



THE POWER OF ALL

Partnerships in Reducing Tobacco Inequities

CDPHE Update Call November 4, 2020

CDPHE Update Call Agenda

November 4, 2020

1. CALPHO newsletter update
2. Racial Equity Talking Points
3. Draft Update to Unifying Theme
4. Forward Together media



CALPHO Newsletter Update



Questions?

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Racial Equity Talking Points



“ CDPHE and STEPP recognize that **racism is a public health crisis** . Grantees will incorporate talking points on **structural and systemic racism, oppression, the root causes of health inequities** , and the social determinants of health, to build community understanding of their impacts on health outcomes. ”

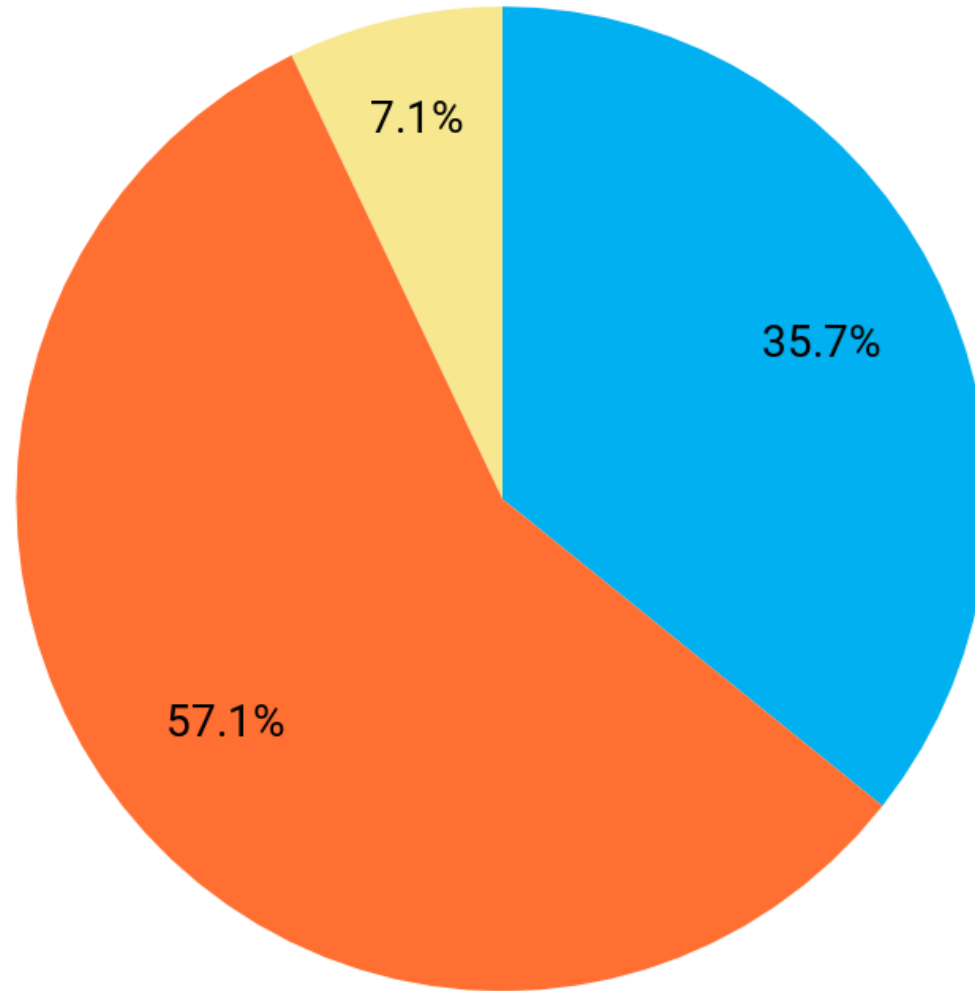
— LPHA Core Framework for FY21

Talking Points Goals

- TPs are not meant to be comprehensive
 - Pick and choose what works for your community, do additional research as needed; share what works
- Focus on structural racism vs. interpersonal
- Focus on Black, Indigenous, and people of color
 - We recognize that these are not the only groups experiencing tobacco-related health inequities (LGBTQ, Low SES)



“There are talking points included that I can use.”



● Strongly Agree ● Agree ● Disagree

What Talking Points Are Missing?

Systems versus individual feelings of racism.

“

Talking points that can be used to initiate a discussion because there is already a perception that public health people love to present data and facts and don't engage with non-public health people.

”

School to prison pipeline and the impact and effects of enforcement of policies including substance use policies that feed into the pipeline.

More talking points specific to Native Americans.

Maybe something about what the STEPP program is doing to directly affect and address these issues.



Next Steps

- Update TPs, focus on:
 - Middle school reading level
 - Incorporate fundamental/“101” TPs
 - Addressing tobacco industry marketing
 - Adding more context about Native American experiences
 - Options for initiating discussion
- Share full survey results in 11/5 newsletter
- Share final talking points in 11/19 newsletter
- Continue learning together/sharing resources in STEPP newsletter
 - Grantees: please share examples of racial equity in your work to be highlighted in the STEPP newsletter
- Join 11/10 LCC, “ Authentic Community Engagement to Advance Health Equity”



Questions?





Update to FY19 -21

Unifying Theme

Reducing Youth Access to Tobacco



“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.” – *Margaret Mead*

“

Those who say it can't be done are usually interrupted by others doing it.

--*James Baldwin*

”

If at first the idea is not absurd, then there is no hope for it. - *Albert Einstein*

Questions?



Forward Together Media Guidance



FORWARD TOGETHER

- Forward Together media guidance for grantees will go out in 11/5 newsletter
- Don't forget to submit a media request form (on TFCO website)
- Reach out to Tara.Dunn@state.co.us with questions

Questions?



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Thank You!

Update Call and Presentation Will Be Posted on
Tobacco Free CO at www.tobaccofreeco.org