

Engaging priority populations in tobacco control advocacy and policy: The LAAMPP experience

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Disclosure Statement

The authors have no conflicts to disclose

Background

- ▶ **Progress in tobacco control efforts:**
 - Minnesota adult smoking rate 16% **BUT...**
- ▶ Priority populations have not been included in this success
 - Rates are higher
- ▶ Tobacco industry targets priority populations

Leadership and Advocacy to Advance Minnesota's Parity for Priority Populations

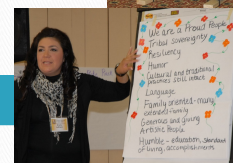


LAAMPP Theory of Change

- ▶ Build the capacity of five priority population groups by providing opportunities to learn together, build cross cultural relationships by
 - Building leadership
 - Knowledge & Skills
 - Developing networks within their community, cross culturally, and with the broader tobacco control movement

LAAMPP III Institute Components

- ▶ 18 months (September 2012–March 2014)
- ▶ 18 days of trainings
- ▶ Group projects by each cohort



LAAMPP Core Competencies



Five LAAMPP III Cohorts (23 Fellows)

- ▶ AAA: African–African American (n=6)
- ▶ AI: American Indian (n=3)
- ▶ AAPI: Asian American Pacific Islander (n=5)
- ▶ Latino (n=6)
- ▶ LGBTQ: (n=3)

Evaluation Questions & Design

LAAMPP III Evaluation Questions

1. To what extent did LAAMPP III **confirm the Theory of Change** by developing the necessary skill & capacity among Fellows?
2. To what extent did LAAMPP III Fellows **develop social relationships & networks** within their own and across priority populations, and in the broader (mainstream) tobacco control movement to undertake tobacco control work?
3. To what extent did LAAMPP III Fellows **impact systems & community level change**?

Mixed Methods Evaluation Design

- ▶ Key Informant Interviews
 - Fellows (23 pre & 22 post)
 - Community Contacts (22 post)
 - Projects Contacts (17 post)
- ▶ Skills assessments questionnaires
 - (23 pre & 23 post)
- ▶ Social Network Analysis
 - (23 pre, 22 post)
- ▶ Lessons Learned Reflection Session
- ▶ Participant observations: trainings & events
- ▶ Case studies of 5 Fellows' projects

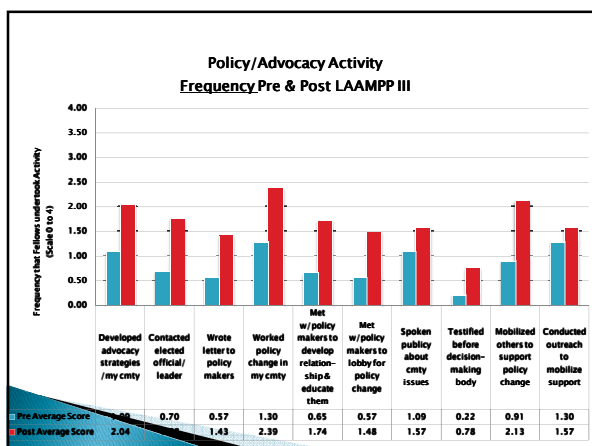
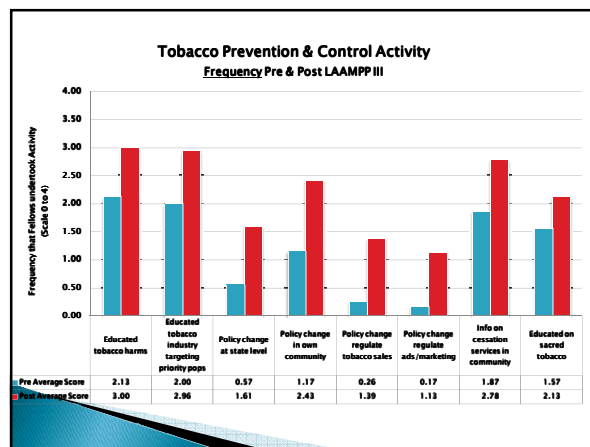
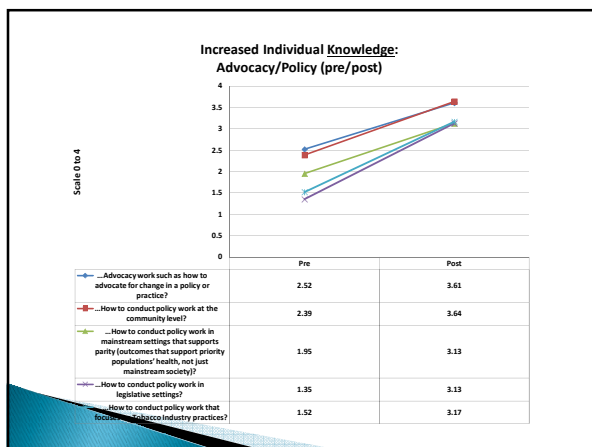
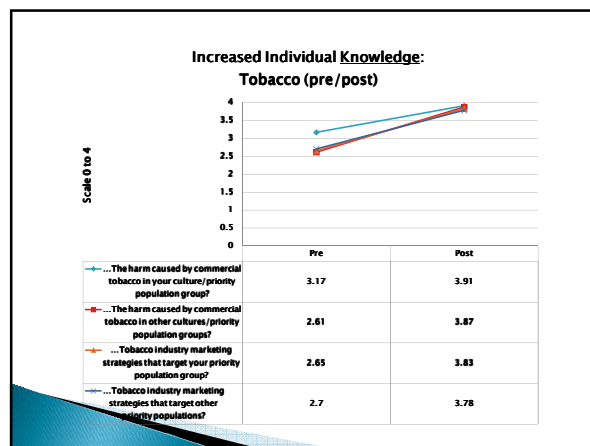
Analysis

- ▶ Qualitative analysis of themes & key elements
 - *Atlas ti qualitative software*
- ▶ Quantitative analysis of Fellows' assessments, using a scale of 0 to 4, and averaging across Fellows
- ▶ Social Network Analysis
 - Personal network analysis approach
 - *EgoNet software*
 - Aggregated across Fellows
- ▶ Triangulation of data across methods & evaluation questions

Core Competencies/Capacity Using LAAMPP Skills



- ▶ **Fellows' knowledge & Frequency of Implementing Skills Increased:**
 - Commercial tobacco control
 - Advocacy & policy
 - Cultural & Community Competency
 - Collaboration
 - Facilitation



▶ Fellows developed, expanded and strengthened their tobacco control networks

- ▶ Within their own priority population
- ▶ Across other priority populations
- ▶ In the broader tobacco control movement

Social Network Analysis: Fellows' Personal Networks

SNA methodology:

- Pre/post interview with each Fellow to collect data to analyze each Fellows' personal networks in tobacco control
- Fellows individual network data aggregated for full LAAMPP III Institute
- Use EgoNet Software

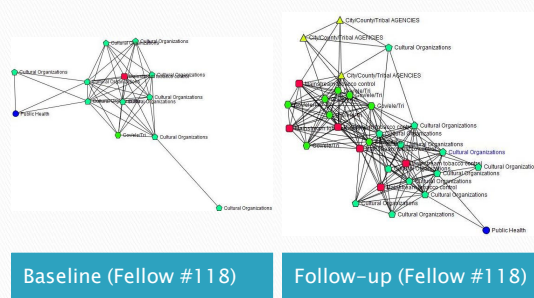
Highlights of SNA Findings

- ▶ Alter **Average Degree** Increased (ADI) was lower than **Average Size** Increase (ASI)
- ▶ Average **Density** decreased
- ▶ Average **Closeness** decreased
- ▶ Average **Betweenness** increased
- ▶ Average **number of cliques** increased
- ▶ Average **Diversity** of sectors increased
- ▶ Average **composition of influential** tobacco control contacts in networks increased

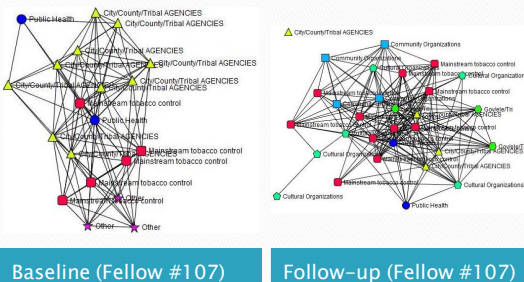
What these measures tell us about Fellows' Tobacco Control Networks:

- ▶ **Larger** (more tobacco control people in them)
- ▶ **More dispersed** (not all know each other)
- ▶ **More extensive** (people outside their circle)
- ▶ Include **more 'influentials'**/brokers
- ▶ Less concentrated in fewer professional circles/**more diversity** of sectors
- ▶ Include **more individuals perceived to be influential** in tobacco control

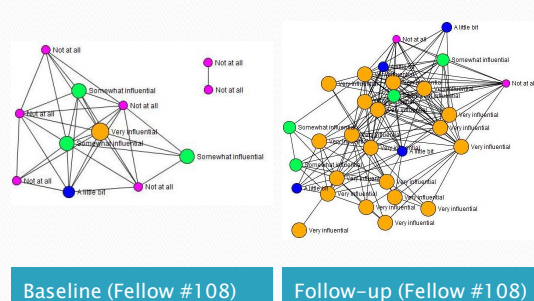
Fellows' tobacco control networks are more diverse & less concentrated in few professional circles (example #1)



Fellows' tobacco control networks are more diverse & less concentrated in few professional circles (example #2)



Fellows' networks contain more individuals perceived to be influential in tobacco control



Applying LAAMPP

- ▶ *AAA cohort*: Smoke Free Foster Care ordinance passed in Ramsey County
- ▶ *Latino cohort*: Smoke free housing & smoke free churches
- ▶ *AAPI cohort*: Policy making Hmongtown Market smoke free
- ▶ *AI cohort*: AI “Unfiltered Report” –culturally tailored advocacy tool
- ▶ *LGBTQ cohort*: Duluth Superior Pride Festival smoke free policy



Conclusion

Findings were consistent across evaluation methods:

1. LAAMPP’s **Theory of Change supported Fellows’ capacity and skill development**
2. **Fellows developed larger, more dispersed networks**, including the tobacco control movement and elected officials
3. Fellows **passed policy changes** in the Twin Cities Metro area, as well as Greater Minnesota cities of Duluth, Mankato, and Willmar and are more likely to be seen as leaders by their communities

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Thank you!

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