



Dear Colleague:

Secondhand smoke kills over 3,000 nonsmokers from lung cancer and another 35,000 nonsmokers from heart disease in the U.S. each year. The Office on Smoking and Health (OSH) of the Centers for Disease Control and Prevention (CDC) is distributing ***Sabemos: Por respeto – Aquí no se fuma***, a community outreach tool kit for parenting tobacco-free Hispanic/Latino youth (ages 14 years and under). This kit is designed to help community leaders heighten awareness among Hispanic/Latino parents who have recently arrived in the United States about secondhand smoke and how it can affect them and their children. This multimedia kit includes carefully selected and tested health messages and images to effectively communicate with parents.

Sabemos, which means “we know,” is an appropriate title for this educational initiative that will help parents discuss, participate in, and support secondhand smoke prevention efforts. The kit, based on previous research using focus groups and key informant interviews, provides key messages to be communicated in both English and Spanish. Based on this input, the kit was designed to include tools for community leaders working with Hispanic/Latino populations and also includes Spanish-language materials for Hispanic/Latino parents. Stakeholders felt that messages in Spanish would help increase parent involvement.

This kit also includes an interactive CD-ROM that contains electronic versions of the ***Sabemos*** print and media materials providing guidance on practical steps for creating smoke-free environments in the home, workplace, and community. For example, the kit provides Spanish-language radio public service announcements that will help educate and encourage Hispanics/Latinos to maintain and further improve positive health behaviors related to tobacco prevention and secondhand smoke reduction.

We worked with a number of Hispanic/Latino experts and in partnership with the National Latino Council on Alcohol and Tobacco Prevention (LCAT) to develop this resource. LCAT is the only national organization dedicated solely to reducing the harm caused by alcohol and tobacco use in the Hispanic/Latino community. As a partner, LCAT played a critical role in the kit’s development and will assist in disseminating the kit and evaluating its use and effectiveness.

We hope that you will find this kit helpful in raising awareness within the Hispanic/Latino community about the dangers of secondhand smoke and in protecting this community against this serious health hazard.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Matthew T. McKenna".

Capt. Matthew T. McKenna, MD, MPH
Director, Office on Smoking Health
Centers for Disease Control and Prevention