

COMMUNITIES OF COLOR NETWORK

an affiliated program of The Louisiana Campaign for Tobacco-Free Living

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AUDIENCE REACTION

"I loved it! The presentation was great, so fascinating!"

~Heather Langlois
McKinley High Teacher

"I learned a lot about the tobacco industry. I'm glad he revealed his findings."

~Dejuane Allen
SU Nursing Student

"I thought this was nice. I will never touch cigarettes!"

~Aujah Antoine
Southern Lab Student

"The presentation was very informative. It was an honor to meet the guru, who helped break the tobacco industry."

~Adrian Sampson
Director of Cardiopulmonary
Ochsner Medical Center

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DeNoble Electrifies Audience during Black History



Southern University Ag Center's Communities of Color Network, Southern University School of Nursing, Our Lady of the Lake College and The Louisiana Campaign for Tobacco-Free Living worked collaboratively in obtaining Dr. Victor DeNoble as a keynote speaker during Black History Month at Southern University in Baton Rouge on February 3.



Since tobacco-related illnesses are preventable, it is imperative to reach hundreds of school-aged and college students as well as the community at large.

DeNoble explained to a crowd of 300 the addictive nature of nicotine by sharing an experiment he conducted using rats. Once the rats were addicted after 15 days of daily dosages, he found that, the brain is biologically designed to respond when it encounters nicotine. He determined that nicotine caused the brain to release extra dopamine, a drug that controls happiness, equivalent to brain cells shouting that they "feel good."

As a reaction to the dopamine other brain cells develop the chemical equivalent of "ear muffs" to counter the release of extra dopamine over time. When nicotine levels in the brain are low, the brain still has dopamine to tell it that it "feels good," DeNoble said. However, because of the "ear muffs," the brain can't hear the message and cries out for more nicotine in order to receive more dopamine, thus cigarette smokers crave the nicotine in tobacco for years after quitting smoking.

Victor J. DeNoble is an experimental psychologist formerly of Phillip Morris. His 1994 congressional testimony, revealing nicotine's addictive nature, was key in solidifying a major lawsuit against tobacco executives.



(l to r) Shirley Simon, Linda Early Brown, Victor DeNoble, Shawntell Harrell and Paula Jordan



DeNoble arouses the crowd with a smoker's brain which was damaged by nicotine.

CoC Network

Mission Statement:

To eliminate health disparities caused by or related to tobacco use in LA communities of color by building coalitions, enhancing awareness of the dangers of tobacco and reducing tobacco consumption and secondhand smoke exposures.



Cardiovascular Disease and African-American Smokers

According to a 2006 report from the Centers for Disease Control, 21.5% of African Americans smoke.

Around 40% of African-American men and women have some form of heart disease, compared to 30% of white men and 24% of white women, according to the Office of Minority Health.

45,000 African Americans die from smoking-related

diseases each year. While African Americans smoke fewer cigarettes per day than whites on average, they tend to smoke brands with higher nicotine levels.

Three of every four African-American smokers prefer menthol to non-mentholated cigarettes.

As a result, African Americans are twice as likely to die from stroke than any other ethnic group.

There is help available 24 hours a day, 7 days a week.



Contact a trained professional for support and consultation at **1-800-QUIT-NOW** to help end the vicious cycle of smoking within Louisiana's communities of color.

Remember:

CoC Network encourages smokers to always share their heart with those they love, not secondhand smoke!



CoC Network Initiative Engages Faith Community



CoC Network has partnered with area churches to adopt and implement a tobacco-free policy. Here are several

churches committed to the mission of CoC Network:

- Second Deliverance, Eunice
- Macedonia Baptist Church, Alexandria
- First Baptist, Colfax
- Zion Travelers, New Roads
- Mt. Zion #2, Plaquemine
- Ever Increasing Ministry, Baton Rouge
- Mt. Hermon, Franklinton
- Cathedral of Love and Faith, Winnsboro
- Gentle Hands Ministries, Farmerville
- Galilee Baptist, Hodge



Jeremy Williams

CoC Network Hero: A Life Without Nicotine Addiction

A 19 year old, Jeremy Williams said he has been delivered from many addictions including nicotine. Now, he said, he's free from smoking cigarettes and marijuana after trying to quit numerous times.

The Northwestern State University student discussed his old habit while enjoying his new life:

"I started smoking cigarettes when I was 13 years old because of peer pressure. At first, it was something I did in order to fit in with the crowd. Then, it became something I needed to do...smoking is an addiction. It's a killer. It will blind you. As a smoker, you have to realize one thing: this addiction is in control of you; you are

not in control. Before you know it, years will go by, and you may get cancer. I had to stop and always wanted to quit smoking. I got so tired of lying to myself and saying I was in control. I decided to try God and nothing else. So, I prayed and left it at the altar. I can tell others about smoking because I've been there. Now, I'm tobacco free!"

Community Testimony: CoC Network Efforts Effective

I attended a coalition meeting at the request of Mrs. Dixon and have been compelled to attend monthly due to the pertinent information being provided re-



garding this tobacco initiative. As a parent educator, I found the material relevant in my line of work and wanted to be able to share this information with the constituents within my program.

As I continue to become involved in the program, Mrs. Dixon has been instrumental in providing resources that allow me to peek into the world of addictive behaviors and to

vividly understand the complexities of addictions. I have also collaborated with Mrs. Dixon by introducing her to key people in various communities.

I applaud SU Ag Center's Communities of Color Network for their thorough approach and the available resources they provide for our communities. Their task is monumental; however, if we all remember - each one, teach one.



Delores Jackson
Parent Educator

CoC Network at Work: Educating Citizens, Communities



- CoC Network Booth Display at Bunkie Middle School, Bunkie
- CoC Network Tobacco Workshop at Jackson Middle School, Jackson



CoC Network is certainly confronting the issue of tobacco use in communities of color across the state. By providing tobacco education and awareness, we continue our fight to eradicate tobacco-related disparities.

Take a glance at several CoC Network activities conducted during the month of January:

- CoC Network Booth Display at the New Orleans Library Health Fair
- Boys and Girls Hope Tobacco Workshop, Baton Rouge
- CoC Network Tobacco 101 Presentation at Lydia Outreach Clinic, Lake Charles
- Ruston Junior High Boys Tobacco Workshop, Ruston
- CoC Network Tobacco Presentation at Safety Town, Lake Charles
- St. Landry/Evangeline Coalition Meeting, Eunice



Keep in Mind

"He who conceals his disease cannot expect to be cured."

~Ethiopian proverb

"Nothing can be changed until it is faced."

~James Baldwin



CoC Network Professional Development Training Events



- Fax-to-Quit Trainings
- CCC Training
- CoC Network Statewide Quarterly Meeting



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Smoking Increases Risk of Heart Disease



Since 1900, cardiovascular disease (CVD) has been the leading cause of death in the United States. CVD includes high blood pressure, coronary heart disease (heart attack and angina), congestive heart failure, stroke and congenital heart defects, among others. Based on findings of the American Heart Association, cigarette smoking is a major contributor to heart and blood vessel problems among Americans. Smoking is such a significant factor that the US Surgeon General has named it “the most preventable cause of disease and deaths in the United States.”

Cigarette smoking:

- Damages nearly every organ of the body
- Makes the heart beat faster and work harder by decreasing the oxygen carried in the blood. Carbon monoxide and other gases replace the oxygen
- Causes coronary heart disease (CHD) which leads to heart attacks
- Damages coronary arteries, which supply heart muscle tissue with blood and nutrients
- Damages the flow of blood needed by men to have an erection. Smoking and diabetes are the leading cause of impotency
- Harms the aorta, the large vessel that moves blood from the heart to all parts of the body except the lungs
- Decreases HDL cholesterol
- Increases the risk of CHD for women who use oral contraceptives

Women smokers are at risk for:

- Sudden cardiac death
- Stroke and hemorrhage
- Peripheral vascular atherosclerosis

~Source: www.netwellness.org/healthtopics/smoking/faq5.cfm



“Linking Citizens of Louisiana with Opportunities for Success”

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