



**Towards a tobacco-free Guam**  
Guam Year 1 Report

## ACKNOWLEDGEMENTS

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Dr. Annette M. David served as the Project Leader, and was the technical writer for this report. Ms. Kelley Barnhardt served as the Project Assistant. The workshop facilitators included Dr. David (Health Partners, L.L.C.), Ms. Christina B. Noket (ACS-Guam Field Office), Ms. Grace L. Rosadino (DMHSA), and Ms. Michelle S.N. Sasamoto (DMHSA). Mr. Matthew Blaz created the survey form, and the PEACE Project Staff distributed and collected forms from community key informants.



[www.peaceguam.org](http://www.peaceguam.org)



## Our Partners

The outcomes reported in this publication were possible because of the creative collaboration between Health Partners, L.L.C. and:

- American Cancer Society – Guam Field Office
- Cancer Information Service Guam
- Department of Mental Health and Substance Abuse Prevention and Training Branch
- Department of Public Health and Social Services Tobacco Control Program
- The Governor's PEACE Project

## INTRODUCTION AND BACKGROUND

Guam, “where America’s day begins,” is at the forefront of the tobacco epidemic.

Adult smoking rates are the highest among all US States and Territories, and youth smoking is more than 30% higher than the US mainland. Chewing tobacco, often with betel nut, is rising.

Despite a significant increase in tobacco taxes in 2003, from \$0.07 to \$1.00 per pack, cigarette prices are among the lowest in the nation. Tobacco advertising, particularly in print media and at the point of sale, is ubiquitous. While a law exists that prohibits tobacco sales to minors, enforcement is not consistent, and close to 25% of young people under the age of 18 report having purchased their cigarettes from a store. The tobacco industry and its related businesses remain a powerful political and economic force on the island.

Against this backdrop of challenges are several promising developments. In 2005, the “Natasha Protection Act” became law, making most public places totally smoke-free (bars are exempt). The Department of Corrections initiated a 100% tobacco-free campus policy that was subsequently emulated by several GovGuam agencies, including the Department of Mental Health and Substance Abuse (DMHSA), Guam Memorial Hospital, Guam Community College, the University of Guam, and the Office of the Governor. A tobacco cessation program established by DMHSA using Master Settlement Agreement (MSA) funds in 2003 continues to attract new clients, with a demonstrated tobacco-free success rate of over 30% 6 months after completing the program. The Department of Public Health and Social Services (DPHSS) will launch a Guam Quitline this year, with funds from the Centers for Disease Control and Prevention (CDC) and the American Legacy Foundation.

Clearly, change is happening.

But how can we make positive change happen faster and more effectively?

This report covers the results of activities to engage the general community in assessing the island’s readiness for tobacco control and developing a vision and strategies for shaping a healthier, tobacco-free future for Guam. The outcomes in this publication represent the preliminary steps towards achieving our shared vision for our island.



## COMMUNITY KEY OPINION LEADERS' SURVEY

Health Partners, L.L.C., American Cancer Society-Guam and the Governor's PEACE Project teamed up to develop and conduct an island-wide community key opinion leader survey to obtain community input into Guam's assessment of readiness for tobacco control.

Using the APPEAL Community Readiness Model, a survey instrument was developed and distributed to a total of 205 community leaders in the 4 districts of Guam. 184 completed forms were turned in, for a response rate of 89.8%. The objectives for the survey were explained to each respondent, and all surveys were completed voluntarily.

Our respondents were:

- 39% male; 44% female; 17% no gender specified
- 55% Chamorro, 16% Filipino, 11% Caucasian, 3% Other Micronesian Islander, 2.5% Other Asian, 7% no race specified
- 25% community members, 15% concerned parents, 15% youth, 12% educators, 9% health professionals, 4% political leaders

After tallying the responses using software, the following community assessment of Guam's readiness for tobacco control emerged:

<b>Research and Data Readiness</b>	<b>Agree / Strongly Agree</b>	<b>Disagree / Strongly Disagree</b>
Good data is available on the tobacco epidemic on Guam.	34.8%	38.0%
I can readily access the data on Guam's tobacco epidemic.	19.6%	40.8%
Guam's tobacco data is used to guide the development of tobacco control policies and programs.	23.9%	26.1%
Guam has enough trained, culturally competent researchers to conduct tobacco control research.	18.5%	37.0%
Tobacco control research on Guam is done in a culturally appropriate and relevant manner.	20.7%	31.5%
The community participates in deciding Guam's tobacco control research agenda.	17.9%	44.0%



<b>Infrastructure</b>	<b>Agree / Strongly Agree</b>	<b>Disagree / Strongly Disagree</b>
Guam has enough trained staff to address the island's tobacco control needs.	13.6%	49.5%
Our local leaders consider the tobacco epidemic as a priority issue on our island.	14.1%	64.7%
Guam has a strong community-based coalition to advocate for tobacco control.	16.8%	39.7%



Programs	Agree / Strongly Agree	Disagree / Strongly Disagree
• Guam has effective programs to help smokers quit.	23.4%	42.9%
• Guam has effective youth programs that promote tobacco-free choices.	29.3%	36.4%
• Guam has effective programs to educate and mobilize the community about secondhand smoke.	27.7%	38.0%
• Guam has effective programs to counter the promotion of tobacco use by the tobacco industry	14.1%	51.6%
• Guam has effective programs that link tobacco use to the other community issues like diabetes and cancer prevention.	23.9%	39.1%
• Guam has effective programs that address the global impact of tobacco.	16.3%	49.5%
• Guam undertakes evaluation of its tobacco control programs in a systematic manner.	13.6%	40.2%



Policies	Agree / Strongly Agree	Disagree / Strongly Disagree
• Guam has sufficient funding and resources to help communities in developing and promoting policy changes.	11.4%	52.2%
• Guam has policies and laws that allocate funding and resources for tobacco control.	20.1%	37.5%
• Guam has policies and laws that promote smoke-free environments.	59.2%	14.7%
• Guam has policies that protect youth from tobacco use.	42.4%	29.3%
• Organizations on Guam have their own organizational policies that help promote tobacco-free lifestyles.	37.0%	21.7%
• Guam's community has policies that restrict the acceptance of tobacco industry sponsorships or donations to community groups.	15.8%	35.3%
• Guam's community actively supports local officials on tobacco control issues.	17.9%	34.8%
• Guam has policies to create "systems change" to reduce the acceptability of tobacco use.	18.5%	30.4%



## COMMUNITY WORKSHOP

On March 31, 2007, Health Partners, L.L.C., ACS-Guam Field Office, CIS-Guam, DMHSA Prevention and Training Branch, and DPHSS Tobacco Control Program conducted a community workshop to obtain community input into assessing Guam's readiness for tobacco control and developing a vision and strategic directions for the future.

A total of 36 participants attended the workshop. They were:

- 42% male, 58% female
- 50% Chamorro, 17% Filipino, 14% Caucasian, 8% Other Asian, 8% Mixed (Chamorro-Filipino), and 3% Hispanic
- 80% public sector, 20% private sector

Using a series of exercises based on the Appreciative Inquiry model, the participants completed an assessment of Guam's readiness for tobacco control, and jointly created a vision and preliminary strategies for moving the tobacco control agenda further.

The results of this workshop will guide the next phase of this grant. A second workshop to develop a full strategic plan of work is anticipated before the end of 2007.



<b>Research &amp; Data</b>	<b>Data Availability</b>	<b>Data Utilization</b>	<b>Culturally appropriate research methods</b>	<b>Availability of Researchers</b>	<b>Links between Communities &amp; Research Institutions</b>	<b>Funding and Resources for Research</b>
Pre-contemplation						
Preparation	•	•	•			
Beginning action				•	•	●
Advanced action						
Maintenance						

<b>Infrastructure</b>	<b>Funding and Resources for Research</b>	<b>Tobacco Control Competent Staff</b>	<b>Local Priority Population Community Leaders</b>	<b>Representation in Mainstream Coalitions</b>	<b>Representation in Priority Community Coalitions</b>	<b>Linkages among Priority Pop Groups</b>
Pre-contemplation			•			
Preparation	•			•	●	•
Beginning action		•				
Advanced action						
Maintenance						

<b>Programs</b>	<b>Second-hand smoke</b>	<b>Youth mobilization</b>	<b>Adult Cessation</b>	<b>Youth Cessation</b>	<b>Countering the Tobacco Industry</b>	<b>Linkage between Tobacco and other Community Issues</b>	<b>Trans national</b>	<b>Evaluation of Tobacco Control Activities</b>
Pre-contemplation				•				
Preparation					•		•	
Beginning action	•					•		
Advanced action		•	•					•
Maintenance								

<b>Policies</b>	<b>Funding</b>	<b>Allocation of Tobacco Funds for Tobacco Control</b>	<b>Clean Indoor Act</b>	<b>Youth Access Law</b>	<b>Local Laws</b>	<b>Organizational Level Policies</b>	<b>Industry Sponsorships</b>	<b>Support of Elected Officials</b>	<b>Policies aimed at 'systems change'</b>
Pre-contemplation		•					•		●
Preparation								•	
Beginning action	●			•	•	•			
Advanced action			•						
Maintenance									



## VISION AND STRATEGIC DIRECTIONS

Our dream of a tobacco-free Guam is a community with:

### Healthy, Tobacco-free People

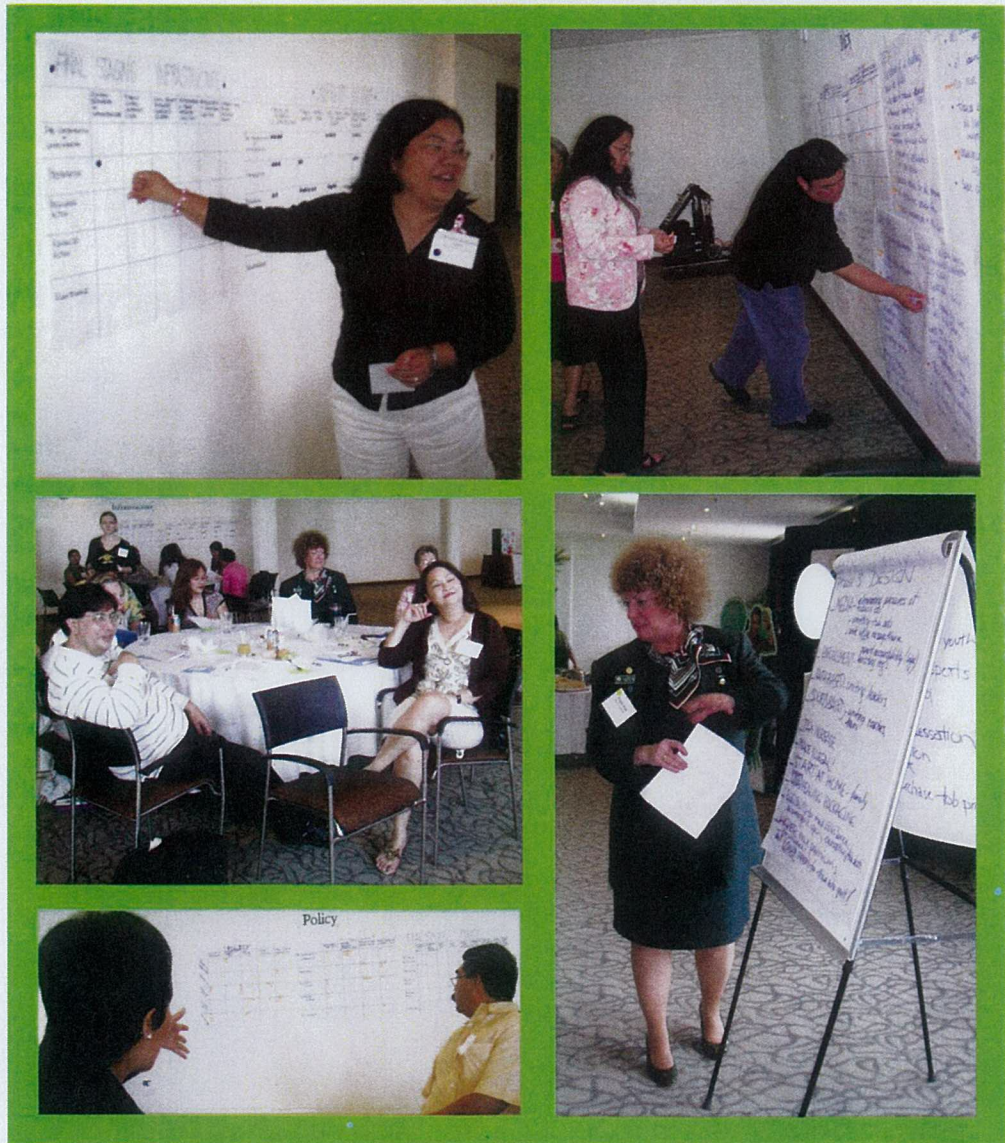
- Free from the desire to use tobacco, and from nicotine addiction
- Free from tobacco-caused diseases

### Healthy, Tobacco-free Environments

- Free from tobacco-related debris and tobacco smoke
- Free from tobacco influences in community advertising and sponsorships

### Healthy Public Policies

- Cessation services are fully covered by insurance
- Policies support and sustain tobacco-free lifestyles and environments





## OUR STRATEGIC DIRECTIONS FOR THE FUTURE:

### Policy

- Create realistic, enforceable, evidence-based policies to reduce the demand and restrict the supply of tobacco.
- Enforce existing policies strictly and consistently.
  - ~ Have provisions for penalties for non-compliance.
  - ~ Reward businesses/agencies with full compliance.
  - ~ Augment the enforcement capacity with funding and trained personnel.
- Raise tobacco taxes, and earmark a portion for tobacco control.
- Remove all tobacco advertising. At the very least, match every tobacco ad with a tobacco control/prevention message.
- Make all public places smoke-free.
- Create unappealing tobacco product packaging.
- Support FDA regulation for all tobacco products.

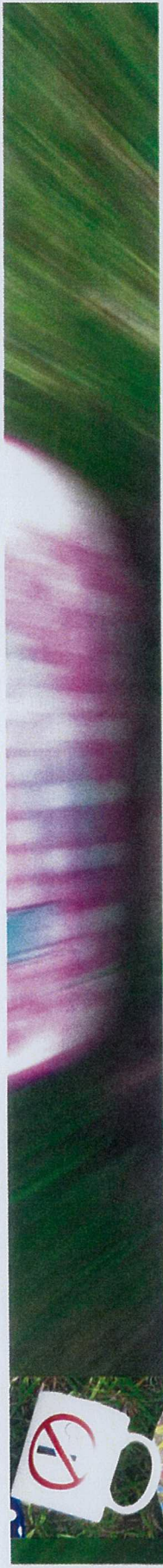
### Programs

- Expand cessation services, and bring these programs to the grassroots level.
- Ensure insurance coverage for cessation services.
- Link tobacco control programs to other health and community initiatives, as well as regional and international initiatives, to broaden the stakeholder base.
- Promote healthy, positive community role models.
- Empower parents to become positive role models for their children.
- Extend training and capacity building to community groups.
- Sustain prevention education and outreach, especially to young children.

### Partners

- Establish community coalitions for tobacco control.
- Involve the faith community in tobacco control.
- Reach out to and increase participation by minority groups.
- Link to national, regional and international initiatives and networks.





**Community Members Working for a Healthier, Tobacco-Free Guam**

Health Partners, LLC, under a grant from Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) and the Association of Asian Pacific Community Health Organizations (AAPCHO) conducted a tobacco control community readiness assessment and strategic planning workshop on March 31, 2007 with diverse community members on Guam, in partnership with the American Cancer Society-Guam Chapter, the Cancer Information Services-Guam, the Governor's PEACE Project, the Department of Mental Health and Substance Abuse Prevention and Training Branch, and the Department of Public Health and Social Services Tobacco Control Program.

From left to right: 1st row : Christine Camacho (PEACE), Logan Reyes (PEACE), Grace Lapid-Rosadino (PEACE), Barbara S.N. Benavente (DMHSA), Kelley Barnhart (Health Partners, LLC), Dr. Annette David (Health partners, LLC), Jermaine Alerta (PEACE), Helene Paulino (PEACE)

2nd row: Gayle Osborn (DMHSA), Monique Portusach-Cepeda (Youth for Youth Organization), Cathy Bayona (C&I) Michelle Sasamoto (PEACE), Doris Crisostomo (Office of the Governor), Gene Tennesen (Office of Senator Ishizaki), Vickie Fish (Guam Girl Scouts), Francis Epres (DPHSS)

3rd row: Eugene Santos (DPHSS), Tim Dela Cruz (UOG-CES), Kelly Marble (Sanctuary, Inc.), Vincent Quichocho (GMH), Audrey Topasna (PEACE), Dr. Ran Maosheng (UOG), Calvin Saruwatari (Bureau of Statistics and Planning), Remedios Malig (DMHSA), Cristina Noket (ACS), Brandy Brandshagen (DPHSS), Ricardo Perez (PEACE), Renee Veksler (GMH), Faye Kaible (GPSS), Rose Zabala (DPHSS), Peter Cruz (DMHSA), Gerlie Redila (MPG), Joey Lopez (ACS), Rachel Ramirez (DPHSS)

**APPEAL**



Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national network of organizations and individuals working towards social justice and a tobacco-free Asian American and Pacific Islander (AAPI) community.

APPEAL's mission is to champion social justice and achieve parity and empowerment for Asian Americans, Native Hawaiians and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues.

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**Health Partners, L.L.C.**

Health Partners, L.L.C. is a Guam-based health provider encompassing the entire spectrum of health care--from health promotion and prevention to the diagnosis and treatment of diseases.

We believe in a comprehensive, evidence-based, people and community-centered approach to health care, and we are committed to working in partnership with our island community to create a healthier future for Guam.

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