



AGRICULTURAL RESEARCH AND EXTENSION CENTER

COMMUNITIES OF COLOR NETWORK

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

Volume I, Issue I

November, 2008

Upcoming Events

December 9th
African-American Church Curriculum Workshop
(Statewide Quarterly Meeting)
 SU Ag Center
 10 am - 2 pm

December 10th
Disparities Meeting
 Baton Rouge, LA
 Venue (TBA)



Highlights

- Regions 1 & 3 2
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- Regions 7 & 8 3
- Professional Development 3
- Smoke-Free Act 4
- CoC Staff 4

CoC Network: Sounding the Alarm, Changing Lives

Greetings from Communities of Color Network!

We're excited about the tremendous impact our coordinators are having in the lives of our citizens. Primarily, our staff educates and raises awareness in the African-American communities on the dangers of tobacco use. Our team operates in nine regions, which includes 36 parishes statewide. Tobacco is the number one killer among African-Americans, causing 47,000 tobacco-related deaths yearly. The time for action is **NOW!** Will you join us? Our pro-tobacco education



advocates are building coalitions to handle the challenges that are facing our communities. Join the fight! Our team has compiled this publication to keep you informed of the process of change. See where we've been, what we are doing and how we are changing lives and changing minds about tobacco—in a positive way! Change is in the air. Will you answer the call? We have! CoC Network is dedicated to the success of our communities and yours...today and always.



Linda Early Brown
Program Director

Mission Statement:

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

CoC Network = Opportunities to Serve Your Community



We'd love to hear from you. Let us know how we can partner with you to help communicate our message of change, empowerment and prevention. Our regional coordinators will provide educational training on the dangers of tobacco use and secondhand smoke. Education is key!





Latricia Dixon
Regional Coordinator

Educating Athletes : Smoke-Free Schools, Smoke-Free Students

In order to become great athletes, students at McKinley High School in Baton Rouge, LA, train daily. They lift weights to make sure their bodies are strong enough to withstand the pressures of a game. Now, thanks to Communities of Color Network Regional Coordinator, Latricia Dixon, they are also ready to sustain the pressure of making important life choices about tobacco. Just

before their practices began on October 28th, Dixon delivered an informative message about tobacco-free living and second-hand smoke. Many students voiced their concerns about this issue because some of their parents are smokers. As a continued effort to prevent a smoking cycle, players received educational materials about harmful effects and prevention. A small token was handed out

to participants by Dixon. The groups that attended were the JV and Varsity football players, plus the boys and girls soccer teams.



Tobacco Facts

23.9% of LA adults smoke.

25% of high school students in LA smoke.

Smoking shortens lives 13 - 14 1/2 years.



Educating Adults: Smoke-Free Parents, Smoke-Free Families



Non-traditional students at the Boutte Adult Learning Center received a special lesson during their GED

course on October 1st. Dixon traveled to St. Charles Parish—in Regions 1 & 3—to deliver a presentation on Tobacco 101.

This presentation helped to educate students about the dangerous effects tobacco has on the body. Not only that, but, the presentation provided statistical data that reveals

this deadly killer.

The session was an emotional time for several students, whose lives were greatly affected by tobacco.



Disparities Coalition Orientation: Excellence in Service

One of the main goals of the CoC Network is to strive for excellence in all we do.

The Disparities Coalition Orientation Meeting—attended by Linda Early Brown and Paula Jordan—is a stepping stone that assists our network in providing excellent service to our constituency. On October 7th - 8th, committee members met in Alexandria, LA,

to receive information on CDC Goal IV, tobacco-related health disparities, CDC grant process and the plan to counter big tobacco. The event was facilitated by Mark Perry and Alma Stewart of LTCP.

Two sub-committees were formed—policy and health-care—to develop strategies to improve the effectiveness of the coalition.

“Excellence is an art won by training and habituation. Excellence is not an act but a habit...we are what we repeatedly do.”

~Aristotle

Building Bridges: One Person, One Community at a Time

In South Louisiana, CoC Network Regional Coordinator, Paula Jordan, continues the fight to reduce tobacco-related morbidity and mortality in communities of color. For example, she traveled to Calcasieu, Iberia, Evangeline, St. Landry and St. Martin parishes setting up booths, delivering presentations and getting involved with civic organizations building bridges to a

smoke-free future. The message was clear and con-



sistent—to reduce tobacco use, consumption and secondhand smoke exposure. Just to name a few, Jordan was a booth participant in

Innis, LA, at the Pointe Coupee Back-to-School Summit presented by the Southwest Center for Rural Initiatives on October 13th.

On October 16th, Jordan delivered the Tobacco Facts 101 presentation to the SU Alumni Federation in New Iberia, LA. At Central Middle School in Eunice, LA, Jordan gave tobacco and cessation facts to 5th & 6th graders on October 28th.



Paula Jordan
Regional Coordinator

Empowering Coalitions: Helping Others, Help Others

Building coalitions to accomplish the objectives of the CoC Network is important. On October 27, 2008, Jordan facilitated the first monthly meeting for The CoC St. Landry/Evangeline Tobacco Coalition to help empower this community by delivering a presentation on the importance of coalitions. Eric Murphy, Region 7 Coordinator, is developing

relationships in the Shreveport area faith based communities in order to prepare them to adopt CoC's 100% Smoke-Free Church Policy. In the Ruston area, Nekima Booker and Larry Proctor are seeking opportunities to influence constituents on coalition sustainability via networking. CoC Network produces smoke-free communities.



Partner With Us!

Did you Know?

Within only 20 minutes after a person's last cigarette, the body begins a series of repairs for years.



Coalition Training Workshop: Preparing Leaders for Change



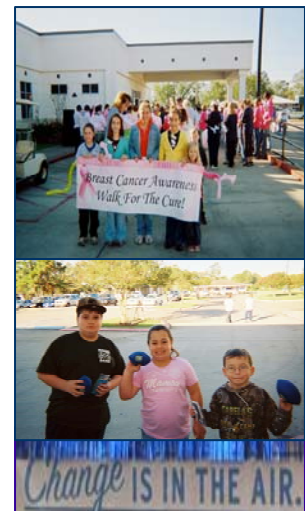
Preparation is Key for CoC Network!

In the spirit of continual training and preparation, three of CoC Network leaders—Linda Early Brown, Latricia Dixon and Paula Jordan—participated in “Building Strong Networks and Coalitions Workshop.”

The training helped prepare participants build productive, effective coalitions in their regions.

The workshop was facilitated by Ditra Edwards and LaDon James of the Praxis Project on October 23rd in Pineville, LA.

Some attendees included partners, grantees and employees of TFL and TCP. Activities and exercises were assigned to help those in attendance better satisfy individual goals and objectives.





**COMMUNITIES
OF COLOR
NETWORK
STAFF**

Southern University Ag Center

"Linking Citizens of Louisiana with Opportunities for Success"

LA Smoke-Free Air Act (815)

Effective January 1, 2007, the Louisiana Smoke-Free Air Act prohibits smoking in most public places and workplaces, including all restaurants with or without attached bars. Smoking will still be allowed in stand-alone bars and casinos.

The Louisiana Smoke-Free Air Act also covers:

- | | | |
|------------------------|--|--|
| -Cafeterias | -Laundromats | -Private residences when used for licensed child care, day care or health care facility |
| -Sandwich stands | -Reception areas | -Private cars when used for transporting children for child care, health care or day care centers for those carrying kids 12 & younger (under Act 838) |
| -School cafeterias | -Waiting rooms | -Educational facilities |
| -Kitchens | -Retail stores | -Schools (elementary and secondary) |
| -Catering facilities | -Places of employment | -School buildings/school buses |
| -Banks | -Work areas, employee lounges, restrooms | |
| -Healthcare facilities | -Conference rooms | |
| -Hotel-motel lobbies | -Meeting rooms, classrooms, employee cafeterias, hallways and vehicles | |
| -Public transportation | | |
| -Sports arenas | | |
| -Theaters | | |
| -Shopping malls | | |

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Tobacco-Related Word Search



ASTHMA
CIGARETTE
COALITION
COUGHING
DISPARITIES
EPA
LOUISIANA
LPHI
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NON-SMOKER
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RESPIRATORY
SECONDHAND
SMOKE
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