

COMMUNITIES OF COLOR NETWORK

an affiliated program of The Louisiana Campaign for Tobacco-Free Living

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“Our lives begin to end the day we become silent about things that matter.”

~Martin Luther King, Jr.

CoC Network

Mission Statement:

To eliminate health disparities caused by or related to tobacco consumption in La. communities of color by building coalitions, enhancing awareness of the dangers of tobacco and reducing tobacco consumption and secondhand smoke exposures.



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Church Policy Implementation Continues Momentum

Regional coordinators are making significant strides concerning policy implementation within the faith-based community. The CoC Network Tobacco-free Church Initiative continues to gain momentum with ministerial and community leaders, as well as, congregations statewide. The program’s popularity is spreading as more parishioners become aware of the mission of CoC Network, the dangers of tobacco use, and the benefits of being a tobacco-free facility.

The following churches recently completed tobacco educational workshops and other activities with regional coordinators and have adopted and implemented a tobacco-free policy on the grounds of their church:

- **Zion Travelers Baptist Church, New Roads** (top)
- **Eagle’s Wings Ministries, New Orleans** (middle)
- **Humble Spirits Ministries, New Orleans** (bottom)

CoC Network congratulates staff members and volunteers for taking part in this process of change. It is not too late to register your church, and get involved with this initiative.

Churches can register and get involved with this initiative by contacting Program Director Linda Early Brown at 225 771-2272 ext. 326 or linda_brown@suagcenter.com.

CoC Network believes healthy communities matter.



Communities of Color Network: Working in Local Communities



Students vow to live tobacco-free lives by signing pledge cards at CoC Network's booth display at St. Mary Academy High School.



Employees at Southern University Ag Center in Baton Rouge receive CoC Network t-shirts after signing pledge cards to live tobacco-free.

- Acadiana Cares, Lafayette
- Council on Aging Senior Citizens Group, Morgan City
- DreamMakers Female Group, Baton Rouge
- Greater Abundant Life Church of God In Christ, Opelousas
- Howlin' Wolf Bar, New Orleans
- Immaculate Conception, Baton Rouge
- Kings of Zydeco Festival, Lake Charles
- Lukeville Upper Elementary School, Lukeville
- MLK Memorial Prayer Breakfast, Lake Charles
- New Orleans Health Unit, New Orleans
- Senior Citizens Center, Patterson
- Southern University Ag Center, Baton Rouge
- Southern University Federation Meeting, New Iberia
- Southern University GED Graduation Reception, Shreveport
- St. Helena Parenting Class, Greensburg
- St. Mary Academy High School, New Orleans
- Tangipahoa Parenting Class, Amite
- Washington Parish Parenting Class, Franklinton
- Workforce Investment Administration, Baton Rouge



Media Blitz: 'Quit and Win in Twenty Ten' Radio Campaign



CoC Network ushered in the New Year encouraging smokers to 'quit and win in twenty ten!' For more than a month, a 30-second public service announcement aired on KKST KISS 98.7 FM urging those addicted to nicotine to kick the habit, now. The message was clear: "This is your year to win the battle with tobacco."

Each month, CoC Network will continue to educate the community, via radio, on the dangers of tobacco use, secondhand smoke exposure, and will provide cessation resources for those willing to live healthier lives. KKST KISS 98.7 FM is a 50,000 watt urban station with 144,000 average listeners per hour plus online streaming. KISS 98.7 FM ranks #1 with males and females ages 18-49.

The segment can also be heard online at www.suagcenter.com.



CoC Network Supports Youth Summit on Tobacco

Inform. Educate. Empower. Action. These words represented the spirit of the Third Annual Youth Summit on Tobacco held on Saturday, February 27, at Northwestern State University in Natchitoches, La. Youth ages 11-17, from throughout the state, were invited to increase their knowledge concerning strategic marketing tactics of Big Tobacco and how to take a stand. Workshops helped participants explore their advocacy style through a variety of mediums such as graffiti art, music, poetry, spoken word, acting, dancing, singing, stepping, and much more.

CoC Network staff members in attendance were Paula Jordan, Shawntell Lewis-Harrell, Abimbola Akintounde, and Linda Early Brown. The Summit was hosted by The Louisiana Campaign for Tobacco-Free Living and The Louisiana Tobacco Control Program.



Participants take part in general session activity during keynote speaker address.

CoC Network Participates in Women and Tobacco Forum

Women from across the state answered the call to educate themselves on how tobacco use and secondhand smoke affect their bodies and their families. The Women and Tobacco Forum was held on Thursday, February 18, at the Sai Convention Center in Alexandria. The event was sponsored by Central Louisiana Area Health Education Center.

Linda Early Brown and Shawntell Lewis-Harrell represented CoC Network. Lewis-Harrell delivered a presentation on *African American Women and Tobacco and How to Make Your Home Tobacco-Free*. Other health-related speakers included Jennifer Pearce, Carrie Broussard, Dr. Sharifa Baker Bevels, and Dr. Jamie Middleton. Topics ranged from tobacco use and pregnancy to policy and advocacy. Organizers were pleased with the turnout and felt the event was a valuable resource for women who attended.

Community Encourager in Red River and DeSoto Parishes



Woodard (second) educates citizens during a booth display.

Callie Woodard serves as a Community Encourager in Red River and DeSoto parishes assisting with the implementation of the tobacco initiative as outlined by CoC Network. Woodard believes that it is imperative to educate others and raise awareness through direct community contact. She is anticipating opportunities to impact lives in north Louisiana and to make the citizens of these parishes aware of the harmful impact tobacco has on their bodies and their families.

Woodard has been a long time advocate in educating individuals regarding the harmful impact of nicotine since the 90's. "I look forward to sharing current information as to how the industry continues to impact communities of color," she said. "I am passionate about improving lives whenever and wherever I can."



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Stand Out, Speak Up, Seize Control Over Big Tobacco

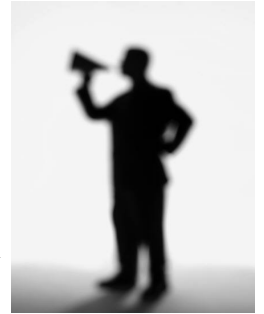


Kick Butts Day (KBD) is back! It's time to stand out, speak up, and seize control over Big Tobacco! KBD is a national day of activism that empowers youth to let their voices be heard against tobacco at more than 2,000

events nationwide. The message on March 24, 2010, will be clear: Kick tobacco out of families, schools, churches, neighborhoods, and communities.

You, too, can get involved.

First, find out what tobacco laws already exist. Is it strengthening an existing ordinance or establishing another? Then, decide what kind of anti-tobacco ordinance would best improve the quality in your area.



Take Action: Working to Pass a Local Ordinance

- Collect names on a petition.
- Write letters or meet with local officials to discuss the issue of tobacco.
- Get statements of support from decision makers, elected officials, grassroots members, and tobacco-related organizations.
- Hand out flyers to educate people in the community about the problem.
- Organize a rally outside city hall or the state capitol.
- Hold a press conference.
- Write letters to the editor of the local newspaper.
- Know both sides of the argument and create counterpoints.
- Be prepared for last minute changes.
- Recruit, recruit, recruit! Numbers show support.
- Get media coverage and use social networking sites to spread the word concerning the dangers of tobacco use and secondhand smoke.

**Don't be afraid to make a huge change in your community.
One person can make a difference. Let that person be you!**

~Kick Butts Day 2010 Activity Guide, "How to Pass a Local Ordinance"



"Linking Citizens of Louisiana with Opportunities for Success"

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