



BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

Winter 2009

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New Name and Logo

We are excited to kick off 2009 with a new name and look that better encompass our program purpose and goals. Moving forward, the National Network on Tobacco Prevention and Poverty (NNTPP) will be known as Break Free Alliance, a name we believe can broaden our national and international reach to impact more people by preventing and eliminating tobacco use in low SES communities.

As part of our new branding, Break Free Alliance has a fresh logo as well as a new tag line: "Ending the cycle of tobacco and poverty." We will also be updating our website, e-mail communication, and all other marketing tools.

"We all sat down to reevaluate how we can effectively reach as many people as possible to reduce tobacco use among low socioeconomic status populations. The new name and look rejuvenates and expands the organization in big ways, and will also assist in recruiting more stakeholders," said Paul Freyder of The Salvation Army, Chair of Break Free Alliance's Coordinating Council.

UPCOMING EVENTS

RECENT RESEARCH

Break Free Alliance restructured in September and now has three committees driving its work: the Communications Committee, the Network Development Committee, and the Sustainability Committee. All committees are overseen by the Break Free Alliance Coordinating Council, which consists of a core group of volunteers representing national, state, and local organizations. **We are currently recruiting stakeholders to participate on our new committees.**

Break Free Alliance COORDINATING COUNCIL MEMBERS:

[Alaska Tobacco Prevention and Control Program](#)
Gail Schiemann

For more information about Break Free Alliance, our new committees, and how you can become a stakeholder, contact [Lisa Houston](#) at 916-556-3344 or [visit us online](#).

[Association of Gospel Rescue Missions](#)
Rev. Larry J. Arce

SAVE THE DATE!

It's official – the next national Break Free Alliance conference will take place April 27-28, 2010 in New Orleans, Louisiana. Keep checking our [website](#) for more information!

[National Coalition for the Homeless](#)

Michael Stoops

[National Commission on Correctional Health Care](#)

R. Scott Chavez

[Rural Alaska Community Action Program, Inc.](#)

Joie Brown

[The Salvation Army](#)

Paul Freyder

[Prevention Research Center, West Virginia University](#)

Robert H. Anderson

[West Virginia Bureau for Public Health](#)

Bruce W. Adkins

[Wisconsin Tobacco Prevention and Poverty Network](#)

Marva Brooks

Break Free Alliance STAFF:

Janet Porter,
Program Director

Lisa Houston,
Program Administrator

Kristi Maryman,
Program Coordinator

Debra Oto-Kent,
Executive Director of
the

[Health Education Council](#)

New Staff

An additional Break Free Alliance Program Coordinator, Kristi Maryman, has come on board to support Break Free's activities. Kristi has been with the Health Education Council since May 2007, originally working closely with workforce development facilities in Sacramento County on implementing tobacco-free policies and integrating tobacco cessation services for at-risk young adults. As a program coordinator for Break Free Alliance, she brings experience, hard work and a great team attitude – welcome aboard, Kristi!

Case Study - At-Risk Young Adults:

[Tobacco Cessation and Policy in the Workforce Development Setting](#)

The [Health Education Council](#) (HEC) has recently completed a case study on tobacco cessation and policy initiatives within workforce development settings to reach the at-risk 18-24 year old young adult population. This population is difficult to reach and has three times the tobacco use prevalence rate of young adults in California.

Funded by a 3-year grant (2005-2008) from Sacramento County, HEC was able to fully integrate tobacco cessation services into the Sacramento County Job Corps as well as implement a tobacco-free campus policy. The resulting case study can be used as a guide for others seeking to integrate tobacco use policies and services in similar settings. A curriculum was also developed for this population and is available through HEC's website.

To learn more about the program, download the [case study](#), purchase a curriculum and/or a training on how to implement the curriculum in your setting, please visit HEC's [tobacco control programs webpage](#) or contact [Kristi Maryman](#).

Recommendations for Implementing Tobacco Policy and Programming in Correctional Facilities

The number of prisons and jails implementing tobacco bans has been growing rapidly over the past couple of years. In response to the many requests for technical assistance in this area, Break Free Alliance is convening national experts on the matter in order to draft some policy recommendations. Stay tuned!

Materials Available

On the Health Education Council's [materials/services page](#), the following curricula are available for ordering:

- Tobacco Cessation for Correctional Populations: A Health Education Manual

- Tobacco Cessation in Correctional Settings: An Overview for Health Professionals – CD-ROM
- Be Free Indeed! Tobacco Prevention Tools for the African American Church
- How to Live Tobacco-Free: A Guide for Christian-Based Rehabilitation Programs
- Clearing the Air: A Training Manual to Empower Current and Future African American/Black Leaders in Tobacco Control
- Tobacco Education and Cessation for Alaskans: A Health Education Manual
- Helping Young Adults Live Tobacco-Free: A Cessation Curriculum
- Tobacco Cessation for African Americans: A Training Curriculum for Clinicians

LGBT 2008 Summit

The [National LGBT Tobacco Control Network](#) held a summit in Kansas City, MO in September 2008 that was both high-energy and well-attended. Youth had a refreshingly strong presence at this summit, and the workshops were focused on providing concrete tools to help eliminate tobacco use disparities for the LGBTQ population. If you are seeking to address tobacco use and prevention in this population, please visit lgbttobacco.org for more information.

Upcoming Events

[20 Years of Tobacco Control](#)

[A Celebratory Conference](#)

Coalition for a Tobacco-Free West Virginia
January 28-30, 2009; Charleston, WV

[It's About a Billion Lives: Advances in Tobacco Control
Celebrating Tobacco Research and Education at UCSF](#)

February 20, 2009; San Francisco, CA

[National Conference on Chronic Disease Prevention and Control
Cultivating Health Communities](#)

February 23-25, 2009; National Harbor, MD

[The Salvation Army National Social Services Conference
The Winds of Change: Steadfast in our Mission](#)

March 14-18, 2009; Chicago, IL

[Updates in Correctional Health Care
Translating Principles to Practice](#)

April 4-7, 2009; Las Vegas, NV

[2009 Alaska Tobacco Summit](#)

April 16-17, 2009; Fairbanks, AK

[Association of Gospel Rescue Missions 96th Annual Convention](#)

[Take a Peak!](#)

May 24-27, 2009; Denver, CO

[26th Annual Rural Providers' Conference](#)

[Lighting the Lamp for Strength in Unity](#)

June 1-5, 2009; Kodiak, AK

Recent Research

Smoking Among HIV Positive New Yorkers: Prevalence, Frequency, and Opportunities for Cessation

Tesoriero JM, Gieryic SM, Carrascal A, Lavigne HE.
AIDS Behav. 2008 Sep 7. [Epub ahead of print]

Media campaigns to promote smoking cessation among socioeconomically disadvantaged populations: what do we know, what do we need to learn, and what should we do now?

Niederdeppe J, Kuang X, Crock B, Skelton A.
Soc Sci Med. 2008 Nov;67(9):1343-55

Sociodemographic differences in triggers to quit smoking: findings from a national survey

Vangeli E, West R.
Tob Control. 2008 Dec;17(6):410-5. Epub 2008 Sep 10.

The Urban Poor's Economic Profile of Tobacco Use

Lee, D.
American Journal of Drug and Alcohol Abuse. September 2008, 34(5): 626-633.

Can smoking cessation services be better targeted to tackle health inequalities? Evidence from a cross-sectional study

Blackman, T.
Health Education Journal, Vol. 67, No. 2, 91-101 (2008)

Readiness to quit smoking in rural communities

Rayens MK, Hahn EJ, Hedgecock S.
Issues Ment Health Nurs. 2008 Oct;29(10):1115-33.

Maternal tobacco smoking, obesity, and low socioeconomic status during early pregnancy in the etiology of esophageal atresia

Oddsberg J, Jia C, Nilsson E, Ye W, Lagergren J.
J Pediatr Surg. 2008 Oct;43(10):1791-5.

Tobacco, alcohol, and drug use among hospital patients: Concurrent use and willingness to change

Katz A, Goldberg D, Smith J, Trick WE.
J Hosp Med. 2008 Oct 24;3(5):369-375. [Epub ahead of print]

Smoking Knowledge and Behavior in the United States: Sociodemographic, Smoking Status, and Geographic Patterns

Finney Rutten, L. J., Augustson, E. M., Moser, R. P., Beckjord, E. B., Hesse, B. W.
Nicotine and Tobacco Research. October 2008, 10(10): 1559-1570.

Race and Nicotine Replacement Treatment Outcomes Among Low-Income Smokers

Steven S. Fu, Diana J. Burgess, Dorothy K. Hatsukami, Siamak Noorbaloochi, Barbara A. Clothier, Sean Nugent and Michelle van Ryn *American Journal of Preventive Medicine*
Volume 35, Issue 6, Supplement 1, Pages S442-S448 (December 2008)

Feasibility of promoting smoking cessation among methadone users using multimedia computer-assisted education

Finkelstein J, Lapshin O, Cha E.
J Med Internet Res. 2008 Nov 3;10(5):e33.

**A publication compiled and produced for the friends and associates of
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