

# NAATPN

## National African American Tobacco Prevention Network

NAATPN is reinventing and strengthening its position as the leading source of education and advocacy for tobacco and cancer health disparities affecting African Americans. It is imperative to engage health care organizations and African American communities in tobacco and cancer prevention work.

The mission is abbreviated and summed up in four simple words: Awake, Learn, Share, Act. A closer look at each of these words in the context of health advocacy, reducing tobacco use and cancer rates will clearly demonstrate the mission of NAATPN and efforts of its national partners to empower health organizations and the African American community to fight against the predatory tactics of the tobacco industry and lower cancer prevalence.

**AWAKE:** Find out how tobacco use and cancer are devastating African Americans lives

**LEARN:** Get the latest news, articles and facts about tobacco control and cancer prevention

**SHARE:** Spread the word and collaborate for solutions in your community

**ACT:** Connect on Facebook and Twitter for the latest information and updates on efforts to address tobacco-related and cancer health disparities

## AWAKE

*[To stir up, to cause one to become alert, aware or cognizant: completely conscious, vigilant and watchful]*

### The Fight Continues

NAATPN believes the first step to mobilizing health organizations and communities to fight back against the tobacco industry is to become aware of the industry's predatory marketing and targeting tactics. There is an estimated 1.6 million African Americans under the age of 18 that will become regular smokers if current trends continue, and about half of them will die of smoking-related illnesses. Tobacco use exacerbates heart disease, vascular disease, cancer and diabetes; all leading causes of death for African Americans.

Each year, approximately 45,000 African Americans die from a smoking-related disease. These illnesses are the number one cause of death in the African American community, surpassing all other causes of death, including AIDS, homicide, diabetes and accidents. Death from smoking-related disease is higher among African Americans than among whites, despite the fact that African Americans typically smoke less. NAATPN is taking a stand against tobacco use and providing advocacy assistance to eliminate health disparities.

Smoking and cancer go together like a hand and a glove. The first step to eliminating cancer is to help people quit smoking. This year an estimated 500,000 Americans will lose their lives to cancer; an additional 1.5 million people will be diagnosed with this devastating illness. Eliminating tobacco use is a key step to reducing some types of cancer.

**Wake-up!**

They make smoking menthol look cool.



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING:** Tobacco companies target African Americans.



They tell you it's smooth.

## LEARN

*[Gain knowledge, comprehension, or mastery of the ability to be effective. Be informed and discover new ideas.]*

### The Evidence is Clear

African Americans typically experience higher rates of smoking-related disease, death and lower-quality health care in general compared to white patients. These disparities are unacceptable.

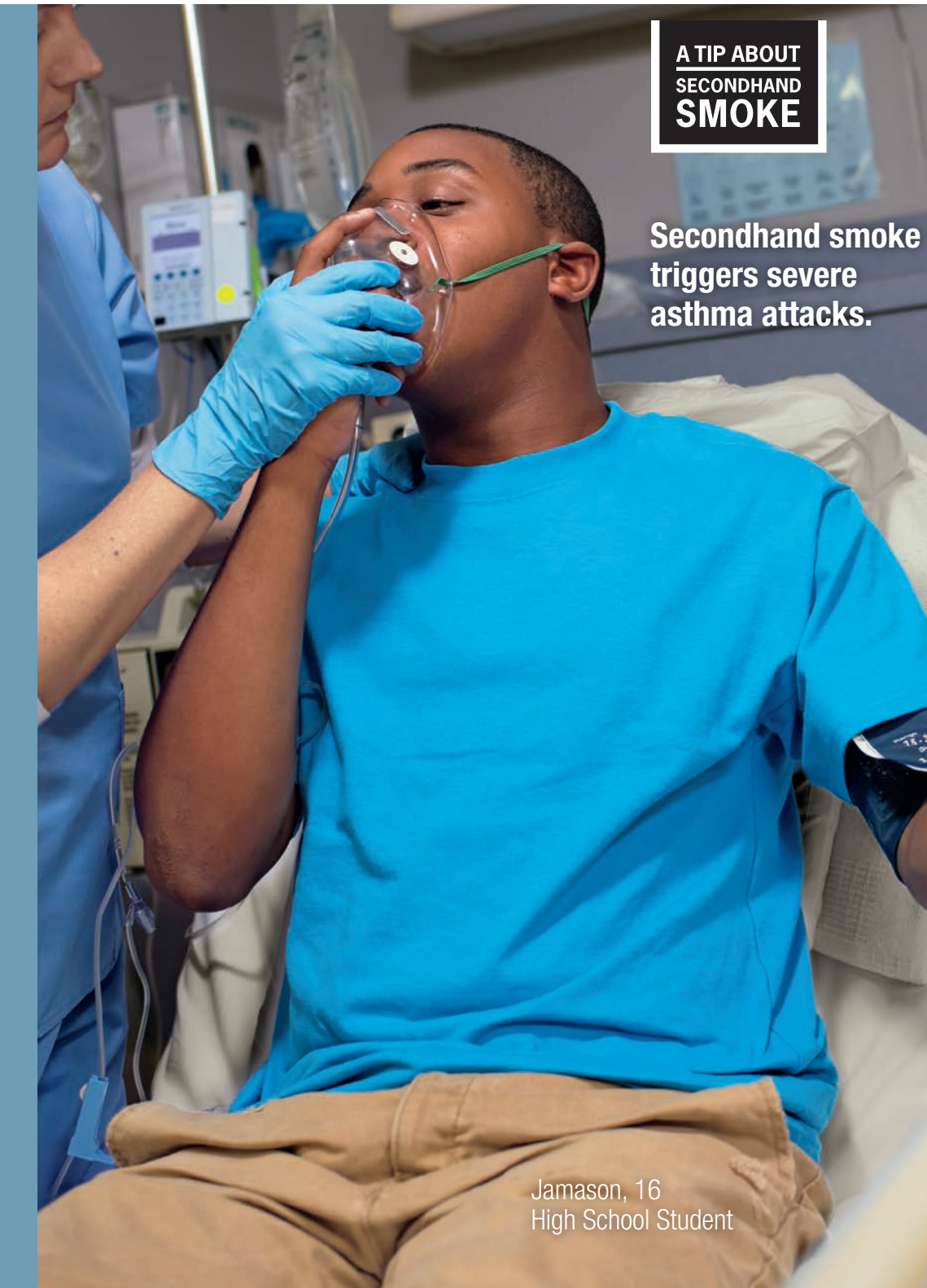
African Americans normally demonstrate greater nicotine dependence, (than whites) and elevated cotinine levels in the blood, even though many report smoking fewer cigarettes. This consequence may be linked to mentholated cigarettes. (Three out of four African American smokers use mentholated tobacco.)

African American smokers are more likely to think smoking is socially unacceptable and are highly motivated to quit. In fact, more than 70 percent of current African American smokers want to quit. However, African Americans smokers are only half as likely (as whites) to quit successfully.

African Americans have lower life expectancy for both men and women, partly due to high rates of major cancers. African Americans have the highest mortality rate of any racial group for all cancers combined. NAATPN and its strategic partners are working to educate people on how to change these health disparities.

The evidence is clear; combining price increases with culturally competent cessation services, providing quality health care and a powerful education campaign is extremely effective in reducing tobacco consumption. The evidence is also clear that access to care, early detection and lifestyle changes are effective strategies to reduce cancer prevalence. NAATPN is here to provide information, collaboration and education to reach these solutions.

**Knowledge applied will change situations.**



**A TIP ABOUT  
SECONDHAND  
SMOKE**

**Secondhand smoke  
triggers severe  
asthma attacks.**

Jamason, 16  
High School Student

## JOIN THE FIGHT

### Your Support is Needed. So Please Follow NAATPN!

NAATPN needs you to help energize the movement and fight back against Big Tobacco. Please connect on Facebook and Twitter for the latest information and updates on the anti-tobacco efforts.



Facebook.com/NAATPN



Twitter.com/NAATPN



NAATPN.org





NAATPN.org

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## SHARE

*[To divide, parcel out in shares, distribute and/or experience jointly]*

### Knowledge and Resources

Sharing is the key to health advocacy and education. Once the stakeholders, community and health professionals become well-schooled on the specific issues at hand, knowledge and information will grow and must be shared with others.

NAATPN has a network of strategic partners uniquely situated to strengthen, support, disseminate and increase evidence-based strategies to eliminate tobacco and cancer-related health disparities. It is imperative to engage more health care organizations and African Americans in tobacco and cancer prevention work.

The network of strategic partners includes: Making a Difference in Disparities (MADD), The National Organization of Black County Officials (NOBCO), The African American Tobacco Control Leadership Council (AATCLC), Youth Empowered Solutions (YES!), The National REACH Coalition (NRC), The Intercultural Cancer Council (ICC) and The Deep South Network for Cancer Control (DSN).

**There is power in networking, collaboration and unity.**



## ACT

*[The process of doing or performing, getting something done or to cause things to happen]*

### Ending Health Disparities

Strategic action must be taken to reduce health disparities. As the communities and health advocates awake, learn and share, action is the next logical step to implement change. NAATPN will lead the way in effective action to reduce the burden of tobacco use in the African American community.

To improve the overall quality of health in America it is vital to reduce tobacco use and cancer rates for minority populations. It's important to improve the tools, strategies and interventions available to reduce these issues.

Since 2008, NAATPN has been working on anti-tobacco initiatives to find out what works and what doesn't. Here are a few actions you can take to participate in the fight: raise the awareness of the dangers of tobacco use in your community, promote early detection and primary cancer prevention strategies, outreach to key stakeholders that can influence access to care, advocate for positive lifestyle changes and environmentally friendly neighbors. Join the NAATPN list-serve, interact with NAATPN via social media sites and share data information and lessons learned with the strategic partners.

**It's time: Energize the movement.**

