

Challenger Article – May 2006  
Proyecto Vida: Latino Deje de Fumar – Update

In the previous Challenger issue, we introduced *Proyecto Vida: Latino Deje de Fumar* which translates to, *Project Life: Latino Quit Smoking*. This project was funded in July 2005, by the New Jersey Health Initiatives, Robert Wood Johnson Foundation. The project goals were to increase the number of Latinos seeking tobacco cessation services at the Tobacco Dependence Clinic. *Proyecto Vida: Latino Deje de Fumar* has now been in operation for 10 months and the number of Latinos seeking tobacco cessation services at the Tobacco Dependence Clinic has grown substantially.

The overall strategy for increasing use of services was to create a community marketing campaign that included community outreach, neighborhood canvassing, advertising in Latino focused venues and by partnering with grass roots organizations that would serve as conduits for information dissemination.

Free nicotine replacement therapy

The marketing strategy coupled with providing culture and language appropriate services has proven to be a successful method for increasing the number of Latinos seeking services to quit smoking from the Tobacco Dependence Clinic. As the ultimate goal is to reverse the upward trend of Latino smokers; education and prevention have also become important components to *Proyecto Vida* via community outreach providing information on the harms of tobacco at various middle schools and high schools.

*Proyecto Vida: Latino Deje de Fumar* kicked off in January 2006 and since then the number of Latino clients entering the clinic for services has gradually increased. To compare with previous year data; in January 2005, 8% of clients seeking tobacco cessation services were Latino, in January 2006, the rate had increased to 19%. In February 2005, the percentage of Latino clients was 8%; in February 2006, the rate had increased to 13%. In March 2005, 9% were Latino clients; in March 2006, there were 18% Latino clients. Most impressive, have been the increases in April and May 2006, where the percentage of Latino clients has been 21% and 35%, respectively.

The next step of the project will be to train other smoking cessation organizations to provide culturally sensitive services and market their services to Latino communities throughout New Jersey. We will keep you posted on our progress.

In May, our website [www.proyectovidanofume.org](http://www.proyectovidanofume.org) is scheduled to go live and will be providing information and education for organizations providing smoking cessation services for the Latino community.