

Cross-Cultural Collaboration on Health Disparities and Tobacco Control

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Cross Cultural Project Overview

- LAAMPP's Purpose
 - Five priority populations
 - Focused on health disparities and tobacco control issues in priority populations
- Cross Cultural Project Goals
 - Developing a foundation for long-term collaboration
 - Providing a model for developing cross-cultural, collaborative leadership
 - Developing a pool of experts on tobacco control and health disparities in priority populations
 - Establish ourselves as the “Go-To” group for tobacco control and health disparities issues

Why Cross Cultural Collaboration?

- Strength in numbers
- Pool resources
- Develop collaborative leadership platforms
- Develop power base
- Improve chances of achieving goals
- Shared learning, shared experiences
 - Reduce barriers
 - Develop understanding and trust
 - Efficiency in addressing common issues

Challenges to Working Cross-Culturally

- Resistance to change within priority populations
- Cultural differences
- Language barriers