



RHONDA ROBINSON, MSW – NETWORK DIRECTOR  
SHANITA EVANS, MSSL – NETWORK COORDINATOR  
DR. DONALD REED – CESSATION COORDINATION  
ALAN FELTS, LSW – MEDIA COORDINATION

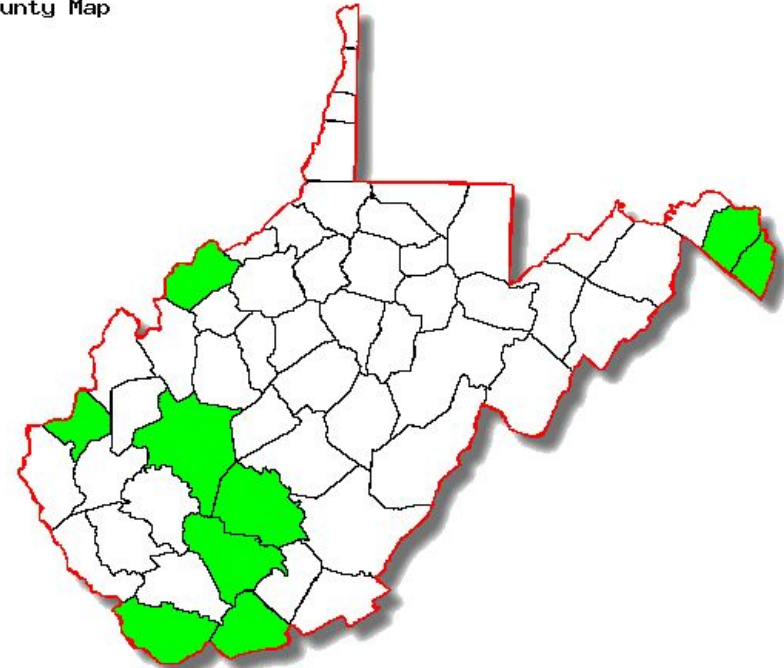


# AFRICAN AMERICANS IN WV CURRENT CIGARETTE SMOKING

- 65,925 African Americans in WV.
  - 3.69% Black or African American
  - 2.11% Two or more Races
- Black Current Cigarette Smoking: 21% - compared to 13% in USA.
- Multiracial Current Cigarette Smoking: 32% compared to 19% in USA.

Source: 2020 Kaiser Family Foundation

WV County Map



Source: diymaps.net (c)

McDowell, Mercer, Raleigh, Kanawha, Berkeley,  
Jefferson, Cabell, and Fayette.



# HISTORY OF THE NETWORK

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- 2008-2009: WV Network Created with support of NAATPN
- 2009-2011: Network Thrives in WV with support of Brenda Bell Caffee, Bill Robinson, and Latanisha Wright.
- 2012: Moved to Health Center – State Politics
- 2017: State Budget Cut – DTP loses all state funding and most of the state and local infrastructure is dismantled
- 2021: Network Return supported by WVDTP – 7 Congregations
- 2022: Network increased to 14 congregations.
- 2023: Support of Center for Black Health and Equity. Focused on Menthol Policy with our largest area.
- 2023: Benedum Foundation Support – increased to 20 congregations, with a stronger focus on building local capacity.

# BUILDING KNOWLEDGE, SKILLS, AND CONNECTIONS 2021-2023



The flyer features a central image of a smiling woman with curly hair, her hands clasped over her heart. To the left is the AATPN logo, which consists of a circular emblem with three raised hands and the text 'WEST VIRGINIA AFRICAN AMERICAN TOBACCO PREVENTION NETWORK'. Below the logo, the text reads 'AATPN'S TRAINING OCTOBER 21ST. TAMARACK IN BECKLEY, WV, OR ON ZOOM'. It lists speakers and topics: 'Not in Mama's Kitchen' by Brenda Bell Caffee, 'Same Game, Different Smokers' by Dr. Phillip Gardiner, and 'Follow the Signs' by La Tanisha Wright. A dark teal box indicates that participants can attend in person or via Zoom. A schedule lists 9am for 'Follow the Signs', 11am for 'Not in Mama's Kitchen', and 1:30pm for 'Same Game, Different Smokers'. A 'Register NOW!' button is present. At the bottom, contact information for Dr. Donald Reed is provided. A circular callout on the right side of the flyer states that attendees are eligible to apply for \$1,000 tobacco prevention and cessation mini-grants for community or faith-based programs.

**WEST VIRGINIA AFRICAN AMERICAN TOBACCO PREVENTION NETWORK**

**AATPN'S TRAINING**  
**OCTOBER 21ST.**  
**TAMARACK IN BECKLEY, WV, OR ON ZOOM**

Speakers & Topics:  
**"Not in Mama's Kitchen"** by Brenda Bell Caffee  
**"Same Game, Different Smokers"** by Dr. Phillip Gardiner  
**"Follow the Signs"** by La Tanisha Wright.

Participants may attend either in person or via zoom.

**9am:** Follow the Signs  
**11am:** Not in Mama's Kitchen  
**1:30pm:** Same Game, Different Smokers

**Register NOW!**

**Dr. Donald Reed** | [donald@mcdowellcoa.org](mailto:donald@mcdowellcoa.org) | <https://www.surveymonkey.com/r/WVAATPN>

Attendees will be eligible to apply for **\$1,000 tobacco prevention and cessation mini-grants** for community or faith-based programs.

- Secondhand Smoke Education
- Predatory Marketing Practices
- Tobacco Health Effects
- Historical Connection Between African Americans and Tobacco Use
- Menthol & Flavored Tobacco Products
- WV Tobacco Quitline.

**Brenda Bell Caffee:** Board Member for the Center for Black Health & Equity

**Dr. Phillip Gardiner:** Co-Chair of the African American Tobacco Control Leadership Council (AATCLC)

**La Tanisha Wright:** Follow the Signs Public Health Organization



# 2023-24 BUILDING CAPACITY – LOCAL LEVEL INTERVENTIONS

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- Secondhand Smoke Education
- Predatory Marketing Strategies
- History of African Americans and Tobacco
- Local Cessation Workshops
- Congregational Youth RAZE Groups
- Tobacco Free Church Policies
- State No Menthol Sunday Campaign
- Annual Program Plans



# ANNUAL TRAINING

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## AFRICAN AMERICAN TOBACCO PREVENTION NETWORK TRAINING

**OCTOBER 20TH:**  
DINNER AT TAMARACK AT 5PM.  
MOTOWN PERFORMANCE AT 6PM

**OCTOBER 21ST**  
**8:30 AM - 4PM**

ADDRESS: HEART OF GOD MINISTRIES:  
1703 S KANAWHA ST, BECKLEY, WV 25801



# NETWORK BOARD MEMBERS

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- Milford Mayo - Combined Insurance Agent
- Barbara "Denise" Moore - Homemaker
- Janine Bullock - Beckley City Council  
Woman Ward 5
- Tyler Coleman - Youth Pastor Heart of God  
Ministries
- Barbara "Barbie" Little – West Virginia  
University
- Congregational Representation





# NETWORK MEMBERS

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- Mt. Zion Baptist Church – Raleigh Co.
- God’s House of Miracles –Raleigh Co.
- Mt.Vernon Baptist – Raleigh Co.
- United Apostolic Faith Church – Raleigh Co.
- Heart of God Ministries – Raleigh Co.
- Harlem Heights Baptist Church – Fayette Co.
- Baptist Church – Fayette Co.
- Liberty Missionary Baptist Church – Kanawha Co.
- New Life Fellowship – Kanawha Co.
- Abundant Love Ministries – McDowell Co.
- House of Prayer – Mercer Co.
- Greater Mt. Zion Pentecostal – Mercer Co.
- Connect to Connect – Mercer Co.
- Real Life Christian Center – Cabell Co.
- 2<sup>nd</sup> Coming Life Church – Cabell Co.
- First Baptist of Huntington –Cabell Co.
- New Vision Baptist Church – Greenbrier Co.
- Royal Kingdom Ministries - McDowell Co.
- Abundant Life Ministries – McDowell Co.
- Little Zion Baptist Church – McDowell Co.







**WEST VIRGINIA AFRICAN AMERICAN  
TOBACCO PREVENTION NETWORK**

# Quit Tobacco Workshop

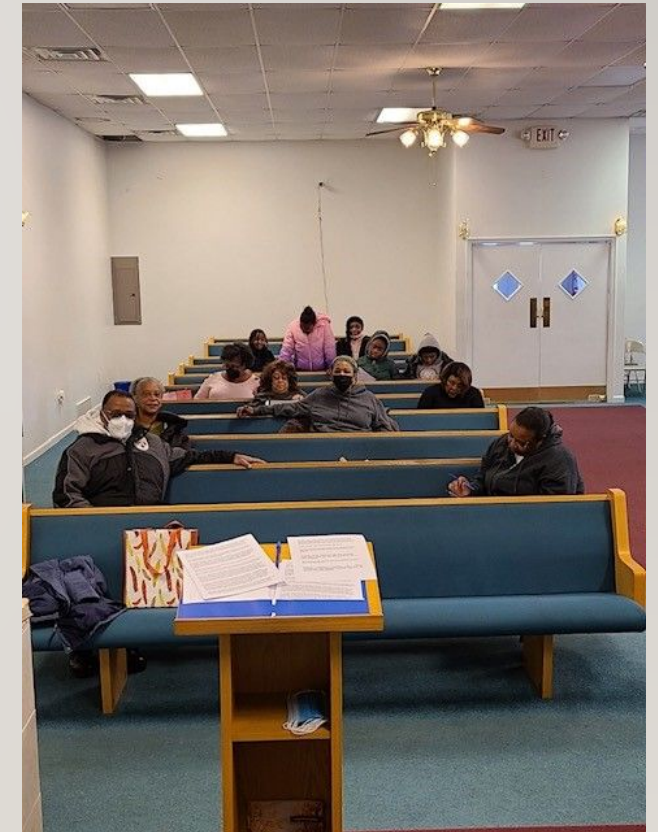
**FOCUS ON QUITTING TOBACCO**

**MARCH 12TH** 10:00 AM - 11:00 AM

NO CHARGE - WEST VIRGINIA RESIDENTS ONLY

**TOBACCO PREVENTION** **McDOWELL**  
COUNTY COMMISSIONERS ON BEHALF, INC.  
AGING WELL IN THE MOUNTAINS

**PRESENTED BY A CERTIFIED TOBACCO TREATMENT SPECIALIST**



# LESSONS LEARNED IN BUILDING A FAITH BASED NETWORK

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- 1. Understand the local cultural and religious context of the rural community**
- 2. Community Engagement and Buy-In**
- 3. Education and Awareness**
- 4. Collaboration and Partnerships**
- 5. Tailored Messages**

Remember, building a faith-based network for tobacco control in rural areas is an ongoing process that requires patience, adaptability, and a genuine commitment to the well-being of the community. It's important to continuously evaluate your efforts, listen to feedback, and adjust your strategies as needed to ensure the greatest positive impact.





# QUESTIONS?

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Donald Reed

304-436-6588 ext. 101

[Donald@mcdowellcoa.org](mailto:Donald@mcdowellcoa.org)

[rhonda.robinson8388@yahoo.com](mailto:rhonda.robinson8388@yahoo.com)