

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: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$55,000.00 **Sub-grant#:** 1357

Fund Source: MSA

Target Counties: Faulkner, Lonoke, Pulaski & Saline

Purpose:

Arkansas Human Development Corporation (AHDC) is a community based organization that has been providing services to Arkansas for the last 39 years. The proposed work aims at bridging the education gap in tobacco education so the numbers of first time smokers is considerably reduced, while the numbers of individuals looking for and/or accessing cessation services is increased. A critical component of their efforts will be to raise awareness among the target population, community leaders, and faith organizations of the need and benefits of tobacco-free environments. The target population will be the Hispanic/Latino population of Faulkner, Lonoke, Pulaski and Saline counties. AHDC will service the target population in different ways, including: a) to ensure active participation of relevant coalition members in the proposed counties for maximum project impact, b) to deliver learning programs using current medical and scientific consensus of the harmful effects of using tobacco and tobacco products; c) instruct the target population regarding the detrimental effects of exposure to secondhand smoke and existing tobacco related laws, and the benefits of tobacco-free environments.

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: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$54,000.00 **Sub-grant#:** 1353

Fund Source: MSA

Target Counties: Pulaski, Faulkner & Saline

ASIAN PACIFIC RESOURCE & CULTURAL CENTER (CONT'D)

Purpose:

Asian Pacific Resource and Cultural Center (APRCC) through its Live Well, Be Well Coalition proposes to use community oriented-education and policy development strategies in Pulaski, Saline and Faulkner counties with Asians, African Americans and Hispanics to reduce tobacco-related mortality and morbidity rates among minorities, especially males. The coalition will work with beauty/barber administrators, faculty and students to voluntarily adopt policies for smoke-free campuses. Pastors/church leaders of predominantly minority churches will also be organized to voluntarily adopt smoke-free campus policies. Pastors of African American churches will be recruited to become involved in the culturally appropriate *40 Days to Freedom* cessation curriculum as hosts or facilitators. To prevent minority youth from initiating tobacco use, the coalition will implement *Operation Storefront* to garner information about tobacco advertising at convenience stores and persuade owners to voluntarily remove/relocate tobacco advertising so it is out of the view of youth. A culturally appropriate media campaign targeting Hispanic male smokers will be designed and implemented.

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: \$52,000.00

Sub-grant#: 1317

Fund Source: MSA

Target Counties: Hempstead, Ouachita & 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. The program proposes to reduce the tobacco use prevalence rate in African American and Hispanic youth. The geographical area of counties to be served includes Ouachita, Calhoun, Miller and Hempstead counties. Strategies that will be used to create change are community mobilization that increases the number and type of organizations and individuals involved in tobacco control advocacy. In the school component, youth will be exposed to evidence-based tobacco prevention information, resources during school events, afterschool programs, and church sponsored events. This process will prevent youth from starting tobacco use and promote quitting by empowering youth currently using tobacco products to quit. In efforts to eliminate exposure to secondhand smoke, the program will work with partners, health entities, churches, businesses, and other community organizations in setting new policies.

UNIVERSITY OF ARKANSAS AT PINE BLUFF
PROPOSED ABSTRACTS 2011-2012

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

Grantee: COALITION FOR A TOBACCO FREE ARKANSAS
1100 N. university, Suite 257
Little Rock, AR 72207

Term: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$62,000.00 **Sub-grant#:** 1344

Fund Source: MSA

Target Counties: Pulaski, Chicot, Jefferson & Desha

Purpose:

The Coalition for a Tobacco Free Arkansas (CTFA) proposes to improve the health of African-American males by reducing the health burden caused by smoking, reducing the number of African-American male smokers, and preventing non-smokers from taking up the deadly smoking habit. CTFA will work with local grassroots organizations and public health advocates to do the following: 1) decrease the number of African American smokers, primarily males, in the four county target area, by increasing their knowledge of the dangers of smoking and other tobacco use, improve their anti-tobacco attitudes toward smoking; 2) educate African-American pastors and barbers about the dangers and perils of smoking and other tobacco use in African-American community; 3) identify and monitor the amount of tobacco advertisements in African-American communities in the four county target areas; and 4) prevent African-American non-smokers, primarily males, from becoming new smokers by educating them on the dangers of smoking and tobacco use, and educating them on the tobacco industry's urban marketing tactics using workshops, PSA's and other media efforts.

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

Grantee: EVERGREEN BAPTIST CHURCH (TOBACCO AWARENESS PROGRAM)
P. O. Box 11043
El Dorado, AR 71730

Term: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$55,700.00 **Sub-grant#:** 1351

Fund Source: MSA

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

Purpose:

The Evergreen Baptist Church Tobacco Awareness Program (EGBCTAP) is a tobacco prevention program that will focus their efforts on health promotional campaigns to address disparities, treatment options, and cessation strategies that reduce tobacco use among youth

EVERGREEN BAPTIST CHURCH (TOBACCO AWARENESS PROGRAM) (CONT'D)

and adults. The proposed mission of the EGBCTAP is 1) eliminate exposure to secondhand smoke, 2) prevent initiation among youth and young adults, 3) promote quitting among youth and adults and 4) address disparities. EGBCTAP will strategically fulfill its goals by involving strong coalition members, dedicated grassroots partners and faith-based organizations that have vowed to continue to serve as partners to implement health programs/campaigns throughout their assigned geographical coverage areas.

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

Grantee: FAMILY SERVICE AGENCY
628 West Broadway, Suite 201
Little Rock, AR 72114

Term: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$57,000.00

Sub-grant#: 1354

Fund Source: MSA

Target Counties: Statewide

Purpose:

The Family Service Agency, Inc's Arkansas Youth Leadership Initiative (YLI), is a statewide Program designed to develop youth leaders in tobacco prevention. YLI's mission is to reduce youth initiation and consumption of tobacco products in the state of Arkansas. YLI also seeks to educate the selected minority populations on the ills of tobacco, the manipulative marketing practices of tobacco companies in minority communities, the importance of youth involvement to counter-act tobacco practices in the identified communities and change social norms associated with tobacco use. Activities will include: 1) work with YLI youth networks, and established community partners, in order to engage targeted programs and implement a plan to change the social norms as it related to youth tobacco usage, in primarily African American and Hispanic populations that are not currently served by MISRGO and YLI; 2) work with marketing team to design, coordinate and execute a tobacco free promotional tour (tobacco free rallies, school lunchroom takeovers and community events) using special performers, and interactive components to counter market the tobacco industry's current advertising practices as it relates primarily to African American and Hispanic youth, in specified counties.

UNIVERSITY OF ARKANSAS AT PINE BLUFF
PROPOSED ABSTRACTS 2011-2012

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: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$62,998 **Sub-grant#:** 1354

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 and Lee County, Arkansas. The core elements of FYEN's scope of work include: 1) community interventions that influence organizations, systems and networks in support of individual behavioral change that is consistent with tobacco-free norms while also helping to close the disparity gap; 2) a comprehensive media campaign that includes, TV, radio, print and outdoor billboards using a high-profile professional athlete as its' primary voice and face; 3) interventions that protect children and non-smokers from second hand smoke and those that also reduce the rate of illegal sales of tobacco products to minors at retail, while increasing retailers' awareness of the negative impact of tobacco advertising upon our youth. In addition to the positive impact that the coalition's proposed program will have on the individual, including improved quality of life, extended years, and decreased morbidity/death rates among disparate groups, there is also a significant monetary/public health impact.

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

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

Term: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$62,000.00 **Sub-grant#:** 1348

Fund Source: MSA

Target Counties: Pulaski & Jefferson

FUTURE BUILDERS (CONT'D)

Purpose:

Future Builders will engage in a comprehensive tobacco prevention program entitled Sisters Warring Against Tobacco (SWAT). The program will target minority women in Pulaski and Jefferson counties and focus on: smoking and HIV, smoking and pregnancy and counter-marketing in the Lesbian-Gay-Bisexual-Transgender (LGBT) community. A collaboration of female groups and organizations, community and health representatives, and community-based organizations will engage in comprehensive strategies to accomplish program objectives. The program will specifically target the aforementioned population(s) in an effort to increase awareness of the dangers of tobacco products and decrease the glamorization of smoking, which is common in tobacco advertising. The program uses a variety of methods to accomplish program objectives that include group sessions, media campaigns and special presentations at schools and community-based organizations. In addition, school health care representatives and driver education entities will be used to advocate tobacco policies and practices that aggressively counter market negative advertising of the tobacco industry.

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

Grantee: GARLAND COUNTY C.A.R.E.S.
P. O. Box 3450
Hot Springs, AR 71914

Term: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$54,250.00

Sub-grant#: 1343

Fund Source: MSA

Target Counties: Clark, Garland & Hot Spring

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. The target audiences include Hispanic, African Americans, high school students, law enforcement and alcohol serving and selling establishments. Garland County CARES will work to encourage tobacco-free policies be adopted by alcohol serving and selling establishments. CARES will encourage high school students not to smoke and to quit if they are currently smokers. CARES will coordinate with high schools and host tobacco-free events and have the students sign tobacco-free pledges. They will coordinate and sponsor a series of stop smoking and tobacco-free events to encourage quitting by smokers. With the help of the Tobacco Control Board CARES will assist in the facilitation training of tobacco merchants. Coalition members and youth volunteers will conduct tobacco compliance checks and survey store clerks to determine how and when youth attempt to purchase tobacco products. Partnering with law enforcement, CARES will provide information on ACT 13. CARES will conduct shoulder tap programs to discourage the provision of tobacco products to minors by strangers and other adults.

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PROPOSED ABSTRACTS 2011-2012

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

Grantee: IN HIS IMAGE YOUTH DEVELOPMENT CENTER
5705 West 65th Street
Little Rock, AR 72209

Term: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$58,852.00

Sub-grant#: 1362

Fund Source: MSA

Target Counties: Southwest Pulaski County

Purpose:

In His Image Youth Development Center (IHIYDC) will target the Southwest Pulaski County community in an effort to address tobacco use prevalence rates in African American and Latina youth. IHIYDC will do the following: 1)conduct surveillance of apartment buildings, and multi-level unit homes to interest building managers in adopting smoke-free policies in common areas where children are likely to be involved; 2) implement and teach the Keepin It Real Curriculum in order that youth can increase their decision-making and resistance skills to be able to say "No" to the use of tobacco products; 3) conduct an *Operation Storefront* initiation that will assess and count the amount of tobacco advertising and promotional items located in an around the stores. In addition, smokers will be referred to the Quitline. The public health impact of the work of IHIYDC will reduce smoking among youth so that it is no longer a public health problem for Southwest Pulaski County and the city of Little Rock. IHIYDC will partner with several community organizations to assist in achieving its stated goals.

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

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

Term: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$59,000.00

Sub-grant#: 1361

Fund Source: MSA

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

Purpose:

Legacy Initiatives (LI) proposes to implement evidence-based programs to reduce or eliminate tobacco use and exposure to secondhand smoke (SHS) and educate the public on state tobacco cessation programs. All programming targets the 33,927 African-American and Latino populations, primarily focusing on the males in the population. LI proposes to: 1) reduce the

LEGACY INITIATIVES (CONT'D)

availability of tobacco to youth in community retailers (2) partner 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.

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

Grantee: MADISON COUNTY HEALTH COALITION
P.O. Box 336
Huntsville, AR 72740

Term: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$47,000.00

Sub-grant#: 1356

Fund Source: MSA

Target Counties: Madison

Purpose:

The Madison County Health Coalition (MCHC) will implement a tobacco prevention program targeting youth in the Hispanic community. MCHC will work with community partners to train Hispanic youth to be tobacco prevention advocates and work collaboratively with them to create tobacco-free environments, reduce youth access to tobacco, promote cessation and reduce disparities. To eliminate exposure to secondhand smoke, the Youth Y.E.S. team will create a culturally appropriate media campaign to promote smoke-free homes and cars. The youth will also work with the city and county governments to educate key stakeholders about the benefits of tobacco-free policies. The Y.E.S. team will promote quitting through the usage of local cessation resources, especially the SOS Quitline fax-back referral program. MCHC will partner with local faith-based organizations to implement the evidence-based program, Project ALERT. The Y.E.S. team will educate local WIC patients about the dangers of secondhand smoke. Also, the coalition will work with the local health unit nurses to improve tobacco prevention education during patient visits during WIC and family planning clinics. The coalition will support the youth team through their trainings in tobacco prevention, leadership and media advocacy.

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PROPOSED ABSTRACTS 2011-2012

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: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$62,000.00 **Sub-grant#:** 1364

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. The coalition will seek to educate parent groups regarding Arkansas' Act 13 & Act 811 and Arkansas State Public Schools Smoking Policy that will limit youth and children's exposure to secondhand smoke. Youth engagement in community projects will encourage advocacy and adherence to smoke free lifestyle choices. The Agency for Health Research and Quality (AHRQ) guideline presentations with health care clinics will encourage local providers to direct tobacco dependent patients/clients to the SOS Quitline. Assessment of the local business' knowledge of employee cessation benefits and coverage will direct promotion of worksite cessation programs and policy. African American males will be guided to cessation resources through professionals and providers at agencies serving youth, young adults and families.

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: 07/1/2011 to 06/30/2012 **Selection:** Request for Application

Cost: \$55,500.00 **Sub-grant#:** 1355

Fund Source: MSA

Target Counties: Washington & Benton

NORTHWEST ARKANSAS TOBACCO FREE COALITION (CONT'D)

Purpose:

Northwest Arkansas Tobacco Free Coalition's (NWATFC) mission is to improve the quality of life for Arkansans by mitigating the health and economic impact of tobacco usage through education, prevention, cessation and public policy. In an effort to reduce exposure to secondhand smoke, NWATFC will collaborate with Washington and Benton County Police Departments, Headstart programs, and the Community Clinic prenatal program in Springdale, Siloam Springs, and Rogers to educate about Act 13 and Act 811. In-service programs for law enforcement officers will assist in law recognition and enforcement. Also, in-service classes will be held during seat belt safety certification classes to educate hospital staff, local fire fighters, and local police staff to remind those attending to provide education to new parents about Act 13 and Act 811. NWATFC seeks to use a culturally and age appropriate marketing campaign utilizing radio and print media to counteract tobacco advertisements targeting minority youth. To promote culturally competent cessation resources, the NWATFC will offer to assist resources for a school based smoking cessation program, Project Ex, for youth emphasizing motivation, coping skills, and personal devotion to quitting tobacco.

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: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$43,000.00

Sub-grant#: 1359

Fund Source: MSA

Target Counties: Lafayette, Columbia & 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. In order to reverse the growing trend of tobacco use in Arkansas, partners and coalition members will strengthen alliances with churches, schools, and communities. Community outreach, training, curriculum program, and education are program components that will be used to assist in accomplishing the goals of the program. Multicultural organizations will assist in policy development and eliminating disparities among population groups. Faith-based entities will address exposure to secondhand smoke issues relating to tobacco use among members. Partners and coalition members will conduct media relations targeting youth. Young adults will focus on promoting quitting using the Quitline and Fax Back Referral Program. The program will also assess whether a prevention program targeting tobacco use has an impact on young people's engagement in other problem behaviors.

UNIVERSITY OF ARKANSAS AT PINE BLUFF
PROPOSED ABSTRACTS 2011-2012

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

Grantee: WE CARE OF PULASKI COUNTY
P.O. Box 208
Wrightsville, AR 72183

Term: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$53,000.00

Sub-grant#: 1358

Target Counties: Pulaski (Southeast)

Purpose:

We care of Pulaski County will provide tobacco prevention activities, programs and resources to Little Rock, Southeast Pulaski County and Jacksonville residents that protect the public from exposure to secondhand smoke; prevent initiation among youth and young adults utilizing in part the *Keepin it Real* multicultural tobacco prevention curriculum; promote utilization of cessation services available through the Quitline; and pursue policy initiatives that will decrease tobacco usage. We Care programs will include on-going public education campaigns to change opinions and norms about tobacco use and to support other tobacco control interventions. Also, the program will work to eliminate secondhand smoke in cars, homes, on worksite grounds and other public outdoor places. Tobacco prevention programs and services will be provided to improve the quality of life for residents in the communities of Little Rock, Higgins, Wrightsville, Woodson, College Station, Sweet Home, Hensley and Jacksonville.

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: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$52,900.00

Sub-grant#: 1350

Target Counties: Lincoln, Jefferson & Drew

Purpose:

The Wells Bayou Youth Development, Inc. (WYBD) seeks to affect the minority communities in the DELTA Regions of Arkansas for the following counties: Lincoln, Jefferson and Drew. WBYD will work with community coalitions in participating counties and collaborate with faith-based organizations, local law enforcement agencies, local community centers, city halls, school districts, and other agencies in participating counties. WBYD 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.

UNIVERSITY OF ARKANSAS AT PINE BLUFF
PROPOSED ABSTRACTS 2011-2012

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: 07/1/2011 to 06/30/2012

Selection: Request for Application

Cost: \$59,800.00

Sub-grant#: 1345

Target Counties: Clark, Lonoke & Faulkner

Purpose:

The Women's Council on African American Affairs (WCAA) will work collaboratively with statewide and national health care advocates to help minority and underserved persons in targeted communities with tobacco prevention and cessation education. Scheduled events will include a series of activities and programs conducted through business and community forums and presentations, marketing efforts through radio, print, video and television, signage checks of tobacco retailers, and youth and parent advocacy. Residents will be educated on laws pertaining to Clean Indoor Air, Operation Storefront, sales of tobacco products to minors, excessive signage, laws pertaining to exposing minors to environmental tobacco smoke in vehicles and homes, and the *Forty Days to Freedom* campaign. The target group will include ethnic minorities, with special emphasis on African American and Hispanic males and faith-based communities. Other disparate communities such as youth, pregnant women, college age minority students, substance abusers, and incarcerated persons and employees will also be addressed.