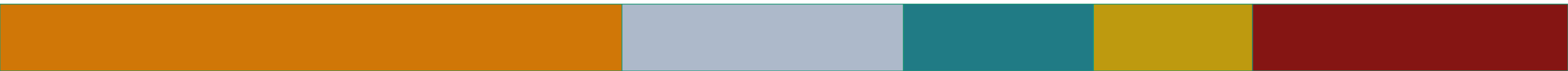


Cessation Services for African American Smokers

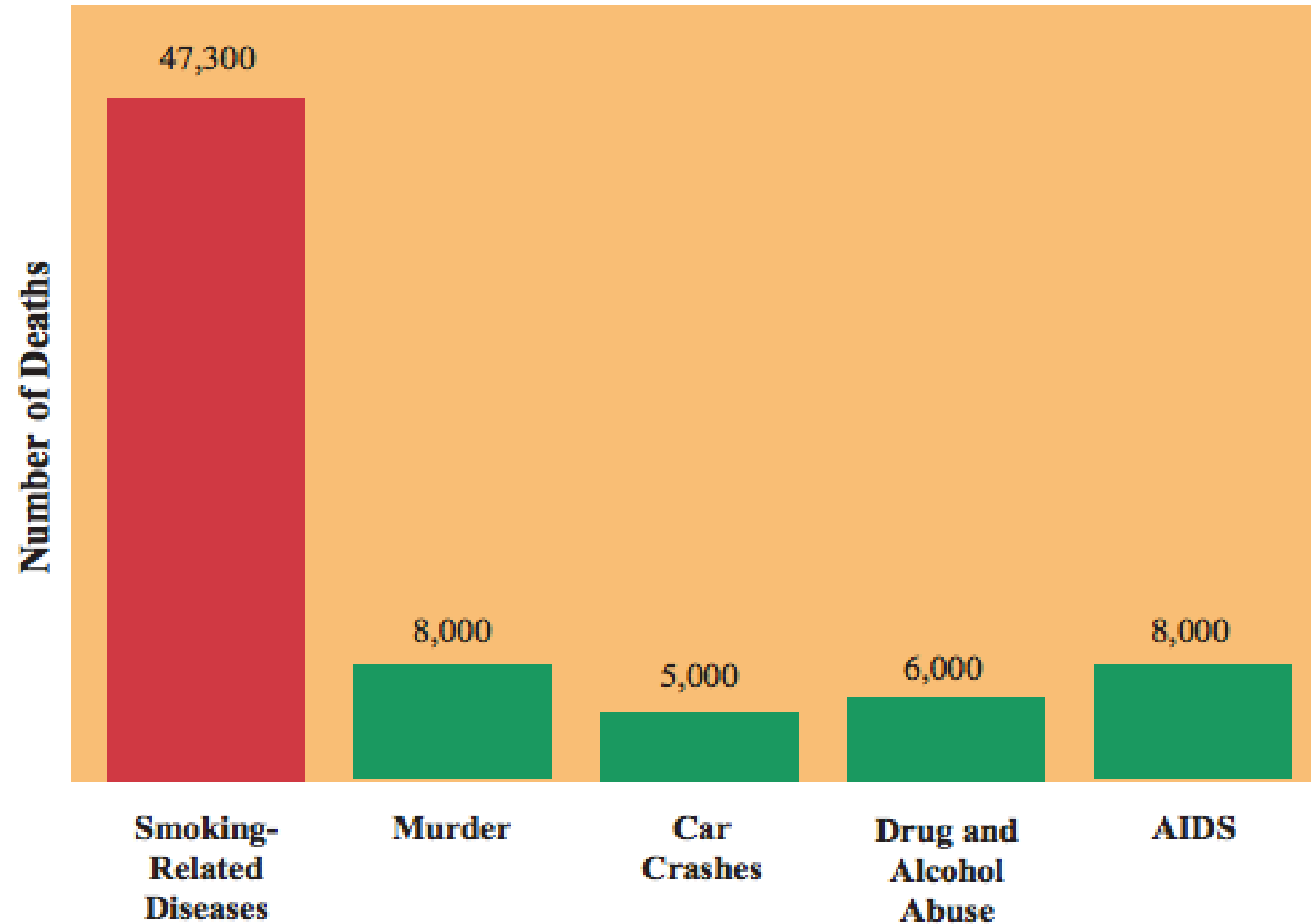
Delmonte Jefferson, Executive Director
NAATPN, Inc.

MD Quits 11th Annual Best Practices Conference



Leading Causes of Death for African Americans

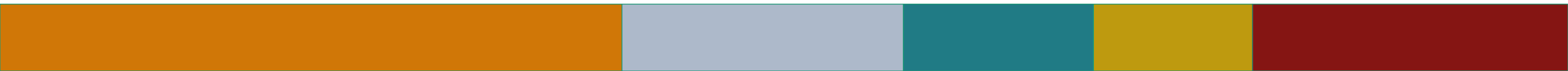
Each year, more Black Americans die from diseases caused by smoking than from murders, AIDS, drug and alcohol abuse, and car crashes put together.



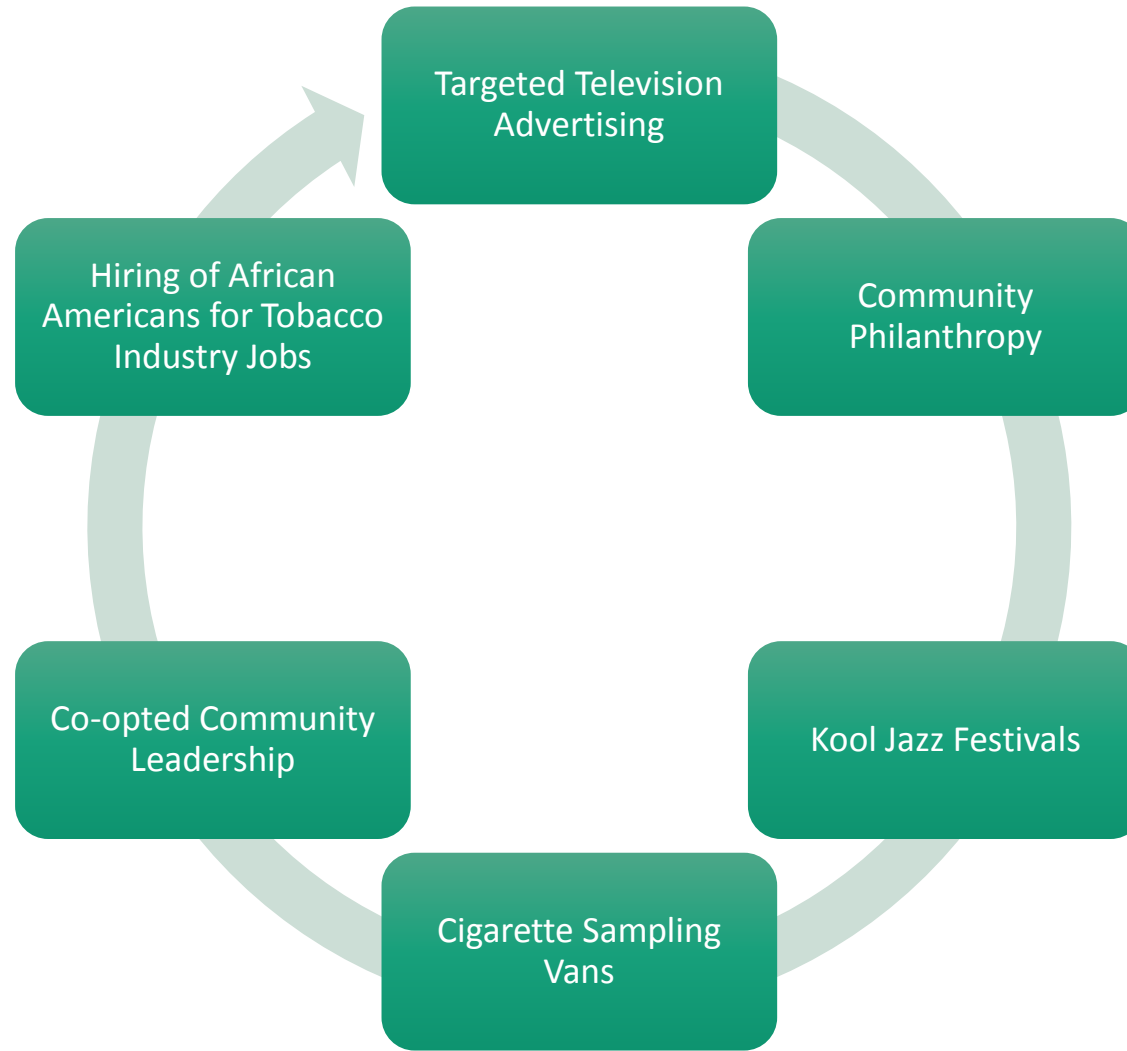
African American Smoking Is Systematic and Intentional

”Clearly the sole reason for interest in...black communities is the actual and potential sales of products within these communities...”

Brown and Williamson Tobacco Corporation



African American Smoking Is Systematic and Intentional



Cessation Options for African American Smokers



African American Smokers and Quitline Counseling

- African Americans have a strong desire to quit and frequently use the quitline more than other populations during TIPS against former smoker campaign promotions
- African Americans have a harder time staying quit after receiving counseling
- Some of the factors that trigger smoking for African Americans (environment, racism, employment) are unique to their community

N. Y. YANKEE STAR **ELSTON HOWARD** FLASHES THE SIGN:

"YOUR CIGARETTES NOT TASTING COOL ENOUGH
TILL YOU *Come Up to KOOL*"



"Feel extra coolness in your throat.."
says *Elston Howard*

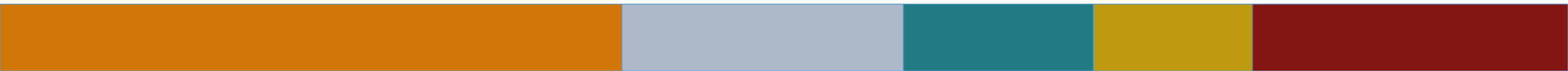
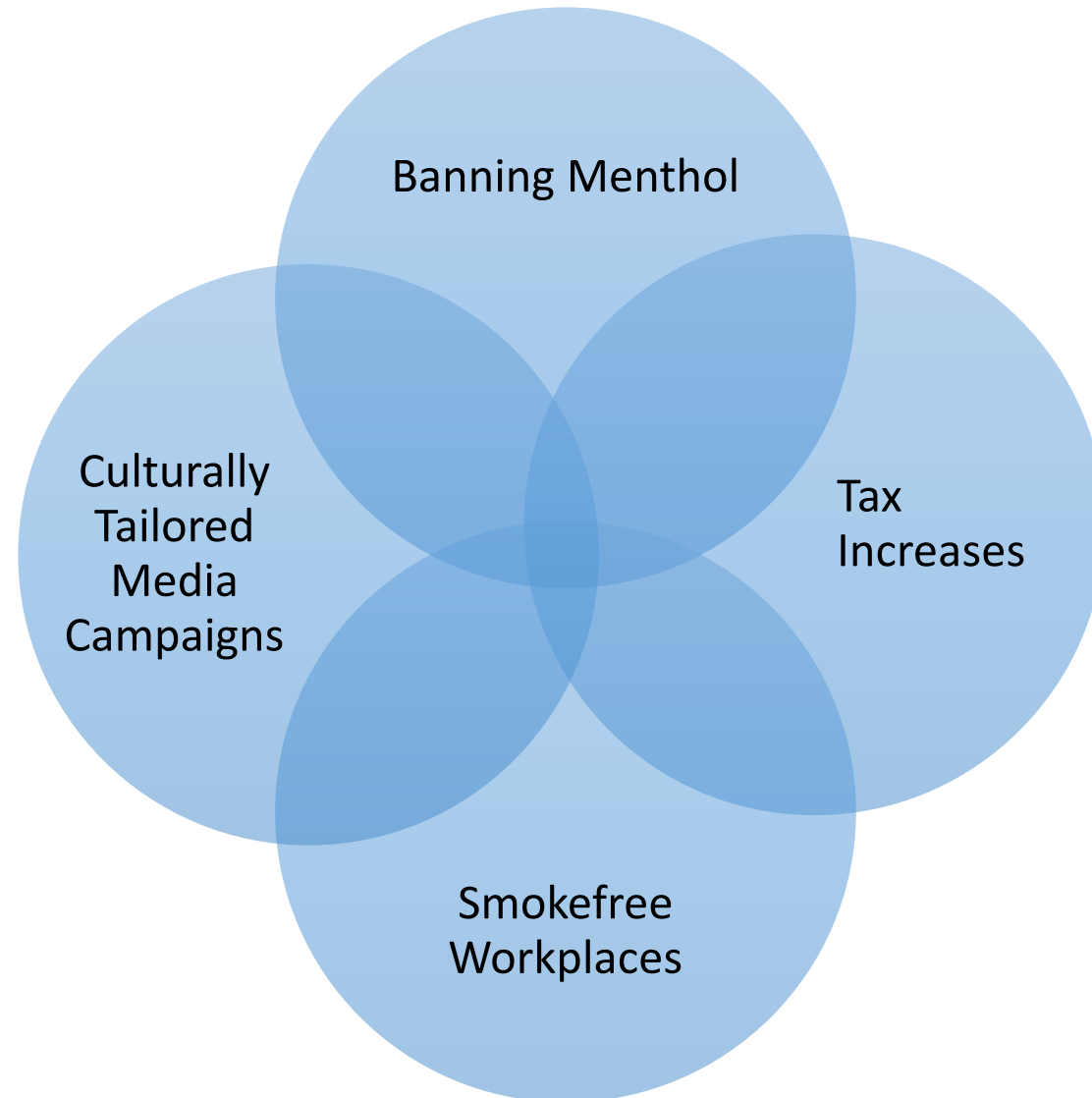
"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day . . . Kool after Kool after Kool. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one carton of Kool. You'll never go back to those hot and dry-tasting cigarettes again!"



©1962, BROWN & WILLIAMSON TOBACCO CORPORATION **B&W** The Mark of Quality in Tobacco Products

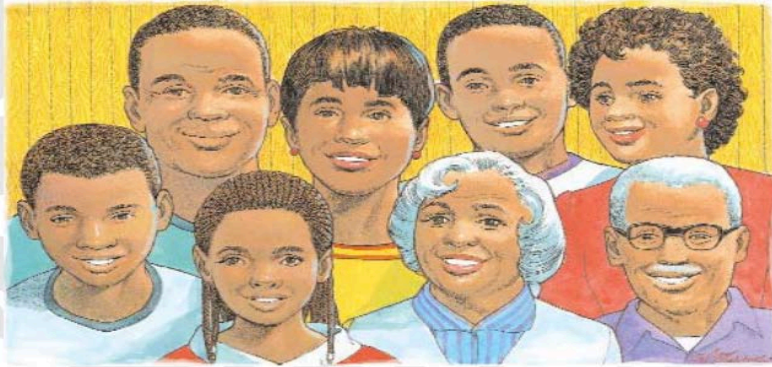
Policy, System and Environmental Changes



Culturally Tailored Cessation Resource: Pathways to Freedom



Name originated from an Underground Railroad movement in Maryland



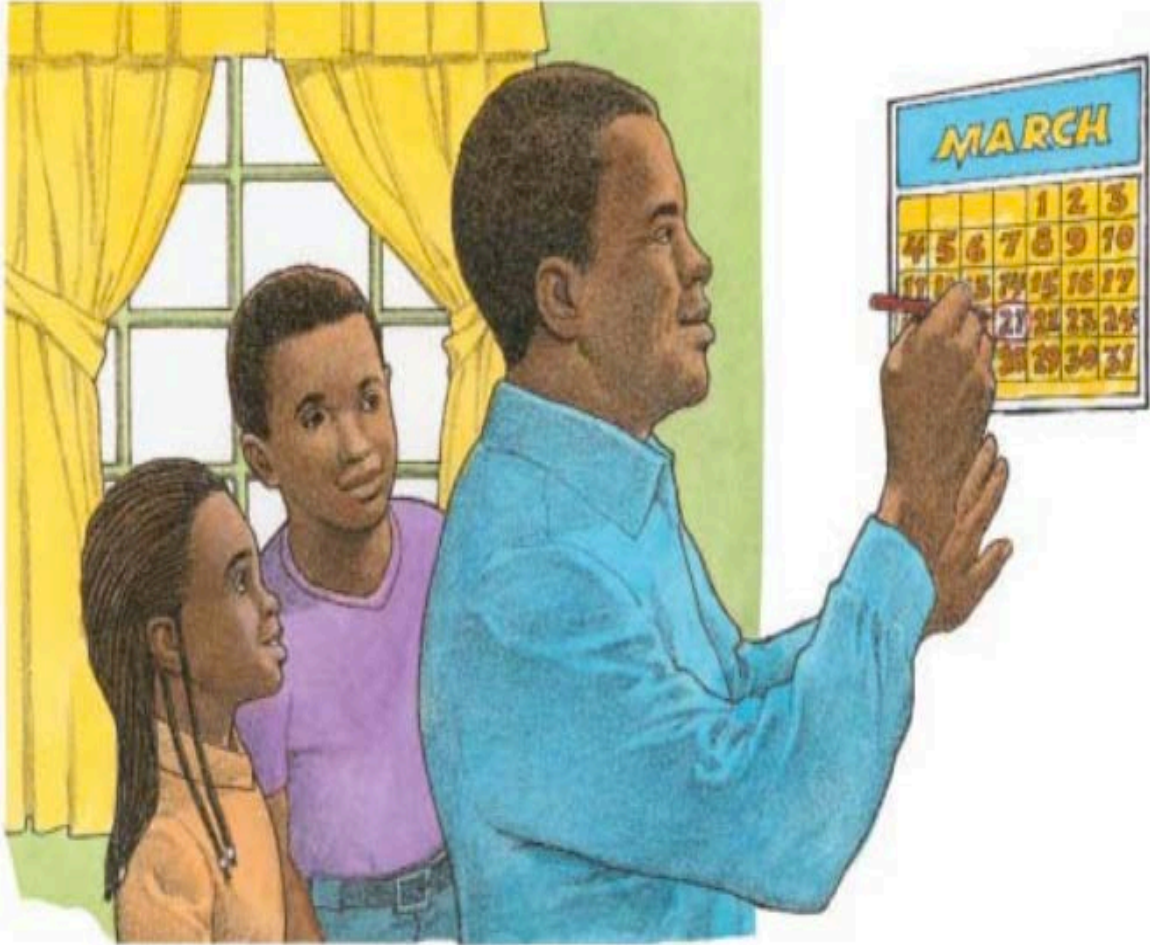
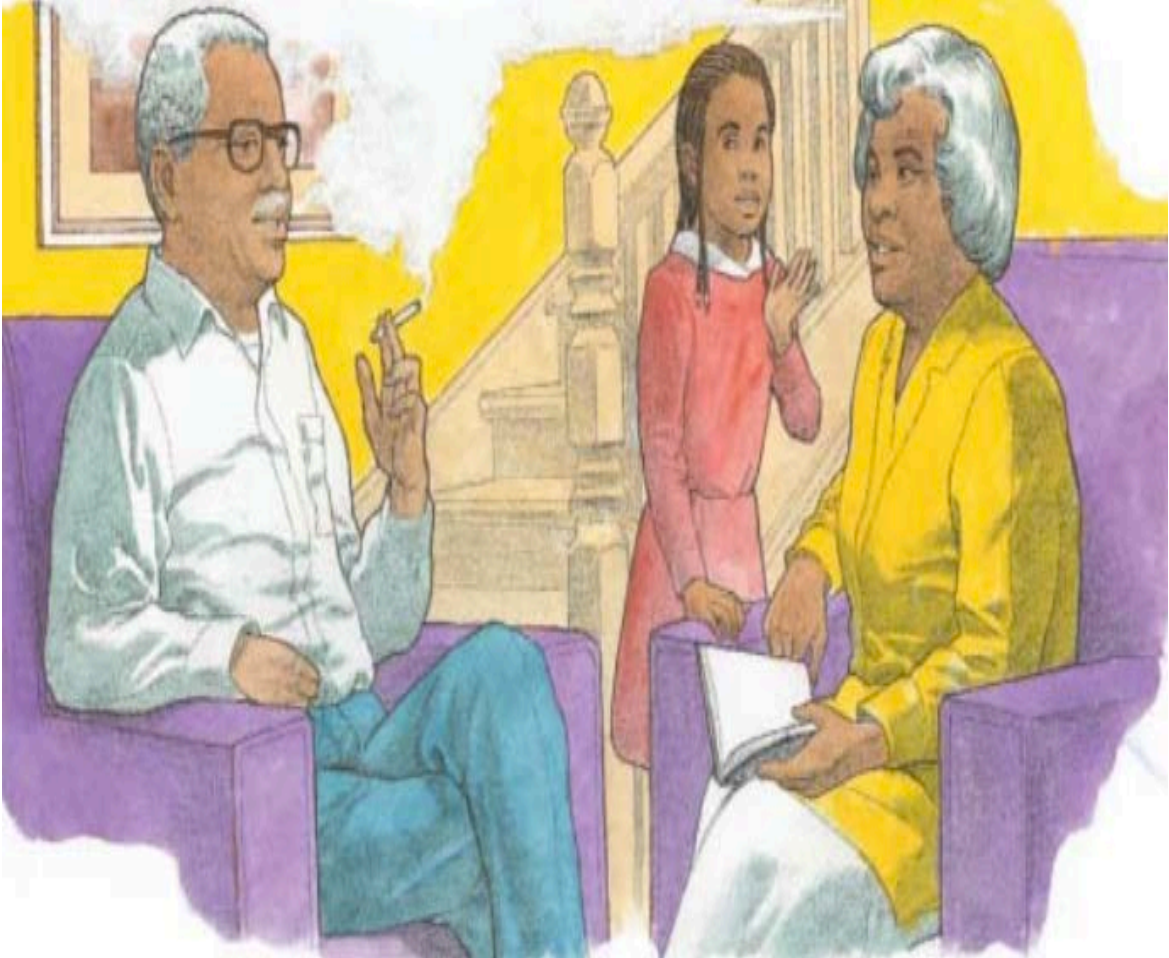
Authored by African American scientists and community leaders for the African American community

More than 1 million copies disseminated since its release in the early 90's

The Guide Has Three Parts

- **Education**—Informs you of how tobacco use affects the Black community.
- **How to Quit**—Tells you and those around you how you can quit smoking.
- **Community Organization**—Shows you how communities can work together to fight against the tobacco industry.

Content and Visuals to Guide Individual or Group Cessation Counseling



Pathways to Freedom DVD

- Created by Dr. Monica Hooper in 2013
- Revised and updated content from PTF booklet
- Currently being tested for efficacy
- Available at www.naatpn.org/pathways

Some of the information used in this presentation was taken from the Pathways to Freedom DVD and Booklet.

The booklet is available for download at:

http://www.cdc.gov/tobacco/quit_smoking/how_to_quit/pathways/pdfs/pathways.pdf

Copies of the video can be requested here:

<http://www.naatpn.org/ptf>

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The End



IT'S TIME ENERGIZE THE MOVEMENT

www.NAATPN.org