



EMERGING Promising Practices

Smoke-Free Latino Soccer Leagues:

Reaching Far Beyond the Target Audience & Creating Policy Change



Indianapolis, IN: Latino youth enjoying smoke-free environments and celebrating their soccer league tournament triumph.

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PROBLEM ADDRESSED

In 2003, a study conducted by the Indiana Tobacco Use Disparities & Diversity (ITDD), concluded that Latino immigrant men ages 18-24 in Indiana showed a disproportionate rate of tobacco consumption. According to the Indiana Tobacco Prevention and Cessation (ITPC) report, the smoking rates among Latino men was 73 percent compared to 28 percent for Latino women. The state's tobacco prevention campaigns did not focus specifically on young Latino immigrant men. According to the 2010 U.S. Census, the number of Latinos grew exponentially making up over 7% of the population in Indianapolis.

ITPC was interested in reaching priority populations disproportionately affected by tobacco use; therefore, it funded the Indiana Latino Institute, Inc. (ILI) to reach Latino young men in a culturally and linguistically appropriate manner. ILI decided that the best way to reach this target population was to get involved in activities of interest to this group. This spawned the idea to go to the parks and playgrounds where Latino men play soccer (their most popular sport) and where their friends and family congregate to socialize and watch the games. Additionally, since the parks and playgrounds in Indianapolis are not smoke free venues, and the city has not yet passed a comprehensive smoke free ordinance, ILI saw a value added in teaching the participants the importance of ordinances and laws that protect their health.

DESCRIPTION OF PARTICIPANTS

Latino men, 18-24 years of age, living in Marion County: the majority of these men are single, working in the service/food industries (hotels, restaurants, gardening, transportation...) and they receive low-income wages. Most of them do not live with their families and/or their families reside in their homeland. They have social and/or language barriers that affect recent immigrants. In addition, coaches, referees, and soccer enthusiasts and their families were engaged in this project, as well as the Indiana Latino Institute's (ILI) staff.



ILI promotes **P.A.T.A. Against Tobacco** program out on the field.

DESCRIPTION OF INNOVATIVE ACTIVITY

The project **P.A.T.A.** (Padres, Abuelos y Tíos en Acción) **Contra el Tabaco**, which translates to Parents, Grandfathers and Uncles in Action against Tobacco, was created to address tobacco use among young Latino immigrant men by reaching the target group in a soccer league setting. The Stakeholders in Latino Soccer Leagues were educated about the dangers of tobacco use and secondhand smoke by demonstrating the negative impact that tobacco has on their sporting activities and on their health, as well as the health of their friends and family. In Spanish "pata" is the informal word for leg, "patada" from the verb "patear" —to kick— like kick the ball, thus **P.A.T.A. contra el Tabaco** has a connotation of kicking the tobacco habit. ILI understood that the double entendre of the name (which includes valuing Latino male figures and kicking cigarette butts), was a catchy phrase for Latinos.

Friends and family learn about protecting their health from tobacco during practice, games and tournaments. **P.A.T.A. Against Tobacco** at Latino soccer leagues proved to be a great success for ILI, the Latino community and the state of Indiana.

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KEY STAKEHOLDERS

The following were the key stakeholders: Three Latino Soccer Leagues with teams (including mentors, coaches, players, referees, family and friends); the Indiana Latino Institute, Inc. (ILI); the Indiana Tobacco Prevention and Cessation (ITPC); the American Legacy Foundation (Legacy); the Mexican Consulate of Indianapolis; and the Asociación de Líderes Mexicanos en Acción (ALMA), aka the Association of Mexican Leaders in Action.

As funding was cut, outreach was done to other organizations who became stakeholders, such as the “Geared for Health”. This organization provides sport equipment for kids through the Indiana Sports Corps which collects and distributes equipment for low income families and communities. Other partners included the local smoke free coalition, Smoke Free Indy and the ITPC partners who valued the activities of ILI and its community mobilization efforts.



ILI Program Director, Maria Luisa Tishner, reviews peak-flow test results with local soccer team players; this activity creates awareness on tobacco and builds up the trust the participants place in the program.



Administering the peak-flow test before a game serves as a way to educate and to engage the team participating in the program.

PLANNING

After assessing the problem, the soccer league program presented a viable way of reaching the target population. ILI staff went into the community to see what brought people together and where the target population gathered. Each game and/or tournament event brought together the Latino men along with family and friends allowing the program to leave a rippling effect of tobacco awareness throughout the community. The mentors and program coordinators, including coaches and referees were educated and once they understood the value added of the program, they became actively involved helping implement strategies to reach the objectives of creating a smoke-free environment for the players and helping them choose a healthier lifestyle without tobacco. To streamline the process, a standard set of presentations were created as part of a curriculum with selected educational materials. Several peak flow tubes were purchased which were used to actively engage the players while demonstrating lung capacity.

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PROGRAM DEVELOPMENT AND IMPLEMENTATION

Once in place, the program developed and implemented very quickly due to the interest from all stakeholders. It was well accepted by the coaches, referees, players and the community. The program was highly successful because of the implementation of smoke-free policies and pledges requiring the leagues to maintain smoke-free environments including homes, cars, and parks during games. Additionally, the Peak-flow tests administered to players became a simple yet useful tool to aid in demonstrating how tobacco was affecting their lung capacity. Cessation classes were promoted to all participants, including information on the Indiana Tobacco Quitline (which provides services in Spanish). ILI, in tandem with League administrators, bought team uniforms which helped build-up team spirit and foment competition. Providing uniforms demonstrated support of the leagues and solidified a commitment to make practices and tournaments smoke free.

The *P.A.T.A. Contra el Tabaco* Tournament was highly effective in attracting larger crowds of audience, and also bringing media resources that would otherwise may not be accessible. Local Spanish radio stations promoted the tournament and covered it. All of the players were asked to sign Smoke Free Pledges saying that they supported smoke free cars, homes/apartments and healthy environments at smoke free sporting activities. During half-time, the ILI team would create games and educational activities for the children so that they would learn about the dangers of tobacco use and secondhand smoke. Children then would actually become engaged in the Tournament.

When Marion County was promoting a smoke free ordinance, the players, coaches, mentors and their families signed petitions for a smoke free city that were later submitted to the Mayor and the City Council to support this policy change. For many participants, this was their first interaction with civic engagement. Educational materials were distributed to all individuals that signed the petitions and pledges to stay smoke-free, including book marks with anti-tobacco messages to help remind them of their commitment.



All the teams are winners during a smoke-free P.A.T.A. Tournament.

RESOURCES NEEDED

Resources from Legacy foundation, the Mexican Consulate of Indianapolis, Kroger Supermarket, Indianapolis and Chicago Pachuca Schools, ITPC, UNIVISION and ILI enabled the finances needed for:

- Recruitment and retention of a Soccer League Program Coordinator
- Funds for rental of parks and soccer fields
- Paint to mark the fields for practice and tournaments
- Soccer balls, nets and other equipment
- Uniforms for the players
- Water and or snacks for players
- Peak flow canisters to measure lung capacity
- Educational materials
- Smoke-Free Pledges
- Cameras to take pictures of the winners
- Banners with smoke free messages
- Ambulance available in case of injury
- ILI program staff who educated and distributed materials
- Manual for Trainers and Coaches
- Media campaigns (radio, newspaper and video promoting the program)
- Tournaments, trophies and plaques
- Forms for petitions in support of Clean Indoor Air Ordinances
- Security, a Police Department patrol car



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SKILLS NEEDED

ILI trained the Program Coordinator who implemented the tobacco program for the soccer leagues. The individual was a community member and was highly involved with the Latino soccer leagues of Indianapolis. He presented a passion for the game as well as a strong interest in the well-being of his community. He was bilingual and culturally competent in the realities of the Latino community of Indiana. He knew the coaches, team leaders and the game of soccer. He had the legitimacy necessary to train coaches who then could replicate the training when leading other children's soccer teams and leagues.

ILI utilized a trained Outreach Specialist who knew the community, the media and the policy development process. This person could capitalize on this program and push for smoke free ordinances when the opportunity arose. In between games and at least once a month, the outreach coordinator went out to the playgrounds where the soccer leagues practices took place. The coordinator spoke to the players, their families and friends, and to any and all sports fans present, engaging everyone in dialogue about the dangers of tobacco and the importance of smoke-free environments.

After evaluating the extent of knowledge of the group, the community outreach representative then proceeds to educate them in way that is not condescending, nor that is above the level of education that they present. The group is encouraged to fill out pledges to stay smoke-free and they are presented with educational materials (like pamphlets, brochures...) that help the coordinator support the presentation and messages.

The amount of information presented depends on the level of engagement the group demonstrates. The interaction is casual and friendly. This specialist must possess an outgoing personality and should relate/identify with the community; likewise, the group/community must feel that the coordinator is one of them, as it is very important to gain and maintain their trust. Therefore, when presenting the program, the coordinator must be genuine. Additionally, the coordinator attends most tournament games and all the final championships. The success of the program depends highly on the outreach specialist's level of commitment.

EVALUATION

This program was not scientifically evaluated due to lack of evaluation funding. ILI kept the number of smoke free pledges signed each year which augmented every tournament season and the number of players and teams that participated. The success is demonstrated by the number of people playing in teams and tournaments and the community in attendance. Keeping the playgrounds and venues smoke free during practices and tournaments has set an example for other groups who utilize the venues.

Because of the community engagement in this program and ILI's respectability and legitimacy, it was easy to get the program participants to sign petitions in support of Smoke Free Marion County. Although the ordinance did not pass, the support of the Latino community, including young Latino immigrant men was remarkable. P.A.T.A. Against Tobacco proved to be a mechanism for engagement in policy advocacy.

SUSTAINING THIS ACTIVITY

This activity was originally funded by Legacy, and then became a part of ILI's work plan in support of ITPC's initiatives. Funding from ITPC and community support (businesses sponsoring teams, providing snacks, media providing free air time...) are major elements that helped maintain the program. Funding from major organizations dwindled and other support was gained. However, once the program becomes integral to community life, the activities are sustained through all of the elements that encompass **P.A.T.A. Against Tobacco**. The partners remain engaged because they see that these types of program activities promote community cohesion and can be used for community mobilization on policy issues. The number of Leagues went from three to only one. Finally, the players took ownership of the tournament and the Mexican Consulate provided trophies made in Mexico. Because of the engagement of the Consulate, players from neighboring states also came to compete, thereby creating an echo effect regionally. This program was initiated in 2003 and is still in existence in 2011.

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Results

The program was a great success. *P.A.T.A. Against Tobacco* became an integral part of the soccer leagues activities. As it tended to be the case, most of the stakeholders knew that tobacco was not good for them but did not realize or truly understood the damage caused by tobacco and secondhand smoke. Before the program, smoking was permitted during the games. Friends and family members attending the games were exposed to secondhand smoke and carried the toxics back to their homes and their children. After the implementation of the program, families became aware of the health impacts of maintaining and supporting smoke-free environments. They signed pledges to keep their cars and homes also as smoke free environments.

A video of the *P.A.T.A. Against Tobacco* program was done by the UNIVISION station and was used to promote the program. El Coyote and the Voice of Indiana- two prominent Spanish newspapers covered the events allowing the smoke free message to reach the entire community.

Additionally, once participants signed individual pledges they were more willing and interested in signing petitions that were submitted to the City Council supporting a citywide smoke free ordinance that would include parks and other outdoor recreational areas. Having ILI submit the petitions and provide testimony before City Council and the Mayor benefited the efforts of the Smoke Free Indy coalition. Appointed and elected officials were able to see that Latinos want to engage in public policy and have healthier environments.

ADAPTATION BY OTHER ORGANIZATIONS

Soccer leagues are excellent venues to address the tobacco problem in recent immigrant communities. The program ended up reaching far beyond the target audience since all of the community became engaged in policy. The pre-game, half-time, breaks, and post-game periods were utilized to educate the audience on the dangers of tobacco use and secondhand smoke, as well as to promote the Indiana Quitline. The participants were engaged with activities that impacted their views of tobacco. The activities included games, visuals and Q/A sessions that helped answer their concerns and clarify their misunderstandings about tobacco use and secondhand smoke.

P.A.T.A. Against Tobacco can be transformed and adapted for different audiences. By following the *P.A.T.A. Against Tobacco* model ILI was able to create a Healthy Living program for youth 12-17 years old. The children received information about nutrition, physical activity and topics on tobacco through a series of sporting and educational activities including soccer. Fit City funded this program.



Future soccer champions participating in FitCity P.A.T.A. program; ILI's Outreach Specialist, Marcela Flores, poses questions to test their knowledge on health, tobacco, and nutrition.



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Lessons Learned

- Be patient when starting the program. If many stakeholders are smokers, you may run across resistance. If they are not smokers, they may not understand the program's benefits to them.
- Expect resistance from stakeholders. They will not trust your intentions until they understand the objectives and the value to them.
- Go to the places where the community congregates
- Support what the community is already doing – soccer
- Hire someone who has respect and credibility in that setting
- Be flexible, you must adapt to odd schedules and meet according to the games schedules
- Respect the soccer leagues priorities; your goal is their participation, theirs is to play
- Support what the Soccer League needs: uniforms, balls, nets, paint
- Provide water and healthy snacks to reinforce health messages
- Show them with Peak Flows how tobacco affects their ability to play
- Educate coaches and players so that they can educate youth
- In a culturally sensitive manner, be very explicit when explaining your role and program goals
- Use half time to educate kids and the community
- Put up smoke free banners at every practice and tournament
- Work with the media to promote the tournament and highlight successes (TV, radio, newspapers)
- Distribute flyers to announce tournaments, engage Latino businesses (restaurants), agencies (Mexican Consulate) and community centers or churches.
- Create a video that can be used and reused in various communities to promote the program and attract funders.
- Provide smoke free cars and smoke free homes pledges
- Promote signing petitions for smoke free environments and ordinances
- Present signed petitions, testimony and newspaper articles to policy makers
- Coordinate advocacy and media efforts with local smoke free coalitions
- Engage businesses so that the tournaments reflect the community
- Look for alternative sources of funds so as one dries out the program continues
- Use ***P.A.T.A. Against Tobacco*** and adapt it to Youth Soccer Leagues or other sports/activities.



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Resources

Smoke Free Pledges, copies of Petitions signed by P.A.T.A. members for Smoke Free Indy, newspaper clippings, photos of tournaments/players and activities.

The following are samples of spreadsheets, pamphlets and brochures used by ILI during soccer practice, games and tournaments, targeting Latino audience in a way that is cultural and linguistically appropriate. The materials incorporate anti-tobacco messages emphasizing unity, family, team spirit, sports, physical activity and healthy lifestyles through text and images.



Sign-in & support Sheet

DO IT FOR YOUR FAMILY

Due to the love that I feel for my family and friends, I promise to keep our home and our car free from cigarette smoke, due to the danger and health risk that smoke carries, I will ask my relatives friends & co-workers do the same thing



Hoja de asistencia y apoyo

HAZLO POR TU FAMILIA

Por el amor que siento por mi familia y mis amigos me comprometo a mantener nuestra casa, trabajo y carro Libres de humo de cigarrillo y debido al peligro que causa a la salud a la salud le pedire a mi familia, amigos y compañeros de trabajo que hagan lo mismo.



I SUPPORT A COMPREHENSIVE ORDINANCE TO GET ALL WORK PLACES **SMOKE FREE**
 APOYO UN LEY PARA QUE TODOS LOS LUGARES DE TRABAJO SEAN **LIBRES DE HUMO DE TABACO**

By: Marcela Flores Event: _____ Date: _____

#	Name/Nombre	Adress-Email/Domicilio-Correo El	Zip/Code	Phone/Telefono	Signature/Firma
1					
2					
3					
4					
5					
6					
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Hazlo por tu familia

El fumador pasivo es aquel individuo que aunque no fume, respira el humo del fumador y del cigarrillo encendido. Un fumador pasivo expuesto al humo del cigarrillo durante una hora, inhala una cantidad equivalente a 2 ó 3 cigarrillos.

Cada año, el humo del cigarrillo mata a 53,000 **no fumadores** en los Estados Unidos y los niños son los más susceptibles. Cuando los niños están expuestos al humo del cigarrillo, pueden desarrollar infecciones del oído, asma, bronquitis, neumonía, y hasta la muerte repentina.

El humo del cigarrillo es un problema muy serio.



Por favor, guarde esta parte como un recordatorio de su compromiso para mantener su casa, su trabajo y su carro libres del humo del cigarrillo

Para obtener más información acerca de como dejar el cigarrillo, visite la página web:

www.WhiteLies.tv
o llame al 317-472-1055



Aquí no se va a fumar

Por el amor que siento por mi familia y por mis amigos, me comprometo a mantener nuestra casa, nuestro trabajo y nuestro carro libres del humo del cigarrillo. Debido al peligro y al riesgo que causa el humo del cigarrillo para la salud, le pediré a mis parientes, amigos y compañeros de trabajo que no fumen. Por favor llene los espacios y envíelo al Indiana Latino Institute, Inc.

- Apoyo a que todos los centros de trabajo estén libre s del humo de tabaco.
- Quiero obtener información para dejar de fumar.
- Quiero contribuir con mi tiempo y esfuerzos para la campaña en contra del tabaco.
- Apoyo una ley para que todos los lugares de trabajo sean completamente libre s de humo de tabaco.

Nombre _____

Dirección _____

Teléfono _____

Ciudad/Estado/Código Postal _____

E-mail _____

Firma _____

(Yo me comprometo a lo mencionado arriba)



Indiana Latino Institute, Inc.
445 N. Pennsylvania St., Suite 800
Indianápolis, IN 46204
Teléfono: 317-472-1055
www.indianalatinoinstitute.org

www.WhiteLies.tv

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Consejos para mantener su casa, su trabajo y su auto libres del humo del cigarrillo.

_____ Ponga letreros de no fumar en la casa, en el trabajo y en el auto.

_____ A las visitas que fumen, pídale que lo hagan afuera.

_____ Solamente frecuente aquellos negocios donde no haya humo de cigarrillo.

_____ Aproveche esta oportunidad para romper con el hábito de fumar o para ayudar a que un ser querido deje de fumar.



1-800-QUIT NOW
Indiana Tobacco Quitline

**REAFIRME
SU
COMPROMISO
PARA UNA VIDA
MAS
SALUDABLE**

Riesgos del Fumador Pasivo:

El tabaquismo es reconocido en todo el mundo como la causa principal de muerte que se puede prevenir. Permanecer cerca del humo que uno o varios fumadores dejan en el ambiente puede ser peor de lo que usted se imagina. En un informe del American Heart Association (AHA) del 1986, se estableció que el humo de segunda mano, causa enfermedades, en particular: cáncer pulmonar, ataque al corazón, y enfisema pulmonar.

Se ha comprobado que el humo de los fumadores afecta la salud de todos aquellos que lo respiran.

En los niños, el humo del cigarrillo:

- Agrava los síntomas respiratorios como la tos, la producción de flema y la falta de aire.
- Aumenta la frecuencia de inflamación del oído u otitis.
- Aumenta la frecuencia de hospitalizaciones por problemas bronquiales y neumonía durante el primer año de vida.
- Produce bajo peso en los recién nacidos, y aumenta el riesgo de muerte prematura.

En los adultos, el humo del cigarrillo:

- Causa efectos agudos, como irritación de los ojos, de la garganta y de la nariz.
- Incrementa en un 25 por ciento la posibilidad de padecer de cáncer al pulmón.
- Aumenta en un 30 por ciento la probabilidad de padecer de un infarto.

En la mujer, el humo del cigarrillo:

- Reduce la fertilidad.
- Envejece la piel en forma prematura.
- Aumenta el riesgo de un aborto espontáneo.

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AI VIVIR

en un ambiente sin humo de tabaco, ganarás fuerza, salud, autoestima y amor.

GANNA

EN EL FÚTBOL Y EN LA VIDA

A quienes puede informarse acerca de cómo dejar de fumar llamando al Indiana Latino Institute, (317) 472-1055 o en www.indianalatinos.com y en www.WhiteLies.tv

P.A.T.A. (PROMOTORES ANTITABACOS)
Mejorando la vida de los Latinos en Indiana.

¡No dejes para mañana lo que puedas hacer hoy!
 Fuma? Sí No

COMPROMISO PARA VIVIR SIN TABACO

Debido al peligro que causa el estar expuesto al uso de tabaco:

- Me comprometo a nunca fumar si no fumo
- Me comprometo si fumo a dejar de fumar
- Me comprometo a no dejar que otros fumen en mi casa
- Me comprometo a no dejar que otros fumen en mi carro
- Me comprometo a no participar en actividades donde se permita fumar

Además, yo me comprometo a trabajar para eliminar el humo de tabaco en lugares públicos, como restaurantes y otros negocios.

Deseo Recibir

- Información sobre las clases para dejar de fumar.

¡GOOOOOOLAZOO!!!

Su información es totalmente confidencial y solo será utilizada para registrarlo como participante del proyecto P.A.T.A.

Nombre

Dirección

Ciudad Estado Código Postal

Teléfono Celular

Edad Correo Electrónico

Liga de Fútbol:



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El Tabaco mata

Si no fumo o dejo de fumar comenzaré a mejorar mi salud y rendimiento físico inmediatamente.

Muchos estudios médicos demuestran que al dejar de fumar el cuerpo empieza a mejorar casi inmediatamente y continúa mejorando aunque se haya fumado por muchos años.

<p>Evitaría graves problemas de salud:</p> <p>Más de 434,000 personas mueren cada año en los Estados Unidos por enfermedades causadas por el tabaco. Las mayores causantes de muertes entre Latinos son las enfermedades relacionadas con el fumar cigarrillos, problemas del corazón, cáncer y problemas respiratorios pulmonares.</p> <p>Escaparía del vicio:</p> <p>El cigarrillo contiene nicotina, una droga que produce una dependencia tan fuerte como la heroína o la cocaína. Entre los Latinos el 23.1% de los adultos y el 8.1 de los jóvenes (middle school) fuman en Indiana.</p>	<p>Cuidaría de la salud y el bienestar de mi familia, mis amigos y la de aquellos que trabajan conmigo:</p> <p>Cada año, el humo del cigarrillo causa aproximadamente 53,000 muertes en personas que no fuman. Mi humo perjudica seriamente la salud y molesta mucho a las personas que me rodean.</p> <p>Ahorrraría dinero:</p> <p>Un fumador promedio gasta en la compra de cigarrillos aproximadamente \$1,186 por año. Tendré más dinero para comprar otras cosas que quiero y necesito.</p>
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- Reduciré el riesgo de padecer de impotencia sexual.
- En un día ya comienzo a reducir el riesgo de un ataque al corazón
- En sólo 3 a 7 días sentiré más energía y me cansaré menos ya que aumentaré la capacidad del pulmón y el cuerpo recibirá más oxígeno.
- En 3 años reduciré la posibilidad de un ataque al corazón.
- En 5 años reduciré a la mitad el riesgo de muerte causado por el cáncer pulmonar, Este cáncer es el mayor causante de muerte entre los latinos.



¡Puedes vivir

en un ambiente saludable!

FIFA

¡También le dice NO al tabaco!

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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