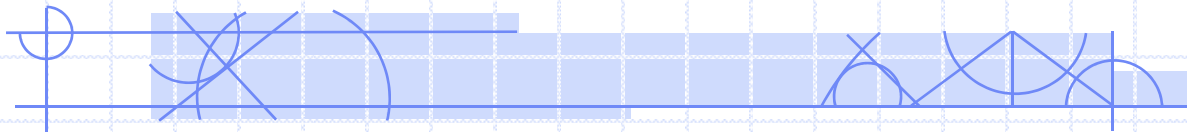




A Blueprint for Success: Building Meaningful Bridges in West Virginia



Kathy Danberry, MS, WVDTP

Brandy Huffman, MA, beBetter Networks

Rev. James Patterson, MA, PAAC



New River Gorge Bridge

- This is the New River Gorge Bridge in Fayette County WV



New River Gorge Bridge

- Second highest in the United States at 876 feet.
- It is 3,030 feet long.



Building Bridges Takes Time



Addressing Challenges



WV Division of Tobacco Prevention

In the beginning...

- CDC “strongly suggested” that West Virginia determine priority or at-risk populations to address
- DTP assembled a committee of partners to determine the target audience
- The Committee chose African Americans, developmentally disabled, and the LGBT population, among others

WV Division of Tobacco Prevention

- DTP began partnership with PAAC in Spring 2006
- PAAC received a grant to provide a pilot project targeted toward the African American Communities in WV.
- PAAC received a continuation grant in 2007 from WVDTP.

WV Division of Tobacco Prevention

Two Years Later...

- Pilot project has spawned an African American Tobacco Cessation Initiative RFA that includes the entire state.
- Applications are due April 30th.
- \$200,000 in funding available for FY 09
- New Video

Division of
WEST VIRGINIA
Tobacco Prevention
DEPARTMENT OF HEALTH AND HUMAN RESOURCES

PAAC

Population

- 1,818,470 State Population
- 60,009 African American (3%)
- 85.5% Located in 13 counties



PAAC

Population by County: 85.8% of Total AA Population

COUNTY	COUNTY TOTAL	AA	%
Berkeley	97,534	5,656	5.8
Cabell	93,904	4,131	4.4
Fayette	47,089	2,650	5.6
Harrison	68,665	1,105	1.6
Jefferson	50,443	3,127	6.2
Kanawha	192,419	14,238	7.4
Logan	37,710	975	2.6
Marion	56,598	1,823	3.2
McDowell	27,329	3,250	11.9
Mercer	62,980	3,668	5.8
Monogalia	81,820	2,763	3.4
Ohio	46,750	1,691	3.6
Raleigh	79,220	6,753	8.5

PAAC

Attitudes Towards Quitline

- 5 of 8 had knowledge
- 18 had no knowledge
- No participants had knowledge
- One participant had knowledge and had called

PAAC

Strategies

1. Education
2. Media Campaign



PAAC

Outcomes

1. Be Free Indeed
2. Supporting Tobacco Cessation in Your Community
3. Quitline Support

BEING SMOKE FREE IS A FAMILY AFFAIR

**Call to
join other
African
Americans
who are
tobacco
free.**



**Call to
help
yourself
or help
someone
else **QUIT!****

Call WV Quitline 1-877-966-8784



Call The WV Quitline 877-966-8784

WV Tobacco Quitline

- WV Tobacco Quitline is one of the busiest in the nation
- Received over 250,000 calls since 2000
 - with over 50,000 enrollees

West Virginia
TOBACCO
QUITLINE
1-877-966-8784

WV Tobacco Quitline

- Free comprehensive services until June 30, 2008
- Includes:
 - Educational materials (customized)
 - Phone coaching (cultural competency)
 - Nicotine replacement therapy (patches, gum or lozenges)

West Virginia
TOBACCO
QUITLINE
1-877-966-8784

WV Tobacco Quitline

Special populations include:

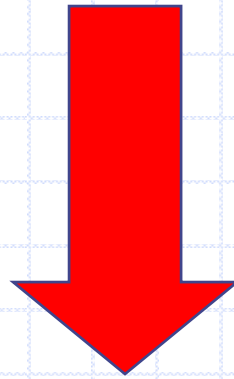
- PAAC
- Pregnant women and household
- College/University students & faculty
- Military personnel and family
- Youth and 55+
- Medicare, Medicaid

West Virginia
TOBACCO
QUITLINE
1-877-966-8784

WV Tobacco Quitline

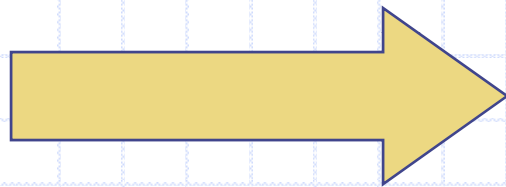
- Began tracking ethnicity in June 2006
- 216 enrollees out of 7,150 (3%)
- Presented to PAAC and NAATEN
- Onsite mock enrollment for PAAC staff
- Training of Quitline staff on PAAC programs
- Regular meetings with DTP and PAAC

Three Way Partnership



Top Down > Government

- Resources and administration
- Policies and management
- Monitoring and evaluation
- Enabling environment

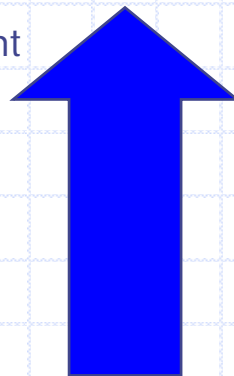


**Positive
Community
Change**



Outside in

- Skill and leadership development
- Expert train the local people
- Quitline (beBetter Networks)
- West Virginia University
- NAATEN
- NNTPP
- NAATPN

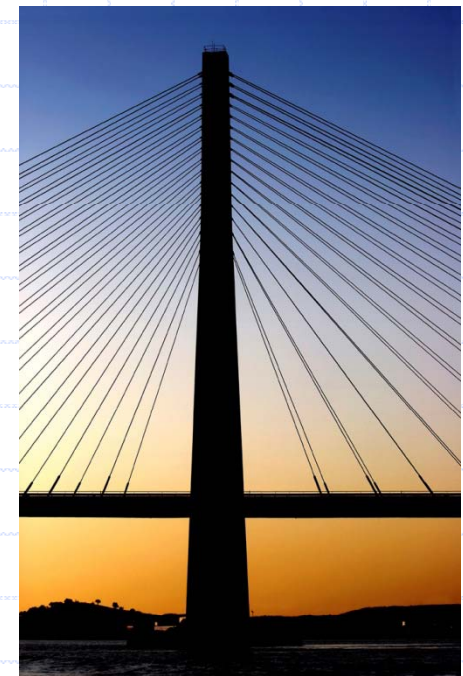


Bottom Up > Community

- Local community implement the program
- Utilize local resources
- Local group/committee play leading role
- Local group must be treated as partners

Next Steps

- Continued communications
- Additional trainings/site visits
- Additional promotions
- Re-evaluation



Questions & Discussion

