



# BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

## February 2011

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### Break Free Alliance Turns 10!

The [National Networks for Tobacco Prevention and Control](#) were first funded back in 2001 by the Centers for Disease Control, Office on Smoking and Health. The Health Education Council was awarded funding to develop and administer a national network to reduce the burden of tobacco use in low socioeconomic status (SES) populations.

What a journey it continues to be as we note some significant Break Free Alliance accomplishments over the last 10 years:

- Formation of a national leadership body – the first of its kind – to focus specifically on this disparity.
- Development of targeted cessation resources for incarcerated, rural and



[Asthma Management Programs](#)

substance abusing populations who were previously ignored by the tobacco control movement.

[- Legacy Announces winner of the 2010 Community Activist Award](#)

- Publication of the first focus group data with members of low SES communities which contributed to the early knowledge and science base on developing the best strategies to reduce tobacco use.

[- The National African American Tobacco Prevention Network's 2011 Webinar Series](#)

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- Promotion of the “systems change” movement to encourage policy adoption in prisons and jails. Today, half of all U.S. states disallow tobacco use in prisons thanks to efforts we started in 2003.

[- National Networks for Tobacco Control and Prevention Website](#)

This work couldn't have been accomplished without our many partners and

[- We're on Facebook & Twitter!](#)

collaborators. We look forward to another 10 years of progress in this movement

[- Become a Partner!](#)

to ensure the most vulnerable of our citizens break free from tobacco addiction.

[- UPCOMING EVENTS](#)

If you haven't already, sign up on our website to [become an Alliance stakeholder/partner](#).

[- REPOSITORY HIGHLIGHTS](#)

Keep up the great work everyone,

**Break Free Alliance COORDINATING COUNCIL MEMBERS:**

**Janet Porter, MPH**

[Association of Gospel](#)

[Rescue Missions](#)

Rev. Larry J. Arce

[National Health Care for the Homeless](#)

[Coalition](#)

Jill Jarvie

[Tobacco Technical Assistance](#)

Consortium  
Debra Morris

**Break Free Alliance Program Director**

Rural Alaska  
Community Action  
Program, Inc.  
Joie Brown

## What's New at the Health Education Council

The Salvation Army  
Paul Freyder

**The Health Education  
Council (HEC) will be  
celebrating its 20th  
Anniversary this year**



Louisiana Tobacco  
Control Program  
Tiffany Netters

North American  
Quitline Consortium  
Tamatha  
Thomas-Haase

We thank you for your continued partnership in promoting healthy communities and hope you will mark your calendars to celebrate our 20th Anniversary Celebration Dinner on Thursday, October 20, 2011. This event will support our tobacco, obesity prevention, nutrition and food security programs.

Prevention Research  
Center, West Virginia  
University  
Robert H. Anderson

West Virginia Bureau  
for Public Health  
Bruce W. Adkins

As we continue to work to reduce health disparities in tobacco and obesity prevention and increase resources for low income families, we ask that you consider a gift of \$20 to commemorate our 20th anniversary. Out of the billions of dollars given to philanthropies, most come in increments of \$10 and \$20. This means that you, as an individual, have the ability to be a part of a greater movement towards improving communities in need. To give \$20 for our 20th Anniversary, click [here](#).

Commonwealth of the  
Northern Mariana  
Islands  
Becky Robles

### **Break Free Alliance STAFF:**

Janet Porter,  
Program Director

### **5th Annual Benefit Golf Tournament – June 3rd, 2011**

Lisa Houston,  
Program  
Administrator

Kristi Maryman,  
Program Coordinator

Debra Oto-Kent,  
Executive Director of

Health Education Council is busy planning its 5th Annual Benefit Golf Tournament, the largest fundraising event for the agency. The event includes a round of golf for teams of four, lunch, dinner, raffle, silent auction, prizes and more! The event will be held at the Wildhorse Golf Club in Davis, California on June 3rd, 2011. We encourage our partners to golf, donate to the raffle and silent

the  
[Health Education  
Council](#)

auction activities or become a virtual golfer. Registration will be made available  
February 15th .

**To learn more  
about Health  
Education Council's  
resources and  
materials, please  
click [here](#).**

For more information on how to become involved with the Tournament please  
contact, Kristi Maryman at (916) 556-3344 or by email,  
[kmaryman@healthedcouncil.org](mailto:kmaryman@healthedcouncil.org).

To register and to keep up-to-date with Tournament events, visit  
[www.healthedcouncil.org](http://www.healthedcouncil.org).

Hope to see you there!

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## Alliance Partner Highlight

[Rural Alaska Community Action Program, Inc. \(RurAL CAP\)](#)  
**Joie Brown, Community Development Manager**

RurAL CAP has been a partner with the Alliance since it began in 2001. At that time, RurAL CAP was just beginning to tackle the issue of tobacco use in rural Alaska.

The Alliance has helped us to make a positive difference in the lives of rural Alaskans through sharing new ideas and networking with other Alliance Members passionate about tobacco prevention. RurAL CAP and the Alliance developed a tobacco education curriculum designed specifically for rural Alaskans and Alaska Natives.



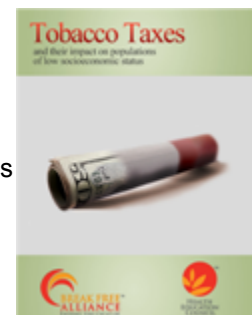
More recently, RurAL CAP has partnered with the Alliance to survey Community Action Agencies (CAAs) nationwide about their tobacco programs and policies. We hope to provide technical assistance to CAAs in tobacco prevention and cessation programming and policies which will improve the lives of the low socioeconomic status individuals and families we serve.

Joie Brown currently serves as the Secretary of Break Free Alliance and the Communications Committee Chair.

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## Updated: Tobacco Taxes and Their Impact on Low Socioeconomic Status Populations

Break Free Alliance has recently released an updated version of the document, *Tobacco Taxes and their Impact on Populations of Low Socioeconomic Status*. This document has several useful recommendations for states as they pursue tobacco tax increases.



Click [here](#) to view and download the document.

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## **Break Free Alliance to Attend FDA Meeting, February 8th in Oakland, CA**

Break Free Alliance will be participating in a meeting held by the U.S. Food and Drug Administration (FDA) Center for Tobacco Products (CTP) on February 8th, 2011 in Oakland, CA.

The intent of this meeting is to "better ensure the opportunity for meaningful engagement and dialogue between CTP and representatives from minority communities and groups affected by tobacco-related health disparities."

If you're interested in observing this meeting in person or calling in by conference line, instructions can be found [here](#).

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## **Break Free Alliance Partners with TTAC: Tobacco Control and Low SES in TN Webinar**

Break Free Alliance presented on a webinar hosted by [TTAC](#) on January 25th, 2011 to assist Tennessee on how to reach low socioeconomic status (SES) populations in their state.

Break Free Alliance staff shared promising strategies and recommendations on how to best reach low SES communities with tobacco control interventions. This included policy and capacity building strategies as well as current program models and case studies that Tennessee can adapt for their target audiences.

Break Free Alliance serves as a resource for states and organizations to build institutional capacity in tobacco control; assist with tobacco control education, activities and policy development; and work with state tobacco control programs on linking resources.

Please contact a [Break Free Alliance staff member](#) if you are interested in receiving technical assistance and/or have additional thoughts on how we can assist your state/organization.

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## **Menthol Cigarettes: Moving Toward a Broader Definition of Harm - Nicotine and Tobacco Research Supplement**

The [Centers for Disease Control and Prevention's Office on Smoking and Health](#) and [Legacy](#) are pleased to announce the publication of a special supplemental issue of Nicotine and Tobacco Research titled, "Menthol Cigarettes: Moving Toward a Broader Definition of Harm." This supplement was published on December 21, 2010, and contains some of the proceedings from the Second Conference on Menthol Cigarettes that took place in Washington, D.C., on October 19–20, 2009. Overall findings from this supplement present a broader public health definition for the harmful effects of menthol cigarettes.

Findings include the following:

- Menthol cigarettes are preferred by youth, women, and certain racial/ethnic minority groups.
- Menthol in cigarettes may increase smoking initiation, increase the addiction potential of tobacco, and make it harder to quit in certain subgroups.
- Menthol cigarettes may be perceived by some groups as being less harmful and providing health benefits due to the historical tobacco industry marketing practices of this product.

The guest editors of this supplement are Drs. Bridgette E. Garrett, Phillip Gardiner, Pamela I. Clark, and Jennifer Unger. Articles can be accessed [here](#).

Please feel free to review these articles and circulate them among your colleagues.

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## **Merck Child Asthma Network (MCAN) Announces Major Funding for Care Coordination Asthma Management Programs in High Risk Communities across the United States**

[MCAN](#) is investing nearly \$4 million in four high risk cities for programs that will combine evidence-based science and coordination of care to manage childhood asthma. Programs which emphasize case management and asthma trigger

reduction in Chicago, Los Angeles, Philadelphia and San Juan, Puerto Rico - all cities with high rates of childhood asthma - will enroll children and families in a comprehensive asthma management research program that will allow the different communities in each city both to adhere to rigorous asthma management fundamentals and to tailor the approach to meet their particular needs. The funding will cover a four-year period of enrollment, education, program implementation and evaluation and follows previous investments in each of these cities that resulted in positive health outcomes.

"When it comes to reducing the enormous cost and health and personal burdens of childhood asthma, we knew it required more than just dusting off clinical research approaches and parachuting them into different communities around the country. We needed to be there, to see how the research translated on the ground," said Dr. Floyd Malveaux, Executive Director of [MCAN](#) and former Dean of the College of Medicine at Howard University. "Our ongoing community partnerships will continue to reveal best practices to manage a condition with roots that are both biological and environmental."

While still being analyzed, results from the original programs started in 2005 strongly suggest a decrease in the number of missed school days by half, a decrease in days with asthma symptoms and an increase in the number of families whose children have asthma action plans. Researchers at the Center for Managing Chronic Disease at the University of Michigan will lead a cross-site program evaluation and help disseminate the results from the new asthma management programs. To learn more about these program sites and other [MCAN](#) program sites, click [here](#).

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### ***Legacy Announces Winner of the 2010 Community Activist Award – Break Free Alliance Stakeholder, Donald Reed Jr. of Welch, West Virginia***

Donald Reed Jr. of Welch, West Virginia, is the winner of the 2010 Community Activist Award, which is presented annually by [Legacy](#), a nonprofit public health organization based in Washington, D.C. Each year, Legacy presents the

Community Activist Award to recognize an exceptional individual who has demonstrated extraordinary commitment to creating a tobacco-free world in his or her community.

Working with businesses, local and faith-based organizations, Reed has conducted grassroots smoking cessation work by educating and encouraging local residents to quit. Since 2003, Reed has raised more than \$1 million in tobacco prevention funding for local and regional activities. In addition, he is committed to advocating for Clean Indoor Air (CIA) initiatives and the passage of several CIA regulations. Serving as the Regional Tobacco Prevention Coordinator for the [Southern Coalfields Tobacco Prevention Coalition](#), Reed established one of the most powerful tobacco control coalitions in West Virginia. “We are honored to be able to recognize individuals like Donald Reed Jr., who work tirelessly to champion tobacco-free communities,” said Cheryl G. Heaton, DrPH, President and CEO of Legacy.

“I am extremely surprised and proud to have received the Community Activist Award this year,” Reed said. “Seeing firsthand the changes that result from pushing tobacco control practices has encouraged me to work harder and stay committed to tobacco prevention in my community, coalition and beyond.”

Honorable mention awards are being presented to four additional individuals who have also done outstanding work at the grassroots level to help build a world without tobacco.

“There are so many people who do outstanding work in tobacco prevention and we’re glad to have received an outpouring of nominees,” commented Cheryl G. Heaton, DrPH, President and CEO of Legacy. “This year we are excited to offer honorable mention awards to Naphtali Offen, Emma Torres, Nicole Villaluz and Teresa Walters. Each of these individuals represents the hard work and dedication that is needed to extend and save lives from the deadly toll of tobacco.” To read more about the honorable mentions view them [here](#).

For more information about the 2010 Community Activist Awards, contact, Sarah Shank at 202-454-5561 or by email, [sshank@legacyforhealth.org](mailto:sshank@legacyforhealth.org).

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## **The National African American Tobacco Prevention Network's 2011 Webinar Series**

[The National African American Tobacco Prevention Network \(NAATPN\)](#)

announces its 2010-2011 Webinar Series:

- Wednesday, February 9, 2011: "The FDA's Supplemental Guide on Menthol": NAATPN will lead a discussion around the findings in the FDA's supplemental guide on menthol.
- Wednesday, April 13, 2011: "The Impact of the FDA Regulations in the Black Community": Individuals will address the influence of the FDA rulings and their effect on black communities.
- Wednesday, June 8, 2011: "Our Partner Showcase & the CDC National Networks are a Valuable Resource to You and Your Community": NAATPN will invite national partners to speak to participants about their programs and services. In addition, participants will receive valuable information including the benefits for working with the six CDC funded national networks representing the African-American, Asian, Hispanic/Latino, LGBT, Low SES, Native American populations.

There is no cost to participate in the webinar, but space is limited. Please register in advance at [thenetwork@naatpn.org](mailto:thenetwork@naatpn.org). If you have any questions or need additional information, please call (919) 680-4000.

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## **Tobacco Research Intensive Lecture Series (TRILS) 2011 Schedule**

Mark your calendars! [The Translational Tobacco Reduction Research \(T2R2\) program](#), a shared program of the [Mary Babb Randolph Cancer Center and the Prevention Research Center](#), is once again sponsoring the Tobacco Research Intensive Lecture Series (TRILS) scheduled for April 4-8, 2011.

This series will feature nationally known experts from across the country presenting on Tobacco and Co-Occurring Health Risks and Disparities at WVU's Health Sciences Center in Morgantown.

More information will be posted on West Virginia University's website.  
Contact information: Rachel Thomas Abraham, 304-293-0267,  
[rabraham@hsc.wvu.edu](mailto:rabraham@hsc.wvu.edu).

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## National Networks for Tobacco Control and Prevention Website

The National Networks website provides helpful information, resources and links regarding priority populations, as well as a vast inventory of promising tools and programs for working with members of our communities. The website has recently been updated and now features current news, upcoming events, pictures, discussion feeds and more, so visitors can stay updated on the latest information and opportunities to connect.

Please click [here](#) to see how you can help advance parity and eliminate tobacco-related disparities.

**National Networks**  
for Tobacco Control and Prevention

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## We're on Facebook & Twitter!

Visit the Alliance's Facebook and Twitter pages to keep up-to-date with future events, resources and advocacy initiatives. To view each page, click on the Facebook and Twitter icons below. Note: Please "LIKE" our Facebook page in order to unlock all available resources.





Get [Twitter Buttons](#)

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## Become a Partner!

If you've been waiting to share your expertise with us and contribute to our Network, your chance has finally arrived! We need your expertise! We're looking for tobacco control advocates, policy experts, grassroots organizers, fundraisers, researchers, and others dedicated to ending the cycle of tobacco and poverty.

Visit [here](#) to learn more about what being a Partner with Break Free Alliance means and how you can participate.

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## Upcoming Events

[The California Tobacco Control Program is hosting a series of regional forums in four cities: California's Winnable Battle: Finish the Fight Against Tobacco](#)  
Fresno, CA – Wednesday, February 16th, 2011  
San Jose, CA – Wednesday, February 23rd, 2011

[FDA Center for Tobacco Products Stakeholder Session on Minority Populations](#)  
February 8; Oakland, California

[Society for Research on Nicotine and Tobacco Annual Meeting](#)  
February 16-19; Toronto, Canada

[It's About a Billion Lives: Celebrating Tobacco Research and Education at UCSF](#)  
February 25; San Francisco, California

[University of North Carolina's 32nd Annual Minority Health Conference The promise of Health Equity: Advancing the Discussion to Eliminate Disparities in the 21st Century](#)  
February 25; University of North Carolina at Chapel Hill

[National Hispanic Medical Association Annual Conference](#)

March 17-20; Washington DC

[National Kick Butts Day 2011](#)

March 23; Nationwide

[From Disparities Research to Disparities Interventions: Lessons Learned and Opportunities for the Future of Behavioral Health Services](#)

April 6-8; Arlington, Virginia

[SAVE THE DATE: Reducing Tobacco Use 2011 – Keeping it Relevant for Kids, Teens & Young Adults](#)

April 5-6; Newport News, Virginia

[SOPHE/NACDD 2011 Joint Academy and Midyear Scientific Meeting  
Tapestry for Change: Addressing Chronic Health Issues in a Dynamic World](#)

May 1-4; Albuquerque, New Mexico

[6th Annual National Smokeless & Spit Tobacco Summit: The New Face of  
Smokeless Tobacco Addiction](#)

May 10-12; Austin, Texas

[SAVE THE DATE: Health Education Council's 5th Annual Benefit Golf  
Tournament](#)

June 3; Sacramento, California

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## Repository Highlights

The articles listed below are just a snapshot of what you can find in Break Free Alliance's [Repository](#).

For additional articles relating to tobacco use among low SES populations, visit the [Research](#) section of the Repository.

Also, we're looking to add more items to the [Resources](#) and [Directory](#) sections in our Repository: if you have expertise in and/or resources about low SES populations and tobacco control issues, [let us know!](#)

**Moving Multiunit Housing Providers Toward Adoption of Smoke-Free Policies.**

Preventing Chronic Disease. 2011; 8.

Pizacani B, Laughter D, Menagh K, Stark M, Drach L, Hermann-Franzen C.

**CDC Health Disparities and Inequalities Report United States, 2011 Cigarette Smoking --- United States, 1965-2008.**

MMWR Supplements. January 14, 2011; 60(01); 109-113.

Bridgette E. Garrett, Shanta R. Dube, Angela Trosclair, Ralph S. Caraballo, Terry F. Pechacek.

**The Smoking Culture in Psychiatry: Time for Change.**

The British Journal of Psychiatry. 2011; January; 198:6-7.

Ratschen E, Britton J, Mcneill A.

**Loosening the Link Between Childhood Poverty and Adolescent Smoking and Obesity: The Protective Effects of Social Capital.**

Psychology Sci. 2011. January 1; 22(1):3-7. Epub 2010 Nov. 24.

Evans GW, Kutcher R.

**Psychosocial Factors Associated with Patterns of Smoking Surrounding Pregnancy in Fragile Families.**

Maternal Child Health Journal. 2011. Jan 1. [Epub ahead of print]

Page RL, Padilla YC, Hamilton, ER.

**A Longitudinal Study of Medicaid Coverage for Tobacco Dependence Treatments in Massachusetts and Associated Decreases in Hospitalizations for Cardiovascular Disease.**

PLoS Medicine. 2010. December 7;7(12): e1000375.

Land T, Rigotti N, Levy D, Paskowsky M, Warner D, Kwass J, Wetherell L, Keithly L.

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**This publication was compiled and produced for the friends and associates of Break Free Alliance.**



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