

40 Days to Freedom Tobacco Cessation Guides for African American Churches

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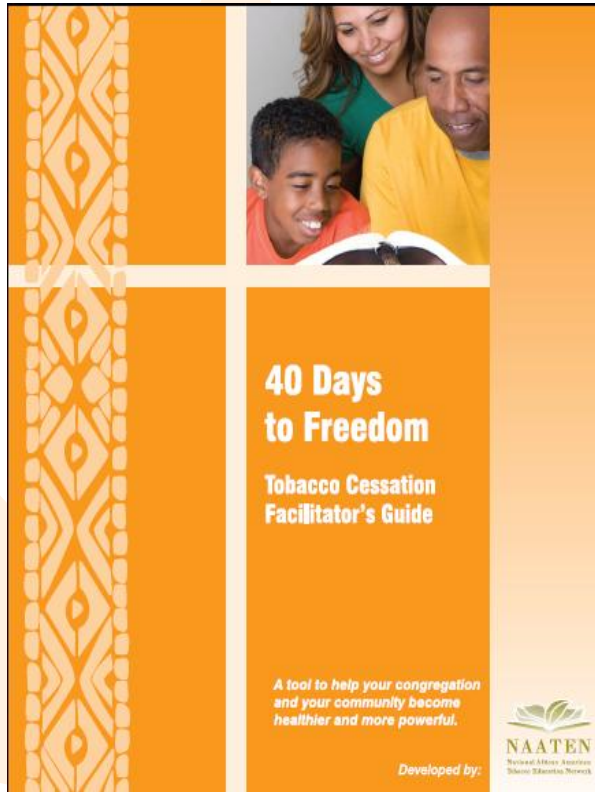


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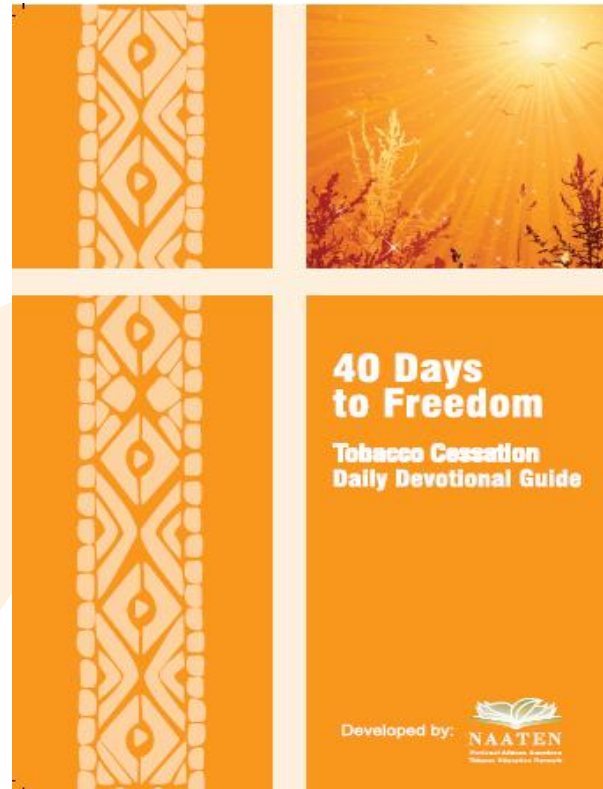


NAATEN

National African American
Tobacco Education Network



Facilitator's Guide



Daily Devotional Guide



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Presentation Outline

- 1) Purpose and Development of *40 Days to Freedom* Guides
- 2) 40 Days Pilot Test in Alabama and West Virginia
- 3) Role of faith in overcoming addiction
- 4) The faith community: From Practice to Policy



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Why 40 Days to Freedom?



- On the heels of the successful implementation of *Be Free Indeed! Toolkit*
- Demand for a culturally tailored spiritually inspired tobacco cessation for the African American community.

What were the development stages?



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- Engage NAATEN Stakeholders nationally
- Draft a guide that is tailored to address the needs of the African American community
- 40 Day course spread over six weeks

Stages of Development cont...



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- Facilitator Guide: composed of a “how to guide”, each week carries a theme to *educate, motivate, spiritually support*
- Daily Devotional Guide: Companion piece, serves as a daily reminder, daily comforter, source of daily inspiration



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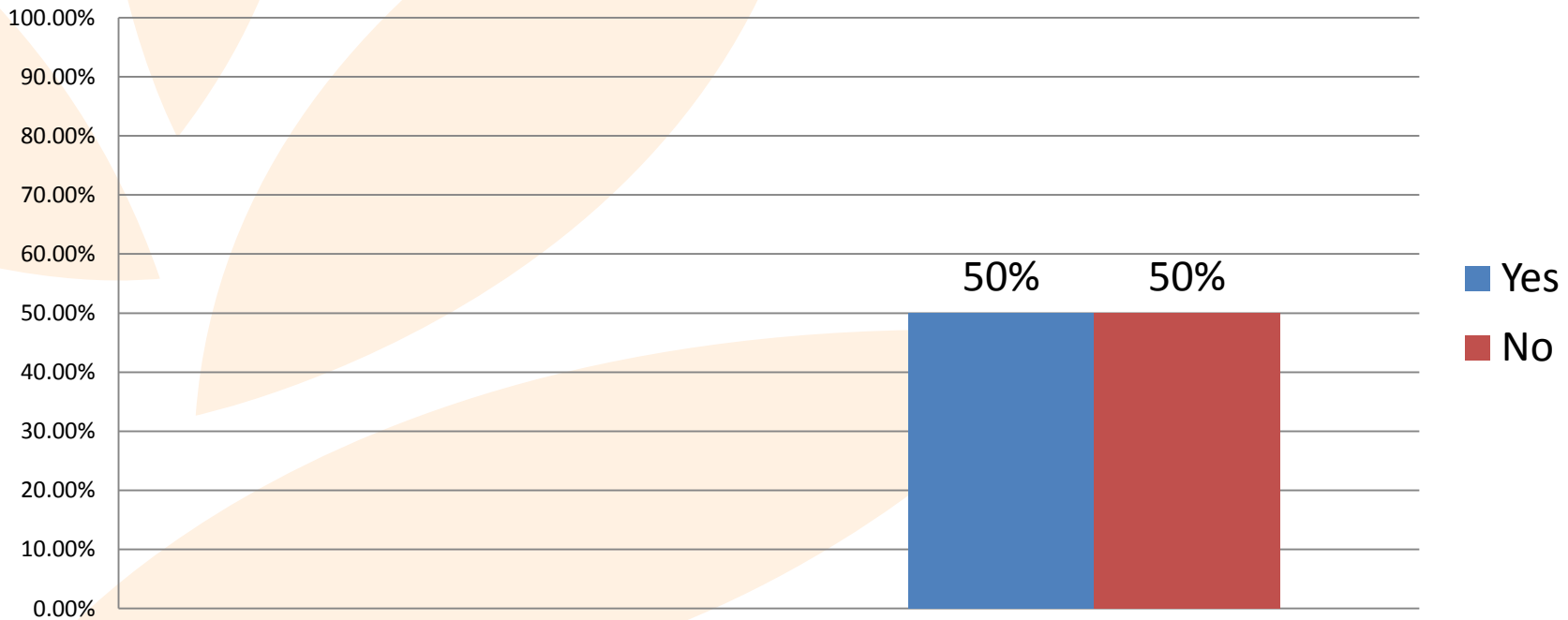
40 Days to Freedom Pilot Test in Alabama and West Virginia

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Pilot Test Quit Rates in Alabama



Figure 1. Percentage of 8 Participants at Anointed and Divine Ministry Church Who Successfully Quit Tobacco Use During the 40 Days to Freedom Course

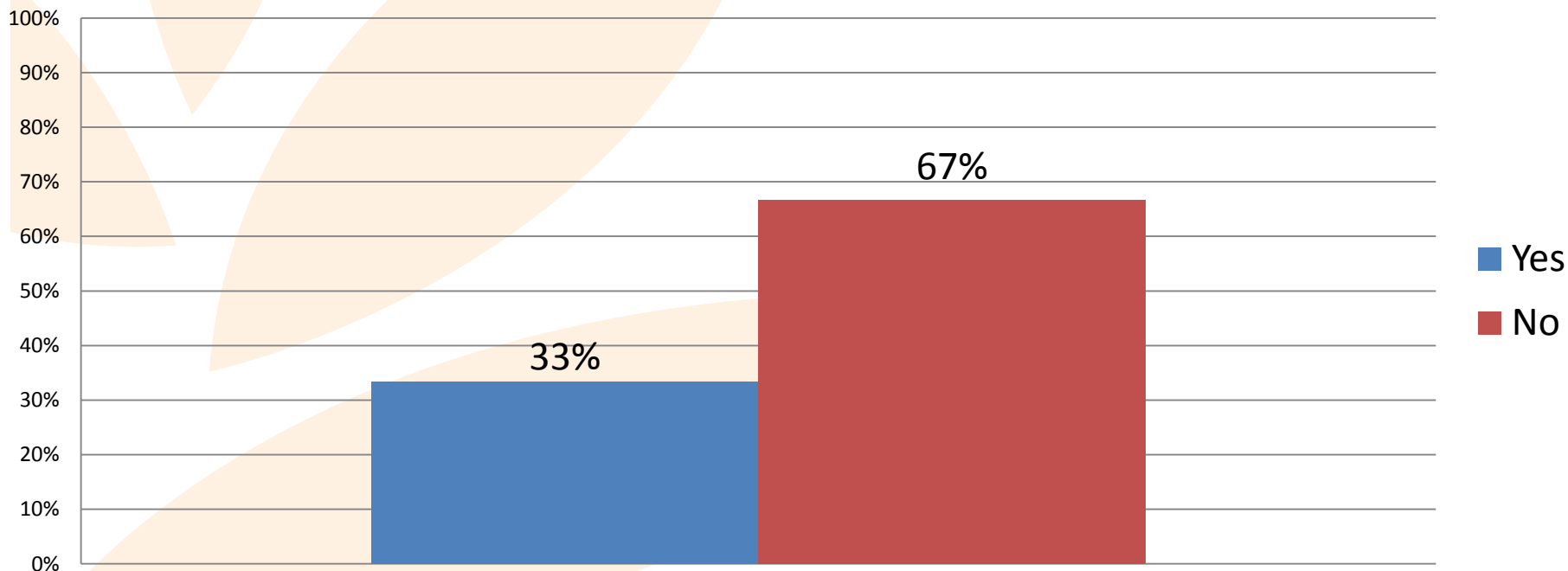


Pilot Test Quit Rates in West Virginia



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Figure 2. Percentage of 15 Participants at New Covenant Missionary Baptist Church Who Successfully Quit Tobacco Use During the 40 Days to Freedom Tobacco Course



Preferred Sections of the 40 Days course



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Figure 3. Preferred Sections of the 40 Days to Freedom Tobacco Cessation Course Among 8 Participants at Anointed and Divine Ministry Christian Church

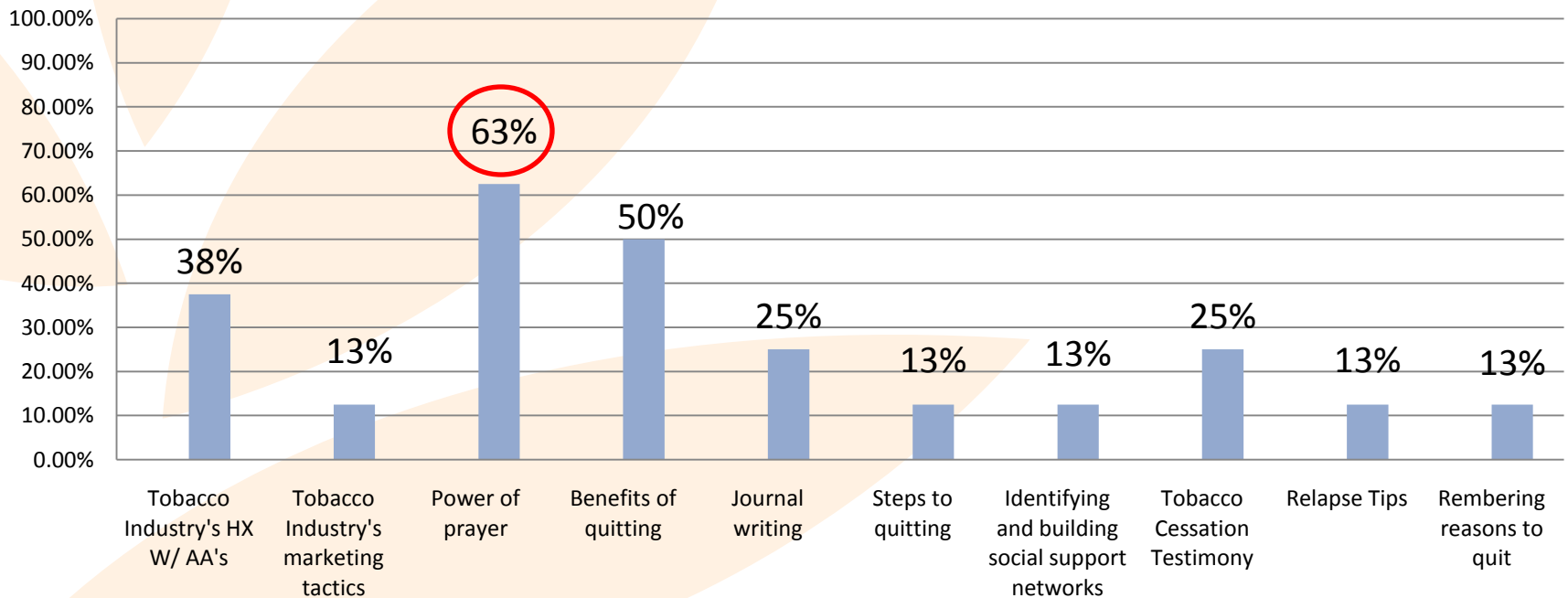
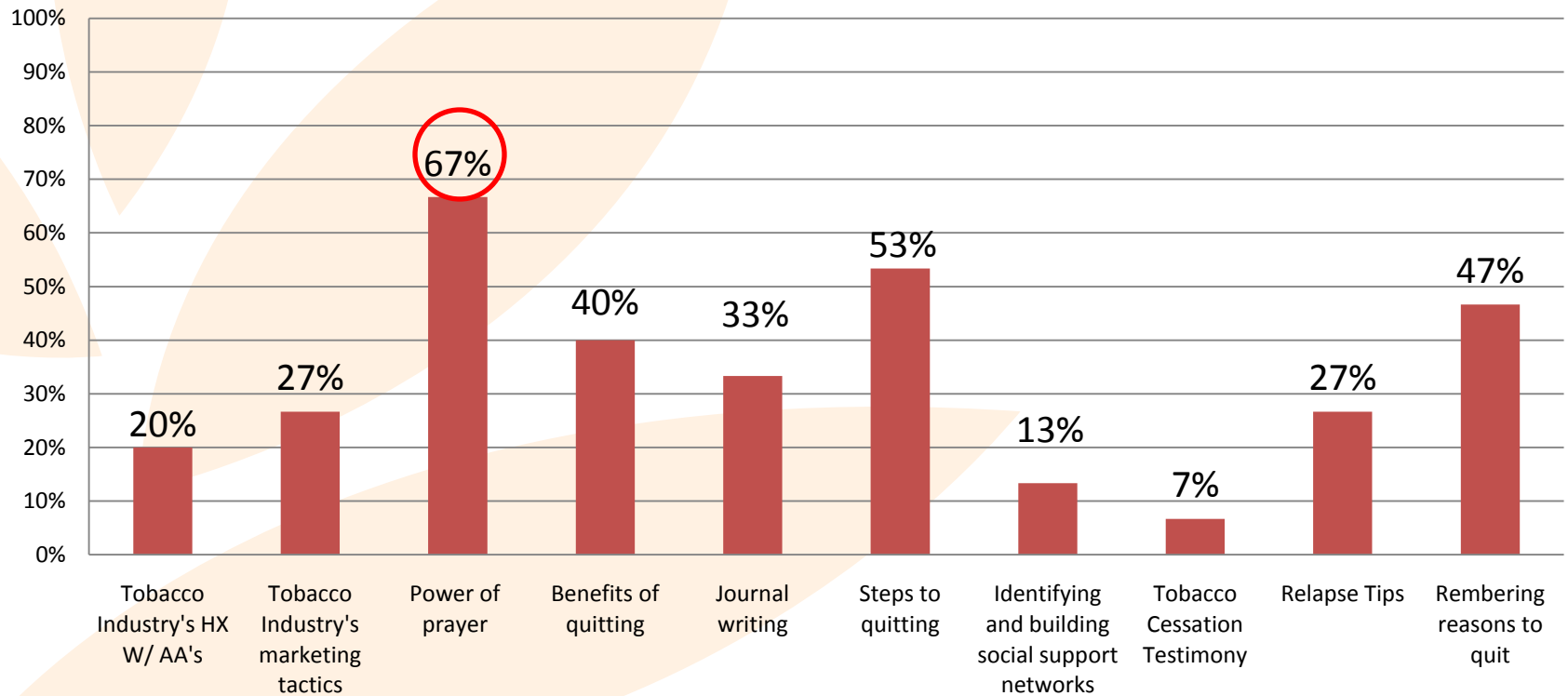


Figure 4. Preferred Sections of the 40 Days to Freedom Tobacco Cessation Course Among 15 Participants at New Covenant Missionary Baptist Church



The Church is a strong force in the African American Community



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- 40 Days to Freedom, biblical significance
- The church can provide a holistic view of health, the belief that health has 3 dimensions: the spirit, the mind, the physical well-being.
- Research and medical science have proven there is a connection between healing and spirituality. It's not just a myth.



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Faith is good for one's health

-David Larson, Research Psychiatrist, National Institute for Healthcare Research

More than 200 studies over 30+ years support the fact that persons who rely on their faith in God are healthier, recover faster, and live longer.

Study Results



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- Half the risk of dying from coronary heart disease.
- Lower blood pressure.
- Lower rates of depression and anxiety-related illness.
- Survival and recovery rate rates are higher
- The Church offers spiritual and social support.
- The church encourages meditation which elicits a “relaxation response”
- Prayer affects “stress hormones” leading to lower blood pressure, more relaxed heart rate and respiration.

*"The weapons of our warfare are not carnal,
but mighty through God to the pulling down
of strongholds.*

11 Cor. 10:4



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We are engineered for success.

The church is equipped for success.

- The weapons of our warfare are not carnal, but mighty through God to the pulling down of strongholds:
 - Fellowship (social support system)
 - Worship
 - Prayer and Meditation

We are victorious through Christ!!



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The Faith Community From Practice to Policy

Rev. James Patterson

Community Empowerment Defined



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- A community is empowered when it has the capacity and opportunity to take the necessary actions that engage the current power structures and change those structures in such a way that community desired outcomes are achieved.

Adopted from The World Bank Measuring Empowerment

Desired Outcome (Policy Initiative)



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- For the faith community to be accepted as an equal partner in the tobacco control movement.
- Have its scientifically sound community based strategies accepted as legitimate control practices.

Some Facts

- **81% of African Americans -Spiritual**
- **61% Claim Born Again to 39% others**
- **21% are unchurched compared to 39%**
- **83% say faith is important to 68%**
- **94% say relationship with God important**
- **91% say faith is a source of strength**



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Tree-Way Partnership

- Community
- Government
- Experts



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Policy

- Policy Formulation
- Implementation
 - Local
 - State
 - National
- Evaluation
- Iteration
- Restart the Process



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