



The Gritty World of Granular
Disparity Data:
Moving From Data To Action

Delmonte Jefferson



What's Missing?

When it comes to surveillance of priority populations, what's missing?

- **In terms of data...?**
 - **Have we accounted for subgroups within larger populations?**
 - **Have we accounted for environmental factors?**
 - **Have we accounted for historical or cultural factors?**



What's Missing?

When it comes to surveillance of priority populations, what's missing?

- **In terms of actions...?**
 - **Have we involved local communities in solutions?**
 - **Is there a reciprocal transfer of knowledge?**
 - **Did our actions have a positive impact on a priority population?**

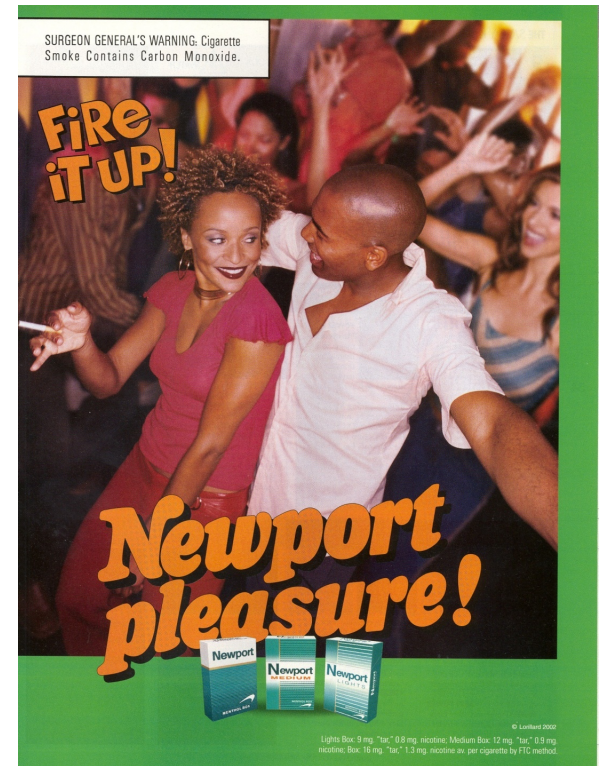


What's The Causal Factor?

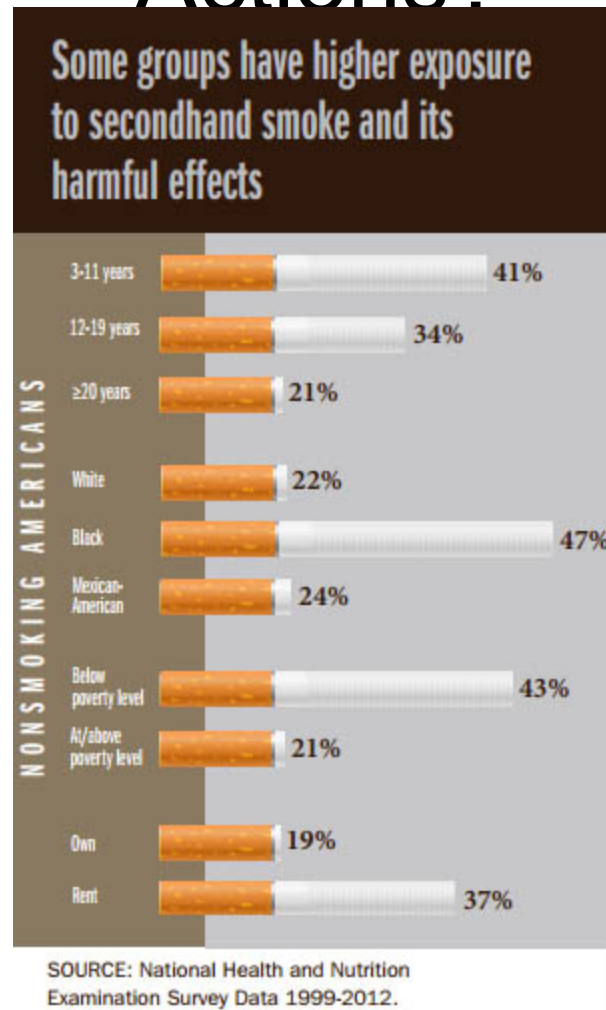
- How does data on priority populations drive programs and services for priority populations?

African Americans	-	83%
Asians	-	51%
Latinos	-	47%
Whites	-	30%

(Gardiner 2004)



What Does The Data Tell Us About Our Actions?



How Have Predators Used Data?

Focus vs. Non Focus Communities (Wright, 2009)

▶ Focus Communities: Inner-city, Colored and Poor

- Less expensive, more desirable promotions
 - Buy 1, Get X Free
 - Summer/ Holidays

▶ Non-focus Communities: Upscale, suburban, rural and white

- More expensive, less desirable promotions
 - Buy 2, Get X Free
 - Buy 3, Get X Free

▶ Menthol Cigarettes Cheaper

- Non-focus- 50 cents off/ pack (\$5.00 off/ ctn)
- Focus- \$1.00-\$1.50 off/ pack (\$10.00-15.00 off/ ctn)

How Do We Focus On Our Communities?

From
this...

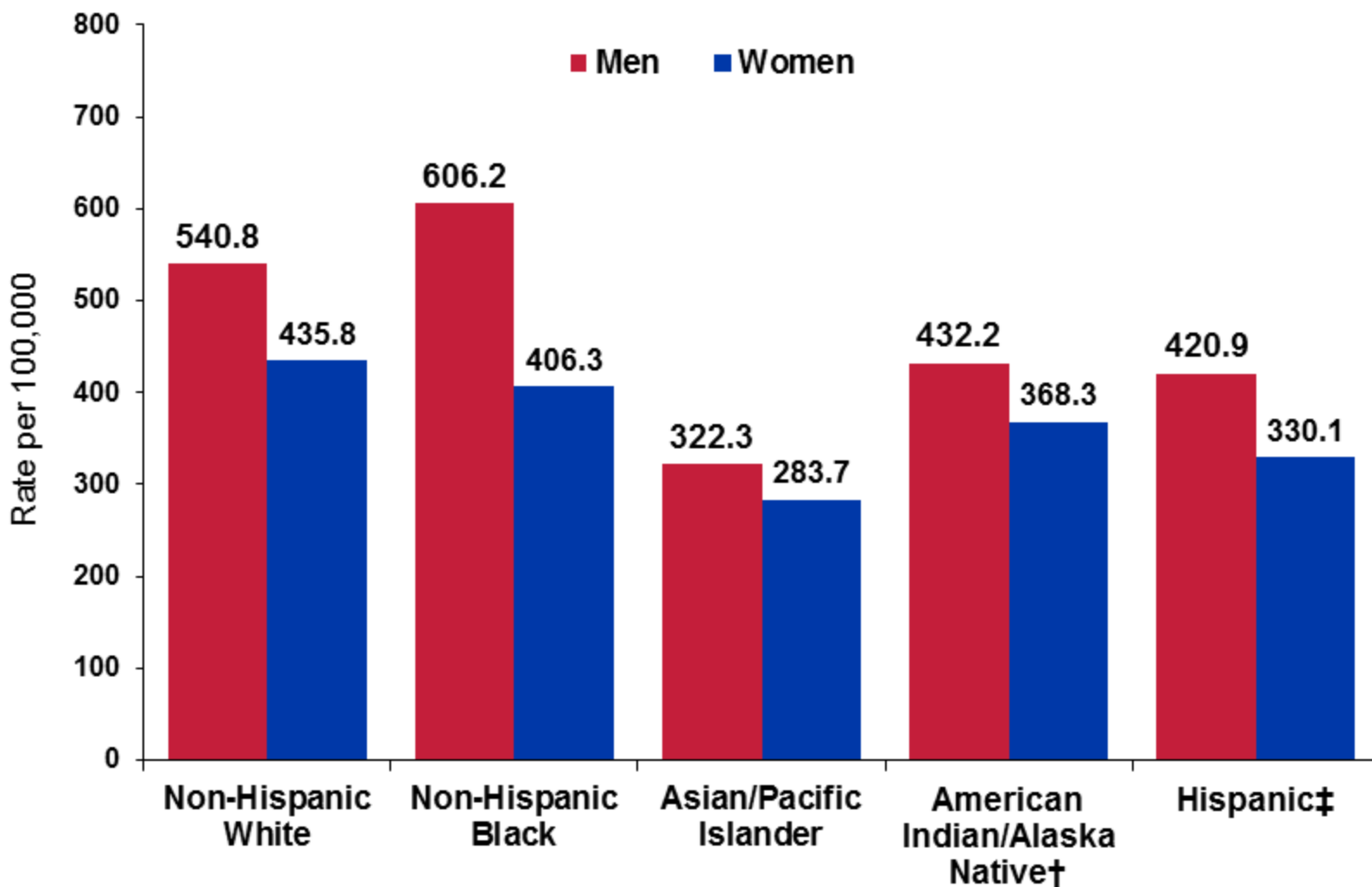


How Do We Focus On Our Communities?

To this...



Cancer Incidence Rates* by Race and Ethnicity, 2007-2011



*Age-adjusted to the 2000 US standard population.

†Data based on Indian Health Service Contract Health Service Delivery Areas. Rates exclude data from Kansas.

‡Persons of Hispanic origin may be of any race.

Source: National American Association of Central Cancer Registries, 2014.

Local/State Efforts to Address Gaps in

National organizations, cities and local governments taking local action to address disparities.

- Tobacco Control Legal Consortium
- No Menthol Sunday on May 31st, 2015
- Delta Sigma Theta Sorority, Inc.
- City of Chicago, IL - 500 ft buffer zone
- African American Tobacco Control Leadership Council
- Not In Mama's Kitchen – secondhand smoke campaign

Save Lives:
Ban Menthol Cigarettes
Mission: To ban the use of menthol in all tobacco products



**COMMUNITY
ACTION
KIT**

Contact: Rev. Jesse Brown
Number: 215.680.3790
Email: banmentholcigarettes@gmail.com
Facebook: Save Lives: Ban Menthol Cigarettes
Twitter: @BanMentholCigs

Important to Ensure Actions are Driven by

Data Emerging Predatory Products



Important to Ensure Actions are Driven by Data



Black Children Still Suffer More

It's time to do something about it.



The End



IT'S TIME ENERGIZE THE MOVEMENT

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