

**CDC/OSH and TTAC Tobacco-Related Disparities Call Notes**  
**July 30, 2009**

**Objectives**

- Discuss OSH updates
- Discuss mission of the National African American Tobacco Prevention Network (NAATPN)
- Describe partnerships with the following organizations:
  - West Virginia Southern Coalfields Tobacco Prevention Coalition Network
  - Ohio African American Communities for Optimum Health, Inc. (Office of Healthy Ohio)

**Welcome & Introduction of Speakers –Debra Morris, TTAC**

**OSH Update – Brenda Richards**

Dr. Bridgette Garrett, Senior Advisor for Health Disparities for OSH is on travel attending the ACS disparities meeting. She continues to have both internal and external strategic planning meetings to discuss disparities, and should soon be able to provide updates.

The National African American Tobacco Prevention Network (NAATPN) will be taking the lead for the second menthol conference to take place October 19<sup>th</sup> and 20<sup>th</sup> in Washington, D.C. OSH is supporting the conference through a grant. The meeting is by invitation only.

**Overview of the National African American Tobacco Prevention Network (NAATPN) – William S. Robinson, MA, Executive Director**

The National African American Tobacco Prevention Network was founded out of necessity to address tobacco cessation in the African American community. Mr. Robinson explained poor health outcomes as a formula composed of poor health practices, lack of licensed health providers, and a disparate health care system. This is particularly true among poor males of color. A recent Kellogg Foundation report noted that the place where black men receive the most comprehensive care is in prison. The NAATPN aims to approach this obvious health disparity in a systematic way. In the United States, there are 5.8 million African Americans who smoke, a large percentage of them being male, and each year 47,000 African Americans die from smoking-related causes.

Tobacco use within the African American community has to be viewed in a historic, cultural, and economic context. The tobacco industry is the most community culturally competent business

and has been targeting black communities through marketing ploys for decades. Even before emancipation occurred, the tobacco industry had infiltrated the black community. Early black films featured actors and actresses smoking on screen. In KOOL cigarette advertisements, African American men were depicted as sexy, fun, attractive and cool. The tobacco industry was one of the first industries to hire black models for their ads, and still today attempts to recruit black celebrities for endorsement. The NAAPTIN has made a strong commitment to battle the influence that the tobacco industry has had on the African American community.

In 1999, 47 African American stakeholders met in Dallas, Texas to create an umbrella organization to address this onslaught. The Network was formally chartered in Raleigh, North Carolina in 2000 with a founding mission “to serve as a national organization dedicated to facilitating the development and implementation of comprehensive and community competent tobacco control programs to benefit communities and people of African descent.” The Network participates in youth outreach, training and technical assistance, capacity building, and is active behind smoke-free policies and advocacy.

#### Key Accomplishments of the Network

- The NAAPTIN was successful in removing from sales CDs and records in stores that featured KOOL advertisements on the back cover that fit together to create different images.
- Launching of the “Voices from the Village” campaign, featuring PSA’s by noted celebrities including actor Harry Belafonte, and actress S. Epatha Merkerson.
- The Tom Joyner Morning Show featured an entire show on tobacco control, including live call-ins from celebrities such as James Brown.
- Sponsoring “Follow the Signs” training sessions that assist in the understanding of tobacco industry marketing techniques towards the African American population.

#### Future Goals for the Network

- The Network aims to address tobacco in Hollywood by eliciting further support from black actors and actresses to appear in PSA’s discussing the risks of tobacco use.
- The Network has been strongly advocating for a “menthol” provision in the FDA regulation of the production and sale of tobacco products.
- NAAPTIN to be featured on more shows including the Steve Harvey Morning Show and Michael Baisden Radio Show.
- Bring the RICO Case, a lawsuit against the tobacco industry for violating the federal anti-racketeering law, in front of the Supreme Court.

- Engage President Obama in tobacco control and prevention efforts and become a face of future NAATPN anti-tobacco campaigns.
- Hold a second menthol conference focusing on current research and how the information can be utilized for tobacco control efforts.

#### Comments

- The NAATPN will be celebrating its 10<sup>th</sup> year next year. Refer to the website to keep watch for unique events throughout the 10<sup>th</sup> year. Anyone interested in participating in these events is welcome.

#### **Overview of partnership with the West Virginia Southern Coalfields Tobacco Prevention Coalition Network – Donald Reed Jr, MA, CTTS, CPS I**

Funded by the West Virginia Division of Tobacco Prevention and the American Legacy Foundation, the Southern Coalfields Tobacco Prevention Coalition Network, a community based network, serves all ten regions of West Virginia through county tobacco control coalitions. West Virginia is number one in the nation for spit tobacco prevalence among adult males, second in the nation for smoking prevalence among pregnant mothers, and third in the nation for adult smoking rates. The Network has a faith based committee that guides media outreach efforts and assists in cultural competency efforts. Community coalitions are trained in cessation, spit tobacco prevention strategies, and African American tobacco prevention strategies.

In collaboration with the NAATPN, the Southern Coalfields Tobacco Prevention Coalition Network created a network of 20 faith-based/community-based organizations. The Network hosted NAATPN “Follow the Signs” training and then monitored the community organizations as they hosted their own local events. The network has now grown to over 50 African American faith-based and community-based organizations and these organizations have reached over 1000 citizens in West Virginia. In October of this year, the network will become the West Virginia African American Tobacco Prevention Network.

#### Key Accomplishments of the Network

- Developed African American Cessation Media.
- Succeeded in passing Clean Indoor Air regulations in 6 counties.
- Succeeded in establishing a tobacco-free ballpark in Bluefield, West Virginia.
- Became a member of the West Virginia University Prevention Research Center Community Partnership Board.

- In October of 2009, the West Virginia African American Tobacco Prevention Network will become the nation's first NAATPN state affiliate chapter.

### **Overview of the Ohio African American Communities for Optimum Health, Inc. – Tracy Clopton**

The Ohio African American Communities for Optimum Health began with a small meeting in an Ohio restaurant in 1999 where individuals came together to discuss the issue of tobacco use among African American communities in Ohio. African Americans are the largest minority population in the state. The prevalence of smoking among African Americans is 24.3%; however, when broken down, the rates are 39% for individuals between 35 and 54, 57% for the unemployed, and 47.5% for those making less than \$15,000 a year.

Founded on December 6, 2000, the network was modeled off of the South Carolina African American Tobacco Control Network. They hold biennial workshops that are open to programs who want to learn how to do tobacco control prevention in African American communities. In 2001, the first workshop, "What's Tobacco Got To Do With It," featured experts from other states talking about their experiences, and in 2003, the workshop focused on Statewide Network Building and Local Secondhand Smoke Policies. This year's workshop will focus FDA regulations and menthol within the context of African American communities and associated health disparities.

#### Key Accomplishments of the Group

- Developed first ever Ohio radio spot on tobacco prevention.
- In 2008, the group received a Robert Wood Johnson Foundation Tobacco Policy Change grant to develop a plan for tobacco retail licensure.
- In 2008, received Robert Wood Johnson Foundation training assistance for board development

#### Benefits of National Network Partnerships

- Connects state network to national partners and leaders
- Gives credibility to the state network
- Provides resources that contribute to statewide network sustainability

### **General Announcements**

- The National LGBT Network is currently looking for new program manager to help run the network. Refer to [lgbttbacco.org](http://lgbttbacco.org) for more information.

- The National Latino Tobacco Control Network has opened accounts in Facebook and Twitter. The Network encourages individuals to follow the Network and other tobacco related organizations on these sites.
- Any state or organization that has networks or programs that target specific populations, please send a brief description of program to Debra Morris. OSH will be compiling this information in a matrix and will share it throughout the country.

### **Closing**

- Please email [ttac@sph.emory.edu](mailto:ttac@sph.emory.edu) with any additional questions
- A call evaluation survey will be sent out by email after this call
- **The next call will be scheduled for September. Please keep an eye out for further information in late August for this call.**