



**Your Resource Guide to**

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# TOBACCO USE IN THE AFRICAN-AMERICAN COMMUNITY

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## How to Use This Guide

This resource guide on tobacco awareness was designed specifically for leaders in African-American churches and community groups who are interested in supporting tobacco prevention and cessation (cessation is another word for quitting tobacco-use). Members of a health ministry or community outreach group should use this guide to learn about the impact of tobacco use on the African-American community and to identify other resources that can be used to educate members of the congregation and the community.

Because the church is one of the most trusted institutions in the African-American community, we strongly encourage church health ministries to get involved in tobacco prevention and cessation. The church can be a source of information, encouragement and support to individuals trying to live healthier lives.

This resource guide provides information on tobacco use and highlights resources that a church health ministry can offer the congregation. Many of these resources specifically pertain to African-Americans.



This resource guide has been organized into four sections:

### **Section I. Introduction**

This section gives statistics on tobacco use across the United States and in Pennsylvania. There are also statistics on tobacco use in the African-American community.

### **Section II. Information on Tobacco Products**

This section describes different types of tobacco products and the effects they have on the body. When possible, we give information about how these products are used among African-Americans.

### **Section III. Prevention and Cessation Resources**

This section highlights prevention and cessation resources. Many of these were designed for African-Americans. We give some suggestions on how to use these resources.

### **Section IV. Additional Wellness Resources**

This section provides descriptions of other wellness resources that the church can use together with their smoking prevention and cessation efforts. These resources may help to support people who are quitting smoking and may be worried about weight gain, risk for cancer or risk for other diseases.

We hope that this resource guide will help connect you with the tools and information to educate and support your congregation or group.

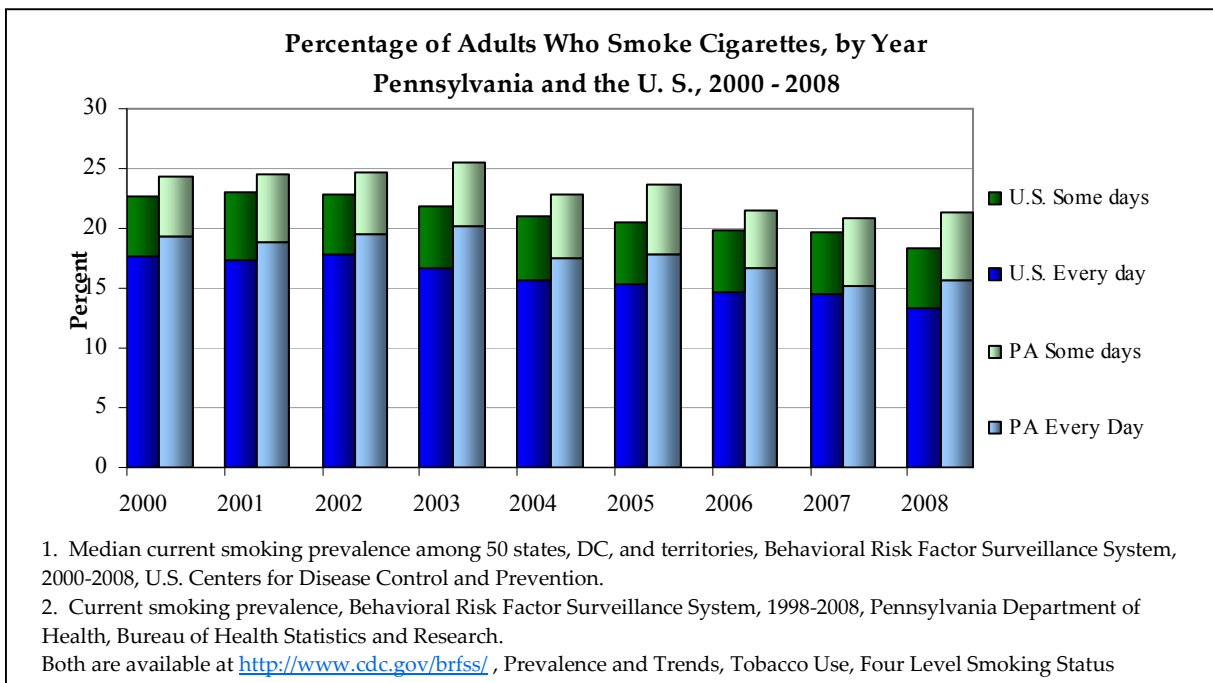
# I. Introduction

Over the last 10 years more attention has been given to tobacco prevention across the United States. Government and non-profit organizations have been working hard to educate people about the dangers of tobacco use. Because of these efforts, most people, young and old, know that tobacco products are harmful and can increase the risk for cancer. Despite this, many people continue to use tobacco products each year. In fact, smoking rates are higher in Pennsylvania than in the general U.S. In this section some facts are provided about tobacco use in the United States, in Pennsylvania and in the African-American community.

## Tobacco Use in the United States

- In the United States, cigarette smoking is the leading preventable cause of death<sup>1</sup>.

- As of 2007, approximately 20% of U.S. adults were current cigarette smokers. This is equal to 43.4 million people who are 18 years of age or older<sup>1</sup>.
- Every day, approximately 1,800 adults become daily smokers<sup>1</sup>.
- As of 2007, 3.3% of U.S. adults were current smokeless tobacco users. This is equal to 7.23 million people who are 18 years of age or older<sup>2</sup>.
- Approximately 40% of adult smokers try to quit each year<sup>1</sup>.
- As of 2007, among high school students, 20% were cigarette smokers<sup>3</sup>, 13% were current cigar smokers<sup>3</sup> and 7.9% were current smokeless tobacco users<sup>2</sup>.
- Every day, approximately 3,900 young people (ages 12 to 17 years) smoke their first cigarette<sup>3</sup>.



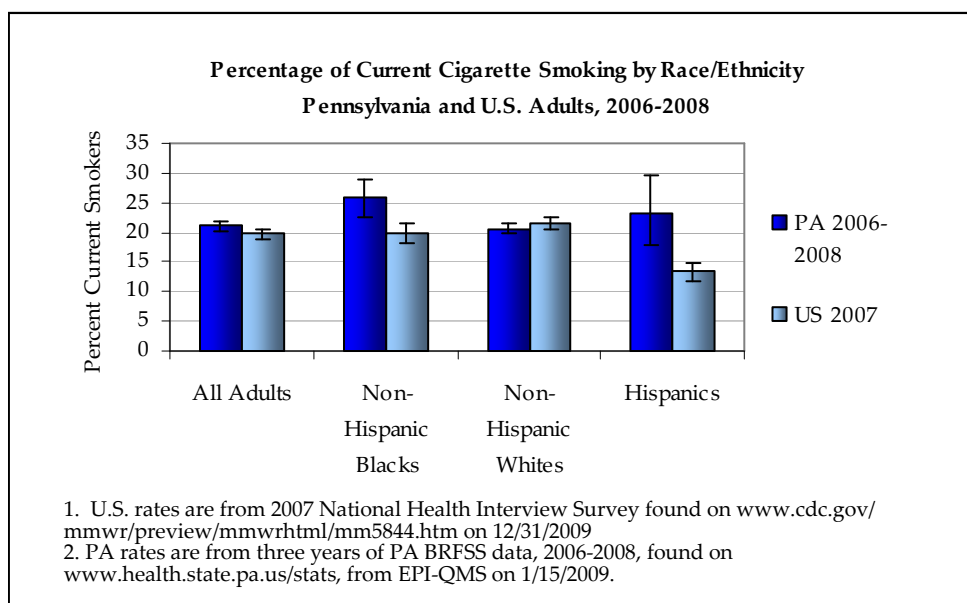
1 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009a  
 2 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009b  
 3 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009d  
 4 = National Center for Chronic Disease Prevention & Health Promotion, 2009  
 5 = Bureau of Health Statistics and Research, PA Department of Health, 2009

## Tobacco Use in Pennsylvania

- In 2008, Pennsylvania ranked 13th among all states for highest smoking rates among adults<sup>4</sup>.
- In 2007, 22% (2 million individuals) of Pennsylvania adults smoked compared to 20% of the U.S. adult population<sup>5</sup>.
- In 2007, 5% of Pennsylvania adults were current smokeless tobacco users<sup>5</sup>.
- In 2007, an estimated 52% of adults who smoked everyday attempted to quit smoking<sup>6</sup>.
- During the 2006-2007 school year, 18% of Pennsylvania high school students were current cigarette smokers, 10% were current cigar smokers and 6% were current smokeless tobacco users<sup>7</sup>.
- During the 2006-2007 school year, approximately 59% of Pennsylvania high school student smokers attempted to quit<sup>8</sup>.

## Tobacco Use Among African-Americans

- Across the United States, approximately 20% of African-American adults were current cigarette smokers in 2007. This is the same as the percentage of all U.S. adults that smoke<sup>1</sup>.
- In 2007, just over 7% of African-Americans were current cigar smokers<sup>12</sup>.
- In 2007, approximately 12% of African-American high school students across the United States were current cigarette smokers<sup>3</sup>.
- In 2007, 28% of Pennsylvania African-American adults smoked compared to 22% of all Pennsylvania adults who smoked<sup>5</sup>.
- Nearly 1% of African-American adults across the United States used smokeless Tobacco in 2007<sup>2</sup>.
- Just over 1% of African-American high school students across the United States used smokeless tobacco in 2007<sup>2</sup>.



1 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009a  
 2 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009b  
 3 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009d  
 4 = National Center for Chronic Disease Prevention & Health Promotion, 2009  
 5 = Bureau of Health Statistics and Research, PA Department of Health, 2009  
 6 = Bureau of Health Statistics and Research, PA Department of Health, 2007  
 7 = Bureau of Health Statistics & Research and Division of Tobacco Prevention & Control, PA Department of Health, 2008  
 8 = Division of Tobacco Prevention and Control, PA Department of Health, 2006-2007



## II. Information on Tobacco

An important part of supporting tobacco prevention and cessation is learning about tobacco products and their negative effects. This section will help give you some background information.

### What are the different kinds of tobacco products?

When people think about tobacco, the first image that often comes to mind are cigarettes. Cigarettes are only one kind of tobacco product. There are several other tobacco products that are just as harmful to the body. Below are brief descriptions and pictures of these products.

#### Smoking tobacco

A **cigarette** is “any roll of tobacco wrapped in paper”<sup>9</sup>. Cigarettes contain tobacco leaves, as well as other ingredients to enhance the flavor. Some of these ingredients have been found to cause cancer. Recent legislation will require tobacco companies to provide lists of ingredients to the Food and Drug Administration. By 2013, lists of all harmful ingredients will be available to the public<sup>10</sup>.



Note: Cigarettes containing menthol are popular among African-Americans and can be even more dangerous than regular cigarettes<sup>11</sup>. The menthol in the cigarettes may produce a cooling feeling that will soothe the throat and may make people breathe the smoke in more deeply. If you would like more information on menthol cigarettes,

please read the fact sheet provided on the TobaccoFreeU Web site at: [http://www.tobaccofreeu.org/pdf/Menthol\\_Facts.pdf](http://www.tobaccofreeu.org/pdf/Menthol_Facts.pdf)

A **cigar** is “any roll of tobacco wrapped in leaf tobacco”<sup>9</sup>. Cigars contain the same toxic and cancer-causing compounds that are found in cigarettes<sup>12</sup>. Regardless of whether cigar smoke is inhaled or not, cigar smoking can increase the risk of developing heart disease and cancers of the oral cavity, lungs and pancreas<sup>13</sup>.



Note: In 2007, just over 7% of African-American adults were current cigar smokers<sup>12</sup>.

**Large cigars, cigarillos and little cigars** are the three major kinds of cigars that are sold in the United States<sup>12</sup>. The most popular brands of cigarillos are Black & Mild® and Swisher Sweets®<sup>12</sup>. Teens and young adults may use these or share them at parties or other social events. Many teens may not realize that cigarillos are just as dangerous as cigars and cigarettes. If you would like more information on cigarillos and little cigars, visit the Smokefree.gov Web site at: <http://www.smokefree.gov/tob-cigarillo.aspx>.

Note: Some brands, like Black & Mild®, are often marketed to African-American teenagers and young adults.

9 = American Cancer Society, 2002

10 = American Cancer Society, 2009

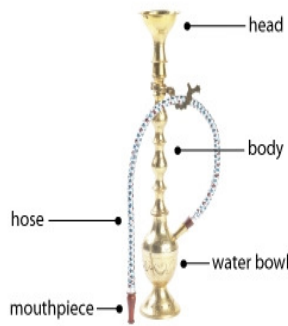
11 = American Cancer Society, 2008

12 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009c

13 = National Cancer Institute, 2009

## Information on Tobacco

**Hookahs**, or water pipes, are used to smoke flavored tobacco. Hookahs are often smoked socially. Places like hookah bars have become popular among young adults in recent years. A study in 2006, found that smoking tobacco through a hookah was not any safer than smoking cigarettes<sup>14</sup>. In fact, “a typical 1-hour-long hookah smoking session involves inhaling 100-200 times the volume of smoke inhaled from a single cigarette”<sup>15</sup>.



Note: In 2007, less than 1% of current smokeless tobacco users were African-American<sup>16</sup>. Even though smokeless tobacco use is not common among African-Americans, it is important to stay educated and prevent younger generations from starting smokeless tobacco use.

### What is in tobacco products?

Even though there are many forms of tobacco, they are all harmful to the body. Some of the ingredients contained in tobacco products are carcinogens. Carcinogens are cancer-causing compounds. Tobacco products contain a type of carcinogen called a tobacco-specific nitrosamines. These are the most powerful cancer-causing compounds and cause many kinds of cancers and other illnesses<sup>17</sup>.

Tobacco products also contain:

- **Nicotine.** Nicotine is an addictive drug that is absorbed by the body when people smoke or chew tobacco<sup>17</sup>. The body reacts by raising blood pressure and heart rate. After a time, the brain and body begin to crave the nicotine in tobacco products.
- **Tar.** Tar is a toxic chemical found in cigarettes. It is the brown, tacky substance left on the end of a cigarette filter<sup>17</sup>.

### Smokeless Tobacco Products

**Chewing tobacco** is a smokeless tobacco product that consists of cured tobacco leaves that may be formed into plugs, twists, or loose leaves<sup>16</sup>. Plugs are tobacco leaves that have been pressed together to form a plug. Twist chewing tobacco is formed when tobacco leaves are twisted together. Loose leaf chewing tobacco are loose, sweetened tobacco strips. All of these products are placed between the cheek and gums and sucked on by the user.



**Snuff** is finely ground tobacco that can be dry, moist or packaged in satchets<sup>16</sup>. Dry snuff may be put in the mouth or inhaled through the nose. Wet snuff, also known as pinch or dip, is usually placed between a user's gums and the cheek or lip so that it can be chewed or sucked on. Smokeless tobacco users may spit or swallow their saliva<sup>16</sup>.



### Ingredients Found in Cigarettes



14 = M.D. Anderson Cancer Center, 2007

15 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009e

16 = Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, 2009b

17 = National Cancer Institute's Smokefree.gov, 2009



- **Carbon Monoxide.** Carbon monoxide is a colorless, odorless gas found in cigarette smoke<sup>17</sup>.
- **Other ingredients.** There are many other harmful ingredients found in cigarettes and cigars. The picture below shows some of these ingredients.

### How does tobacco affect the body?

When people smoke, chew, or inhale tobacco, they expose their body to the harmful chemicals found in tobacco. These chemicals increase the person's risk for developing cancer and other illnesses.

Using tobacco has been shown to cause:

- **Lung cancer.** Smoking has been linked to 90% of deaths from lung cancer in men and 80% of deaths from lung cancer in women<sup>18</sup>.
- **Oral cancer (cancer of the mouth and parts of the throat).** African-American men are at the highest risk of developing oral cancer compared to all other groups in the U.S.<sup>19</sup>.
- Other cancers including **cervical cancer, bladder cancer, kidney cancer, stomach cancer and pancreatic cancer**<sup>18</sup>.

Using tobacco has also been shown to increase risk for other diseases such as heart disease, chronic obstructive pulmonary disease (examples are asthma and emphysema) and stroke (brain attack). Among people who have existing health conditions, like diabetes, tobacco use can increase their risk for complications.

### Tobacco use, oral health and African-Americans

Tobacco use affects oral health and increases the risk for developing oral cancer. Oral cancer affects an estimated 34,360 Americans each

year<sup>18</sup>. More than 25% of Americans who get oral cancer will die from the disease<sup>20</sup>. Trends have shown that African-American men are at the highest risk of developing oral cancer, but this does not mean that women should not also be concerned. As rates of smoking among women have increased, the rates of oral cancer in women have also increased<sup>20</sup>.

One important way to prevent oral cancer is to avoid using tobacco (smoking and smokeless tobacco). Not only will this lower the risk for developing oral cancer, but it can also lower the risk for developing gum disease<sup>21</sup>. While most cases of oral cancer have been linked to heavy tobacco and alcohol use, there are other risk factors for oral cancer<sup>19</sup>. These risk factors include infection with the sexually transmitted human papillomavirus (HPV) and a diet low in fruit and vegetables<sup>19</sup>. Risk also increases with age<sup>19</sup>. Most oral cancers occur in people over the age of 40.

Visiting the dentist twice a year is an important way to detect oral cancer early. Unfortunately, many people do not see the dentist as often as they should. In 2004, 30% of African-Americans had an annual dentist visit, compared to 50% of the White population<sup>22</sup>. Oral cancer screening is often part of the dental exam, but it is recommended to ask the dentist to do the screening. During the oral cancer screening, the dentist examines the entire mouth to look for signs of oral cancer, like red or white patches in the mouth<sup>20</sup>. By detecting the cancer early, people can lower their risk of dying from the disease. Encouraging people to visit their dentist twice a year helps to promote more oral cancer screenings and better oral hygiene.

18 = National Cancer Institute, 2009

19 = National Institute of Dental and Craniofacial Research, 2008

20 = American Dental Association, 2009 [http://www.ada.org/public/topics/cancer\\_oral.asp#facts](http://www.ada.org/public/topics/cancer_oral.asp#facts)

21 = U.S. Department of Health and Human Services, Office of Minority Health, 2008a

22 = U.S. Department of Health and Human Services, Office of Minority Health, 2008b

### III. Prevention and Cessation Resources

#### Supporting Tobacco Prevention and Cessation

Quitting tobacco use is a difficult process for many people, even when they know how harmful tobacco is for their body.

Using tobacco can become a part of a person's daily routine and the nicotine in tobacco products is very addictive.

Because quitting is a challenge, friends and family should help prevent people from starting to smoke and support those who are trying to quit.

The church can be a great source of information and support for everyone in the congregation. The health ministry can:

- Educate the congregation about the different types of tobacco products and the health risks linked to using them.
- Support individuals who may want to quit by offering to listen to them, rewarding their achievements and praying with them.
- Advocate for better tobacco policies by supporting a smoke-free policy on church grounds and in the community.

The following pages provide tobacco education resources that can be used for members of African-American churches or communities. For each resource, a short description is provided, along with information on whom the resource was made for, where it can be found and tips on how it can be used.

Members of the health ministry should take time to read through each description and work with the Pastor to determine which program would be the best fit for each church.

#### No matter how long you have used tobacco products, there are benefits to quitting

##### How your body changes when you quit smoking:

- **Within 20 minutes**  
Blood pressure and pulse rate decrease
- **Within 24 to 48 hours**  
A chance of heart attack decreases  
Ability to smell and taste improves
- **Within 2 weeks to 3 months after quitting**  
Circulation improves  
Walking becomes easier
- **Within 1 to 9 months after quitting**  
Coughing decreases in most people
- **Within 1 year after quitting**  
Added risk of heart disease drops by half
- **Within 5 to 15 years after quitting**  
Risk of stroke drops to that of people who have never smoked
- **10 years after quitting**  
The risk of cancer of the lung, mouth, throat, esophagus bladder, kidney and pancreas also decrease
- **15 years after quitting**  
Risk of coronary heart disease is now similar to that of people who have never smoked  
Risk of death returns to nearly the level of people who have never smoked

*An excerpt from Pathways to Freedom: Winning the Fight Against Tobacco*

## Pathways to Freedom

Pathways to Freedom: Winning the Fight Against Tobacco (Pathways to Freedom) is a tobacco cessation guide designed for African-Americans. This guide serves as a good starting place for individuals who smoke and are thinking about quitting. It is also a good source for family and friends who want to support someone who is trying to quit.

### What is it?

The guide has three sections:

- Education
- How to Quit
- Community Organization

By working through each of these sections, a reader can learn about how smoking affects the body and the African-American community, how to quit successfully and tips on how to get the community to fight against the tobacco industry.

### Who should use this?

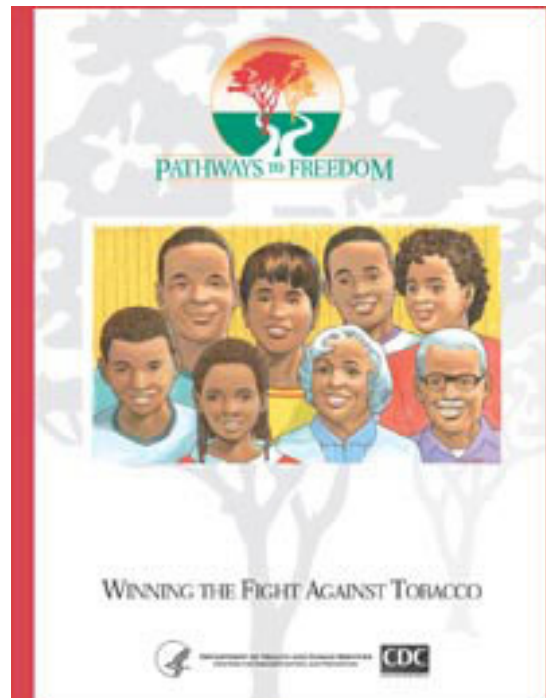
- Current smokers
- Family and friends of smokers

### Where can I get this?

Pathways to Freedom is available free of charge on the Centers for Disease Control and Prevention Web site, at: [http://www.cdc.gov/TOBACCO/quit\\_smoking/how\\_to\\_quit/pathways/index.htm](http://www.cdc.gov/TOBACCO/quit_smoking/how_to_quit/pathways/index.htm).

### Tips for use:

- This guide can be used alone as a self-help resource. It might be something to keep available in a health library or on display with other health information you have in the church. Before displaying, members of the health ministry should read and become familiar with the content. This will allow the ministry to be more helpful to individuals



- who may approach them about quitting.
- The health ministry may also want to pay attention to the section called Community Organization. This section provides some ideas on how the community can rally together to fight the tobacco industry. You may want to hold a lesson or discussion on how the congregation can write to their senators or representatives requesting an increased tax on tobacco products or support of the statewide ban on smoking in many businesses.
- The Pastor may also want to address smoking in a Sunday sermon. Often times, members of the African-American community are secret smokers and do not want others to know that they smoke. By acknowledging that smoking does occur in the African-American community and acknowledging that quitting is a struggle, the Pastor can establish that the church can be a source of support for people who are trying to quit.

## Love Thy Neighbor

Love Thy Neighbor is a program that was developed and sponsored by the Pennsylvania Department of Health for faith-based communities to help African-American smokers quit. It uses the Winning Path, an 8-session self-help quit program, and the Pathways to Freedom guide to help small groups quit smoking.

### What is it?

Love Thy Neighbor consists of:

- The Winning Path Curriculum manual
- Pathways to Freedom: Winning the Fight Against Tobacco guide
- Several accompanying handouts, including “What type of smoker are you?”, “Keeping a smoker’s journal” and “Prayers for delivery from addiction to tobacco”

The Winning Path Curriculum is the leader’s guide to the 8-week program. It provides a detailed description of each session that includes a script for leaders and cues for accompanying handouts or corresponding sections in Pathways to Freedom.

The sessions include discussions on how smoking affects family and community, why smokers smoke, preparing for an upcoming quit day, getting through the initial stages of quitting and staying tobacco-free.

In order to successfully run a Love Thy Neighbor program, at least one person in the church needs to read through all of the materials and commit to leading the sessions.

### Who should use this?

- Current smokers who want to quit

### Where can I get this?

The Love Thy Neighbor materials are available



free of charge on the Determined to Quit Web site at: <http://www.determinedtoquit.com/howtoquit/methodsofquitting/faithbasedmethods/>.

Important Note: Although the curriculum is still available online, the Pennsylvania Department of Health is no longer offering reimbursement for Love Thy Neighbor and the American Cancer Society is no longer offering the toll-free number, 1-877-LTN-QUIT. Please direct individuals to call the Pennsylvania Free Quitline at 1-800-QUIT NOW (784-8669).

### Tips for Use:

- If a few people seem interested in the Pathways to Freedom guide, you might want to consider running a Love Thy Neighbor group.
- Leaders for Love Thy Neighbor might be members of your health ministry or others in the congregation who used to smoke, but have successfully quit for some time.
- The Love Thy Neighbor sessions encourage smokers to bring a non-smoking family member or friend to some sessions. Encourage quitting smokers to tell their family and friends so that they can have support as they quit.



## Determined To Quit.com



DeterminedToQuit.com is a Web site developed and maintained by the Pennsylvania Department of Health to provide smokers with resources to help them quit and stay quit.

### What is it?

The DeterminedToQuit.com Web site provides smokers with:

- A Quit Companion to update and monitor their quit attempts, as well as an option to have messages sent to your phone to help keep you motivated
- Information on steps to take when preparing to quit smoking or quit using smokeless tobacco
- Tips on how to stay tobacco-free
- Links to local smoking cessation programs with nicotine replacement therapy
- A link for friends who want to support others who are quitting

### Who should use this?

- Current smokers who are thinking about quitting or ready to quit
- Family and friends of smokers

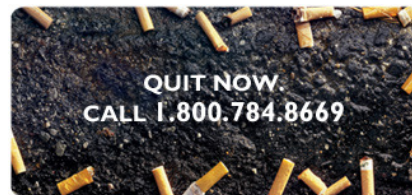
### Where can I access this?

All resources listed above are available at: <http://www.determinedtoquit.com/>.

### Tips for Use:

- Because this is an online resource, individuals would need to access a working computer with internet connection. If the church has a computer, it can offer to let interested individuals use it to access this web site.
- The health ministry can print up some of the resources for family and friends.

## Pennsylvania Free Quitline



Pennsylvania's Free Quitline is offered as a partnership between the Pennsylvania Department of Health and the American Cancer Society. The service provides confidential counseling and structured assistance for individuals who are committed to quitting.

### What is it?

Pennsylvania's Free Quitline is available 24 hours a day, 7 days a week. It is staffed by a group of clinically trained counselors who provide:

- Phone-based behavioral coaching for quitting tobacco use
- Active listening to callers
- Education information
- Referral to other healthcare professionals if needed
- Encouragement for expressions of thoughts and feelings

### Who should use this?

- Current smokers who are thinking about quitting or ready to quit
- People who need help quitting using smokeless tobacco products

### Who should I call?

To reach the Pennsylvania Free Quitline, call 1-800-QUIT NOW (784-8669).

### Tips for Use:

- The health ministry can distribute business cards or small posters promoting the Pennsylvania Quitline at the rear of the church or at a table at a church health fair.

## Are you at risk for oral cancer? What African American men need to know.

Are you at risk for oral cancer? is a campaign to spread the word about oral cancer and the importance of detecting the disease early. These materials were designed specifically to raise awareness among African-American men, since they are affected by oral cancer more than any other group in U.S.

### What is it?

The “Are you at risk for oral cancer?” materials include:

- A question and answer pamphlet
- Small and large posters
- A fact sheet on risk factors, signs and symptoms
- A more detailed sheet on statistics
- A table tent outlining the steps of an oral exam

### Who should use this?

- Church health ministry
- African-American men and their families
- Current smokers
- Non-smokers

### Where can I get this?

Are you at risk for oral cancer? Materials can be ordered at the National Institute of Dental and Craniofacial Research Web site at: <http://www.nidcr.nih.gov/OralHealth/Topics/OralCancer/>.

The materials are found under *NIDCR’s “Oral Cancer: What African American Men Need to Know” Campaign*.



### Tips for use:

- Some of the materials, such as posters, can be posted in the church or in the men’s restroom to raise awareness.
- The men’s and women’s ministries may want to pass out copies of the question and answer pamphlet during meetings. Although the men’s ministry will reach the men directly, working with the women’s ministry will reach out to mothers, sisters and wives who often encourage men to seek medical attention.
- During other meetings or gatherings that use tables, table tents could be placed at the center of tables for people to read through while waiting for an event to begin.
- The fact sheets are helpful for the Pastor and members of the health ministry to learn about oral cancer. Fact sheets may also be provided to members of the congregation who want more information about the disease.
- Support an “Oral Wellness Sunday” where you can provide the congregation with little toothbrushes, mini-toothpaste containers and a list of local dentists recommended by people in the congregation. This will promote regular dental visits and oral exams for all generations of the congregation.



## ASPIRE

ASPIRE, which stands for A Smoking Prevention Interactive Experience, is a Web site that was developed for teen non-smokers seeking information about smoking and its effects, as well as teen smokers looking to quit. This interactive Web site was developed by the M.D. Anderson Cancer Center and the University of Texas Health Science Center in Houston.

### What is it?

The ASPIRE site:

- Uses graphics that reach out to teens of different races and ethnicities
- Has testimonies and interviews with teens, young adults and adult celebrities
- Provides educational information on tobacco products and their effects on the body and the environment
- Tailors messages to young people who identify themselves as non-smokers, smokers interested in quitting, smokers who are currently trying to quit and smokers who aren't interested in quitting

### Who should use this?

- Teens and young adults
- Non-smokers
- Smokers, both seeking to quit or not interested in quitting

### Where can I access this?

The interactive ASPIRE Web site can be found at: <http://www2.mdanderson.org/depts/aspire/site.html>.



### Tips for Use:

- Because this is an online resource, individuals would need to access a working computer with internet connection. If the church has a computer, it can offer to let interested individuals use it to access this Web site.
- Youth ministers may also want to visit this site and share it with the young people of the church. Youth ministers could host a discussion and invite the youth to share their thoughts and ideas about smoking. They could use the opportunity to reinforce correct messages and reject myths about the dangers of smoking.

## The Truth Campaign



The Truth Campaign is an interactive Web site geared towards young adults. It covers topics around tobacco products and the tobacco industry, instead of focusing on smoking cessation.

It is available at: <http://www.thetruth.com/>.

## Become an Ex



Ex is a free interactive Web site for adults to help them quit smoking. After creating a login, the user can set a quit date, work through the three-step quit process and share with others going through the quit process.

It is available at:

<http://www.becomeanex.org/>.

## The Campaign for Tobacco-Free Kids™



The Campaign for Tobacco-Free Kids™ Web site provides a resource to educate the public about tobacco use and children.

It can also help to advocate for solutions that reduce tobacco use and mobilize organizations to fight against tobacco use. Here you can find out more information on federal and state initiatives to reduce tobacco use, examples of the tobacco industry's targeted marketing ads and information on Kick Butts Day, the national day of activism against tobacco use.

It is available at:

<http://www.tobaccofreekids.org>.

## Smokefree.gov



Smokefree.gov provides free, accurate, evidence-based information and professional assistance to help support the immediate and long-term needs of people trying to quit smoking.

It is available at: <http://www.smokefree.gov/>.

## Division of Tobacco



## Prevention and Control Program

The Division of Tobacco Prevention and Control Program Web site provides more information on the efforts taken by the Pennsylvania Department of Health to prevent tobacco use, promote smoking cessation, protect nonsmokers from environmental tobacco smoke and eliminate tobacco-related health disparities. Here you can find factsheets on topics like tobacco-free policies, tobacco use in Pennsylvania and the cost of smoking. This is a great resource for members of the health ministry to learn more about tobacco use in Pennsylvania.

It is available at: [http://www.portal.state.pa.us/portal/server.pt/community/smoke\\_free/14315](http://www.portal.state.pa.us/portal/server.pt/community/smoke_free/14315).

Search under Healthy Living → Smoke Free

## IV. Additional Wellness Resources

Supporting tobacco prevention and cessation is one of the many ways the church can promote good health. Promoting a nutritious diet and exercise can help everyone reduce their risk for cancer and other diseases. For smokers, adopting a healthy lifestyle can help them avoid initial weight gain or stress that often happens while quitting smoking. On this page we provide some links to other programs that promote healthy living in the African-American community.

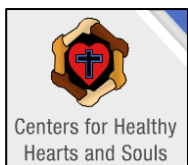
### Body & Soul: A Celebration of Healthy Eating and Living



Body & Soul is a health program for African-American churches. The program encourages church members to eat a healthy diet rich in fruits and vegetables every day for better health. Program materials can be ordered through the National Cancer Institute's Web site at: <http://www.cancer.gov/>. Click on the NCI Publications link and type Body & Soul into the search box at the top of the page. The search will generate the materials that you can order for free.

### Centers for Healthy Hearts and Souls

The Centers for Healthy Hearts and Souls is a program that provides a spiritual and health based wellness project to meet the needs of the minority populations with the goal of eliminating health disparities. They provide African-Americans in the Greater Pittsburgh area with programs on smoking cessation, healthy lifestyles, diabetes support, youth



health and cancer outreach.

To learn more, please visit:

<http://www.healthyheartsandsouls.com/>.

### Healthy Body Healthy Spirit

Healthy Body Healthy Spirit aims to increase fruit and vegetable consumption and physical activity among African-



Americans. The program provides users with an exercise videotape and guidebook; a nutrition videotape; a cookbook of recipes from church members; and an audio CD of gospel music. Songs on the CD are sequenced to match a three-phase workout: warm-up, aerobic activity and cool down. Materials can be ordered through the National Cancer Institute's Research-Tested Intervention Programs Web site at: <http://rtips.cancer.gov/rtips/index.do>, under Diet/Nutrition.

### Penn State Cooperative Extension Offices

PENNSTATE



College of Agricultural Sciences  
Penn State Extension

The Cooperative Extension Offices provide educational programs to enable the Commonwealth to maintain a competitive, environmentally sound food and fiber system, as well as to prepare youth, adults and families to participate more fully in community decisions. They provide education sessions or resources on nutrition, diet and health, gardening and community development.

To locate your local Cooperative Extension Office, please visit:

<http://extension.psu.edu/>.

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- Cover
- Older couple, <http://www.blackfitnessblog.com/wp-content/uploads/2009/05/senior-african-american-couple.jpg>
  - Teenage boy rejecting cigarettes, [http://snus-news.blogspot.com/2008\\_11\\_09\\_archive.html](http://snus-news.blogspot.com/2008_11_09_archive.html)
  - Concerned woman, <http://www.sheknows.com/articles/808754.htm>
- Page 4
- African-American group talking, available on the Body & Soul: A Celebration of Healthy Eating and Living introductory DVD in the Body & Soul Image Library .
- Page 7
- Cigarettes, [http://commons.wikimedia.org/wiki/File:Zwei\\_zigaretten.jpg](http://commons.wikimedia.org/wiki/File:Zwei_zigaretten.jpg)
  - Cigars and cigarillos, <http://www.smokefree.gov/images/cigarillo.jpg>
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