



Mosaic Voices

New Mexico's Asian Tobacco Control Network

Fiscal Year 2014

Description of the Program

Mosaic Voices is an avenue through which people in the community can join together to brainstorm innovative ideas and approaches to address issues that they feel are confronting the Asian community of New Mexico. This network is both for the community and led by the community where individual voices are heard and shaped into collective action.

With support from New Mexico's Tobacco Use Prevention and Control (TUPAC) program, Mosaic Voices worked in early 2014 to support New Mexico's Asian community in preventing tobacco use, helping people quit, and eliminating exposure to secondhand smoke.

Mosaic Voices is a program of the New Mexico Asian Family Center (NMAFC). NMAFC provides other services for the Asian community, including tobacco cessation counseling and a youth Tae Kwon Do program that includes tobacco prevention education, as well as counseling, advocacy and other services in Asian languages.

Initiative 1: BUILDING & MAINTAINING A NETWORK

Mosaic Voices continued to engage community leaders to take action in tobacco control, including through monthly meetings.

How much did we do?

- Six monthly Network meetings/activities were held during this contract year. An average of 15 people attended each meeting.
- Mosaic Voices developed and maintains a listserve and Facebook presence for routine communication with the Network and key stakeholders.
- Currently there are 134 Network members on the listserve and Facebook.
- Mosaic Voices members reached out to state and local elected officials and invited them to attend cultural events.

How well did we do it?

- The Network meetings included rich discussion of New Mexico's Youth Risk & Resiliency Survey (YRRS) data to describe tobacco use and related factors among Asian youth. This information provides a context for planning interventions and strategies. Members noted that relatively higher rates of school bullying, suicide and lack of parent engagement around tobacco were all important to consider when serving Asian youth.

Is anyone better off?

- Mosaic Voices continues to work on providing strong support for the community, while also engaging community members and effectively mobilizing others to take action (in other words, not having staff do all the work, which is not a sustainable or authentic community mobilization approach).

What did we learn?

- It has been difficult to sustain engagement of community members with intermittent funding (the current year's contract was not executed until January 2014); with a three-year contract the funding and community work should be more consistent.



Initiative 2: COMMUNITY EDUCATION & OUTREACH

Mosaic Voices (MV) continued working to reach the Asian community in culturally-centered events and using relevant messages.

How much did we do?

- March: MV staff and 3 volunteers assisted with healthcare exchange enrollment events and assisted with interpretation services as well as sharing a tobacco-free message.
- April/May/June: weekly rotating outreach and promoting resources at several Asian markets: Talin Supermarkets in Albuquerque and new outlet in Santa Fe; also 99Banh Market which serves more low income and recent immigrant people. Employees (and their families) are also relatively low income and benefit from resources offered.
- May 18: “Festival of Asian Cultures” in Albuquerque – 19 MV members promoted the Network, the Asian Language Quitline and generated community awareness about tobacco through a booth that was linked to popular resources on immigration law and a youth Tae Kwon Do demo.
- May: Cultural cooking event at UNM International Student Family Housing, incorporating tobacco-free family values. Families made “no smoking” signs for homes, and MV worked with student housing to put up more “smoke free” signs in the student family housing area.
- June: Members and the coordinator partnered with the Tibetan Association to do community education around tobacco prevention in Santa Fe, leveraging the new presence at Talin Market.

How well did we do it?

- The Network continued to use existing cultural events or systems, and built upon existing relationships to further extend the reach of culturally-centered tobacco-free messaging.

Is anyone better off?

- More people in the Asian community – including in Santa Fe – were exposed to culturally relevant information about the dangers of tobacco, benefits of being tobacco-free, and resources to quit.

What did we learn?

- MV sought feedback from the Network, and implemented an outreach plan that was built by Network members, with support from MV members.
- Considering the poverty level of communities is important. MV members will begin to utilize the “Rice & Resources” drop-in support centers offered through Asian markets to extend their community presence and reach low-income families.
- Successful partnership with the Tibetan Association was a great demonstration of the effective and supportive outreach of MV.

Why this work is important.

The efforts of Mosaic Voices and their partners across the state are part of the solution to healing the harm of Commercial Tobacco in the Asian community. The diagram below shows how this works.

