

Policy Methodology

Phase I: Assessment

- Identify the organization and initiate a discussion on program criteria
- Assess the level of awareness and program interest of the organization
- Meeting with Faith Leader to obtain consent. (i.e., virtual, phone call, in-person)
- Arrange a timeline for the implementation process

Phase II: CoC Network Tobacco Curriculum (can be done virtually or in-person)

- Educational Awareness Workshops (i.e., Tobacco 101 Presentation, Cessation, Menthol, New Products, Secondhand Smoke (SHS), Vaping, Social Justice, Tobacco Products, Industry Monitoring and more)
- Booth Displays (i.e., various church functions, health fairs, back-to-school activities, holiday services and more)
- Tobacco-Free Pledge Drivers/Sabbath Days
- Church Bulletin Board materials (i.e., “No Menthol Sundays”, “Quit With Us”, “La”, cessation resources and more)
- Ministry Alliance (i.e., women, men, youth, health, seniors, music, and others)

Phase III: Policy Adaptation, Implementation & Collaborative Partnership

- Acknowledgment of policy adoption, signage display, and implementation.
- Obtain documentation of policy agreement from Faith Leader, via a copy of the signed policy and photo.
- Media exposure regarding Tobacco-Free Policy via social media and/or traditional media outlets.
- Continuous support following implementation (i.e., various church service events, educational resources, cessation materials and more)

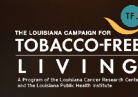
“The power of community to create health is far greater than any physician or hospital.”

~Mark Hyman

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COMMUNITIES OF COLOR NETWORK

Tobacco-Free Church Curriculum

“This holistic view of health, the belief that health has three dimensions: the spirit, the mind, and the physical well-being is having a resurgence in our churches.”

~National African American Tobacco Education Network



A Message to Our Faith-Based Partner

The Southern University Agricultural Research and Extension Centers' (SU Ag) Community of Color (CoC) Network would like to thank you for your interest in being a part of our 100% Tobacco-Free Church Initiative.

Communities of Color Network is a statewide tobacco education and prevention program, founded by The Louisiana Campaign for Tobacco-Free Living, that focuses on addressing and eliminating tobacco-related health disparities among African Americans, Hispanics, Asians, and other ethnic communities, as well as people facing economic challenges. The 100% Tobacco-Free Church Initiative was developed and instituted in response to the industry targeting of African Americans, and the addictive and negative impact of menthol tobacco products. The program was extended to include additional priority populations to address health disparities across communities, as determined by the Behavioral Risk Factor Surveillance System (BRFSS), the Centers of Disease Control and Prevention (CDC), and the Louisiana Adult Tobacco Survey (ATS).

According to the statistical data within the Centers for Disease Control and Prevention:

- **22.3%** of individuals that identify as African Americans smoke. Over 47,000 African Americans die, annually, as a result of tobacco-related illnesses and diseases.
- **22.3%** of individuals that identify as Hispanic/Latino Americans smoke. Over 43,000 Hispanic/Latino Americans are diagnosed with tobacco-related cancer each year and more than 18,000 die as a result.
- **8.9%** of individuals that identify as Asian American smoke. The three leading causes of death among Asian Americans are cancer, heart disease, and stroke, all of which can be caused by cigarette smoking. Lung cancer is the leading cause of cancer death among Asian Americans.

With your help in creating healthier, tobacco-free communities, we will eliminate tobacco-related health issues. Inter-faith communities are an influential entity recognized in our culture. Spiritual leaders have been on the front lines of nearly all civil rights and social

justice issues since the abolishment of slavery in the 1800s. Wholeheartedly, we echo Dr. King's sentiments, "An injustice anywhere is a threat to justice everywhere." We invoke this same indomitable spirit to combat such a cunning, deceptive industry profiting from the demise of countless, unsuspecting men, women, boys, and girls of color—our families, our communities, our future. The Southern University Agricultural Research and Extension Center Communities of Color (CoC) Network designed and instituted the 100% Tobacco-Free Church Initiative in response to this epidemic. We feel that with the implementation of a tobacco-free church policy, faith-based institutions will—not only feel empowered—but will send a clear yet poignant message that 'enough is enough.'

Thanks for joining us on the front lines!

Together, we will produce healthier, tobacco-free vessels equipped for excellence in service. For decades, minority populations have been disproportionately impacted as it relates to tobacco usage, leading to health disparities within communities of color. Increased disparities lead to adverse healthcare costs, significantly affecting low socioeconomic (SES) populations.



Your faith community will provide:

- A safe and healthy environment for members, staff, families, visitors, and employees
- Increased awareness concerning the harmful impact of tobacco usage
- Tobacco cessation programs and resources
- Advocacy opportunities and support for efforts surrounding tobacco prevention and control
- Change generational acceptance of tobacco products
- Establish a 'new' norm of tobacco-free attitudes and behaviors
- Self-monitored policies within your place of worship



By adopting and implementing the CoC Network 100% Tobacco-Free Church Policy, your faith community sends a powerful message of health consciousness to its community. The policy solidifies the reduction and/or elimination of tobacco products on church property with hopes of setting a standard for others to emulate. An atmosphere void of smokeless tobacco products and smoke-free air provides a healthier environment for community members to engage freely in praise, worship, and fellowship where all are welcome, anytime.

Upon implementation, "No Smoking" signs are issued to congregates to be posted within the facility in a highly visible area inside and/or outside; thereby, establishing a tobacco-free environment. Faith community members will self-monitor the tobacco-free policy to ensure compliance.

Various outcomes of the church initiative are evident and immediate:

1. Eliminates the threat of secondhand smoke (SHS) exposure for non-smokers, especially young children
2. Raises the educational awareness of the danger's tobacco can have on smokers and non-smokers
3. Ensures continuous collective partnerships with faith-based institutions
4. Establishes precedence for healthier, tobacco-free environments for generations to come
5. Inspires advocacy efforts among faith community members
6. Prepares faith community members for servanthood