



Unidospor**Salud**

ABOUT US

The Unidos Por Salud Project is a tobacco prevention program that serves the Central Valley and is dedicated to reducing tobacco-related health inequities primarily among the Hispanic/Latino population.

SERVICE AREA

Unidos is tasked with providing services to communities in Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare counties.

TOBACCO & THE HISPANIC/LATINO COMMUNITY

The tobacco industry has specifically targeted the Hispanic/Latino population by funding schools, political campaigns, and cultural events. They also aggressively discount flavored cigar and cigarillos in Hispanic/Latino neighborhoods to hook new customers. As a result, lung cancer is the leading cause of cancer deaths among Hispanic/Latino populations.

Source: <http://tobaccofreeca.com/story-of-inequity/hispanic-latino/>



PROGRAM SERVICES

The program uses many approaches to provide a comprehensive tobacco control program including partnering with Promotoras de Salud (community outreach workers), conducting tobacco control advocacy and leadership trainings, engaging youth in advocacy, providing community education and outreach, partnering with community organizations, implementing local data collection and analysis, and providing model policies and technical assistance for communities interested in adopting tobacco-related policies.

OVER _____
**1.1 MILLION
LATINOS**
— IN CALIFORNIA ARE —
CURRENT SMOKERS

PROGRAM OBJECTIVES

Restrictions on the Sale of Flavored and Menthol Tobacco Products

- › Support the adoption and implementation of a public policy restricting the sale and distribution of mentholated cigarettes and flavored tobacco products within 1,000 feet of schools and other youth-sensitive areas.

Smoke-Free Policies for Multi-Unit Housing

- › Support the adoption and implementation of a public policy that would designate multi-unit housing, such as apartments or condos, as 100% smoke-free units.

Youth Engagement in Tobacco Prevention

- › Engage and partner with Hispanic/Latino youth to empower them to become advocates and leaders in their communities.



California Health Collaborative

FOR MORE INFORMATION

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