

# PERSONA



**Nurse and Volunteer—Andrea**

**“IF WE CAN STOP TEENAGERS FROM STARTING TO SMOKE, WE CAN GREATLY REDUCE FUTURE CANCER-RELATED ILLNESSES IN THIS TOWN”**

Provides care for those who are sick or hospitalized. Volunteer health care provider for local cancer organization. Responsible for outreach and education in the town and rural areas concerning health-related and disease prevention issues. Advocate for cancer prevention.

Andrea Gonzalez is a nurse and a volunteer at a local rural cancer organization in Colombia. She sees many patients who have cancer and other smoking related illnesses. Because of their addictions, many of these patients continue to smoke despite their illnesses, and many die at an early age.

She observes many teenagers in her town starting to smoke, including some young family members. She has been a strong advocate within her organization to stop young people from smoking. She believes that this is the best way to prevent future smoking-related illnesses. She has reached out to youth with the organization's educational materials, but has encountered obstacles such as limited resources, tobacco industry advertising, unreliable electricity and internet in rural areas as well as poor roads.

Through one of her organization's partnerships she learned about the benefits of implementing a tobacco tax in her region. She doesn't know where to begin. She has no background in economics and doesn't know how to talk about it. She doesn't know how to connect with policy makers in her government. She also doesn't know how to frame these issues to the media and how to raise awareness of tobacco taxation as a form of cancer prevention.

## GOALS

- Educate herself
- Reach young children who are at risk of developing an addiction to tobacco
- Find ways to help people quit smoking
- Empower others to improve their self-care by giving them the tools to quit smoking

## NEEDS

- Find ways to help/advocate in the community
- Connect with organizations with resources that she can use in her advocacy
- Contact local government officials and policy makers
- An understanding of economics

## CHALLENGES

- Not a lot of time and energy
- Lack of sleep
- Lack of resources and tools
- Smoking is a big part of their culture
- Very few connections
- Unreliable electricity in rural areas
- Education level/education barrier

## JOURNEY PERCEPTIONS

Understands the importance of dissuading young people from smoking. Knows that smoking cessation, education, outreach and ending teenage smoking will prevent cancer and cancer-related deaths. Believes that implementation of a tobacco tax will discourage smoking, and in turn decrease cancer and the need for cancer-related long-term health care and deaths.