

NAATPN

NATIONAL AFRICAN AMERICAN TOBACCO PREVENTION NETWORK

***"Employing Community Competence
to Address Disparate Tobacco Use in
Black Communities"***

CDC/OSH and TTAC Disparities Call - July 30, 2009

William S. Robinson, MA

Executive Director

***National African American Tobacco Prevention Network
(NAATPN)***

Durham, NC

WSR's Health Disparities Formula

$$\text{PHP} + \text{LLHP} + \text{DHCS} = \text{PHO}$$



Poor Health Practices

+

Lack of Licensed Health Providers

+

Disparate Health Care System

=

Poor Health Outcomes



{ Underserved }

{ Poor Male Person of Color }

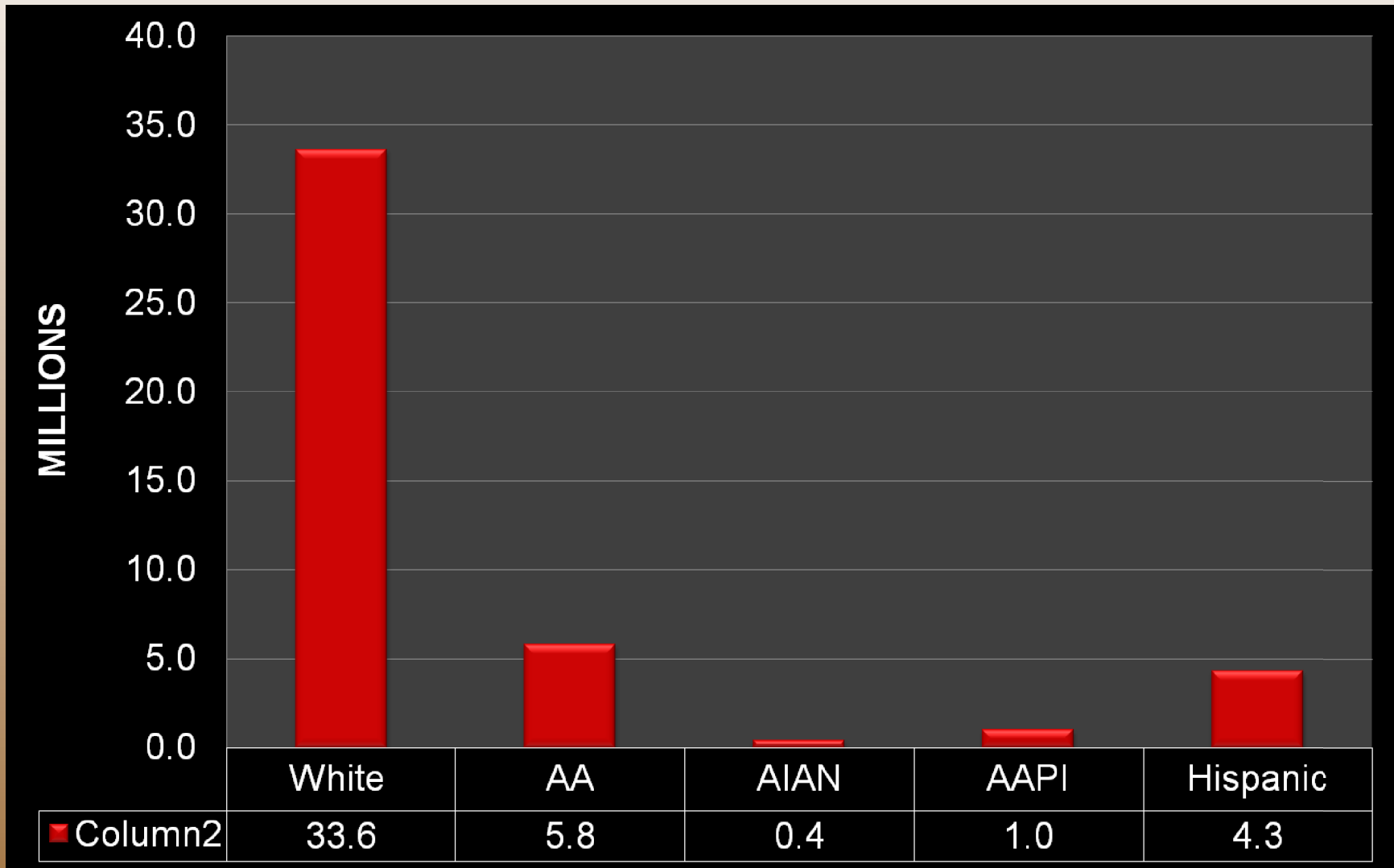
{ Gaps & Disparities }

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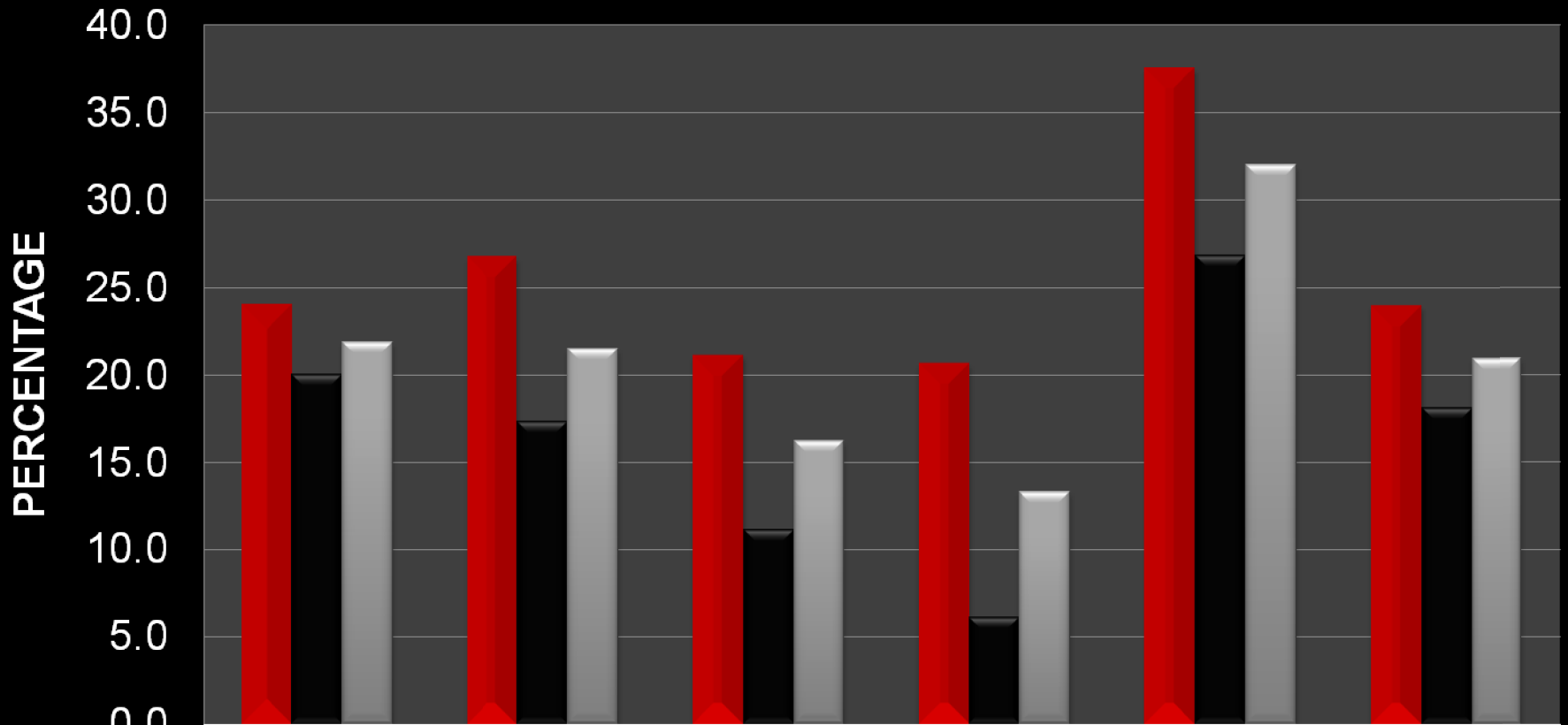
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PREVALENCE OF SMOKING: AN OVERVIEW

Adults Who Were Current Smokers (ALA, 2006)

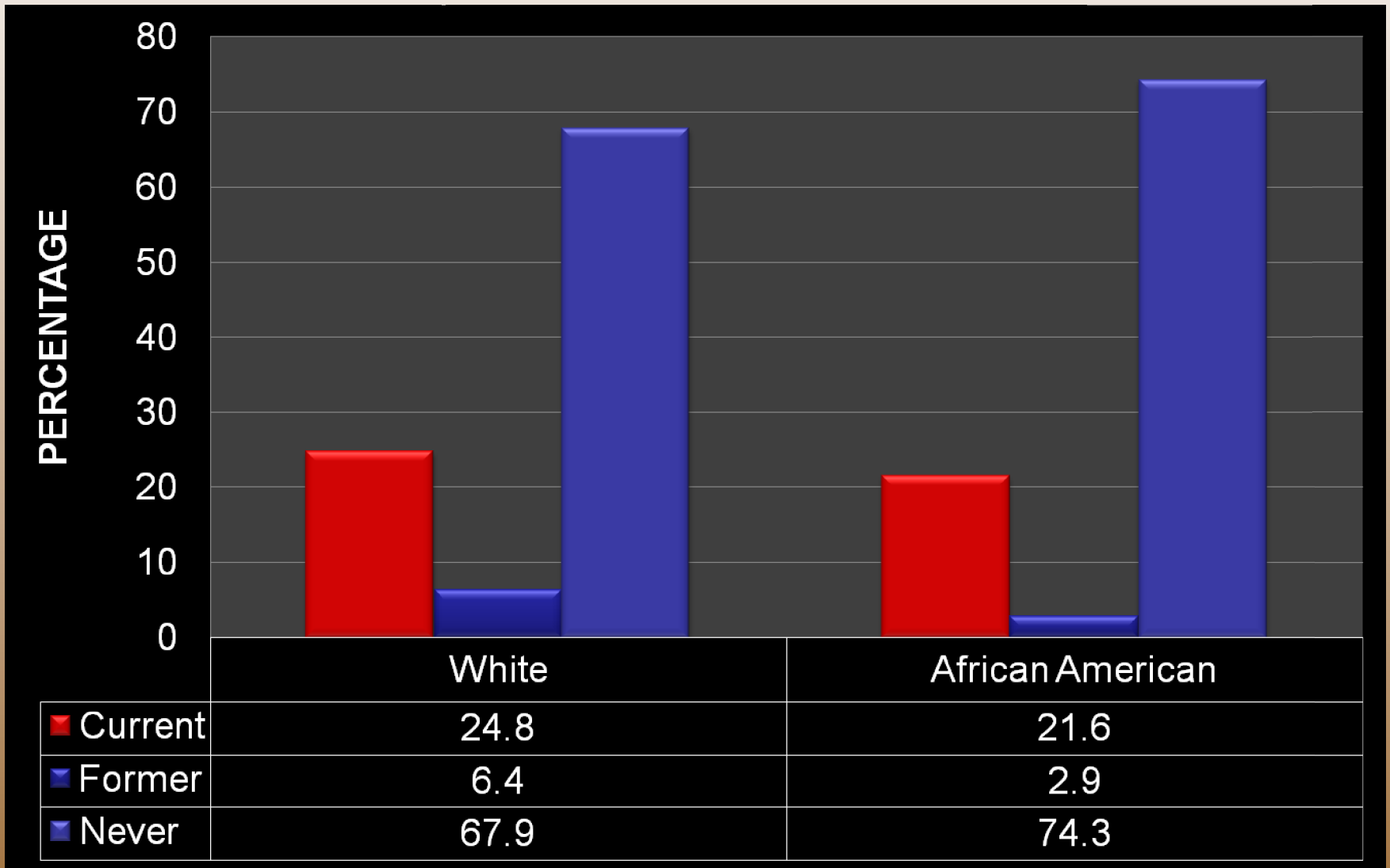


Cigarette smoking prevalence (ALA, 2005)

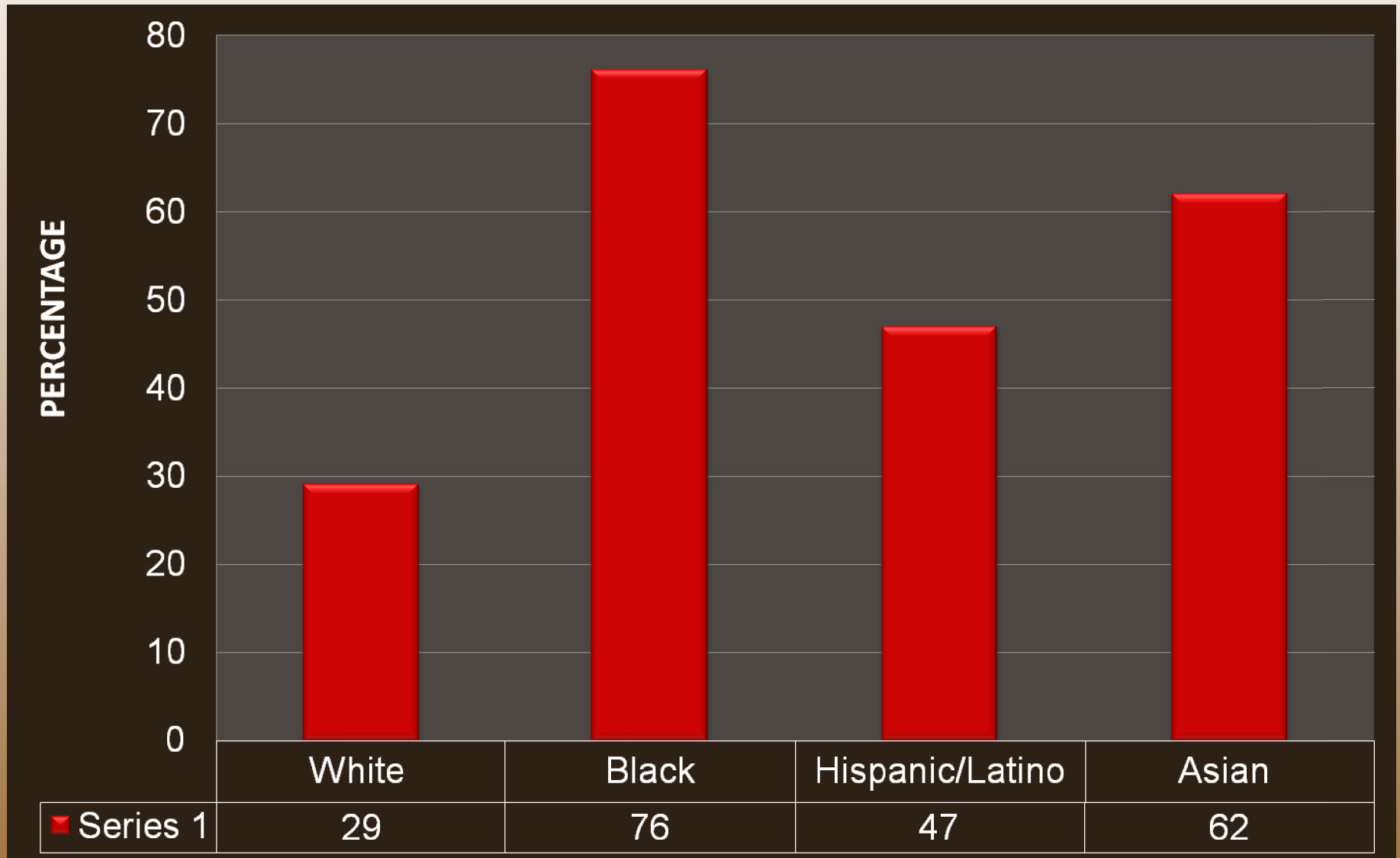


| | White | AA | Hispanic | AAPI | AIAN | Total |
|----------|-------|------|----------|------|------|-------|
| ■ Male | 24.0 | 26.7 | 21.1 | 20.6 | 37.5 | 23.9 |
| ■ Female | 20 | 17.3 | 11.1 | 6.1 | 26.8 | 18.1 |
| ■ Total | 21.9 | 21.5 | 16.2 | 13.3 | 32 | 20.9 |

Adults (18-24) Who Currently, Formerly, or Never Smoked (ALA, 2006)



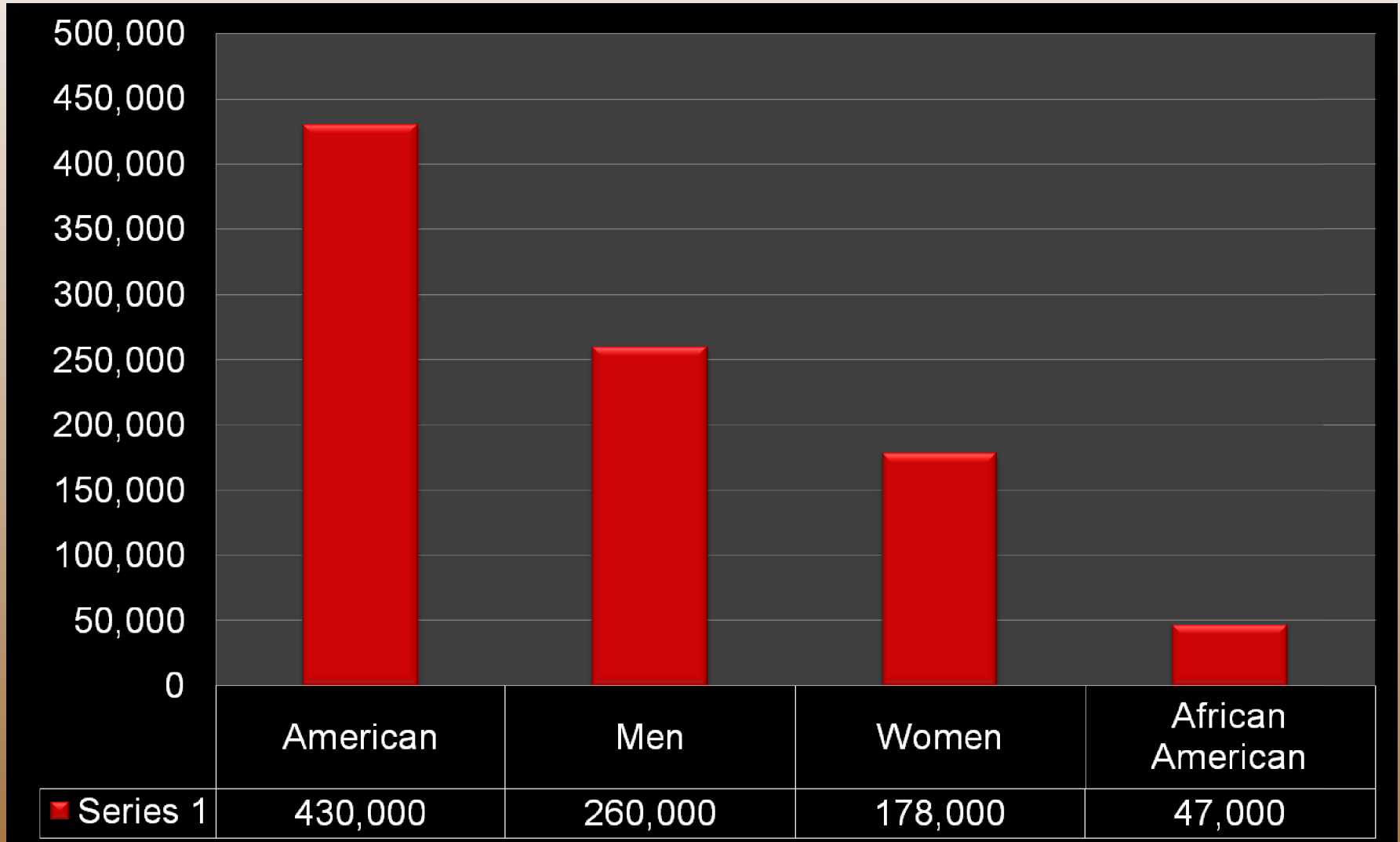
Adult Menthol Use (American Legacy Fdn, 2007)



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Estimated Smoking-related Mortality (CTFK 2005)



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Geography



Geography

History

Culture

(CONTEXT)



Geography

Economics

Geography

The Truth about Big Tobacco!

- The Tobacco Industry Understands Our:

- History
- Culture
- Economics
- geography



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Cigarettes

Matches

ASHES







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AND IT WAS **BUY**
DESIGN!



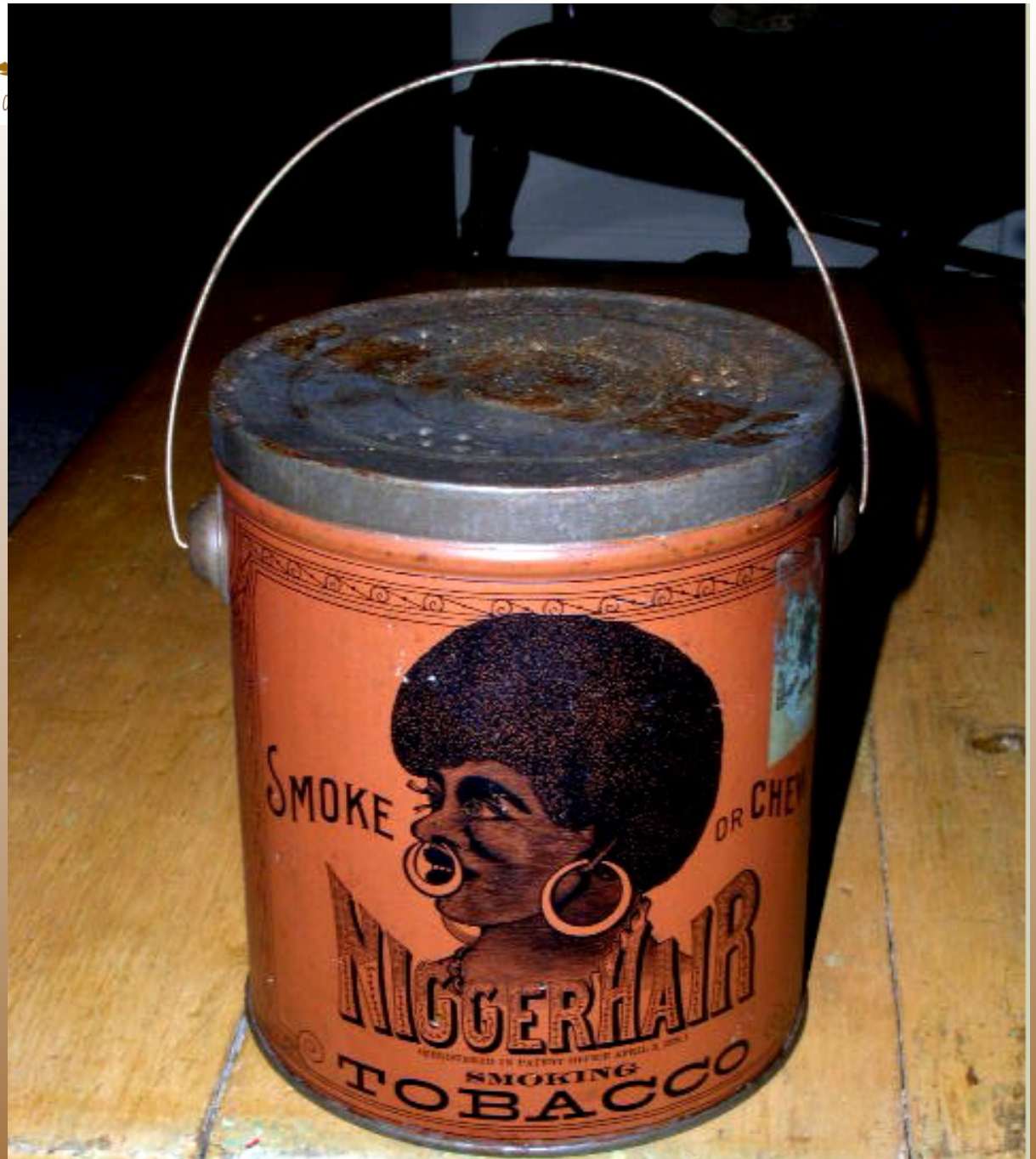
Whitehall Street, Atlanta, 1864. This photo of a black Union soldier posted at a slave auction house in Atlanta is one of hundreds taken by George N. Barnard during Gen. Sherman's occupation of the city in the fall of 1864. Many were destroyed in the conflagration that erupted upon Sherman's firing of Confederate munitions stores when he departed on Nov. 15.

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Niggerhair Tobacco

B. Leidersderf Company circa 1878
(Became "Bigger Hair" Tobacco in 1940's)



Cigarettes in Early Black Films

- “Spirit of Youth” (1938):
Joe Louis, Edna Harris, Mae Turner
- “The Duke is Tops” (1938):
Lena Horne, Ralph Cooper
- “The Devil’s Daughter” (1939):
Nina May McKinney
- “Beware” (1946):
Louis Jordan
- “HI-DE-HO!” (1947):
Cab Calloway, Ida James, Jeni LeGon

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Kempfle.

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©2006 R.J. REYNOLDS TOBACCO CO.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

BE AUTHENTIC.

MILDS BOX: 11 mg. "tar", 1.0 mg. nicotine, av. per cigarette by FTC
method. Actual amount may vary depending on how
you smoke. For T&N info, visit www.rjrttarnic.com.



KOOL
BE TRUE.

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SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

17 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC
method. Actual amount may vary depending on how
you smoke. For T&N info, visit www.rjrttarnic.com.

SMOOTHER.
WIDER. DIFFERENT.



KOOL
BE TRUE.

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ROD LAVER ARENA
WEDNESDAY APRIL 25

TICKETS ON SALE
THIS FRIDAY

DL
BE TRU

Special brands of menthol cigarettes were created in order to appeal to Blacks

- Uptown - test marketed in Philadelphia
- Advertised specifically as a product for African Americans



Special brands of menthol cigarettes were created in order to appeal to blacks



- **X-** brand cigarettes
- Came out right after Spike Lee's movie "**Malcolm X**"
- Product colors- **red**, black and **green**



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Tobacco Advertising in the Black Community



The tobacco industry attempts to maintain a positive image and gain public support by:

- Sponsoring African-American cultural events
- Funding minority higher education institutions
- Supporting African-American elected officials
- Donating to civic, social, community organizations and scholarship programs

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HOME MY PROFILE TAR & NICOTINE NEED HELP? EXIT

KOOL
BE TRUE

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

HOME KUSTOM EVENTS LOUNGE SMOKES GREEN ROOM

You gotta be a DJ!

WHO?

Question Number 6

This Grammy Award Winner's song, "Through the Fire" is used in Kanye West's "Through the Wire."

- a. Mama Cass
- b. Chaka Khan**
- c. Foxy Brown
- d. Madonna

NEXT

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While African Americans are targeted...

--RJ Reynolds Tobacco Company Executive, 1992

“We don’t smoke the sh**. We reserve that right for the young, the Black, the poor, and the stupid.”

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NAATPN's History

The result of a national meeting of 47 African American stakeholders that was held in Dallas, Texas in late 1999. NAATPN was chartered in Raleigh, North Carolina in 2000.

The capacity and infrastructure development phase of NAATPN was funded by the American Legacy Foundation in 2001. The first national office was established in Lake Mary, Florida in 2002 and was moved to Columbia, South Carolina in September 2006.

In 2007, NAATPN returned to the area of its roots near Raleigh (Durham), North Carolina and opened its new national offices in August 2008.

NAATPN is 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.

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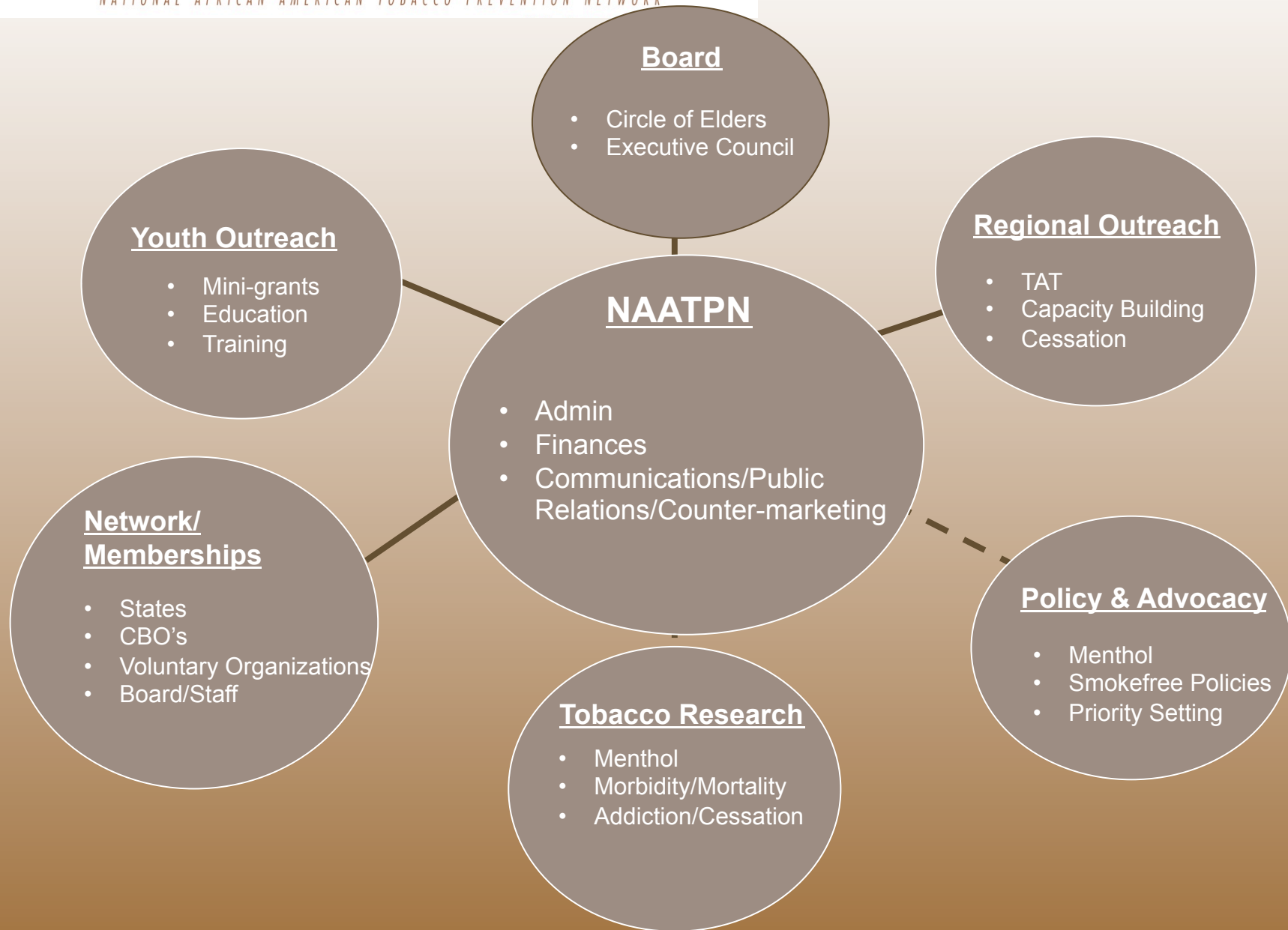
NAATPN's Founding Mission

“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”

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Outside the “Matrix”...

- “Black” Hollywood* ➡ “Ma Dea” (Tyler Perry)
- Alicia Keys ➡ “Voices from the Village II - PSAs”
- ReachMedia One* ➡ “Tom Joyner Morning Show”
- Steve Harvey Morning Show & Michael Baisden
- Pathways to Freedom/Winning Path Cessation * ➡ ?
- FDA Case – “menthol” provision* ➡ U.S. Senate
- RICO Case – Federal Judge Kessler* ➡ Supreme Court?
- “Follow the Signs” Training ➡
- Building “the Village” ➡ (SC, CA, OH, IN, MN, LA, OK, HI, WV)
- LDI – Leadership Development Institute

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The future is even brighter!

If we:

Embrace “Change”

Infuse Technology

Stay True to the Mission

Be Good Stewards of “*the Village*”

***Operate* and *Think* Like a Business, but
Serve Like a Non-Profit**

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How To Contact:

William S. Robinson, MA

Executive Director

NAATPN

400 West Main Street, Suite 415

Durham, NC 27701

1- 888-7- NAATPN

919- 680- 4000

919- 680- 4004 (fax)

www.NAATPN.org

thenetwork@naatpn.org