



BREAK FREE ALLIANCE NEWS

ENDING THE CYCLE OF TOBACCO AND POVERTY

Fall 2009

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Break Free Alliance UPDATE

New Officers of Break Free Alliance

At the August 31, 2009 meeting of the Break Free Alliance Coordinating Council, held in Sacramento, CA, the following members were unanimously elected to office:

- 1) **Robert H. Anderson, Chair** (see [press release](#)); West Prevention Research Center – WVU, Deputy Director
- 2) **Reverend Larry J. Arce, Vice Chair**; Executive Director, Fresno Rescue Mission
- 3) **Joie Brown, Secretary**; Rural Alaska Community Action Program, Inc., Community Development Manager



Introducing Break Free Alliance's new officers (from left to right): Rev. Larry Arce, Vice Chair; Joie Brown, Secretary; and Robert Anderson, Chair

UPCOMING EVENTS

RECENT RESEARCH

Break Free Alliance COORDINATING COUNCIL MEMBERS:

[Alaska Tobacco](#)

New Coordinating Council Members Welcomed

In keeping with the goals of our newly minted bylaws, we're increasing our Coordinating Council membership in order to invite new dialogue and expand strategies to reduce the burden of tobacco in low socioeconomic status (SES) populations. As such, we welcome representatives from 4 new organizations onto

Prevention and Control Program

Wilbur Brown, Jr.

Association of Gospel Rescue Missions

Rev. Larry J. Arce

National Health Care for the Homeless Coalition

Jill Jarvie

Tobacco Technical Assistance Consortium

Debra Morris

Rural Alaska Community Action Program, Inc.

Joie Brown

The Salvation Army

Paul Freyder

Louisiana Tobacco Control Program

Tiffany Netters

North American Quitline Consortium

Tamatha

Thomas-Haase

Prevention Research Center, West Virginia University

Robert H. Anderson

West Virginia Bureau for Public Health

Bruce W. Adkins

Break Free Alliance STAFF:

Janet Porter,
Program Director

our Coordinating Council:

Louisiana State Tobacco Control Program: **Tiffany Netters**, Program Manager, has worked in tobacco control in Louisiana for 2 years and in the state government for 7 years. Within the Department of Health and Hospital's Bureau of Primary Care and Rural Health, Tiffany supervises a team of 5 working on preventing the initiation of tobacco use among young people, assisting tobacco users of priority populations to quit, and educating state agencies and employees on Louisiana's Smoke-free Air Law.

National Health Care for the Homeless Council: **Jill Jarvie**, Tom Waddell Homeless Family Team Coordinator, is a community health nurse specialist employed by the San Francisco Department of Public Health who has worked in homeless shelters as a public health nurse for the past 7 years. She coordinates the Shelter Health Program and Homeless Family Services for the Tom Waddell Health Center. A sampling of her work in tobacco cessation and policy includes a tobacco awareness program for parents staying San Francisco family shelters and provision of public health policy guidance during the writing of the San Francisco homeless shelter "Standards of Care" legislation.

North American Quitline Consortium (NAQC): **Tamatha Thomas-Haase**, Manager of Training and Program Services, has been with NAQC since its inception in 2004

Lisa Houston,
Program
Administrator

and is responsible for managing the Consortium's Quality Improvement Initiative, monthly seminar series, Annual Conference and other projects focused on building NAQC's community of practice.

Kristi Maryman,
Program Coordinator

[Tobacco Technical Assistance Consortium \(TTAC\), Emory University](#): **Debra**

Debra Oto-Kent,
Executive Director of
the

[Health Education
Council](#)

Morris, Director of Technical Assistance at the Rollins School of Public Health (RSPH), is responsible for technical assistance services provided by TTAC. She assists federal, state and local agencies and foundations, and collaborates with national partners to develop and support comprehensive tobacco use prevention and control programs.

Other Coordinating Council Changes

After 8 years, the [National Commission on Correctional Health Care \(NCCHC\)](#), represented by **R. Scott Chavez**, has stepped down as a Coordinating Council member. NCCHC was instrumental in the creation and dissemination of [Tobacco Cessation for Correctional Populations: A Health Education Manual](#) and the accompanying CD-ROM, [Tobacco Cessation in Correctional Settings: An Overview for Health Professionals](#), and will continue to be active as an Break Free Alliance Stakeholder and committee member.

The [Alaska State Tobacco Control Program](#) representative **Gail Schiemann** has moved on, but will continue to serve as a Stakeholder with Break Free Alliance. During Gail's tenure, the Alaska State Tobacco Control program revised Break Free and NCCHC's correctional cessation manual for rural Alaskan populations: [Tobacco Education and Cessation for Alaskans: A Health Education Manual](#).

Currently representing the Alaska State Tobacco Control Program is **Wilbur Brown, Jr.**, Disparities Coordinator for the State of Alaska. Wilbur has been working on tobacco issues for the past 5+ years. He is the former co-chair of the Alaska Tobacco Control Alliance, and has worked with several advocacy groups to address tobacco use in Alaska.

The [National Coalition for the Homeless \(NCH\)](#), represented by Michael Stoops, is stepping down from the Coordinating Council but will remain engaged in specific Break Free Alliance initiatives. NCH has worked with the Alliance to conduct focus groups among homeless individuals (resulting in the publication, Focus Group Study: Smoking Habits and Prevention Strategies in Low Socioeconomic Status Populations), conduct a national survey of homeless service providers, and, currently, convene an expert panel on tobacco use among homeless populations in Washington, DC.

The [State of Wisconsin, Tobacco Control Program](#), represented by Marva Brooks, is also moving on from the Coordinating Council while remaining involved in the Network Development Committee. Wisconsin created a state-wide network similar to that of Break Free Alliance and is currently implementing an innovative project designed to effect positive change around social norms in a specific impoverished

zipcode tracks in Wisconsin.

We thank Scott, Gail, Michael and Marva for their ongoing support and the contributions they made as Coordinating Council Members.

Become a Break Free Alliance Partner

If you've been waiting to share your expertise with us and contribute to our Network, your chance has finally arrived! We need your expertise! We're looking for tobacco control advocates, policy experts, grassroots organizers, fundraisers, researchers, and others dedicated to ending the cycle of tobacco and poverty. In particular, we are looking for members for our Sustainability Committee. Visit [here](#) to learn more about what being a Partner with Break Free Alliance means and how you can participate, and e-mail [Lisa Houston](mailto:Lisa.Houston@breakfreealliance.org), Break Free Alliance Program Administrator, to find out more about the Sustainability Committee.

2010 Conference Update – Registration opening soon!

As you may have seen on our website, below are the tracks for our 2010 national conference, [Promising Practices: Achieving Health and Social Equity in Tobacco Control](#) in New Orleans, Louisiana on April 27-28. This conference is presented by the [Health Education Council's Break Free Alliance](#) and [National African American Tobacco Education Network](#).

Track One: Integrating tobacco control into chronic disease programming

Track Two: Access to tobacco prevention, education and cessation services

Track Three: "Yes We Can" – influencing policy, legislation and health care reform change.

Thank you to all who submitted abstracts. Registration for the Conference will open on November 9th, 2009. Register early and catch the early bird rate at only \$175!

Follow Us on Twitter

Break Free Alliance is now on Twitter! [Follow our tweets](#) on Alliance activities, research, news stories, conference updates, and more.

New Publications

Break Free Alliance recently released *Briefing Paper – Recommendations for Addressing Tobacco Use in Correctional Facilities through Policy and Cessation Programming*. This briefing paper was developed to provide recommendations on tobacco cessation policy and programming within correctional facilities. State tobacco control programs, correctional facilities, local health organizations working with inmate populations and anyone else who is interested in correctional health will find this paper useful.

The link to download this paper free of charge can be found [here](#).

In addition, a briefing paper on tobacco taxes and low SES populations will be released in the next couple of months.

Expert Panel: Tobacco and Homelessness

Break Free Alliance is convening an Invitation-only expert panel in Washington, DC on October 21st, 2009 to address tobacco use among the homeless. The purpose of this panel will be to make this issue a priority for the research community, define the gaps for this population (evidence-based approaches often do not work for the homeless), and drive more funding towards this issue.



Training with STOMP

The [Health Education Council's](#) (HEC) tobacco cessation program for at-risk 18-14-year-old young adults was showcased in New Mexico last Spring. Kristi Maryman, Break Free Alliance Program Coordinator, provided a two-hour training at the Stop Tobacco on My People (STOMP) coalition meeting in Albuquerque, engaging with over 60 coalition members who convene quarterly to address tobacco-related health disparities throughout the state of New Mexico.

This interactive training provided an overview and invited discussion on the following topics: 1) why tobacco cessation services for the at-risk young adult population are needed; 2) promising practices for implementing and sustaining a tobacco cessation program specifically for this group; and 3) what materials can be used to effectively reach this population. Included in the training were instructions on implementing HEC's [Helping Young Adults Live Tobacco Free – A Cessation Curriculum](#).

The curriculum was made possible through a three-year project (2005-2008) that was aimed at reducing the tobacco use prevalence rates among at-risk youth and young adults in Sacramento County. The project took place at the Sacramento Job Corps, Sacramento Conservation Corps and a handful of juvenile justice centers within Sacramento County.

HEC was pleased to have had the opportunity to share our experience and expertise on this topic as well as learn about issues around at-risk youth and



tobacco cessation in New Mexico from STOMP. For information about this and other HEC services, contact [Kristi Maryman](#).

Asthma Education in Churches

The [Health Education Council \(HEC\)](#) has a long history and established relationships with pastors and key leaders of the church who are willing and interested in addressing the asthma related health disparities in their community. HEC's [Be Free Indeed! Tobacco Prevention Tools for the African American Church](#) was created through these partnerships and continues to be distributed throughout the country.

Since the dissemination of the "Be Free Indeed!" (BFI) toolkit, church leaders have expressed a desire to expand their knowledge and reach out to their community with culturally relevant asthma education. Consequently, HEC has received a grant from the California Department of Public Health to evaluate the reach of the BFI Toolkit, gather feedback, and determine the subsequent need for an asthma guide to improve the health of African American communities through church based initiatives.



40 Days to Freedom: Tobacco Cessation Facilitator's Guide and Daily Devotional Guide

This curriculum comes on the heels of the successful implementation and dissemination of the *Be Free Indeed! Tobacco Prevention Tools for the African American Church*. *40 Days to Freedom: Tobacco Cessation Facilitator's Guide and Daily Devotional Guide* were designed in response to the overwhelming demand for culturally tailored tobacco cessation guides for the African American community.

The Facilitator's Guide is composed of a six-week tobacco cessation course. Each week participants are educated about tobacco use and guided through a spiritual journey towards a tobacco-free lifestyle. Included in the Facilitator's Guide are class exercises created to inform current tobacco users about steps to quitting tobacco use, tobacco's health effects, common myths and tobacco industry marketing tactics.

The Daily Devotional Guide works in concert to provide spiritual support, encouragement and daily direction for individuals wanting to quit tobacco use.

40 Days to Freedom Guides will be made available to the public in early 2010!

New National Network Website

Check out the National Native Commercial Tobacco Abuse Prevention Network's



new website at www.keepitsacred.org! The site has such features as the media center with print, television/ YouTube, radio ads; online forum for virtual technical assistance and sharing; and national partners map.



To find out information about all of the National Networks for Tobacco Control and Prevention, visit [this site](#).

N-O-T Website Launched

The Not-On-Tobacco Program, developed by the [West Virginia Prevention Research Center](#) and distributed by the [American Lung Association](#), now has a [new website](#) to help teens stop smoking and improve their life management skills.



Forum: FDA Bill and Low SES

The bill requiring the Food and Drug Administration (FDA) to regulate tobacco products for the first time in history was signed into law by President Obama in June. For those of you who have been following this bill – H.R. 1256: Family Smoking Prevention and Control Act – what are your thoughts on how this will affect low socioeconomic smokers?

Learn more about the legislation [here](#), and let us know what you think!

You can also submit comments on the implementation of the Family Smoking Prevention and Control Act up until December 28th, 2009 at [this site](#).

Upcoming Events

[National Conference on Correctional Health Care](#)

October 17-21, 2009; Orlando, FL

Expert Panel to Address Tobacco Use in Homeless Populations

October 21, 2009; Washington, DC – Invitation only

[Water and Public Health – APHA 137TH Annual Meeting and Expo](#)

November 7-11, 2009; Philadelphia, PA

Break Free Alliance Coordinating Council Meeting

December 7-8, 2009; Sacramento, CA

[Promising Practices: Achieving Health and Social Equity in Tobacco Control](#)

April 27-28, 2009; New Orleans, LA

Recent Research

Indoor Concentrations of Nicotine in Low-Income, Multi-family Housing: Associations with Smoking Behaviors and Housing Characteristics

Tob Control. Published Online First: 13 August 2009. doi:10.1136/tc.2009.029728
*Tiffany A. Kraev*¹, *Gary Adamkiewicz*¹, *S. Katharine Hammond*², *John D. Spengler*¹

Identifying Women at-Risk for Smoking Resumption after Pregnancy

Matern Child Health J. 2009 Aug 4. [Epub ahead of print]
Merzel C, English K, Moon-Howard J.

Correlation of prepulse inhibition and Wisconsin Card Sorting Test in schizophrenia and controls: Effects of smoking status

Schizophr Res. 2009 Aug 3. [Epub ahead of print]
Rabin RA, Sacco KA, George TP.

Women, smoking, and social disadvantage over the life course: A longitudinal study of African American women

Drug Alcohol Depend. 2009 Jul 16. [Epub ahead of print]
Ensminger ME, Smith KC, Juon HS, Pearson JL, Robertson JA.

Smoking and Ischemic Heart Disease Disparities Between Studies, Genders, Times, and Socioeconomic Strata

J Cardiovasc Transl Res. 2009 Sep;2(3):267-273. Epub 2009 Jun 30.
Leistikow BN.

Educational inequalities in smoking cessation trends in Italy, 1982-2002

Tob Control. 2009 Jul 16. [Epub ahead of print]
Federico B, Costa G, Ricciardi W, Kunst AE.

Disparities in Access to Over-the-Counter Nicotine Replacement Products in New York City Pharmacies

AJPH First Look, published online ahead of print Jul 28, 2009
American Journal of Public Health, 10.2105/AJPH.2008.149260
Steven L. Bernstein, Lisa Cabral, Juliana Maantay, Dorothy Peprah, David Lounsbury, Andrew Maroko, Mary Murphy, Donna Shelley

Is the "Glasgow effect" of cigarette smoking explained by socio-economic status?: a multilevel analysis

BMC Public Health. 2009 Jul 17;9(1):245. [Epub ahead of print]
Gray L, Leyland AH.

An Internet-based abstinence reinforcement smoking cessation intervention in rural smokers

Drug Alcohol Depend. 2009 Jul 15. [Epub ahead of print]
Stoops WW, Dallery J, Fields NM, Nuzzo PA, Schoenberg NE, Martin CA, Casey B, Wong CJ.

Also:

[Non-Smoking Policies in Public Housing](#)

U.S. Department of Housing and Urban Development. July 17, 2009.

**A publication compiled and produced for the friends and associates of
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