



AGRICULTURAL RESEARCH AND EXTENSION CENTER



COMMUNITIES OF COLOR NETWORK

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

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CoC Network

Mission Statement:

To eliminate health disparities caused by or related to tobacco consumption in Louisiana 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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SU System: 'First' HBCU to Become 100% Tobacco-Free

The Southern University System (SUS) Board of Supervisors approved a tobacco-free policy for all its campuses on October 28th resulting from the strategic efforts of Southern University Ag Center/Communities of Color Network. Communities of Color Network (CoC) is a tobacco initiative funded by The Louisiana Campaign for Tobacco-Free Living.

On January 2, 2012, the tobacco-free policy for the SUS will become effective. Smoking or the use of tobacco products will not

be allowed in any buildings, administrative facilities, and dormitories or on the campus grounds, including athletic fields and parking areas.

Linda Early Brown, director of CoC states, "SU Ag Center has been successful in linking citizens of Louisiana to healthier lifestyles through the programmatic efforts, resources, and technical assistance rendered system-wide to effect this positive change. Regional Coordinators strategically began

the process approximately five years ago by educating constituents and advocating a tobacco-free existence via presentations, booth displays, media outlets and collaborative efforts."

According to System President Ronald Mason, "Tobacco use is the leading cause of preventable death and disease in this country.

As the only HBCU System in the nation, we strive to provide a safe and healthy environment for our students, faculty, and staff to learn and work . . . adopting a tobacco-free policy is an example of this commitment."

Board Chairman, Darren Mire worked collaboratively with the Southern University Ag Center in coordinating efforts to present a policy to the board for its approval. A unanimous vote to make the system 100% was rendered. Chairman Mire stated, "We applaud these efforts and want to model best practice policies regarding tobacco. As an

institution of higher learning, we are committed to providing both a healthy and safe environment for our students, faculty, staff, and visitors.

"Brown further states that, "We urge others to create healthy learning and working environments. "



SU Ag Center



SU Baton Rouge Campus



SU Law Center



SU Shreveport Campus



CoC Network Impacting Individuals, Families and Communities



Regional coordinator Shawntell Lewis-Harrell urges tobacco free living during cessation seminar at LSU in Alexandria.

- B. W. Cooper Housing Development, New Orleans
- Bertha's Place Night Club, New Orleans
- Central Middle School, Eunice
- Community Center, Arcadia
- Eunice High School, Eunice
- Eunice Junior High School, Eunice
- Evangeline Parish Courthouse Square, Ville Platte
- Franklin Parish Health Unit, Rayville
- Goodwill Store, Shreveport
- Graphics Packing Services, Arcadia
- Grambling State University, Grambling
- Homer High School, Homer
- Jerusalem Shriner's Center, Destrehan
- Kappa League, Shreveport
- Lighthouse Mission, Opelousas
- Lincoln Parish Health Unit, Ruston
- Louisiana Technical College, Alexandria
- Love in Acton Outreach, Inc., New Orleans
- Madison Parish Health Unit, Tallulah
- Mansfield High School, Mansfield
- Memorial Park, Ponchatoula
- Morehouse Parish Health Unit, Bastrop

- NAACP Youth Council, New Orleans
- New Hope/Second Baptist Church, Baton Rouge
- Newton Smith Middle School, Shreveport
- Church of Christ, Baton Rouge
- North Elementary, Opelousas
- Ouachita Parish Health Unit, Monroe
- Owl Center, Dubach
- Piney Grove MBC, West Monroe
- Red River High School, Coushatta
- Red River Jr. High School, Coushatta
- River Parishes LA Chip Coalition, Lutcher
- Second Zion Baptist Church, New Orleans
- Shreveport Black Nurses Banquet, Shreveport
- Sisters Network, Shreveport
- Southern University, Baton Rouge
- Southern University Law Center, Baton Rouge
- SPAR Health Fair, Shreveport
- St. James Parish Adult Education Career and Technology Center, Lutcher
- St. Joseph Missionary Baptist Church, Marrero



Regional coordinator Paula Jordan discussed the dangers of secondhand smoke following an educational DVD showing at Central Middle School in Eunice.

CoC Network Impacting Individuals, Families and Communities (cont'd)



Regional coordinator Urina Holt addresses constituents during a presentation on the dangers of tobacco products.

- St. Landry Parish Take Back the Night, Opelousas
- State Farm Bayou Classic, New Orleans
- Southern University at New Orleans, New Orleans
- The City of Shreveport, Shreveport
- Union Parish Health Unit, Farmerville
- Upward Bound, Shreveport
- West Baton Rouge Museum, Port Allen
- West Feliciana Health/Resource Fair, St. Francisville
- Xavier University, New Orleans
- Young Leaders Academy, Baton Rouge

“An Injustice Anywhere is a Threat to Justice Everywhere” Advocacy Events

As a result of strategic marketing in African American communities, a series of educational events were held statewide in partnership with local NAACP chapters to address this continuous injustice.

Activities were held at the following locations:

- Southern University in New Orleans, New Orleans
- Southern University, Baton Rouge
- Southwest Center for Rural Initiative, Opelousas
- Southern University Museum, Shreveport
- Emily P. Robinson Recreation Center, Monroe



Regional coordinator Shirley Simon discusses tobacco marketing campaigns as a social justice issue during the advocacy event.

Great American Smokeout Advocacy Events Held Statewide



- River Parish Louisiana Technical College, Reserve
- SU Ag Center, Baton Rouge
- Club 902, Lake Charles
- Louisiana Technical College, Alexandria
- SU Shreveport and SU Metro Center, Shreveport
- Grambling State University, Grambling

Regional coordinator Frankie Poland educates the SU campus and surrounding communities on the dangers of tobacco during the Kickoff Celebration of the 100% Tobacco-Free Policy adopted on all campuses within the Southern system. *(shown left)*



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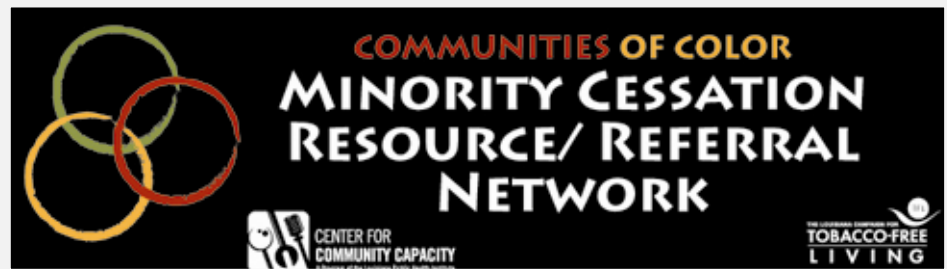
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The CoC Referral Network provides information of state health care facilities and providers that offers nicotine replacement therapy (NRT), counseling and medication to help smokers quit—for good!

<u>NAME</u>	<u>SERVICES</u>	<u>CITY</u>	<u>NUMBER</u>
Capital Area Center for Adults 4615 Government Str.	NRT and Counseling	Baton Rouge	225-925-1906
Capitol City Family Center 3140 Florida Blvd.	NRT	Baton Rouge	225-650-2000
Dr. Henry Evans 4301 Elysian Fields	Family Practice	New Orleans	504-284-3866
Gentilly Medical Center 7901 Dowman Rd.	Family Practice	New Orleans	504-244-1991
Jean Hartzog, Prevention Coordinator	NRT	Monroe	318-362-5483
JoAnn Brooks, Cessation Specialist	NRT and Counseling	Lake Charles	337-475-8308
RKM Primary Care 11990 Jackson Str.	NRT and Counseling	Clinton	225-683-5292
Southeast Health 490 Sitman Str.	NRT and Counseling	Greensburg	225-222-6059
St. Anthony Outreach 737 Paul Mallard Rd.	Counseling	Luling	985-785-8745
St. Francisville Health Unit 154 Burnett Rd.	NRT and Counseling	St. Francisville	225-635-3644



HELP IS AVAILABLE!
WWW.QUITWITHUSLA.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, Ronald Mason, System President, Darren Mire, 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.