

COMMUNITIES OF COLOR NETWORK

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

Volume I, Issue 3

January, 2009

Coalitions:

- C - Commitment
- O - Opportunities
- A - Alliances
- L - Liaison
- I - Involvement
- T - Trust
- I - Innovation
- O - Open-mindedness
- N - Negotiation
- S - Solution-based



Inside:

- CoC Network Hero **2**
NEW Feature!
- Established Coalitions **2**
- Professional Development **3**
- CoC Network Contact Information **4**

Cultivating Solution-Oriented Coalitions

Welcome to a new year of change with CoC Network! In 2008, our Network accomplished numerous achievements in the areas of tobacco education, cessation and secondhand smoke awareness throughout Louisiana's communities of color. This year, we expect greater results in every region, every parish, and every life.

"It is quite easy to shout slogans, sign manifestos, but it is quite a different matter to build, manage, command, spend days and nights seeking the solution to problems."

Like Patrice Lumumba said,



program director Linda Early Brown understands the importance of being solution-oriented concerning our coalitions. This is the reason we

approach the process of coalition building skillfully: by igniting all parties involved to address a common issue with passion and purpose. See what coalitions we are a part of, what we are doing and where we are concentrating our efforts. As a call to action, **we challenge you to get involved in our coalitions and help deliver the change you seek in 2009.** Schedule a CoC Network tobacco education workshop.

Upcoming Events

February 3

Dr. Victor DeNoble (Seminar)

11 a.m. - 12:30 p.m.

SU School of Nursing Auditorium

February 5

Community Capacity Training

8 a.m. - 5 p.m.

SU Ag Center

February 19

Great American Spit Out Day

CoC Network

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 exposure.

Coalition Spotlight: St. Landry/Evangeline Tobacco Coalition

On the final Monday of each month at 6:30 p.m., you will find coalition members working together toward a tobacco-free community in the Sheriff's Substation in Eunice. They are monitoring marketing strategies of big tobacco companies, identifying local ordinances, conducting advocacy training and providing

tobacco awareness education. Members are Paula Jordan, Lloyd and Denise Antoine, Wilona Bertrand, Sheila Mouton, Edna Lastrapes, Althea Jackson, Claudette Castille and Keristian Edwards. Contact Paula to join this coalition.



Paula Jordan



Roger Pryor, Sr.

Our Hero: 'The urge, desire to smoke cigarettes are gone!'

There are numerous reasons Roger Pryor, Sr. stopped smoking nearly two years ago. Mainly, he wanted to live a longer life especially with his wife. "I watched my mother pass, and now my brother has cancer due to smoking...it's painful," said Pryor. "If you value and love life, then you give it up!" My taste has improved and I don't suffer from shortness of breath like before." The decision

to quit smoking came after a 21-day fast at his church.

Once the fast was complete, Pryor said, God completely removed the taste for cigarettes from him. "The urge and desire to smoke cigarettes are gone! God knew my heart's desire was to quit. I'd been a smoker since sixth grade. When you smoke, you're also harming others with secondhand smoke.

According to the Center for Disease Control and Prevention, the states with the largest African-American smokers include Michigan, Louisiana, Illinois, Maryland, North Carolina, Texas, California, Georgia, New York and Florida.

If you, like Pryor, are ready to live a healthier, tobacco-free life, call the quit line at 1-800-QUITNOW. There is help available.

Tobacco Fact

More than 25% of African-American youth are exposed to secondhand smoke in their homes.



"A sure way for one to lift himself up is by helping to lift someone else."

~Booker T. Washington



Established Coalitions within CoC Network

- ◆ Avoyelles Parish Children's Coalition
- ◆ CoC Cancer Action Network Region 7 Coalition
- ◆ Catahoula Parish Coalition
- ◆ CoC Network/Bienville Parish Coalition
- ◆ CoC Network East and West Baton Rouge Tobacco Coalition
- ◆ CoC Network Iberia Parish Tobacco Coalition
- ◆ Concordia Parish Coalition
- ◆ East Carroll Parish Health and Wellness Coalition
- ◆ Jackson Parish Health and Wellness Coalition
- ◆ Lincoln Parish Health and Wellness Coalition
- ◆ Madison Parish Health and Wellness Coalition
- ◆ Region VI Tobacco Prevention and Cancer Coalition
- ◆ Richland Parish Health and Wellness Coalition
- ◆ TFL/LCCP REACH Region 5 Coalition

Emerging CoC Network Coalitions Statewide

- ◆ CoC Network East and West Feliciana Coalition
- ◆ CoC Network Red River/Desoto Parish Coalition
- ◆ CoC Network St. Martin Parish Coalition
- ◆ CoC Network Tangipahoa Parish Tobacco Coalition
- ◆ CoC Network Washington Parish Tobacco Coalition

"Coalitions provide opportunities for change...to improve lives. Simply stated—it's about people like you and me."

~Paula Jordan

Professional Development: LSU/SU Annual Conference

On December 15 - 16, 2008 all roads led to the LSU and SU Ag Centers Annual Conference in Baton Rouge on LSU's campus. The two-day event highlighted the achievements of both centers throughout the year, along with recognizing colleagues for years of distinguish service. Faculty were presented with networking opportunities, entertainment, a chance to welcome newcomers, and 18 profes-

sional development training classes. Participants were Linda Early Brown, Latricia Dixon, Paula Jordan, and Shawntell Harrell. Each staff member participated in several professional development classes including how to create e-newsletters, diversity training, logical planning, how to maximize Microsoft Outlook calendar and cost effective training.

Conference Take-a-ways

- ◆ Accountability is a personal choice to rise above one's circumstances and demonstrate ownership necessary for achieving desired results.
- ◆ Accountability begins with **ME!**
- ◆ Staying above the line means see it, do it, solve it and own it.

It's LOGICAL: Creating LOGIC Models

What is a Logic Model?

A 'logical model' is a conceptual tool for planning and evaluation which displays the sequence of actions that describes what the science-based program is and will do.

Logic models are graphic representations that shows the relationship between:

- ◆ What we put in...**Inputs**
- ◆ What we do...**Outputs**
- ◆ What results...**Outcomes**

Expanding the Scope: Rural Coalition Building Workshop

Shawntell Harrell attended the Region VI Rural Coalition Building Workshop on Wednesday, January 7, in Alexandria. Workshop facilitators were Rosalind Stewart and Mary Parker. Attendees gained greater insight into how to establish and sustain effective coalitions.



Workshop Take-a-ways

- ◆ Conflict may arise in coalitions; turn conflict into opportunities for positive change.
- ◆ Identify, assess and evaluate needs of targeted communities.
- ◆ Gatekeepers are key!

Did you Know?

African Americans living at or below the poverty level often have less access to tobacco education, cessation and support services.



CoC Network Engages Churches with Tobacco-free Initiative

The mission of linking citizens with opportunities for success continues with the Ag Center's CoC Network.

CoC Network has expanded to empower area churches to develop 100% tobacco-free policies. The tobacco-free initiative can be customized to suit individual congregations. Some of the activities included in the tobacco-free curriculum

are the CoC Network Tobacco 101 presentations, booth displays, tobacco education in the church bulletin, recognition for program completion and celebration of achievement.

Contact a CoC Network staff member to begin the process of becoming a tobacco-free church.

Participating churches will:

- ◆ be located in a CoC Network region
- ◆ collaborate with CoC Network
- ◆ allow CoC Network workshops, trainings and no-smoking signage on property
- ◆ evaluate program





**COMMUNITIES
OF COLOR
NETWORK
STAFF**

CHANCELLOR

Dr. Leodrey Williams

**VICE CHANCELLOR FOR
EXTENSION**

Dr. Gina E. Eubanks

PROGRAM DIRECTOR

Linda Early Brown

linda_brown@suagcenter.com
225-771-2242 ext.326 or 225-200-1634

ASST. DIRECTOR

Larry Proctor

larry_proctor@suagcenter.com
318-255-5380 or 225-200-1638

**REGIONAL
COORDINATORS**

Nekima Booker

nekima_booker@suagcenter.com
318-255-5380 or 225-200-1635

Latricia Dixon

latricia_dixon@suagcenter.com
225-771-2242 or 225-200-1640

Shawntell Harrell

shawntell_harrell@suagcenter.com
318-767-2609 or 225-200-1641

Paula Jordan

paula_jordan@suagcenter.com
337-457-7983 or 225-200-1643

Eric Murphy

eric_murphy@suagcenter.com
318-805-5916 or 225-200-1639

Shirley Simon

shirley_simon@suagcenter.com

We're on the Web!
www.suagcenter.com/
[communitiesofcolor](http://communitiesofcolor.com)

**Southern University
Agricultural Research and
Extension Center**
Ashford O. Williams Hall
P.O. Box 10010
Baton Rouge, LA 70813

**225-771-2242 (office)
225-771-2861 (fax)**

Coalition Building Quick Facts



What is a coalition?

A coalition is a group of individuals or organizations with a common interest who agree to work together toward a common goal.

Why start a coalition?

A coalition can develop a coordinated response to an issue, increase the efficiency of service delivery, pool community resources, create and launch community-wide initiatives, build and yield political clout to influence policy and work efficiently toward a long-term social change.

Advantages of a Coalition?

- Access more resources
- Address a variety of issues
- Obtain or provide services
- Empower entire communities

Disadvantages of a Coalition?

- Turf issues
- Minimal organizational capacity
- Poor links to communities
- Funding

General Rules when Operating Coalitions

- Communicate openly and freely with everyone.
- Be inclusive and participatory—acknowledge differences.
- Network at every opportunity.
- Set reachable goals, in order to engender success.
- Hold creative meetings; use the diversity of the group.
- Be realistic about what you can do: don't promise more than you can accomplish, and always keep your promises.

~Coalition resource: www.thecommunitytoolbox.org



“Linking Citizens of Louisiana with Opportunities for Success”

Southern University Agricultural Research and Extension Center, an entity of the Southern University System, Leodrey Williams, Chancellor, Ralph Slaughter, System President, Tony Clayton, Chairman, Board of Supervisors. It is issued in furtherance of the Cooperative Extension Work Act of December 1971, and the Agricultural Research Program, in cooperation with the U.S. Department of Agriculture. All educational programs conducted by the SU Agricultural Research and Extension Center are provided to all persons regardless of race, national origin, or disability.