

COMMUNITIES OF COLOR NETWORK

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

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Did you know?

Avis Budget Group has announced that its two rental car brands, Avis and Budget will be 100 percent smoke free throughout their U.S. and Canada fleets as of October 1, 2009.

~Americans for Nonsmokers' Rights

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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Center for Rural and Small Business Development and CoC Network Collaborate in Computer Technology Outreach



The Center for Rural and Small Business Development and the Communities of Color Network have established a collaborative agreement to provide computer technology and tobacco education in various parishes, especially in rural areas. There are currently 19 Technology Centers in existence; however, due to this collaborative agreement, additional centers are forthcoming. This united effort would allow communities of color to gain opportunities for success in business development and tobacco education which will effectively impact capacity building, advocacy, and policy.

A designated specialist monitors and services these Technology Centers, as well as, provides training sessions on tobacco (prevention, advocacy, policy and cessation). Constituents can learn to access the Internet, social networking, webinars, and participate in video training and business development. Each center will open year-round and will afford communities the opportunity to stay abreast of new developments and opportunities to engage in efforts to impact their communities.

Gloria London and Linda Early Brown (*shown above*), directors for their programs, are deliberating plans to extend the current services by retrofitting a recreational vehicle to host seminars and workshops for grassroots communities around the state specifically in rural parishes. The recreational vehicle will be self-contained with audio/visual capabilities, including a large plasma screen monitor and Broadband Wireless Internet connections. The mobile classroom is anticipated to seat approximately twenty people per class.

A Call to Action: CoC Network Coalitions

Contact regional coordinators for additional information concerning monthly CoC Network coalition meetings:

Regions 1 and 3 in New Orleans—CoC Network Triparish Tobacco Awareness Coalition; third Tuesdays at 2 p.m.

Regions 2 and 9 in Baton Rouge—CoC Network East and West Baton Rouge Tobacco Coalition; fourth Fridays at 2:30 p.m.

Regions 4 and 5 in Opelousas—CoC Network St. Landry/Evangeline Tobacco Coalition; last Mondays at 6:30 p.m.

Region 6 in Alexandria—CoC Network Rapides Tobacco Coalition; first Mondays at 6 p.m.

Region 7 in Arcadia—CoC Network Region 7 Coalition; fourth Mondays at 11:30 a.m.

CoC Network: Impacting Lives in Local Communities



Youth received pencils with a tobacco-free message after presentation concerning the dangers of tobacco use.



Constituent signs up for more information from the CoC Network.

Throughout the month of August, regional coordinators continued educating the grassroots community and youth on the dangers of tobacco use and secondhand smoke exposures through videos, booth displays, and educational presentations at:

- Emmaus Road Church, Shreveport
- Evangeline Parish Head Start Program Parent Meeting, Ville Plate
- Family Counseling Agency Life Skills Group, Alexandria
- God's Way Ministries, Shreveport
- Greater St. Lawrence Back to School Drive, Alexandria
- Homer Junior High School, Homer
- Mt. Pilgrim Wellness Program, Baton Rouge
- New Bethel Community Missionary Baptist Church, Alexandria
- New Bethel Community Missionary Baptist Church Back to School Program, Alexandria
- Quad Area Head Start Program for Adults and Youth, Clinton
- Southern University Alumni Federation, New Iberia
- Southern University at Shreveport
- St. Landry Back to School Summit, Opelousas
- Workforce Investment Administration, Baton Rouge
- Zion Travelers Baptist Church, New Roads



Youth test their knowledge during an activity after viewing a tobacco awareness DVD 'Smoking: Truth or Dare.'



Regional coordinator, Latricia Dixon, discusses tobacco education and distributes literature after presentation.

National Tobacco Prevention and Control Training in Louisiana

Communities of Color Network program director Linda Early Brown and regional coordinators Latricia Dixon, Shawntell Lewis-Harrell, Paula Jordan, Eric Murphy, and Shirley Simon joined the staff from The Louisiana Campaign for Tobacco-Free Living and the Louisiana Department of Health and Hospitals' Tobacco Control Program on September 10 - 11 to receive specialized training from the Tobacco Technical Assistance Consortium. The consortium is dedicated to assisting national, state, and community-based organizations in building and developing highly effective tobacco control programs.

Communities of Excellence *Plus* is a comprehensive three-phase training program that focuses on developing strong tobacco prevention and control programs at the local level with the goal of eliminating tobacco use as the norm.



“If you want to move people, it has to be toward a vision that’s positive for them, that taps important values, that gets them something they desire, and it has to be presented in a compelling way that they feel inspired to follow.”

~Maya Angelou

CoC Network Hero: Closet Smoker Commits to Quit

“Yes, allow me from the start to admit that I know that smoking is bad; in fact; it is a death wish in one form or another. Am I stupid? No!”

This constituent has revealed her story in an effort to help others who think closet smokers are exempt from the perils of tobacco usage.

“Let me share my story. You see family and friends are not aware that I smoke. I am a sophisticated smoker: I never smoke in public. One pack at a time, secretly hidden in the bathroom only to be disclosed when my family, and my husband, in particular, isn’t around. I have a supply of fresh mints and I never run out of toothpaste because I brush daily and often. No yellow teeth for me. One pack can last me up to a month or more.”

“After attending a workshop that Communities of Color Network sponsored, I witnessed firsthand crucial information regarding the many negatives of smoking. I left the meeting thinking that the information was great for a ‘real smoker’ because surely my one pack could not cause that much damage. The lessons learned continued to haunt me and out of the clear, I was face-to-face with this commercial showing the ugly of tobacco. That put the icing on the cake. I knew I needed to take heed to the information gained.”

“At the meeting, I was given a pledge card to commit not to use tobacco. Most people signed theirs and turned it in as a commitment – I walked away with mine because I was in denial. No more pretending, no more lies. I found my card and I have committed to quit.”

Contact a CoC regional coordinator for more information on cessation services available statewide.

For support to quit smoking visit www.quitwithusla.org or call 1-800-QUIT-NOW.





COMMUNITIES
OF COLOR
NETWORK
STAFF

CHANCELLOR
Leodrey Williams

VICE CHANCELLOR FOR
EXTENSION
Gina E. Eubanks

PROGRAM DIRECTOR
Linda Early Brown

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

REGIONAL
COORDINATORS

Shirley Simon
Regions 1 and 3

shirley_simon@suagcenter.com
504-826-2559 or 225-200-1635

Latricia Dixon
Regions 2 and 9

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

Paula Jordan
Regions 4 and 5

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

Shawntell Lewis-Harrell
Region 6

shawntell_harrell@suagcenter.com
318-792-5373 or 225-200-1641

Eric Murphy
Region 7

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

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

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)

Tobacco Watch: FDA Regulations to Save Lives

President Barack Obama and the U.S. Congress have delivered a truly historic victory for America's children and health by enacting a new law granting the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products. The president signed the Family Smoking Prevention and Tobacco Control Act into law on June 22, 2009.

This law:

- **Restricts tobacco marketing and sales to youth**—bans all remaining tobacco-brand sponsorships, free giveaways, outdoor advertising near schools and playgrounds, restricts vending machines and self-service displays to adult facilities only, limits print advertising in teen publications, require age verification for tobacco sales and enacts penalties on violators.
- **Grants FDA authority to further restrict tobacco marketing**—this authority gives the agency the flexibility to respond to inevitable tobacco industry attempts to circumvent specific restrictions.
- **Requires detailed disclosure of ingredients, nicotine, and harmful smoke constituents**—tobacco companies must also inform the FDA of any changes to products.
- **Allows FDA to require changes to tobacco products to protect public health**—FDA will have the authority require tobacco companies to reduce or eliminate harmful ingredients, additives, and constituents, if the changes will protect public health.
- **Regulates "reduced harm" claims about tobacco products to prevent inaccurate and misleading claims**—Descriptors such as "light," "mild," or "low" are prohibited. In addition, a manufacturer must first file an application and receive an order before they market any tobacco product as presenting a "modified risk."
- **Requires bigger, graphic health warnings**—Graphic warning labels must cover the top 50 percent of the front and rear panels of the cigarette packs. The same requirements must comprise at least 20 percent of the advertising area.
- **Fully funds FDA regulation of tobacco products through a user fee on manufacturers of cigarettes, cigarette tobacco, and smokeless tobacco**—the fee will be based on the manufacturers' respective shares of the entire U.S. tobacco product market.
- **Preserves state and local authority**—This law does not preempt state and local governments from enacting other tobacco control measures, including tobacco taxes, smoke-free workplace laws, and fire-safety standards for cigarettes.

Source: *The Campaign for Tobacco-free Kids*



"Linking Citizens of Louisiana with Opportunities for Success"

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