Leading with Race & Structural Racism to Advance Health Equity in Tobacco

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Disclosures

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truth initiative
INSPIRING TOBACCO-FREE LIVES

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For Tobacco & Cancer Control

SAMHSA
Substance Abuse and Mental Health Services Administration
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- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC’s website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.
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Accreditation:

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UCSF designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

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New Behavioral Health Accreditation

California Association of Marriage and Family Therapists (CAMFT)

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Visit CABHWI.ucsf.edu for more information.
Tips® Campaign Overview

Free 1-800 QUIT NOW cards

✓ Refer your clients to cessation services
Presenter

Jaqueline Doane
Manager of Community Programs

Massachusetts Tobacco Cessation and Prevention Program
Presenter

Lindsay Kephart, MPH
Epidemiologist

Massachusetts Tobacco Cessation and Prevention Program
LEADING WITH RACE & STRUCTURAL RACISM TO ADVANCE HEALTH EQUITY IN TOBACCO
Who We Are
Webinar Outline

- Shared Definitions
- Why Lead with Race?
- Surveillance & Evaluation
- Putting it to Practice
Polling Question
SHARED DEFINITIONS
Diversity, Equality, Equity

• Diversity = Variety

• Equality = Sameness

• Equity = Fairness, Justice
Disparities vs. Inequities

Disparities or Inequalities

• Differences between individuals or population groups

Inequity

• Differences that are unnecessary and *avoidable*, but are also *unfair* and *unjust*
Levels of Racism

MICRO LEVEL

INTERNALIZE

INTERPERSONAL

MACRO LEVEL

INSTITUTIONAL

STRUCTURAL

Adopted from the Applied Research Center
Groundwater Approach

Download the resource here: https://www.racialequityinstitute.com/groundwaterapproach

Credit to Bay Love & Deena Hayes-Greene at the Racial Equity Institute

Artwork by Jojo Karlin
WHY LEAD WITH RACE & STRUCTURAL RACISM?
Why Lead with Race?

• We lead with race explicitly, but not exclusively

• Race is a primary indicator of someone’s health status

• Racial inequities persist in and across systems (education, housing, employment, health care, criminal system, etc.)

• Other forms of identity or status don’t explain inequities alone
Why Lead with Race in Tobacco?
"A total of 1.9M samples will be distributed to targeted smokers in 1983. Sample distribution will be targeted to: housing projects, clubs, community organizations and events where Kool’s black young adult target congregate."

– Kool Market Development Program14
SURVEILLANCE & EVALUATION
Polling Question
Why Lead with Race in Evaluation?

Documented racial inequities shown in:

- MA surveillance data
- National data
- Peer-reviewed literature

These inequities exist across systems.

In an effort to align with the Bureau’s REI & be more intentional and explicit about the role of structural racism in health, the evaluation team has begun to take a racial justice lens in our work.

Without intentional focus on race and racism, we may *unconsciously* uphold the “status quo” and reinforce the systemic policies that lead to racial inequities in health.

**How have we incorporated a racial justice lens in evaluation?**

1. Be explicit – Name it
2. Conduct new analyses & disaggregate data
3. Contextualize data

*(No one correct way!)*
## Be explicit – name it and frame it

<table>
<thead>
<tr>
<th>What is reframing?</th>
<th>Be explicit</th>
</tr>
</thead>
<tbody>
<tr>
<td>The way people receive messages is shaped by underlying concepts that already reside in their minds, called “frames.”</td>
<td>We cannot begin to solve a problem unless we name it.</td>
</tr>
<tr>
<td>If facts do not fit into their frame, or the dominant frame, people may reject the facts.</td>
<td>Avoid using <em>coded language</em>: urban, inner-city, at-risk, disadvantaged.</td>
</tr>
<tr>
<td>To “name and frame racism” to be explicit that structural racism is a root cause of the issue and that people of color are disproportionately impacted by that issue.</td>
<td>• Name the communities &amp; populations</td>
</tr>
<tr>
<td></td>
<td>By naming it, you can begin to concretely identify and address the mechanisms of structural racism &amp; discrimination.</td>
</tr>
<tr>
<td></td>
<td>• Often times institutional/structural racism does not seem overtly racially-biased</td>
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</table>
Conduct new analyses - expansion of data analyses

1. Lead with race **explicitly, but not exclusively**
   • Disaggregate data & surveillance systems by race and ethnicity.

2. Look at multiple years of data – conduct trend analyses

3. Intersectionality – explore relationships between race & other populations or determinants in your data

4. Review the literature – peer-reviewed publications, case studies, etc.
   • To help identify and name inequities
   • Additional data
   • To help explain and contextualize inequities

5. Explore other data collection methods: qualitative methods – key informant interviews, focus groups, panel surveys, use of national data, etc.

6. Involve program staff & community members
   • Program staff can bring content area expertise
   • Community members can identify issues important to them

7. Ask “Why” – don’t just do things because they’ve always been done – identify the “why”

*Data doesn’t always tell the full story.*

Remember: Value the lived experiences and words of people of color – especially in the face of missing data
Institutional and Global Systems-Level Drivers

- Schools
- Businesses
- Housing

Social, Environmental, and Economic Conditions

- Built Environment
- Housing
- Financial and work environment
- Social Environment
- Access to Health Care

Stressors

- Stigma
- Discrimination

Tobacco-Related Risk Behaviors and Environmental Exposures

- Smoking and Tobacco Use
- Quitting Behavior
- Secondhand Smoke

Co-occurring Health Risk Behaviors

- Alcohol & Substance Use
- Nutrition
- Physical Activity

Structural Racism

Systemic discrimination based on gender, class, sexual orientation, disability, etc.

Contextualize data

Use tools! Tracing inequities in health outcomes and risk behaviors upstream can give us a more comprehensive understanding of why we see the data that we see.
Sixty-one percent of cigarette smokers in Massachusetts made a quit attempt in the past year and sixty-six percent of adults who ever smoked have now quit smoking based on data from the Massachusetts Behavioral Risk Factor Surveillance System (2015 MA BRFSS).

- 63.1% of males and 68.5% of females who ever smoked have now quit;
- 51.1% of blacks and 58.7% of Hispanics who smoked in the past have successfully quit (Figure 1). These rates are significantly lower than the quitting rate for whites (67.9%).

**Old Frame**

- Only presents numbers
- Does **NOT** provide context on why successful quitting is different by race
  - Could promote that inequities in quitting are because of individual behavior (it’s their fault)

**New Frame**

- Contextualization!
- Provides information on how social, environmental, and economic structures shape individual behavior
- Explicit about racism

**Figure 10. Factors Leading to Racial Inequities in Quitting Success**

- **Racism**
  - Increased stress
  - Discrimination
  - Distrust in health care

- **Health Care**
  - Less likely to have a regular source of care
  - Less likely to receive quitting advice
  - Less likely to be prescribed and receive evidence-based treatments
  - Decreased enrollment in clinical trials
  - Lower quality of care received

- **Built Environment**
  - Increased housing density and exposure to other tobacco users and secondhand smoke
  - Increased neighborhood tobacco retail density and exposure to tobacco and advertising

- **Education-Income-Employment**
  - Less education completed
  - Job instability
  - Lower income
  - Health insurance plans with limited benefits

- **Social Environment**
  - Less family and social support for quitting
  - More likely to be surrounded by other smokers/tobacco users
Shows clear trend over time that people of color are significantly less likely to quit smoking.

Visual exploration of successful quitting by race and income – requires multiple years of data.
Using a racial justice lens: menthol

(1) Name and frame it

• National data shows both black adults and youth smoke menthol cigarettes at higher rates than any other racial group.
• Tobacco industry has targeted menthol cigarettes to black people and communities.
• Menthol cigarettes are more addictive and harder to quit.
• Mint and menthol were excluded from the 2009 Tobacco Control Act – which banned other flavored cigarettes

Where you live impacts both health behaviors such as physical activity and food choice, and risk behaviors such as alcohol and tobacco use.

Historical policies, such as racial residential segregation has determined where people can live and has led to a systematic divestment of resources away from communities of color.

Neighborhoods within towns are not homogeneous. Geographic granularity can reveal disparities in exposure and access.
Using a racial justice lens: menthol

Research Questions

1) Is there a relationship between the percentage of black residents and the price of menthol cigarettes?

2) Is there a relationship between % black and the percent of retailers selling menthol cigarettes 25 cents or more below minimum price?

Comparison of the price of the **menthol** brand (Newport) to three other non-menthol cigarette brands

Control for other block group characteristics and variables that affect retailer behavior: *Race, Gender, Age, Total Population, Education, Median Income, Retail Density*
Using a racial justice lens: menthol

(3) Disaggregate data by race & provide context

**Results**

Black residents in Boston are impacted by menthol pricing in different ways than whites.

Neighborhoods of color have:

- Lower average price of Newport
- Higher percentage of retailers selling Newport below minimum price

This relationship is NOT seen for other brands of non-menthol cigarettes (e.g. Marlboro, Camel)

**Context**

Menthol cigarettes have historically been targeted towards black youth and adults, who today have higher smoking rates of menthol cigarettes than any other racial group, and the prevalence of retailers selling menthol cigarettes below minimum price in their neighborhoods may further contribute to inequities in smoking rates and smoking-related death and disease. Due to the historic use of lower pricing strategies by the industry, retailers in these communities may be selling menthol cigarettes below minimum price because it has been incentivized to do so by the industry. Although the effect size seen in price is small, pricing of menthol cigarettes is only one dimension of the tobacco retail environment which also includes marketing and advertising of these products. Prior studies in the Boston area have demonstrated that predominately non-white neighborhoods have more menthol marketing and advertising, both on the outdoor storefront and inside the retailer space (Laws et al., 2002; Seidenberg et al., 2010; Pucci et al., 1998). Targeted advertising and lower prices, in conjunction with social norms, perpetuate an environment where menthol cigarette smoking is normalized in black communities.

*Historical targeting, targeted price strategies, more advertisement, greater normalization → greater use*

Menthol flavors were previously excluded from policies that restrict sales of flavored tobacco to adult-only stores (in keeping in accordance with federal law)

MTCP changed its model regulation to include mint and menthol in the definition of flavored tobacco

Next steps:
• Community conversations around menthol
• Continued screenings of Black lives, Black lungs
• Youth-led racial justice projects around menthol
• Communities continue to pass flavored restrictions with menthol
• Continued surveillance & data analysis around menthol products
• Presentations to local organizations & continued use of data
Key Takeaways

- Take an upstream approach – and examine the groundwater. Name it and frame it.
- Look at your data sets in new ways – how can you further disaggregate data?
- Provide context when presenting racial and ethnic inequity data
- Use national data, peer-reviewed research and qualitative data sources when state or local data isn’t available.
- **Work will continuously evolve**

**Programmatic Shift in MTCP**

- Focus on menthol tobacco products
- Commitment to address upstream factors instead of solely individual factors

*Data can help identify racial inequities and guide programmatic change*
PUTTING IT INTO PRACTICE
The 84 Movement is a program of the Massachusetts Department of Public Health’s Tobacco Cessation and Prevention Program (MTCP) developed and managed in partnership with Health Resources in Action.
What is The 84 Movement?

Elevate Youth Voice

Civic Engagement

Leadership Development
Trainings & Statewide Events
Black Lives Black Lungs Conversations

http://www.blacklivesblacklungs.com/
Youth Care about Equity & Justice

- # of youth engaged in program: 23%
- # of mini-grants awarded: 56%
- # of chapter trainings provided: 42%
- # of youth at Kick Butts Day: 50%
• 351 municipalities

• Local authority to make reasonable health regulations

• Local policies regulating flavored tobacco products
WHAT ABOUT VAPING???

*Industry advertisements in this section courtesy are of Trinkets & Trash and Stanford University – Research into the Impact of Tobacco Advertising*
Tobacco Industry

Tobacco Companies Target Blacks With Ads, Donations and Festivals

By Linda Winer

The Washington Post

WASHINGTON—The maker of John Hancock life insurance, a name that has a long history in the insurance industry, is launching a new advertising campaign aimed at attracting young customers.

The campaign includes a series of TV ads featuring popular sports figures such as Shaquille O'Neal and Dwyane Wade, as well as a series of radio commercials that highlight the benefits of investing in the company.

“John Hancock is committed to investing in the future of our customers, and we believe that young people are the key to achieving our long-term growth goals,” said John Hancock CEO John M. Johnson.

In addition to advertising, the company is also donating $1 million to the National Urban League, a civil rights organization.

“We are proud to support organizations that are working to improve the lives of African Americans,” said Johnson.

The company also announced it will be sponsoring a series of festivals and events throughout the country, with a focus on reaching young people.

“By reaching out to young people, we hope to build a strong bond of loyalty with them,” said Johnson.

The campaign will run through the end of the year.

--

e-Cig Industry

JUUL Spins Vaping as ‘Criminal Justice’ Issue for Black Lawmakers

The company has embarked on a massive lobbying campaign designed to reach the Congressional Black Caucus.

The New York Times

Black Leaders Denounce Juul’s $7.5 Million Gift to Medical School

The company has already pledged $7.5 million to a medical school in Washington, D.C.

The donation has raised concerns among some lawmakers, who say it is a form of influence peddling.

“Juul is trying to buy influence with this donation,” said Representative John Lewis.

The company has denied any wrongdoing.

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Smoking Demographics

<table>
<thead>
<tr>
<th>Age Group</th>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>All ages</td>
<td>44.9%</td>
<td>37.1%</td>
</tr>
<tr>
<td>25-34</td>
<td>52.0%</td>
<td>43.0%</td>
</tr>
</tbody>
</table>
Tobacco Industry

e-Cig Industry

MEMORANDUM OF AGREEMENT BETWEEN _______ UNIFIED SCHOOL DISTRICT AND JUUL LABS, INC.

1. Parties

The purpose of this Memorandum of Understanding (MOU) is to establish an understanding between [JUUL Labs, Inc. ("JUUL") and the _______ Unified School District ("USD") and that JUUL is willing to provide grant funds to _______ USD for the purpose of supporting the implementation of a pilot program to educate, prevent, and/or discourage students from using e-cigarettes and marijuana (the "JUUL Program").

The JUUL Program is designed to provide students with information about the harmful effects of e-cigarettes; engage students in learning about how to resist peer pressure; and allow students an introduction to mindfulness as a way to deal with stress, improve focus and reduce emotional reactivity in their lives.

II. Description of Services

JUUL agrees to provide a grant of $XXXXX to the _______ USD to implement the JUUL Program one of two ways:

1. SATURDAY SCHOOL PROGRAM
   a. Provide 0 to 18 sessions of a Saturday School program in lieu of traditional discipline targeted toward students who have broken school rules about 1) possessing e-cigarettes on school grounds or at a school function off school grounds; 2) using e-cigarettes on schools grounds or at a school function; or 3) for other violations of school rules such as truancy, skipping classes or any other violation in which a school administrator determines that it would in...
Tobacco Industry

Our Partnership
Altria has partnered with HSF since 2001. The company funds scholarships and related student support services, providing some of its funds through its employees, via its workplace giving program. Altria has also been a "Plata" sponsor of HSF's Alumni Hall of Fame.

About Altria Group
Altria Group is the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company and John Middleton. Altria also owns Ste. Michelle Wine Estates, Natura, Philip Morris Capital Corporation, and has a continuing economic and voting interest in SABMiller. The company is headquartered in Richmond, Virginia. Altria's tobacco companies provide adult tobacco consumers in the United States with premium products in the cigarettes, smokeless tobacco, machine-made large cigars, and vapor categories. Our companies' stable of strong brands, together with their ability to respond to the many changes in the tobacco industry, have resulted in sustained financial performance and strong returns for investors. Altria is focused on set standards and priorities for its companies, including valuing and respecting employees, working to reduce the harm associated with cigarettes and other tobacco products and partnering locally to improve the quality of life in the communities where we do business.

e-Cig Industry

Vaping essays: E-cigarette sellers offering scholarships
By COLLIN BINKLEY  June 8, 2018
Tobacco Industry  e-Cig Industry
Tobacco Industry

In September, JUUL Labs announced that its new CEO, K.C. Crosthwaite, is leading a broad review of the company’s practices and policies. As part of that process, the company:

- Suspended all broadband, print, and digital product advertising in the U.S.
- Ceased active support of Proposition C in San Francisco
- Is refraining from lobbying the Administration on its draft flavor guidance and will fully support and comply with the final policy when effective

Today, Crosthwaite announced another action resulting from the company’s review — the suspension of the sale of our non-tobacco, non-menthol-based flavors (Kings, Creme, Fruit, and Columbo) in the U.S. pending FDA review.

Given the lack of trust in our industry, we believe the FDA’s PMTA process and its “appropriate for the protection of the public health” standard are the best ways to assess the role these products can play in helping adult smokers move away from combustible cigarettes while also being kept out of the hands of youth.

In making the announcement, Crosthwaite said, “We must reset the vapor category by earning the trust of society and working cooperatively with regulators, policymakers, and stakeholders to combat underage use while providing an alternative to adult smokers.”

e-Cig Industry
Different Product, Same Tactics
Thank You!

Jacqueline Doane: Jacqueline.Doane@state.ma.us

Lindsay Kephart: Lindsay.Kephart@state.ma.us
Q&A

• Submit questions via the chat box
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- Instructions will be emailed after the webinar.
SCLC Recorded Webinar Promotion

SCLC is offering FREE CME/CEUs for our 2017 recorded webinar collection for a total of 13.5 units.

A new collection of accredited recorded webinars from 2018 will be available soon!

Visit SCLC’s website at: https://smokingcessationleadership.ucsf.edu/webinar-promotion for more information.
Save the Date

SCLC’s next live webinar

- November 12, 2019 at 2pm ET
- Quitlines: Reducing Disparities and the Impact of Tobacco on American Indian, Alaska Native, and Asian Populations
- Registration is live on our website at: https://smokingcessationleadership.ucsf.edu/webinars
Contact us for technical assistance

- Visit us online at smokingcessationleadership.ucsf.edu
- Call us toll-free at 877-509-3786
- Please complete the post-webinar survey