



(L to R) Kara Ensley, NAATEN Consultant, Heaster Wheeler, NAACP-Detroit Branch, Executive Director, and Cynthia Robinson, NAATEN, Program Coordinator, in attendance at NAACP's 2008 Freedom Weekend, Public Policy Luncheon

NAATEN extends stakeholder reach to NAACP's flagship branch

During 2007, collaborative discussions were initiated by the National African American Tobacco Education Network (NAATEN) and the National Association for the Advancement of Colored People (NAACP). Extended talks advanced to discussions between NAATEN and NAACP's Detroit division, also known as the association's "flagship branch". Two exciting outcomes were accomplished.

NAATEN's program coordinator, Cynthia Robinson and executive director, for NAACP's flagship branch, Heaster Wheeler, forged alliances that resulted in Mr. Wheeler speaking at the closing session during HEC's 2008 national tobacco control conference. Second, NAATEN and NAACP's flagship branch committed to collaborate in the fight to reduce tobacco use prevalence in Detroit; home to over 1 million African Americans and more than 50,000 NAACP members. The Health Education Council recognizes NAACP for their extraordinary historical achievements as well as their continued social justice efforts to continue shedding light on the state of African Americans and disparities in areas of economics, education, and health injustices. We look forward to collaborative efforts in our quest to save and extend lives by crafting and implementing tobacco control initiatives.