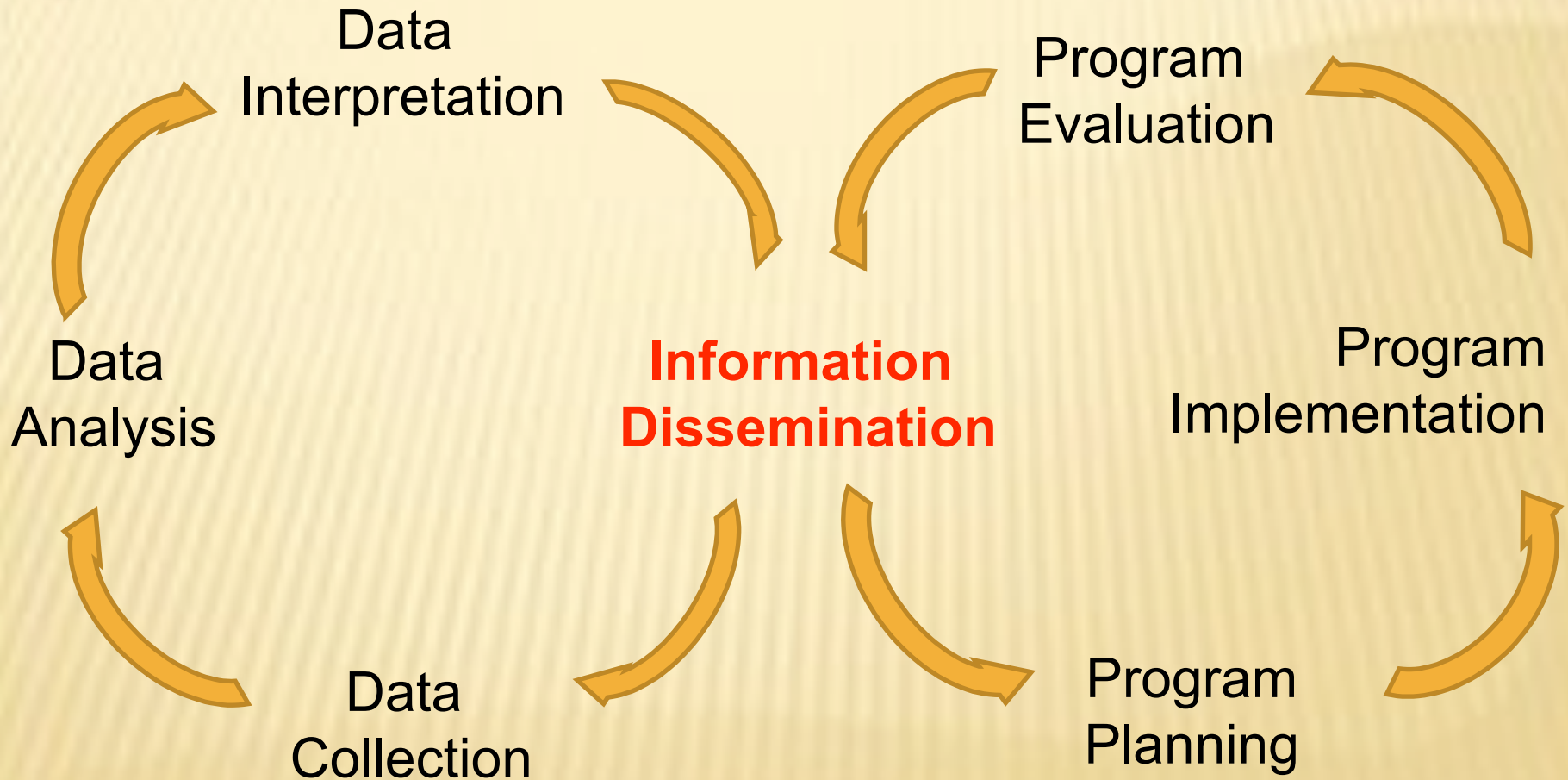


**American Indian
Adult Tobacco Survey:
Utilizing the Data**

Organizational Model for Surveillance Program



Objectives

At the end of this module, the participant will have had an experience

1. Evaluating attributes of existing tobacco data for a population group of his/her interest
2. Assessing needs, pros and cons of collection of new tobacco data for the population
3. Identifying potential dissemination methods for two different audience groups

Data Dissemination

1. Establish the message
2. Set an objective
3. Define the audience
4. Select the channel
5. Evaluate the impact

Establish the Message

What is the main message?

- ✘ Like businesses, public health agencies have a product (i.e., information) that they need to sell (i.e., communicate).
- ✘ “Less is more”
- ✘ “Obvious and simple”

Set an Objective

- ✘ *What is the intent? (why is the information being reported?)*
- ✘ Need to go beyond increasing awareness and educating the general public
- ✘ Need to lead to specific public health actions

Define the Audience

- ✘ Traditional audience were local health departments and health care providers
- ✘ Today, the audience for public health surveillance is much broader
 - + Policy makers → Council Members
 - + Advocacy groups → Health Professionals, Elders etc
 - + General public → Tribal members in the community

Select the Channel

- ✘ *Medium through which messages travel to reach the intended audience*
 - + Professional journals
 - + Direct mail
 - + Television, radio, newspaper
 - + Newsletters, statistical bulletins
 - + Websites
 - + Indian Grapevine

Select the Channel

- ✦ *Creative presentation of information*

“Over 400,000 persons die each year from smoking-related diseases. This is the same as two fully loaded 747s crashing every day for a year.”

Evaluate the Impact

- × *How widely the information was disseminated?*
- × *Did the information result in the intended outcomes?*
 - + The number of reports distributed
 - + Readership / coverage
 - + Changes in knowledge, attitudes, behaviors, disease rates

The data collected are
owned exclusively by the tribes that
participated in the surveys,
not by states or the federal government

Data from the survey have been and can be utilized to :

- ✘ Direct culturally appropriate program planning
- ✘ Evaluate programs
- ✘ Develop policy
- ✘ Tailor interventions
- ✘ Allocate resources
- ✘ Obtain funding
- ✘ Monitor industry marketing tactics

**Data Utilization by:
Inter-Tribal Council of Michigan
(ITCMI) &
Muscogee (Creek) Nation**

Reporting Results

- × Results were reported
 - + Tribal council in closed (confidential) session
 - + Tribal health board
 - + Tribal health director
 - + Tribal staff who worked on the survey

Program Planning

ITCMI

One of the tribes has used their data to plan programs for their health staff and medical providers.

Muscogee (Creek) Nation

The data from ATS strengthen the Tobacco Prevention Program and results helped revising the Second Wind Cessation Curriculum for pregnant mothers.

Fact Sheets

ITCMI

- ✘ At the completion of the project, Fact Sheets were created for each tribe detailing the findings from the survey
- ✘ Fact sheets
 - + Created for easy use by tribal staff
 - + Contained graphs and charts so they could be easily included in publications such as newspapers and pamphlets
 - + Contained sentences that could be inserted in newspaper articles, grant applications, and other publications

ITCMI and Muscogee (Creek) Nation

While physicians were asking about tobacco use and advising to quit there was a disconnect in assisting with a quitting plan and arranging for follow-up with the patient for tobacco cessation education.

The tribes are currently planning and implementing a training program for their providers and physicians to try to increase the number of patients who receive quit assistance and education according to the clinician guidelines for tobacco use and dependence (the 5 A's)

Supplemental Questions to think about....

- ✗ Purchasing Cigarettes
- ✗ Ceremonial or Sacred Use
- ✗ Sexual Orientation
- ✗ Hypertension
- ✗ Cholesterol Awareness
- ✗ Cardiovascular Disease/Stroke