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

Delmonte Jefferson
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?

Some groups have higher exposure to secondhand smoke and its harmful effects

<table>
<thead>
<tr>
<th></th>
<th>Non-Smoking Americans</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-11 years</td>
<td>41%</td>
</tr>
<tr>
<td>12-19 years</td>
<td>34%</td>
</tr>
<tr>
<td>≥20 years</td>
<td>21%</td>
</tr>
<tr>
<td>White</td>
<td>22%</td>
</tr>
<tr>
<td>Black</td>
<td>47%</td>
</tr>
<tr>
<td>Mexican-American</td>
<td>24%</td>
</tr>
<tr>
<td>Below poverty level</td>
<td>43%</td>
</tr>
<tr>
<td>At/above poverty level</td>
<td>21%</td>
</tr>
<tr>
<td>Own</td>
<td>19%</td>
</tr>
<tr>
<td>Rent</td>
<td>37%</td>
</tr>
</tbody>
</table>

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.
Local/State Efforts to Address Gaps in Services

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
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

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