staff strategy discussions Re: Data Collection and Analysis
- College Tobacco Free Campus Survey
 - Results: all 23 colleges have total bans inside and some outside
 - Strategy: train wellness staff on campus to provide cessation
- Hospital Tobacco Free Campus Survey:
 - Results: all but 4 of the 18 hospitals have tobacco free campuses
- Young adult conference findings
 - Results: social marketing instead of mass media

Secondary Data

- Pregnant smokers: 2 epidemiologists examined 2 different datasets
 - Results: Pregnant smokers primarily quit in first trimester, those who continue into last trimester have multiple life issues and account for 3,000 people in a 1.5 million population area
 - Strategy: intervene with young adults prior to pregnancy through social marketing

Collaboration

- Lehigh Valley Health Network, Community Health Department:
 - GIS mapping tobacco merchant enforcement
 - Pregnancy smoking data for PA and NE District areas
- Northeast Regional Cancer Institute
 - AHEC Trainer Evaluations
 - Cancer Risk Factor Study
 - 18-29 adults, women and pregnancy
- East Central AHEC:
 - Hospital Tobacco Free Campus Survey
- Media Evaluation
 - Klunk & Millan Advertising
 - Strategy: community-based triple A local sports sponsorships in 3 urban areas (cost effective and family focused)
- PA Diversity Network:
 - LGBT Outreach Results



Summary

- Needs Assessments need to be ongoing and part of evaluation strategy
- Invite collaborative partners to participate: You don't have to be an expert in everything!
- Examine program viability
 - Eliminate programs no longer needed
 - Cost analysis
- Utilize nontraditional tools: conference findings
- Sustainability