



COMMUNITIES OF COLOR NETWORK

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

Special Great American Smokeout Edition

November 2009

The Great American Smokeout 2009

The Great American Smokeout (GASO) is held on the third Thursday of November by the American Cancer Society. The purpose is to encourage smokers to quit using tobacco products, for one day, with the hope of quitting completely.

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.



Inside

CoC Network and Fresh Campus	1
GASO Activities	1
GASO Activities	2
Contact Information	2

SU Ag Center Kicks Off CoC Network GASO Events

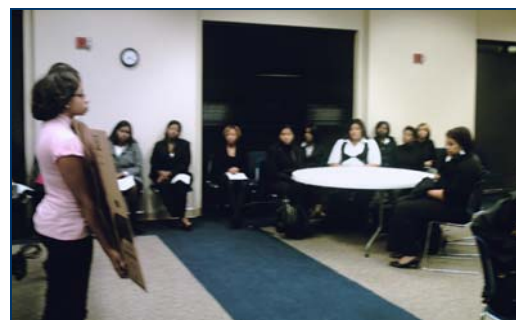


Excitement was in the air on November 18th at the Southern University Agricultural and Research Extension Center! Approximately 100 attendees participated in an interactive, student-driven event with a panel discussion regarding attitudes and the impact of smoking in bars and casinos, tobacco facts and statistics, a call to action, tobacco-free pledge drive, and much more. As a result of this activity, attendees learned how to make significant strides to help eradicate tobacco use within their individual organizations, campus, and within the African-

American community.



Collaborating Greek organizations were Alpha Kappa Alpha Sorority, Inc., Sigma Gamma Rho Sorority, Inc., Zeta Phi Beta Sorority, Inc., CoC Network, and the Southern University Ag Center along with several grassroots constituents.



Organizations presented creative educational awareness skits to highlight the dangers of tobacco use and how it affects the body, young children, and the community.



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Regional coordinator Shirley Simon conducted educational awareness presentations during GASO. Seniors (left) at St. John Parish Senior Citizen Activity Center show items with tobacco-free messages while students at SUNO (right) signed a pledge wall to quit smoking for a day.



Regional coordinator Latricia Dixon along with Joy Corporation shared educational awareness on the dangers of tobacco use and secondhand smoke exposure with students at Baker and Zachary Middle Schools. Students performed skits, raps, and created a display wall of tobacco facts.



Shawntell Lewis-Harrell, regional coordinator, impacted youth and grassroots constituents during a community forum in Cheneyville (left), as well as running two public service announcements concerning GASO on KKST 98.7 FM and KBCE 102.3 FM. Adult participants (right) received squeezable cigarette packets, provided by CoC Network, to utilize in lieu of smoking.



“Linking Citizens of Louisiana with Opportunities for Success”

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