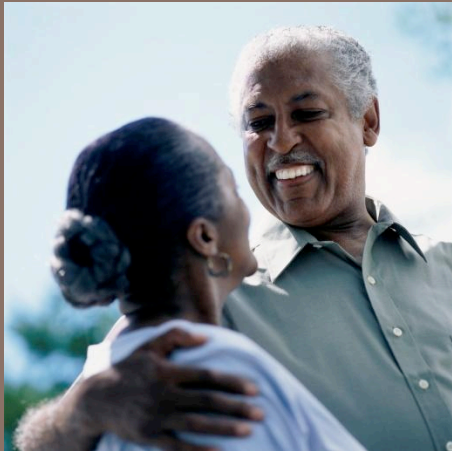


Southern Coalfields Tobacco Prevention Coalition Network & NAATPN - The West Virginia African American Tobacco Prevention and Cessation Framework Project



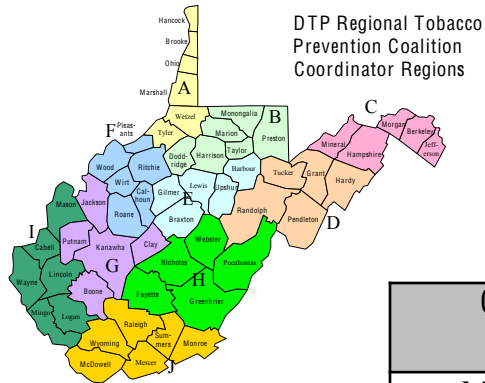
DONALD REED JR, M. A., CTTS, CPS I

Tobacco Use in West Virginia

- #1 in the nation for spit tobacco prevalence among adult males;
- #2 in the nation for smoking prevalence among pregnant mothers; and
- #3 in the nation for adult smoking rates.



Black Persons, US Census 2007



County	County Rate	WV Rate	National Rate
McDowell	11.2%	3.5%	12.8%
Mercer	5.8%	3.5%	12.8%
Fayette	5.1%	3.5%	12.8%
Raleigh	8.2%	3.5%	12.8%
Summers	8.1%	3.5%	12.8%
Kanawha	7.8%	3.5%	12.8%

The diagram features a central light blue oval containing the text "Southern Coalfields Tobacco Prevention Coalition Network". Surrounding this central oval are four other ovals: a grey one at the top left, a green one at the top right, an orange one at the bottom left, and a brown one at the bottom right. A horizontal blue line with an orange segment on the left passes behind the top two ovals.

**Community Connections
(fiscal agent)**

Outside Evaluation Team

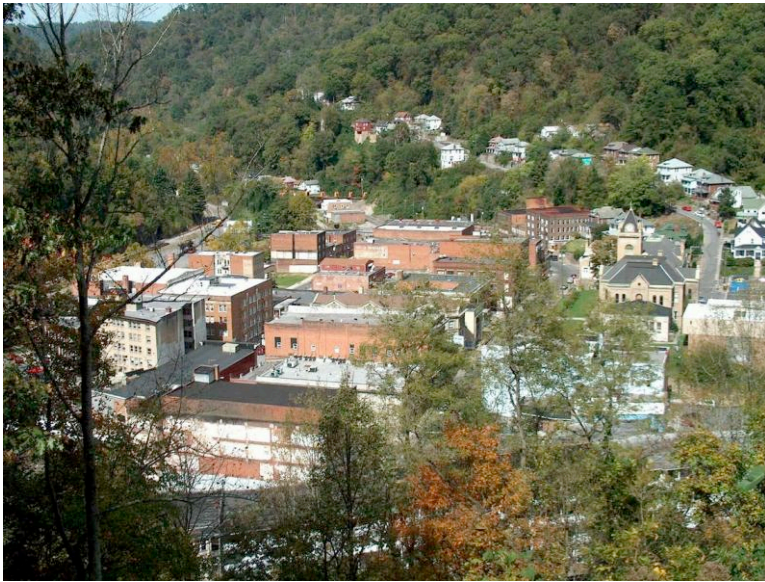
**Southern Coalfields
Tobacco Prevention Coalition
Network**

County Coalitions

**Faith Based
Committee**

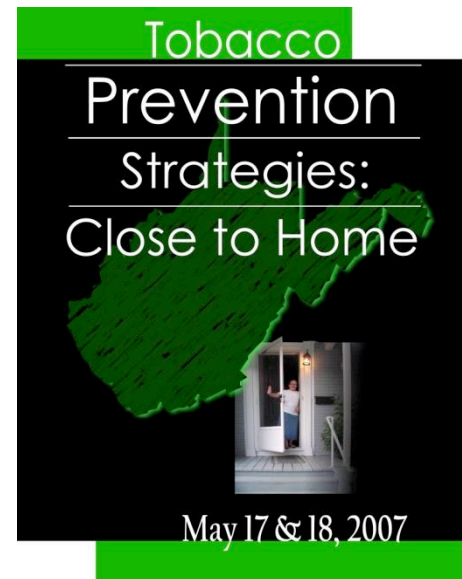
Noteworthy Accomplishments

- Member of the National African American Tobacco Prevention Network.
- Development of African American Cessation Media
- Development of faith-based (minority-based) lay helper network
- Raleigh County Clean Indoor Air Regulation of 2004
- Summers County Clean Indoor Air Regulation of 2005
- Mercer County Clean Indoor Air Regulation of 2005
- Monroe County Clean Indoor Air Regulation of 2006
- McDowell County Clean Indoor Air Regulation of 2006
- Wyoming County Clean Indoor Air Regulation of 2007
- Tobacco Free Ballpark in Bluefield WV – 2008
- Strong Focus on Capacity Building in for county coalitions in African American Tobacco Prevention, Cessation, and Spit Tobacco Prevention.
- Member of the WVU Prevention Research Center Community Partnership Board



2006: Network Capacity Building

- After 3 years of a strong focus on Clean Indoor Air, community coalitions in the Network were trained in Cessation, Spit Tobacco Prevention Strategies, and African American Tobacco Prevention Strategies.



2007 WV PAAC Project Report:

Below are some key summary points from the project:

- *Participants had various responses related to their experiences with tobacco. Many indicated, there had been little representation or efforts from the local coalitions or state government representatives to contact the African American Community.*
- *Community members also expressed they would be willing to participate in cessation programs that were community based and operated by people that looked like them.*
- *There were key elements discussed in what works well with tobacco prevention. Parental intervention received the most popular response...This provides an explanation as to why African Americans begin to smoke at a later age.*
- *Little involvement with RAZE (WV Teen Tobacco Prevention Program) among African American Youth.*

2008 -

- 1st Step: Called NAATPN for guidance and support
- Worked to create a network of 20 faith-based/community based organizations
- Hosted NAATPN *Follow the Signs* Training
- Organizations then hosted their own local events



2009

- Continued open dialogue with NAATPN for technical assistance;
- Attended Regional Information Exchange in New Orleans with new coordinator: Drema Robertson;
- Network has grown to over 50 African American Faith based & Community Based Organizations;
- Faith based Network conducted over 20 presentations/events in FY 2009 to reach over 1000 citizens; and
- Due to expansion by demand– Network will become the West Virginia African American Tobacco Prevention Network in October 2009. The nation's first NAATPN state affiliate chapter.