



Empowering
Local Communities:
2009 Tobacco Control
Leadership
Institute

“WE MUST BECOME THE CHANGE

WE WANT TO SEE IN THE WORLD.”

MAHATMA GANDHI



Time is neutral
and does not
change things. With
courage
and initiative,
leaders
change things.

jesse jackson

EMPOWERING LOCAL COMMUNITIES

2009 TOBACCO CONTROL LEADERSHIP INSTITUTE

CALL FOR LEADERS

The *Oklahoma Tobacco Control Program* is proud to announce a call for applications for emerging community leaders across Oklahoma for the first Tobacco Control Leadership Institute — *Empowering Local Communities*. The *Institute* is a nine-month program designed to unite community leaders in studying and addressing tobacco control issues within the following groups: African American, American Indian, Asian American/Pacific Islander, Hispanic/Latino, Lesbian, Gay, Bisexual, and Transgender (LGBT), under-resourced, and military communities.

The *Institute* features tobacco control issues that are discussed in the context of personal, organizational and community leadership development. We will focus on five core areas — advocacy, collaboration, cultural and community competence, facilitation, and expanding tobacco control and prevention capacities.

Participants will work in teams and create projects that focus on tobacco control policy strategies and tactics in their own communities, while building their advocacy competencies to address other social justice issues.

DISPARITY FACTS

Tobacco use is the number one contributing factor for illnesses such as heart disease, cancer, and stroke. The groups above tend to experience unequal health effects due to tobacco use. For example:

- among ethnic groups, American Indians use commercial tobacco at higher rates; under-resourced communities also tend to use tobacco at higher rates than the general population;
- African Americans suffer from high rates of stroke and heart disease due to tobacco use;

- the rates of tobacco use tend to increase for military recruits after they finish basic training;
- our ethnic/racial, under-resourced, and LGBT communities tend to have increased tobacco advertising in the neighborhoods they live.

THE BENEFITS

- develop leadership and advocacy skills essential to community organizing;
- acquire skills to plan, design, and implement a community intervention for tobacco control (these skills will increase leadership and problem-solving which may be useful for other projects in your organization);
- develop a network of peers and mentors to support your community work;
- gain knowledge of issues impacting tobacco control efforts (in priority populations) and the link between these issues and other health concerns in Oklahoma;
- join a growing movement of community leaders to advocate for priority populations.

REQUIREMENTS

- live in Oklahoma;
- represent or work closely with one of the priority populations;
- attend and participate in each training and videoconference (see “when & where” - pg 3);
- commit to implementing a tobacco control intervention (independently or in collaboration with other *Institute* participants) in your respective community; and
- complete application (*background & interest, commitment agreement, and two letters of recommendation*) and mail by November 21, 2008.



Great work
is done by
people who are
not afraid to
be great.

fernando flores

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WHEN & WHERE

The *Institute* consists of 10 training days and four videoconferences over the course of nine months. Training dates and general locations follow:

- March 2009 - Tulsa (three days)
- April 2009 at your county health department (two-hour videoconference)
- May 2009 - Oklahoma City (two days)
- June 2009 at your county health department (two-hour videoconference)
- August 2009 at your county health department (two-hour videoconference)
- September 2009 - Tulsa (two days)
- October 2009 at your county health department (two-hour videoconference)
- November 2009 - Oklahoma City (three days)

TEAM GUIDANCE

Participants will work in teams during trainings, both within priority population groups and cross culturally. Coaches experienced in tobacco control and working with priority populations will provide facilitation, guidance and support to each team to stay connected and serve as a resource network during the leadership year. Conference calls will be held to offer participants support and guidance as they work to implement their community action plans.

SPONSOR

The *Institute* is sponsored by the *Oklahoma Tobacco Control Program (OTCP)*, and is offered FREE to you. In addition, lodging, mileage, and per diem will be reimbursed. [The OTCP is a partnership between the *Oklahoma Tobacco Settlement Endowment Trust* and the *Oklahoma*

State Department of Health's Tobacco Use Prevention Service and was created to assure coordination of tobacco control interventions in Oklahoma. The objectives of the OTCP are to reduce exposure to secondhand smoke, prevent youth from using tobacco, help people quit tobacco use, and reduce unequal health effects in specific communities.]

KEY TERMS

Priority Populations · African American, American Indian, Asian American/Pacific Islander, Hispanic/Latino, Lesbian, Gay, Bisexual, and Transgender (LGBT), under-resourced (low or no wage, homeless, low literacy), and military communities.

Policy Change · The goal or end result of your activity. The act of changing rules, regulations, and/or laws that govern a body of people, such as a school, organization, business, coalition, city, state, etc. Example: a local business passing a tobacco free campus policy.

Advocacy · Actions taken to help achieve policy change. Involves groups working to engage decision-makers in establishing or changing policies, including laws, ordinances, regulations, institutional policies, or administrative rulings. Examples: Supporting local regulations regarding tobacco sales; working with health care providers to institute cessation protocols within priority populations; supporting an increase in tobacco excise taxes.

INFORMATION

Contact Latricia Morgan for information at (405) 271-3619 or LatriciaM@health.ok.gov.



Never doubt
that a small group of
thoughtful, concerned
citizens can
change
the world.
Indeed, it is the only
thing that ever has.

margaret mead

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APPLICATION

Each application must include complete *background & interest*, *commitment agreement*, and *two letters of recommendation*. Please PRINT or download PDF at <www.stopswithme.com>. If completed digitally, you must print and provide signatures. Space is limited. Applicants will be notified by January 15, 2009.

Mail originals by **Friday, November 21:**
Oklahoma Tobacco Control Program
2009 Tobacco Control Leadership Institute
1000 NE 10th Street, Rm 403
Oklahoma City, OK 73117-1299

Background and Interest

Applicant Name _____ Gender _____

Job Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Please describe your race or ethnicity:

- | | |
|---|---|
| <input type="radio"/> White | <input type="radio"/> Asian American/Pacific Islander |
| <input type="radio"/> Black or African American | <input type="radio"/> Hispanic/Latinio |
| <input type="radio"/> American Indian/Alaska Native | <input type="radio"/> Other _____ |

Which priority population(s) do you feel most comfortable representing?

- | | |
|--|--|
| <input type="radio"/> Black or African American | <input type="radio"/> Asian American/Pacific Islander |
| <input type="radio"/> American Indian, Hispanic/Latino | <input type="radio"/> Lesbian, Gay, Bisexual, Transgender (LGBT) |
| <input type="radio"/> Under-resourced | <input type="radio"/> Military |

Please describe your special needs (if any): _____

Complete the following (please print); attach additional pages if necessary.

Describe your work or volunteer activities with a priority population and/or with tobacco control programs (incl. length of experience). For those without experience, describe the reason for your interest in these areas.

Describe your most significant contribution to a priority population in the last five years (esp. if your efforts resulted in a policy or community change).

Describe three qualities important for leaders or advocates in your community.

What additional skills or experiences would you like to learn from the *Institute*?

Rank your top two areas of interest in tobacco control advocacy (write 1 & 2)

___ *Tobacco-Free Funding & Sponsorship.* Example: Working with organizations or community event organizers to adopt policies not to accept tobacco funds.

___ *Parity in Tobacco Control.* Example: Advocating for equity in resources (incl. funding) for priority populations; may include documenting lack of resources and programs (available to these communities) and engaging key decision-makers.

___ *Cultural Protocols for Tobacco Cessation.* Example: Work with health care providers to institute cultural protocols for reaching tobacco users in priority populations (to help them to quit).

___ *Tobacco-Free Policies.* Example: Work with faith communities or other organizations to adopt policies to make their venues and events tobacco-free.

___ *Clean Indoor Air.* Example: Work with tenant associations and landlords of apartment complexes to enlist support for smokefree policies.

___ *Other Policy Activity.* Describe: _____

If you have participated in other leadership institutes/trainings,* please describe:

Training Title _____

Your Role _____ Approx. Date _____

Training Title _____

Your Role _____ Approx. Date _____

* Note: experience with other leadership trainings is not required for this institute.

Letters of Recommendation

Attach two letters of recommendation. Each letter must be from someone familiar with your work, leadership, and advocacy abilities in one (or more) of the priority populations.

Commitment Agreement

If supervisor approval is needed to attend, have him/her complete the supervisor portion of this agreement.

	Applicant Initials	Supervisor Initials
I have read and understand the expectations of participating in the <i>Institute</i> .		
As an applicant, I will commit the time to attend all scheduled trainings, videoconferences, and activities of the <i>Institute</i> and fulfill all responsibilities as a participant;		N/A
I agree to allow the applicant time off to participate in all trainings, videoconferences, and activities of the <i>Institute</i> .	N/A	
I further understand that failure to attend all trainings (or any part) could prevent graduation and participating in other <i>Institute</i> trainings.		

I acknowledge that my signature certifies my agreement to the terms written above and that failure to fulfill this agreement may prevent me from graduating from the *Institute*.

Applicant Name _____

Applicant Signature _____ Date _____

I acknowledge that my initials and signature certify my agreement to the terms written above and that failure to fulfill this agreement may prevent the applicant from graduating from the *Institute*.

Supervisor Name _____

Supervisor Signature _____ Date _____

I dream of men who take the next step

instead of worrying
about the next
thousand steps.

theodore roosevelt



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