

Smoke-Free Latino Businesses in Indiana: From Outreach to Engagement in Policy Change



Employees of Friaco's Mexican Restaurant in Fishers, Indiana proudly showcase certificate of recognition, no-smoking sign, and smoke-free business policy on their first day as a tobacco-free establishment.

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PROBLEM ADDRESSED

According to the 2010 Surgeon General’s report, “How Tobacco Smoke Causes Disease”, people are exposed to secondhand smoke at home, in the workplace, and in other public places such as bars, restaurants, and recreation venues. It is harmful and hazardous to the health of the general public and particularly dangerous to children. It is also a known human carcinogen (cancer-causing agent). Inhaling secondhand smoke causes lung cancer and coronary heart disease in nonsmoking adults.

Secondhand smoke is a mixture of gases and fine particles that includes—

- Smoke from a burning cigarette, cigar, cigarillos, pipe, or tiparillos
- Smoke that has been exhaled or breathed out by the person or people smoking
- More than 7,000 chemicals are found in this smoke, including hundreds that are toxic and about 70 that can cause cancer

The state of Indiana does not have a comprehensive statewide smoke-free law in place. However, there are counties and/or cities where smoke-free ordinances have been passed and are being implemented. The Indiana Latino Institute, Inc. (ILI) helped Latino businesses go smoke-free because it was important to immediately protect workers from the dangers of secondhand smoke and to educate and mobilize this constituency in support of ordinances and statewide legislation that could protect all workers in Indiana.

DESCRIPTION OF PARTICIPANTS

This effort involves ILI staff implementing the program, local media promoting the advantages of becoming a Smoke-free venue, and the benefits of smoke free businesses for customers, employees and business owners. Ultimately making businesses smoke-free will affect the owners, employees, clientele, as well as their families and friends. The businesses were mostly owned by Latinos, but others were businesses who cater to Latino customers.



Indianapolis, Indiana: Pancho’s Mexican Restaurant joins the ranks of smoke-free Latino-owned businesses in the city.

DESCRIPTION OF INNOVATIVE ACTIVITY

Before helping a business become smoke free, it is important to research which businesses to target by reviewing newspapers, driving around the Latino neighborhoods, listening to the Spanish radio announcements advertising new businesses and/or popular establishments, and looking at flyers. It is also important to create a committee and/or association that will support this effort; for example, ILI created LATINOS (Latinos Against Tobacco In our Neighborhoods Overcoming Secondhand-Smoke). This Association/Committee met often in the beginning and then every three months in order to discuss local issues regarding tobacco policies and ordinances. The committee members were concerned citizens with a passion for tobacco control. Some of these individuals were motivated by the realization that their loved ones died of tobacco related diseases, are ill, or are cancer or stroke survivors. With the help of these community members, ILI created the smoke-free policy to hand out to businesses, as well as the recognition plaque to award to businesses that became smoke free. Community engagement is a key component of this work.

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To successfully reach the goal of converting Latino businesses into smoke-free establishments, it was first necessary to establish communication and build trust. In order to cultivate relationships with the businesses, it was crucial for the ILI staff and members of LATINOS to visit the businesses and conduct face-to-face interviews with the owners and key personnel. These interactions served as opportunities to educate the owners, management and employees about the goals of the organization and the importance of bringing awareness to our community about the dangers of tobacco. These visits were necessary in order to build rapport with the business owners, as opposed to attempting to communicate via telephone calls. Additionally, ILI prepared a small flyer stating the benefits that employers and employees would enjoy once their establishments became smoke-free businesses; these flyers were provided to the businesses at the first meeting. ILI personnel also purchased something small at the businesses and/or dined at the restaurants/bars. The issue of going smoke-free is discussed only after a relationship is established with the owner.

An integral part of this process is the creation and distribution of press releases, giving visibility to businesses that go smoke-free, which in turn is an incentive for the businesses to join this effort. Creating a binder with all the press releases and highlighting businesses that have gone smoke-free is an important way to bring other owners onboard. This binder was shared with the owners when the visits were made.

ILI provided draft policies for the business and placards, and/or certificates attesting that they were now smoke-free. The newspapers were asked to go to the businesses and take pictures of the owners receiving their certificates and/or putting the smoke-free signs on their windows. ILI staff wrote a short story about how every business went smoke-free and paid the local Spanish newspaper a small sum to get these articles printed. By getting media attention, the businesses were able to get free publicity and promote their concern for the community they serve.

ILI staff created educational materials, prepared press releases provided the draft policy for the business and printed and framed the certificates. ILI also provided materials about the benefits of smoking cessation and referred employees and

employers to the Indiana QUITLINE and/or to cessation services being provided at community clinics and health centers.

ILI also gave small incentives such as T-shirts, pencils, bags, and other small trinkets as signs of appreciation to business owners and employees. ILI staff and/or members of LATINOS followed up with the businesses and sent patrons and others to those businesses because they went smoke-free.

Once these businesses were smoke-free, ILI asked the owners to sign a pledge and to sign on to a letter that was published in the major English newspapers saying that they saw the benefits of going smoke-free. These public sign-on letters were used when clean indoor air advocates visited legislators at the local and state levels. Some of the business owners were asked to testify on the benefits of going smoke-free before the City Councils or the State Legislators. Their testimony was very important to both elected and appointed officials.

By having a smoke-free sign on the window of these businesses, the community was educated about the importance of having all businesses and workplaces become smoke-free and making smoke-free environments a norm.

RESOURCES NEEDED

The individuals implementing the program must know the community. They must be from the community and have been trained in tobacco prevention and control. This includes being bilingual, bicultural, outgoing, not take rejection personally, and flexible in work schedules since many of the visits have to be at night and on weekends. Volunteers are also needed, such as those who joined the LATINOS, who can themselves approach the businesses. Educational materials with visuals have to be in English and Spanish, low literacy, and related to dangers of tobacco use, secondhand smoke, smokeless tobacco, QUITLINE services, etc. Special materials needed to be developed highlighting the benefits to businesses of becoming

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smoke-free, such as health benefits for employees, less absenteeism due to illnesses, a more productive work force, lowering maintenance costs, less amount of cleaning cigarette butts, etc.

Equipment used: vehicle for transportation to visit businesses, funds to pay mileage, dolly to carry the materials, and a digital camera.

Financial resources needed: funds to pay personnel, funds to provide snacks for the meetings of the community group supporting this effort and funds to purchase incentives (mints, media opportunities, pens, T-shirts). Funds are also needed to print the smoke-free signs, laminate the signs, print and frame the certificates of appreciation, and pay for the media.

SKILLS USED

Knowledge of the dangers of tobacco use, knowledge in dealing with business owners (what makes them react to requests), friendly, outgoing personality, perseverance, ability to train others, such as staff and volunteers. Also important is to have personnel who know the local Latino media and can develop relationships with the journalists, newspaper publishers, radio and/or TV station announcers.



ILI Staff recognizes El Jaripeo Restaurant for protecting its patrons and employees from the dangers of secondhand smoke.

Results

In Indianapolis, over 250 Latino businesses went smoke-free. Furthermore, over 80 of them signed on to the open letters that were printed in the newspapers supporting a local clean indoor air ordinance that was being debated at the City Council. Many businesses now have the smoke-free signs on their windows making their establishments models for the community.

Advocacy by the business community was essential in getting public officials convinced that going smoke-free was not going to lower sales and/or reduce restaurant patrons. The most important results are that hundreds of employers and employees are protected from the dangers of secondhand smoke and many of them, by working in smoke-free environments, were motivated to quit smoking.

The local ordinance effort for a smoke free Indianapolis did not pass, nevertheless, Latino business owners were engaged and motivated to continue having their establishments be smoke-free and they learned that their voices can be heard by government officials. Smoke Free Indy, the local smoke-free coalition, was also able to value the role of a Latino agency –the Indiana Latino Institute, Inc.—and embrace the importance of having an inclusive and active smoke free coalition.

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OBSTACLES

Business owners worried that going smoke-free would result in loss of business. Lack of resources for small incentives can affect the project since Latinos enjoy receiving small gifts. Lack of understanding and/or trust from owners that the media opportunities provided by ILI would not cost them anything, they expected ILI wanted something in return. Creating and attaining the proper partnerships to support the program (funding from the Indiana Tobacco Prevention and Cessation (ITPC), technical support from national organizations like NLTCN, American Cancer Society, and Campaign for Tobacco Free Kids and inclusion in local coalitions such as smoke Free Indy, was important. Also, bringing community members to the table and getting them engaged in advocacy was not always easy since most Latinos work at two jobs and at the beginning did not see why tobacco control should be important for them as individuals and/or for their families. Lack of understanding of the importance of engagement in the policy process and fear of standing up before government officials had to be overcome.

TIMELINE AND DEVELOPMENT

The process requires an educational step before the work commences. The community needs to hear about tobacco and its impact on Latinos. Secondly, an analysis of the neighborhoods is required to scout and target businesses. Once the intervention takes place, follow-up is needed to figure out where the businesses stand after having time to process the message. Then another visit to the business is required to explain the steps needed to go smoke-free; such as review of the policy and adaptation if required. A celebration on the day they go smoke-free. During the event, the media needs to be present so that this picture is printed in the local newspaper and/or announced on radio/TV. Then follow-up visits months later to ensure the program is still in place and working.

The state of the economy plays an important role in whether or not a business decides to go smoke-free. If business is bad, they may be more reluctant to make what they consider drastic changes in their policies and become smoke-free.

Another obstacle is the number of employees that smoke. If many employees smoke, they may create resistance. Therefore, it is important to share the 1-800-QUITNOW number and brochures and information about the benefits of quitting smoking.

The zones/areas where the businesses are located has an impact. If the business is in a low socio-economic area, then there may be more of a smoking clientele than in other places. There may be more tobacco advertising, marketing and accessibility; therefore the environment is saturated by tobacco products.

The day a business went smoke-free, ILI invited Latino leaders and the general population to attend a dinner celebration. This was important for educating the community and for introducing new clientele to this business. Make your efforts a WIN, WIN proposition! Publicize the success!

Maria Luisa Tishner, an ILI staffer said, "After education takes place, the participants began to gain consciousness of what has always been in front of them, this is, their hair, body and their clothes smell when they smoke, they cough more, they get more headaches. Then they begin voicing out their concerns and discomforts, some pass along this information to others and begin comparing smoke-free businesses with establishments where smoking is permitted. This is all part of a process that takes time."

All workers should be protected from secondhand smoke; Latino businesses have the power to create a healthy environment for patrons and staff alike by establishing smoke-free policies in the workplace.

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EVALUATION

This intervention was not evaluated. The results were the number of businesses that actually have policies in place and the number of them who were willing to be part of advocacy efforts. We were not able to measure the number of employees who quit smoking because their workplaces are now smoke-free.



Éxitos Latinos a music store in Cass County goes smoke-free.

SUSTAINING THIS INNOVATION

Remain in contact with the businesses that have gone smoke-free. The communication must be ongoing because of regulations, products, industry tactics and the industry's willingness to pay for sponsorship of Latino events and community celebrations. Provide educational materials to the businesses which serve as another way to reach the community with the smoke-free message. Assure that the smoke-free signs are visible in all areas of the business.

In your tobacco control proposals include working on helping businesses become smoke-free. Educate local and statewide smoke-free coalitions of the value of engaging Latinos and other communities of color in advocacy through these efforts.

PROGRAM ADAPTATIONS BY OTHER ORGANIZATIONS

Each community is different. The organizations that want to replicate this project must know their community, their area, and their people. They must be part of the community. Where others seem to fail is in the personal touch of contacting the businesses in person and following up with phone calls and visits. This is essential in building a longstanding alliance and relationships between the CBO and the businesses. This long term relationship may serve the CBO to obtain support from businesses for other events. For example, a fundraiser was planned to obtain funds for our ILI programs and the smoke-free businesses stepped up to the plate by donating the food and staff for the event. When ILI has events, trainings, dinners, etc... it tries to utilize their locations as a thank you for implementing the program.



Crawfordsville, Indiana: Irma and Ignacio Bravo, owners of smoke-free Little Mexico Restaurant.

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Lessons Learned

- Train your staff and volunteers about the dangers of secondhand smoke
- Assess where the Latino businesses are located
- Select the business areas to target – start in one area first, then move on to others
- Involve community leaders and volunteers
- Create a Community Group/Committee/Association to support your efforts
- Work collaboratively with your community group
- Engage the local Hispanic Business Association, if possible
- Visit the businesses in person, become a patron, give away small gifts as signs of appreciation
- Establish a relationship with the business owner
- Establish relationships with journalists and media outlets so that they promote the smoke free businesses
- Write press releases and stories that highlight the business
- Provide the data needed to make the business case
- Create and distribute appropriate materials, signs/placards
- Celebrate when a business goes smoke free and bring new clients
- Participate in the local/statewide Smoke Free Coalitions
- Engage business owners in the policy making process
- Follow up periodically with the businesses
- Promote the smoke-free businesses and use their services when possible

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FOR IMMEDIATE RELEASE

February 10, 2010

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Indianapolis, IN 46204

Tel. (317) 472-1055



Little Mexico in the Heart of Crawfordsville

While performing outreach activities, such as educating about the dangers of Second hand smoke and promoting the Indiana Tobacco Quit Line, with Latino businesses in Crawfordsville, Indiana the staff of the Indiana Latino Institute, Inc. stopped by Little Mexico Restaurant. The restaurant is located at 221 East Main St., Crawfordsville, Indiana and is owned by Irma and Ignacio Bravo.

In 1991 they were living and working in Chicago for a company, Crawford, which had facilities in Chicago, IL and in Crawfordsville, IN. When the Chicago facility closed only five employees were relocated to Crawfordsville, Indiana. Included in those five were Irma and Ignacio Bravo who relocated bringing with them their four children: Ana, Claudia, Lucero, and Ignacio. At that time there were only three Latino families living in Crawfordsville. Every day that Irma went to work she brought her lunch that she had prepared (Mexican food) and shared it with her co-workers. Everyone told her that she should open a restaurant because her food was so delicious.

In 1993, three years after the move to Crawfordsville, Irma and Ignacio open Little Mexico Restaurant, with the help of her brother-in-law, who was also an owner of a Mexican restaurant in Virginia. He told Irma that her idea was not going to work because they were few Latinos in the area. To their surprise, when they opened the restaurant for business there were lines of people waiting outside to be seat. Now they own three Little Mexico Restaurants; one in Lafayette, one in Greenwood, and the other in Crawfordsville, Indiana.

During this visit the Indiana Latino Institute, Inc. (ILI) staff shared information with the Bravo family regarding studies that we examined for the 2006 Surgeon General's Report which concluded that, "Evidence from peer-reviewed studies shows that smoke free policies and regulations do not have an adverse economic impact on the hospitality industry." The Bravo family stated they would be supportive of a comprehensive smoke free ordinance in their area if it included all business.

ILI would like to thank the Bravo's for taking time to hear about the dangers of Second hand smoke and promoting the Indiana Tobacco Quit Line for themselves, their family and their patrons. For more information on these outreach activities or information in Spanish on how to quit smoking contact the Indiana Latino Institute, Inc. 317-472-1055 or visit our website at www.indianalatino.com.

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TAQUERIA VAQUERO Smoke-free Policy

Policy:

Due to the acknowledged hazards arising from exposure to environmental tobacco smoke (second hand smoke) it shall be the policy of TAQUERIA VAQUERO to provide a smoke free environment for all employees, customers, and visitors. This policy applies to both employees and non-employees, contractors, clients, and visitors of TAQUERIA VAQUERO, and it covers the smoking of any tobacco product (cigarettes, cigars, pipes) and the use of smokeless or “split” tobacco including, dissolvable tobacco, electronic cigarettes, and any tobacco and/or nicotine delivery device, except for devices used to help smokers quit, like: patches, gum.

Definition:

1. There will be no smoking of tobacco or other tobacco products or nicotine delivery devices within the TAQUERIA VAQUERO facilities, including building, terraces, gardens, parking lots and all other premises.
2. All materials used for smoking, including cigarette butts and matches, will be extinguished and disposed of in appropriate containers before entering the building or premises.
3. Employees who smoke will need to refrain from smoking throughout the working hours or leave organization grounds to smoke.
4. No smoking is permitted within 25 feet of all entrances and premises.
5. There will be no smoking or tobacco use in company owned or leased vehicles and/or personal vehicles when transporting persons, clients, visitors or staff of TAQUERIA VAQUERO, during company paid time. All employees shall refrain from smoking and/or using these products even when off TAQUERIA VAQUERO property while in the presence of any, client, vendor, contractor, or visitor.
6. However, an employee may use tobacco inside his or her own vehicle during designated breaks and in he/her own time.
7. Supervisors will discuss the issue of smoking breaks with their staff. Together they will develop effective solutions that do not interfere with the productivity of the staff.

Procedure:

1. Employees will be informed of this policy through signs posted in TAQUERIA VAQUERO facilities, the policy manual, and orientation and training provided by their supervisors.
2. Visitors will be informed of this policy through signs, and it will be explained by their host and TAQUERIA VAQUERO Service staff.
3. TAQUERIA VAQUERO will assist employees who wish to quit smoking by facilitating access to recommended smoking cessation programs, materials and information about the free Indiana Tobacco Quitline 1-800-QUIT-NOW (1-800-784-8669).
4. Any violations of this policy will be handled through the standard disciplinary procedure.

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TAQUERIA VAQUERO **Póliza de no fumar**

Póliza:

Debido a los reconocidos peligros a la salud que surgen por estar expuesto al humo de tabaco en el medio ambiente (humo de segunda mano), será reglamento de TAQUERIA VAQUERO el proporcionar un ambiente libre del humo de tabaco, para todos los empleados, clientes, y visitantes. Esta política se aplicará a los empleados y no empleados, contratistas, clientes y visitantes de TAQUERIA EL VAQUERO y que incluye la prohibición de fumar cualquier producto tabacalero (cigarrillos, cigarros, y pipas), y el uso de productos de tabaco como: tabaco de mascar, tabaco que se disuelve, cigarrillos electrónicos, y/o cualquier mecanismo de entrega de nicotina, con excepción de los mecanismos que ayudan a los fumadores a dejar de fumar como: parches, goma de marcar.

Definición:

1. No se permite fumar o el consumo de otros productos de tabaco o usar mecanismo de entrega de nicotina en las instalaciones de TAQUERIA VAQUERO, incluyendo el edificio, terrazas, jardines, estacionamiento y todas las otras partes del local.
2. Todos los materiales usados para fumar, incluyendo colillas y fósforos, tienen que estar apagados y colocados en los recipientes de basura, antes de entrar al edificio o local.
3. Los empleados fumadores tienen que abstenerse de fumar durante las horas de trabajo, o salir del terreno de la propiedad para fumar.
4. No se permite fumar dentro de 25 pies de distancia de todas las entradas y del local.
5. No se permite fumar o consumir tabaco en los vehículos de propiedad de la compañía o vehículos alquilados y/o personales, cuando se está transportando a personas, clientes, visitas, o el personal de TAQUERIA VAQUERO, durante tiempo pagado por la compañía. Todos los empleados se deberán de abstenerse de fumar y/o usar estos productos, a pesar de estar fuera de la propiedad de TAQUERIA VAQUERO mientras estén en presencia de cualquier cliente, vendedor, contratista, o visitante.
6. Sin embargo, un empleado puede usar tabaco dentro de su carro, durante los descansos designados y en su propio tiempo.
7. Los supervisores tratarán el tema de los descansos para fumar con sus empleados. Juntos desarrollarán una solución efectiva, que no interfiera con el trabajo de los empleados.

Procedimiento:

1. Los empleados serán informados de este reglamento a través de señales puestas en las instalaciones de TAQUERIA VAQUERO, el manual de póliza, orientación y entrenamiento proveído por los supervisores.
2. Los visitantes serán informados de estas reglas a través de señales, y será explicado también por el anfitrión, y el personal de servicio de TAQUERIA VAQUERO.
3. TAQUERIA VAQUERO asistirá a los empleados que quieran dejar de fumar y les facilitará el acceso a programas de cesación, materiales y la línea gratis de ayuda para Dejar de Fumar en Indiana 1-800-QUIT-NOW (1-800-784-8669).
4. Cualquier violación a estos reglamentos se manejarán por medio de los procedimientos regulares de disciplina.

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Resolution of the Board of Directors/Organization of

Whereas, the Surgeon General states: "The debate is over, the science is clear, secondhand smoke is a serious health hazard that causes premature death and diseases..." and,

Whereas, secondhand smoke is a workplace hazard and no employee should have to choose between a job and their health in order to earn a living; and

Whereas, all credible economic studies show communities with comprehensive smoke free workplace laws have not seen a negative impact on the hospitality industry or any other sector; and

Whereas, smoke free policies decrease absenteeism among non-smoking employees, reduce housekeeping and maintenance costs, lower insurance rates and reduce smoking-related fires; and

Whereas, according to the U.S. Surgeon General, the only way to effectively protect individuals from the hazards of secondhand smoke is to **completely** eliminate indoor smoking;

BE IT RESOLVED, THEREFORE, that the undersigned members of the Board of Directors/Organization of _____, hereby asks the members of the Indiana General Assembly to support comprehensive legislation calling for smoke free air in all workplaces including: restaurants, bars and casinos to protect all employees; and is a supporting member of the Indiana Campaign for Smoke free Air:

Organization's Name: _____

Contact Person's Name: _____

Street Address : _____

City: _____, State: IN Zip Code: _____

Email address: _____

Phone: _____

Please complete and submit the resolution to Patricia Ells, American Cancer Society, by email to patricia.ells@cancer.org; by fax to 317.344.7810; or, by mail to 5635 W. 96th Street, Suite 100, Indianapolis, IN 46278.

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Resolución de la Junta Directiva/Organización de

Considerando que, el Cirujano General dice: "la ciencia ha comprobado que no hay que seguir discutiendo, el humo de segunda mano es un serio peligro para la salud que causa enfermedades y muerte prematura..."

Considerando que, el humo de segunda mano es un peligro ambiental en el lugar de trabajo y que para ganarse la vida ningún empleado debe de elegir entre un trabajo y su salud; y

Considerando que, todos los estudios económicos que han sido acreditados, demuestran que las comunidades con leyes de ambientes libre del humo de tabaco que protegen los lugares de trabajo, no han visto un impacto negativo en la industria de servicios o en ningún otro sector; y

Considerando que, las pólizas ambientales que prohíben el humo del tabaco disminuyen el ausentismo de empleados que no fuman, reducen los gastos de limpieza y mantenimiento, bajan las tarifas del seguro y reducen los incendios que son relacionados con el cigarrillo; y

Considerando que, según el Cirujano General de los Estados Unidos la única manera de proteger eficazmente a individuos de los peligros del humo de segunda mano es eliminando **completamente** el fumar en lugares cerrados;

POR LO TANTO, SE RESUEVE, que los miembros firmantes de la Junta Directiva/Organización

_____ invitan por este medio a los miembros de la Asamblea General de Indiana a que apoyen una legislación inclusiva, haciendo un llamado para que todos los lugares de trabajo sean libres del humo de tabaco incluyendo: restaurantes, bares y casinos para proteger a todos los empleados; y es un miembro que apoya al Indiana Campaign for Smokefree Air (Campaña para un aire libre del humo en Indiana):

Nombre de la Organización: _____

Nombre de contacto: _____

Dirección: _____

Ciudad: _____, Estado: IN Código postal: _____

Email: _____ Teléfono: _____

Por favor llene y envíe la resolución a Patricia Ells, American Cancer Society, por email a patricia.ells@cancer.org; por fax al número 317.344.7810; o, por correo a la dirección 5635 W. 96th Street, Suite 100, Indianápolis, IN 46278.

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Resources

Note that the resources have been included in this Promising Practice to be used as examples and adjusted as needed for specific needs:

Little Mexico in the Heart of Crawfordsville
(press release, see page 8)

Taquería Vaquero's Smoke-free Policy
(English version, see page 9; Spanish version, see page 10)

Smoke-free Resolution for Businesses and organizations
(English version, see page 11; Spanish version, see page 12)

The National Latino Tobacco Control Network (NLTCN) is an open information and support system for tobacco control and health disparities advocates and experts who want to become more effective in changing policies and social norms around tobacco control through exchange of information and personal and institutional linkages. www.latinotobaccocontrol.org NLTCN is a member of the National Tobacco Prevention Networks www.tobaccoopreventionnetworks.org

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