

**Schmidt Kathy**

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**From:** Marian S. Evans [evansm@uapb.edu]  
**Sent:** Thursday, May 20, 2010 08:37 AM  
**To:** Schmidt Kathy  
**Subject:** Fw: Tobacco Prevention Grants to place on June agenda

**From:** Marian S. Evans  
**Sent:** Monday, May 10, 2010 10:17 AM  
**To:** 'SchmidtK@arkleg.state.ar.us'  
**Cc:** Calvin Johnson  
**Subject:** Tobacco Prevention Grants to place on June agenda

Ms. Schmidt,

Attached are abstracts for tobacco prevention programs that the University of Arkansas Pine Bluff Minority Initiative Sub-Recipient Grant Office would like to fund for the upcoming fiscal year. We would like to be placed on the June agenda. Please let me know if this is feasible.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** ARKANSAS HUMAN DEVELOPMENT CORPORATION  
300 South Spring Street, Ste. 800  
Little Rock, AR 72201

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$84,346.00 **Sub-grant#:** 1329

**Fund Source:** MSA

**Target Counties:** Faulkner, Garland, Lonoke, Saline & Pulaski

**Purpose:**

Arkansas Human Development Corporation (AHDC) is a community based organization that provides workforce development services to agricultural workers and their families in Arkansas. The program plans to serve the minority populations of Faulkner, Garland, Lonoke, Saline and Pulaski counties. Their mission is to improve the lives of individuals, families and communities through collaborative initiatives. They have six goals in which they would like to accomplish and they are as follows: (1) Create a "Citizen Tobacco Advocacy Coalition and increase collaboration of tobacco product usage; (2) Reduce and/or prevent the initiation of tobacco product use among minority youth and adults; (3) Incorporate cigarettes and other tobacco products that inform and educate the target population regarding the dangers and overwhelming medical effects of tobacco; (4) Convey the importance to the exposure to secondhand smoke; (5) Provide educational materials regarding Arkansas current cigarettes and other tobacco product laws; and (6) Provide tobacco products education and refer customers to cessation service providers.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** ASIAN PACIFIC RESOURCE & CULTURAL CENTER  
1603 Arch Street  
Little Rock, AR 72206

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$75,221.00 **Sub-grant#:** 1328

**Fund Source:** MSA

**Target Counties:** Pulaski, Faulkner, Arkansas & Lonoke

**Purpose:**

Asian Pacific Resource and Cultural Center (APRCC) will implement a tobacco prevention plan targeting Asians, African Americans and Latinos in Pulaski, Faulkner, Lonoke and Arkansas Counties. The coalition's plan focuses on creating a supportive public and social infrastructure for health. They will work with public school boards to stringently enforce a policy of smoke-free

campuses to help insure that youth do not see an influential peer or teacher using tobacco. APRCC will also target churches with predominantly minority congregations and domestic violence shelters to encourage and enforce smoke-free perimeters and outdoor play areas. APRCC youth will participate in the public policy work with towns and school boards to establish smoke-free parks and schools by using Facebook and other social media. The coalition will also promote the inclusion of cessation services at food banks, domestic violence shelters and agencies serving HIV+ people.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** CALHOUN HEIGHTS COMMUNITY OUTREACH, INC.  
1304 South Fredrick  
Magnolia, AR 71753

**Term:** 07/1/2010 to 06/30/2011                      **Selection:** Request for Application

**Cost:** \$60,671.00    **Sub-grant#:** 1317

**Fund Source:** MSA

**Target Counties:** Hempstead, Ouachita, Calhoun & Miller

**Purpose:**

Calhoun Heights Community Outreach Inc. is a community based nonprofit organization focused on education and changing society's norms relating to tobacco use. Their mission is to improve the health of their community by empowering, educating, and motivating citizens to support smoke-free policies and tobacco free lifestyles. Counties that will be targeted are Ouachita, Miller, Calhoun and Hempstead that serve a total population of 118,423 with a minority population of 33,557. The program strives to "change the way tobacco is promoted, sold and used while changing the knowledge, attitudes and practices of youth and adult tobacco users. In the school component, youth will be exposed to evidence-based tobacco prevention information, resources during school events, afterschool programs, and church sponsored events. As for efforts to eliminate exposure to secondhand smoke Calhoun Heights will work with health entities, churches, businesses, and other community organizations to set new policies.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** COALITION FOR A TOBACCO FREE ARKANSAS  
P.O. Box 17508  
Little Rock, AR 72222

**Term:** 07/1/2010 to 06/30/2011

**Selection:** Request for Application

**Cost:** \$84,795.20

**Sub-grant#:** 1308

**Fund Source:** MSA

**Target Counties:** Pulaski, Jefferson, Desha & Chicot

**Purpose:**

The Coalition for a Tobacco Free Arkansas proposes to help abate second hand smoke with a program designed to combat children's exposure at home and in vehicles. CTFA will directly work with parents of children of color, African-Americans mainly, to deliver the message "You're poisoning your children" with SHS. A DVD presentation on the dangers of children of SHS will be made available to daycare centers to educate parents and staff. The program will also work with five selected daycares including two Head Start Centers to inform parents of the state law of smoking with children in the vehicle. The soul mission of CTFA is to improve the health of Arkansans by reducing burden caused by tobacco use and exposure to SHS. In addition proposed work involves educating and informing leadership of the state's tobacco control and public groups on recent developments, opportunities and methods.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** EAST ARKANSAS ENTERPRISE COMMUNITY, INC  
P.O. Box 2212  
Forrest City, AR 72336

**Term:** 07/1/2010 to 06/30/2011

**Selection:** Request for Application

**Cost:** \$75,000.00

**Sub-grant#:** 1327

**Fund Source:** MSA

**Target Counties:** Crittenden, Cross, Lee, Monroe & St. Francis

**Purpose:**

The focus of the East Arkansas Enterprise Community (EAEC) is to assist community organizations and groups interested in effective tobacco prevention and cessation

initiatives/activities. This will be achieved by delivering evidence based curriculum and literature, creating and implementing tobacco prevention program activities, working with local policy makers, and encouraging adults to cease tobacco use. The EAEC and the "Breathe Easy" Initiative coalition members will continue the expansion of partnerships with local school educators to make tobacco prevention programs available in the schools. EAEC will provide a comprehensive program of interventions aimed at reducing youth access to tobacco, eliminating secondhand smoke, and reducing the number of users. The EAEC will provide a five county target service area which includes Crittenden, Cross, Lee, Monroe and St. Francis and target African-American, Hispanic, Gay, Lesbian and other minority populations.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** FAMILY & YOUTH ENRICHMENT NETWORK, INC.  
P.O. Box 661  
Helena, AR 72342

**Term:** 07/1/2010 to 06/30/2011

**Selection:** Request for Application

**Cost:** \$65,000.00

**Sub-grant#:** 1313

**Fund Source:** MSA

**Target Counties:** Phillips, Lee, & Monroe

**Purpose:**

The Family & Youth Enrichment Network's (FYEN) People for Tobacco-Free Communities Coalition (PTCC) are comprised of stakeholders within the target geographic area that is Phillips, Lee, and Monroe Counties, Arkansas. Based in Helena-West Helena(Phillips County). The organization's primary goal is to reduce tobacco use among populations with the highest burden of tobacco-related health disparities-predominately those who are African-American youth 12-18, and adults 19 and above. The proposed scope of work includes: (1) Community interventions that influence organizations, systems and networks in support of individual behavioral change; (2) Pro-health counter messages, including nearly 600 radio broadcast to promote quitting and reduce disparities, partnering with faith based institutions through newsletters, bulletins, and church presentations. The grass roots media campaign will deliver strategic, culturally appropriate, and high-impact messages to at risk individuals; (3) Protecting children and non-smokers from secondhand smoke; (4) Identifying tobacco users, persuading them to stop using and providing cessation support through SOS Quit Line and; (5) Disrupting youth initiation and habituation by reducing access to tobacco through their retailer, education, monitoring and enforcement. The program feels that by reducing disparities, interrupting habituation, and reducing secondhand smoke, there will be a significant reduction in costs to the healthcare system in all three counties.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** FUTURE BUILDERS  
P.O. Box 127  
Little Rock, AR 72183

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$82,500.00 **Sub-grant#:** 1322

**Fund Source:** MSA

**Target Counties:** Pulaski, Lonoke, Prairie & Faulkner

**Purpose:**

Future Builders and coalition members would like to continue to build on their experiences with tobacco use prevention activities to further engage minority communities in newly designed program activities aimed at reducing the use of tobacco products in Pulaski, Lonoke, Prairie and Faulkner Counties. The present tobacco prevention project is "Catch Them Young" which is designed to target not only the ethnic minority youth at elementary, middle schools and recreation centers but also designed to strongly target ethnic minority parents and adults in communities within the three counties. Future Builders will train youth on how to overcome peer pressure, and arm them and their parents with adequate information of the harmful effects of cigarette smoking, and the resources available to enable them to quit smoking. These activities will specifically target minority groups such as African-American, Native American, Hispanics, Asians, and other minority groups. Intervention strategies will include workshops, billboards, media adverts, TV discussions, youth competitions, direct campaigns for smoke-free parks, and indoor clean air act awareness campaigns and videos.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** IN HIS IMAGE YOUTH DEVELOPMENT CENTER  
5705 West 65<sup>th</sup> Street  
Little Rock, AR 72209

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$64,682.00 **Sub-grant#:** 1320

**Fund Source:** MSA

**Target Counties:** Southwest Pulaski & Grant Counties

**Purpose:**

In His Image Youth Development Center will target Southwest Pulaski & Grant Counties community to provide anti-tobacco education to African-American and Hispanic populations and to mobilize the neighborhoods in order to encourage a tobacco-free community environment. Goals will be accomplished through training Hispanic and African-American youth as outreach specialists and community street outreach workers to conduct peer-to-peer tobacco prevention education sessions. The Peer Youth Outreach Specialist will develop and disseminate culturally-sensitive, linguistically-appropriate and age-appropriate hip hop media information. In His Image Youth Development Center will gather data on gender specific differences and similarities between African-American and Latina women on smoking as it relates to their history of smoking and psychosocial factors.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** LEGACY INITIATIVES  
P.O. Box 409  
De Queen, AR 71832

**Term:** 07/1/2010 to 06/30/2011

**Selection:** Request for Application

**Cost:** \$71,870.00

**Sub-grant#:** 1332

**Fund Source:** MSA

**Target Counties:** Hempstead, Howard, Little River, Miller & Sevier

**Purpose:**

Legacy Initiatives (LI) would like to continue and expand a comprehensive action plan for creating healthier communities in Southwest Arkansas. The program proposes to implement evidence-based strategies to reduce or eliminate tobacco use, exposure to secondhand smoke and educate the public on state tobacco cessation programs. Target areas will include Hempstead, Howard, Little River, Sevier and Miller counties in Southwest Arkansas. The program enjoys the public support of elected officials, health organizations and minority faith-based organizations just to name a few. LI has four goals in which they would like to achieve: (1) reduce the availability of tobacco to youth in community retailers; (2) collaborate with strategic community partners, such as physicians, schools and faith-based initiatives in order to educate citizens on the dangers of tobacco; (3) decrease exposure to secondhand smoke by implementing policy change at public and private sector locations and; (4) identify established disparities regarding the enforcement and knowledge of tobacco laws and reduce disparities between minority and non-minority populations.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** MISSISSIPPI COUNTY COALITION FOR A TOBACCO FREE ARKANSAS  
P.O. Box 1481  
Blytheville, AR 72315

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$80,000.00 **Sub-grant#:** 1329

**Fund Source:** MSA

**Target Counties:** Mississippi, Craighead, Crittenden & Poinsett

**Purpose:**

Mississippi County Coalition For A Tobacco-Free Arkansas (MCCTFA) mission is to improve the health of all Arkansans by reducing the burden caused by tobacco use with the goals of increasing tobacco free environments and decreasing the number of individuals addicted to nicotine and the access of tobacco to youth. MCCTFA will work within the businesses, faith-based organizations and schools. The coalition has an active membership which includes over one hundred participants and uses the CDC's Best Practices for Comprehensive Tobacco Control Programs as a road map toward policy change.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** NORTHWEST ARKANSAS TOBACCO FREE COALITION  
610A E. Emma, Ste. 300  
Springdale, AR 72764

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$65,000.00 **Sub-grant#:** 1310

**Fund Source:** MSA

**Target Counties:** Washington, Benton & Carroll

**Purpose:**

Northwest Arkansas Tobacco Free Coalition (NWATFC) seeks to significantly decrease the impact of tobacco use and exposure to secondhand smoke in Northwest Arkansas through outreach, public education, and prevention, specifically targeting the minority communities in Washington, Benton and Carroll Counties. The goals of NWATFC are to eliminate youth access to tobacco products; reduce exposure to secondhand smoke; decrease tobacco advertising and promotion; promote culturally competent cessation resources; reduce tobacco-related health disparities; provide education about minority and youth targeted tobacco ad campaigns. NWATFC will partner with the Springdale Public Schools, Office of ESL Outreach and School



Community Liaison, the American Cancer Society, and the University of Arkansas-Fayetteville (UAF), Razorback Tobacco Free Coalition to work with youth and implement outreach in the minority communities in Northwest Arkansas. Hope Cancer Resources will also provide training to local health care providers and staff will deliver culturally appropriate training to medical providers, businesses and individuals on cessation intervention and provide referrals to individuals for existing cessation programs in English and Spanish.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** QUAPAW HOUSE, INC.  
P. O. Box 3450  
Hot Springs, AR 71913

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$65,000.00 **Sub-grant#:** 1309

**Fund Source:** MSA

**Target Counties:** Clark, Garland & Hot Springs

**Purpose:**

Garland County Coalition for Action, Recovery, Education and Support (CARES) is planning to implement tobacco prevention strategies and activities to create tobacco free environments; promote quitting among youth & adults; reduce youth access to tobacco; reduce youth access to tobacco and address disparities in Clark, Garland and Hot Springs Counties. The program would like to work toward reducing mortality and morbidity associated with tobacco use and disparities in communities of defined service areas. CARES strategies are to reduce the personal and societal burden of tobacco-related illnesses and deaths by eliminating non-smoker's exposure to secondhand smoke. Target audiences will include families living in Housing & Urban Development, Hispanics, African-Americans and pregnant women and those living on college campuses. Youth volunteers will conduct tobacco compliance checks and survey store clerks to determine how and when youth attempt to purchase tobacco products. CARES will hire and train one Tobacco Prevention Coordinator to manage program operations.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** SOUTHWEST ARKANSAS COMMUNITY DEVELOPMENT CORPORATION  
P.O. Box 863  
Magnolia, AR 71753

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$45,000.00 **Sub-grant#:** 1323

**Fund Source:** MSA

**Target Counties:** Lafayette, Columbia, Miller & Nevada

**Purpose:**

Southwest Arkansas Community Development Corporation (SWACDC) and its coalition works with public schools, health entities, businesses, community organizations, and parents to implement prevention activities and resources in the counties of Columbia, Lafayette, Miller and Nevada. The program components include policies against tobacco use, youth anti-tobacco activities, family communication about tobacco, access reduction efforts, secondhand smoke reduction, and addressing multicultural organizations. Target minorities will be African-Americans and Hispanics. SWACDC will also use community outreach, training, and education components to accomplish the goals of the program. Youth and young adults will focus on promoting quitting using the Quitline and Fax Back Referral Forms. The program will also assess whether a prevention program targeting tobacco use has an impact on young people's engagement in other problem behaviors.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** ST. EDWARD MERCY FOUNDATION  
P. O. Box 17000  
Fort Smith, AR 72917

**Term:** 07/1/2010 to 06/30/2011

**Selection:** Request for Application

**Cost:** \$81,000.00

**Sub-grant#:** 1318

**Fund Source:** MSA

**Target Counties:** Sebastian, Crawford & Scott

**Purpose:**

The Fort Smith Coalition, Breathing Easier Together Tobacco Education and Prevention goal is to prevent the use of tobacco products in the minority community which is the number one cause of preventable deaths in Arkansas. The mission is to help prevent deaths by educating the selected groups on the devastating effect that it has on the citizens of Arkansas. The program will be presented to the students attending local schools in Crawford, Sebastian and Scott Counties. The coalition will also be using the TobacAlert home kits to measure nicotine exposure and this will show that secondhand smoke is present in a child's body. Fort Smith Coalition partners with the Cardiac Rehab Unit of St. Edwards Mercy Medical Center and has been able to utilize the hospitals website and newsletter as a way to make their presence known throughout the community and hospital. Also, the program proposes to work with the drug courts to have those sentenced to community service remove cigarettes butts from selected parks to be presented to city and county officials. The effort will greatly reduce the toxins in the areas where children play.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** EVERGREEN BAPTIST CHURCH  
P. O. Box 11043  
El Dorado, AR 71730

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$65,000.00 **Sub-grant#:** 1312

**Fund Source:** MSA

**Target Counties:** Union, Ouachita, Bradley, Calhoun & Dallas

**Purpose:**

The Tobacco Awareness Program's (TAP) mission is to work to reduce tobacco use in the target minority communities of Union, Ouachita, Bradley, Calhoun and Dallas. This will result in a reduction in the negative social, health and economic impact of tobacco use. TAP proposes to work toward creating tobacco free environments; reducing youth access to tobacco; promoting quitting among youth and adults; identifying and eliminating tobacco related disparities. TAP intends to use the best practices of utilizing coalitions as a part of the comprehensive program which can lead to important policy changes.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** WELLS BAYOU YOUTH DEVELOPMENT, INC.  
P.O. Box 236  
Gould, AR 71643

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$65,000.00 **Sub-grant#:** 1326

**Fund Source:** MSA

**Target Counties:** Lincoln, Jefferson, Cleveland & Drew

**Purpose:**

The Wells Bayou Youth Development, Inc. (WBVD) seeks to affect the minority communities in the Delta Regions of Arkansas for the following counties: Lincoln, Jefferson, Cleveland and Drew County. WBVD would like to change how minority communities view tobacco usage, implement tobacco related policies, and continue to educate people about tobacco related health problems thereby encouraging members of the participating communities to become

tobacco free. Goals that WBYD would like to achieve by June 30, 2011 are: (1) encourage, implement and cultivate the creation of tobacco free environments; (2) create and implement a plan to decrease tobacco use among minorities in target counties; (3) work with partner organizations that serve youth in the target counties to decrease smoking among youth; and (4) become a clearinghouse for minorities to access information on prevention agencies, local health services, enforcement on state laws, policies regarding tobacco use and related illnesses that address disparities.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** WOMEN'S COUNCIL ON AFRICAN AMERICAN AFFAIRS, INC.  
2416 South Chester Street  
Little Rock, AR 72206

**Term:** 07/1/2010 to 06/30/2011

**Selection:** Request for Application

**Cost:** \$71,959.00

**Sub-grant#:** 1315

**Fund Source:** MSA

**Target Counties:** Rural Pulaski, Clark, Lonoke, Faulkner & Garland

**Purpose:**

The Women's Council on African American Affairs (WCAAA) would like to change the minority and underserved communities in rural Pulaski, Clark, Garland, Lonoke and Faulkner counties norms in the way in which they currently view tobacco usage and seeks to educate its citizenry on the ills of tobacco products. The mission of the program is to promote and nurture individuals in areas of education, leadership development, community and economic development with a special emphasis on healthcare issues, race relations, public safety and business development. The WCAAA has four interventions that they would like to accomplish in the execution of the proposal (1) creating tobacco free environments (2) reducing youth access to tobacco (3) promoting quitting among youth & adults and (4) identifying & eliminating tobacco-related disparities among population groups. If granted, the WCAAA's will help the targeted communities which include ethnic minorities, youth, pregnant women, college age minority students, LGBT communities, substance abusers, incarcerated persons and employees.

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**Agency:** University of Arkansas Pine Bluff/Minority Initiative Sub-Recipient Grant Office

**Grantee:** WORKING TO EMPOWER CHURCHES AND NEIGHBORHOODS (WE CAN)  
P. O. Box 486  
Sweet Home, AR 72164

**Term:** 07/1/2010 to 06/30/2011 **Selection:** Request for Application

**Cost:** \$60,673.84 **Sub-grant#:** 1333

**Fund Source:** MSA

**Target Counties:** Pulaski & Faulkner

**Purpose:**

Working to Empower Churches and Neighborhoods (WE CAN) will provide tobacco prevention programs that protect the public from exposure to secondhand smoke; reduce youth access to tobacco, promote utilization of cessation services available through Free & Clear Inc. and pursue policy initiatives that will decrease tobacco usage. WE CAN will work in the Faulkner & Pulaski Counties with emphasis on employers, schools, businesses and faith-based organizations. The targeted minority groups are African Americans located within the communities. The program will provide a variety of skills needed for a comprehensive tobacco control effort. Coalition representatives will work to attract and influence widespread community participation and identify, recruit and develop additional leadership to spearhead tobacco control initiatives and strategies.