National African American Tobacco Prevention Network

NAATPN, a coalition of 45 national organizations, 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

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.

Smoking and cancer go together for the African American community. At least 50 percent of all cancer deaths are due to smoking. Smoking and the tobacco epidemic are the number one cause of preventable death for African Americans.

Knowledge applied will change situations.
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.

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 health outcomes, and reduce cancer rates. You can also become a member of NAATPN, which will give you access to the latest information on tobacco use and cancer prevention.

It’s time to energize the movement.