

Communities of Color Network

Louisiana's tobacco statistics are startling. The state ranks number two as the largest percentage of African-American smokers. Nearly 24 percent of Louisiana adults smoke and a quarter of high school students in Louisiana are smokers. The Communities of Color Network serves as the infrastructure for building capacity, coordinating, organizing, and implementing tobacco prevention and control programs and activities in the region.

A program of the Southern University Agricultural Research and Extension Center, the Communities of Color Network is an affiliated program of the

Louisiana Public Health Institute, The Louisiana Campaign for Tobacco-Free Living.

The Communities of Color Network works to:

- reduce tobacco-related morbidity and mortality among Louisiana's communities of color, including African-American and Hispanic communities in:

Avoyelles, Bienville, Caddo, Calcasieu, Catahoula, Claiborne, Concordia, DeSoto, East Baton Rouge, East Carrol, East Feliciana, Evangeline, Jackson, Lincoln, Madison, Orleans, Rapides, Red River, Richland, St. Charles,

St. Helena, St. James, St. John, St. Landry, St. Martin, St. Mary, Tangipahoa, Tensas, Union, Washington, West Baton Rouge and West Feliciana parishes

- enhance the awareness of the dangers of tobacco
- reduce tobacco use, consumption, and second-hand smoke exposures among Louisiana's communities of color; and
- eliminate health disparities caused by or related to tobacco use in Louisiana's communities of color.

Communities of Color Network staff works collaboratively with members of the communities, organizations and partners to increase the awareness of and utilization of cessation services among Louisiana's communities of color. In addition, the Communities of Color team also:

- initiates or strengthens tobacco-free policies affecting Louisiana's communities of color
- increases knowledge of and community response to significant negative health impact of tobacco on Louisiana's communities of color and tobacco

industry's targeting of Louisiana's communities of color; and

- develops culturally competent messaging, programs, and strate-

gies for Louisiana tobacco prevention and control.



Statewide Coalition Meeting

For more information contact:

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Sign up to join today.

Living **Tobacco** *Free*

Southern University Agricultural Research and Extension Center COMMUNITIES OF COLOR NETWORK



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Change IS IN THE AIR.

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