



Spring/Summer 2008

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UPCOMING EVENTS

RECENT RESEARCH

NNTPP STAKEHOLDERS:

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

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

[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](#)

HEC's New Logo

The [Health Education Council](#) (HEC) is phasing in a new logo that is more representative of the programs and work conducted by our organization.

The colors in our new logo represent our warm embrace of communities' unique challenges and achievements, as well as our passion towards health.

The circle illustrates the circular connections in the public health realm that must be maintained and strengthened for effective, sustainable healthy outcomes, and the leaves represent growth and promotion.



We wish to emphasize that our mission of promoting healthy communities is not changing. HEC remains dedicated to promoting quality of life and community norms, including the following: 1) prevention of diseases; 2) the right to a healthy environment; 3) respect for individual rights, cultural traditions, ethnic and linguistic diversity, shared community responsibility and involvement; and 4) innovative and visionary responses that meet the needs of the populations we serve.

We hope you enjoy our new look, and look forward to continuing our legacy of promoting healthy communities alongside our committed partners and colleagues.

First Joint Conference a Success

Many thanks to all those who supported the [Health Education Council](#)'s (HEC) first national conference, *Promising Practices from the Field: Tobacco Control Strategies for Priority Populations*. As you may have read in our prior newsletters, this conference highlighted two HEC programs - the [National Network on Tobacco Prevention and Poverty](#) (NNTPP) and the [National African American Tobacco Education Network](#) (NAATEN) - as well as the work of other agencies and organizations seeking to eliminate tobacco-related disparities.

Over 200 people attended our conference, representing 32 different states and Canada. While we are still compiling data from

Robert H. Anderson

[West Virginia Bureau for Public Health](#)

Bruce W. Adkins

[Wisconsin Tobacco Prevention and Poverty Network](#)

Marva Brooks

NNTPP STAFF:

Janet Porter, NNTPP
Program Director

Lisa Houston, NNTPP
Project Coordinator

Debra Oto-Kent,
Executive Director
[Health Education Council](#)

conference evaluations, anecdotally we've received an overwhelmingly enthusiastic response from attendees.

Much of the conference's success can be attributed to both excellent speakers and NNTPP/NAATEN Stakeholders, who played a major role in the conference by moderating, speaking and facilitating. Speakers Dr. Greg Holzman (Chief Medical Officer, [State of Michigan](#)), Heaster Wheeler (Executive Director, [Detroit Branch of the National Association for the Advancement of Colored People](#)) and Michael Stoops (Acting Executive Director, [National Coalition for the Homeless](#)) have our gratitude for their excellent presentations/speeches, and we'd also like to give thanks to our generous sponsors: the [American Legacy Foundation](#), the [Michigan Department of Community Health](#), the [West Virginia Bureau for Public Health](#), [Campaign for Tobacco-Free Kids](#), and [Way 2 Quit](#).

Here's what some conference attendees have been saying:

"I was overwhelmed by the professional level of the conference - from the registration materials, to the poster sessions, the opening and subsequent key note sessions, the cadre of speakers, presentations, workshops, and materials provided....If you or your staff were wondering what level of impact you and NNTPP were having on constituents across the United States and Canada, you need not wonder or look further. The enthusiasm, energy, and commitment of those attending can not be overlooked!"

- Paul Freyder, The Salvation Army, PA

"Those of us from New Mexico thought that Promising Practices from the Field was SUPER!!!"

-Coletta Reid, Stop Tobacco On My People (STOMP), NM

"I greatly appreciated all the information that was shared and it's always good to network with others in the field. The museum tour was an added bonus. I hope the conference will be an annual event."

-Jennifer Bramble, American Legacy Foundation, DC

"It was one of the more inspiring and productive conferences that I have attended in recent months. Each session was "power packed" with speakers that were seasoned and much to share....Thanks for your work to improve disparate communities and the wonderful people that live in low-wealth communities."

Alan Richmond, North Carolina Institute of Minority Economic Development Inc., NC

Keep your eyes peeled - our next conference will tentatively take place in Spring 2010.

New Face at NNTPP

The National Network on Tobacco Prevention and Poverty would like to welcome **Paul Freyder** as our new Network Stakeholder from [The Salvation Army](#) (TSA).

Paul is the Executive Director for TSA's [Harbor Light Center](#) in

Pittsburgh, Pennsylvania. He holds both a Bachelor's and Master's degree in Social Work from St. Louis University and is presently involved in "competency" stage in the Doctoral Program, School of Social Work at the University of Pittsburgh. A licensed Social Worker, national and state certified addictions counselor and national certified criminal justice specialist, Paul is responsible for a licensed non-hospital detoxification, outpatient counseling, HIV/AIDS outreach, drop-in center, and bridge housing programs.

In his current capacity, Paul has been employed with TSA since 1986 providing services to homeless men and women with addiction disease. He also works with the [Program for Health Care for Underserved Populations](#) at the University of Pittsburgh, which provides a primary health care clinic onsite three days a week.

Cessation Support for African American Churches

The National Network on Tobacco Prevention and Poverty (NNTPP) and the National African American Tobacco Education Network ([NAATEN](#)) are collaborating on a new pilot to test a tobacco cessation module for NAATEN's *Be Free Indeed!* Toolkit.

Funded by the [American Legacy Foundation](#), the pilot will involve training African American church representatives in Memphis, TN and New Orleans, LA, to conduct brief tobacco cessation interventions. Trained counselors will also serve as a community-based referral resource for quitline service providers. After the initial training, NNTPP and NAATEN will provide ongoing technical assistance and guidance to pilot participants in addition to monitoring and tracking the pilot's progress.

The ultimate goal of the pilot is to promote and disseminate the cessation model among African American churches and other faith-based entities.

Pilot Update

NNTPP continues to pilot *Addressing Disparities in Tobacco Cessation: A Program for Homeless, Mental Health and Chemical Dependence Treatment Agencies*. In January, two sites in Portland, Oregon were trained ([Central City Concern](#) and the [Native American Rehabilitation Association](#)), one site in Anchorage, Alaska ([Homeward Bound](#)), and one site in Wasilla, Alaska ([Alaska Family Services](#)). To find out more about our pilot, please e-mail Lisa Houston at lhouston@healthedcouncil.org.

New Tool by Partnership for Prevention

[Partnership for Prevention](#)® has developed a new tool, *Smoke-Free Policies: Establishing a Smoke-Free Ordinance to Reduce Exposure to Secondhand Smoke in Indoor Worksites and Public Places—An*

Action Guide, to help public health professionals maximize the beneficial impact of smoke-free laws. Rooted in *The Guide to Community Preventive Services: What Works to Improve Health?* (Community Guide), this tool translates an evidence-based recommendation into practical implementation guidance. Web links to additional resources and tools are provided to assist with planning and implementing a smoke-free ordinance. Visit www.prevent.org/actionguides to order a hard copy or download for free.

SPOTLIGHT

STOMP Steps Up

New Mexico's Stop Tobacco On My People (STOMP), a statewide network of communities dedicated to eliminating tobacco-related health disparities, recently convened a one-day conference in Albuquerque titled, ***Reaching Communities Experiencing Poverty: New Initiatives from Around the Country***. All of the presentations featured in STOMP's conference were gathered from the Health Education Council's conference, ***Promising Practices from the Field: Tobacco Control Strategies for Priority Populations*** that took place in Detroit in late April. Lisa Houston from NNTPP and Roger Valdez, NNTPP consultant, were among the presenters. A huge thank you to STOMP for immediately sharing information from our conference! Other states who would like to receive information about the conference and/or conference training materials can e-mail STOMP at nmstomp@qwest.net.

WTPPN Adds Zip to Tobacco Cessation

On April 1st, the [Wisconsin Tobacco Prevention and Poverty Network](#) (WTPPN) together with the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) began implementing a unique intervention project. The target population consists of all residents in a high-poverty zip code in Milwaukee, Wisconsin and consists of three community-wide interventions aimed at decreasing the smoking rate among this population by addressing known barriers to tobacco cessation. Residents of the zip code will serve on the stakeholders committee and thus will play a major role in shaping and implementing the interventions, which will take place over the period of 3 years.

Funding for this project was provided by the [University of Wisconsin School of Medicine and Public Health](#) from the [Wisconsin Partnership Program](#). If you would like to learn more about this project, please send an e-mail to Maureen Hill, MS MPH at mchill137@msn.com.

Upcoming Events

[The Summer Institute 2008](#) - a leadership and training forum designed to provide expert instruction and applied activities in an

effort to increase practicable knowledge, build capacity, and increase competency in the area of tobacco prevention and control. July 20- 23, 2008; Phoenix, Arizona

Recent Research

[Smoking-Cessation Media Campaigns and Their Effectiveness Among Socioeconomically Advantaged and Disadvantaged Populations](#)

Jeff Niederdeppe, PhD, Michael C. Fiore, MD, MPH, Timothy B. Baker, PhD and Stevens S. Smith, PhD
AJPH - 2008 May; Vol 98, No. 5: 916-924

[Who smokes during pregnancy? A systematic literature review of population-based surveys conducted in developed countries between 1997 and 2006.](#)

Schneider S, Schütz J.
Eur J Contracept Reprod Health Care - 2008 Jun.; 13(2):138-47

[Clearing the air: the evolution of organized labor's role in tobacco control in the United States.](#)

Zelnick J, Campbell R, Levenstein C, Balbach E.
Int J Health Serv. 2008;38(2):313-31.

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