

21st Clearing the Air in Communities of Color Conference

Total Community Engagement:
**WORKING TOWARD A
TOBACCO-FREE ARKANSAS**



Wednesday, May 8, 2024
Via Zoom

CLEARING THE AIR IN COMMUNITIES OF COLOR

WEDNESDAY MAY 8, 2024

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| 9:00 a.m. - 9:05 a.m. | WELCOME REMARKS Dr. Marian Evans, Project Coordinator <i>Minority Initiative Sub-Recipient Grant Office</i> |
| | INTRODUCTION OF FACILITATOR <i>Facilitator: Ms. Linder Conley, Former Executive Director, Future Builders, Inc.</i> |
| | ICE BREAKER |
| 9:05 a.m. - 9:10 a.m. | OPENING REMARKS Facilitator remarks and reflection |
| 9:10 a.m. - 10:00 a.m. | KEYNOTE SPEAKERS Tobacco Prevention and Higher Education Dr. Caron Lott, PhD, MPA, BS <i>Adjunct Faculty Member, Philander Smith University (PSU)</i> |
| 10:00 a.m. - 10:45 a.m. | Clearing the Air: Understanding the Complex Dynamics of Cigarette Smoking and Its Impact on Substance Use and Crime Dr. Peter Wui <i>Professor and Chair/Director of MBA</i> (Sponsored by the Graduate Addiction Studies Program University of Arkansas at Pine Bluff) |
| 10:45 a.m. - 11:00 a.m. | BREAK |
| 11:00 a.m. - 11:50 a.m. | MINORITY RESEARCH CENTER ON TOBACCO & ADDICTIONS PANEL |
| 1 | African-American College Student's Attitudes and Behaviors About Tobacco Use During COVID-19 Dr. Caron Lott <i>Adjunct Faculty Member, Philander Smith University</i> |
| 2 | Assessing Attitudes, Norms, and Behavioral Control Among Minority Populations Using Tobacco Products and Their Attempts at Cessation Abbie Sudduth <i>Community Development Manager, Community Clinic of Northwest Arkansas</i> |
| 11:50 a.m. - 1:00 p.m. | CLOSING SPEAKER A Conversation With Mr. Jay Francis Springs Mr. Jay Francis Springs <i>Community Activist/Atlantan, Atlanta, GA</i> <i>Facilitator: Katherine Donald</i> |
| 1:00 p.m. - 1:15 p.m. | WRAP-UP AND EVALUATION Marian S Evans <i>Project Coordinator</i> |

Planning Committee

Dr. Calvin Johnson
Director, MISRGO

Dr. Marian Evans
Project Coordinator, MISRGO

Dr. Cynthia Troutman
Interim Program Director
Assistant Professor, GASP

Ruthie Johnson
Project Specialist, MISRGO

Patricia Edwards
Project Specialist-Outreach,
MISRGO

Carmelo Abraham
Accountant, MISRGO

Connie Robinson
Administrative Specialist, MISRGO

Earnette Sullivan
Program Manager *Minority Research
Center on Tobacco & Addictions*

Katherine Donald
Executive Director, *Coalition for a
Tobacco Free Arkansas*

Linder Conley, (Retired)
Former Executive Director, *Future
Builders, Inc.*

Joe Brown
Project Coordinator, *Holy Temple
Cathedral COGIC*

Trena Mitchell
Executive Director, *Arkansas
Cancer Coalition*

Miriam Karanja
Director of Programs, *Arkansas
Cancer Coalition*

Session Descriptions

Tobacco Prevention and Higher Education

Tobacco cessation programs focusing on college students are a critical aspect of addressing tobacco related health disparities. Moreover, tobacco control programs that address policy, education, and cessation are successful in decreasing tobacco use prevalence.

This session will focus on understanding the role higher education plays in implementing tobacco prevention initiatives, provide information on successful, adopted tobacco prevention programs and offer insight on challenges that come with implementing tobacco prevention and cessation programs.

Clearing the Air: Understanding the Complex Dynamics of Cigarette Smoking and Its Impact on Substance Use and Crime

This session will delve into the intricate dynamics of cigarette smoking and its broader implications on illicit drug and alcohol consumption, as well as criminal activities. Also, this session will show how this study employs the Rational Addiction Economic Model to provide a comprehensive understanding of the economic, social, and public health outcomes associated with cigarette smoking, extending its impact to related substances and criminal behaviors.

African-American College Student's Attitudes and Behaviors About Tobacco Use During COVID-19

Tobacco companies target African-American communities (*Truth and initiative, 2020*). There have been legal challenges to minimize the targeting of minority communities. Unfortunately for communities of color, COVID-19 occurred with devastating effects. African-American smoking rates are much higher, at 77.4%, than their white counterparts, at 23% (*American Lung*

Association, 2020). In Arkansas, the overall smoking rates pre-COVID-19 had fallen to 20% (*Aspire Arkansas, 2019*).

This session will help participants understand African-American student's attitudes and behaviors toward tobacco use during COVID-19.

Assessing Attitudes, Norms, and Behavioral Control Among Minority Populations Using Tobacco Products and Their Attempts at Cessation'

Tobacco cessation programs or services within healthcare settings are successful, but this is not always true for minority/disparate communities. Tobacco cessation treatment does not always account for the cultural and subjective norms of a patient, the patient's attitudes, and their perceived control over quitting.

This session will allow the presenter to: share the purpose of their study (i.e., to assess the impacts of attitudes, norms, and perceived behavioral control of one's ability to utilize tobacco treatment in a healthcare setting, and cessation success rates); and to employ the Reasoned Action Approach (RAA) for multi-phased data collection. These findings will inform a multivariate regression analysis to establish the areas that predict one's intention to quit smoking, and compare to the measured success rates as reported.

A Conversation With Mr. Jay Francis Springs

Jay Francis Springs is a community leader, and has been involved with neighborhood organizations, advocating on behalf of the quality of life for the disadvantaged and disenfranchised.

Mr. Springs has a compelling story to share of his childhood whereby his family was deeply involved in working in tobacco factories and how this work deeply impacted the health and well-being of several generations of the Springs family.

KEYNOTE SPEAKERS



CARON LOTT, PHD, MPA, BS

Dr. Caron Lott has worked at Philander Smith University (PSU) since 2013, first as an adjunct faculty member and is currently a full-time staff member in the Department of Criminal Justice as the Second Chance Pell academic advisor/case manager and community engagement manager and remains an adjunct faculty member at PSU in Little Rock, Arkansas. She also is an adjunct faculty member teaching undergraduate and graduate students at the University of Arkansas at Little Rock in the Department of Social Work.

Dr. Lott holds degrees in Speech Pathology, Bachelor of Science and a Master of Public Administration from the University of Arkansas at Little Rock and a PhD from Walden University in Organizational Psychology, and basic/advanced Mediation Certificates from the PULSE Institute.



PETER Y. WUI, PHD, MA, BA

Dr. Peter Y. Wui is currently the Professor and Chair/ Director of MBA of the Department of Business Administration and Economics at the University of Arkansas at Pine Bluff.

Dr. Wui recently published an article entitled: An Empirical Analysis of Master Settlement Agreement Impacts on Cigarette Consumptions in the USA, *Journal of Economics*.

Dr. Wui holds a PhD in Economics from Texas A&M University, both a Master of Arts and Bachelor of Science in Economics from Seoul National University, Seoul, Korea, respectively.



ABBIE SUDDUTH, MS, CHES, CTTs

Abbie Sudduth holds a Bachelor's Degree in Public Health and a Master's of Science in Community Health Promotion from the University of Arkansas. Abbie has worked in public health for 8 years, and currently serves as the Community Development Manager for Community Clinic, a Federally Qualified Health Center in Northwest Arkansas. In this role, Abbie has gained extensive experience in grant writing, grassroots coalition building, the utilization of translation research, and mentorship for emerging public health professionals. Abbie is a third year doctoral student pursuing a Ph.D. in Health Behaviors and Health Promotion at the University of Arkansas, with a focus on Social Determinants of Health and Tobacco Cessation.



JAY FRANCIS SPRINGS

Jay Francis Springs lives in the historic community of South Atlanta and is the parent of five children. He is a broadcast professional with a successful career in radio, newspaper and television, developing marketing and advertising campaigns for large and small business owners, and establishing media outreach programs for churches and ministries. He gets them to understand why their product, service, business, church or ministry, is selected over those of their competitors.

Jay Francis Springs is a community leader, and has been involved with neighborhood organizations, advocating on behalf of the quality of life for the disadvantaged and disenfranchised, serving as the chairperson of community based organizations, City of Atlanta, Fulton County and Federal government boards, and as a key cluster coordinator for President Jimmy Carter during the Atlanta Project.

FACILITATORS



LINDER CONLEY

FACILITATOR

Linder Conley (Retired) is the Founder and Executive Director of Future Builders, Inc., (1990), a community-based organization headquartered in Southeast Pulaski County whose mission is to empower community residents to become self-sufficient through education, resource mobilization and training. In her former role, she was responsible for staff management, financial management, day-to-day operations, program design & oversight, fundraising and grant writing.

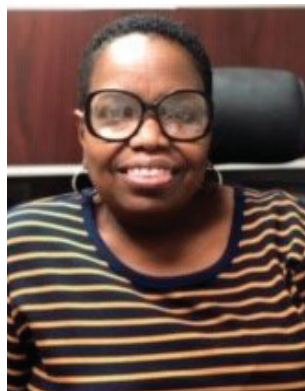


KATHERINE DONALD

FACILITATOR

Katherine Donald has served as the Executive Director for the Coalition for a Tobacco Free Arkansas for more than twenty (20) years. She has been instrumental in assisting in the passage of several statewide and local tobacco control laws, and numerous voluntary policies that help to protect the public from exposure to secondhand smoke in places where they live, work, learn, worship, and play.

Katherine received her first degree from Philander Smith College, in Little Rock, Arkansas, and continued her education through graduate studies in Rehabilitation Education at the University of Arkansas at Little Rock.



RUTHIE JOHNSON

FACILITATOR

Ruthie M. Johnson currently works as Project Program Specialist/Program Monitor for the Minority Initiative Sub-Recipient Grant Office (MISRGO) at the University of Arkansas at Pine Bluff (UAPB). She has held this position since 2003 and has garnered an even greater love for the fight against tobacco. Prior to this position she worked in the School of Business and Management for 18 years as a Program Manager for the Mid-South Delta Consortium funded through the W.K. Kellogg Foundation.



MARIAN S. EVANS, DrPh

Marian S. Evans is the Program Coordinator for the Minority Initiative Sub-Recipient Grant Office and the interim Director of the Minority Research Center on Tobacco and Addictions both at the University of Arkansas at Pine Bluff.

She holds a Master of Public Health Degree from Tulane University in New Orleans, LA and a Doctorate in Public Health from the University of Arkansas for Medical Sciences in Little Rock, AR. She has over 22 years in community based program planning and implementation, capacity building, program evaluation and policy development.



MENTHOL

Get the Facts



Menthol makes smoking easier to start and harder to quit.



Evidence from tobacco industry documents shows that the industry studied smokers' menthol preferences and manipulated menthol levels to appeal to adolescents and young adults.

As a result of aggressive marketing of mentholated tobacco products to certain communities, African Americans smoke menthol-flavored cigarettes at nearly 3 times the rate as whites. They have a more difficult time quitting and are more likely to die from a smoking-related illness.



Studies show that amounts of tar, nicotine and other poisons are 30-70% higher in inhaled menthol cigarettes than in non-mentholated cigarettes.

The Surgeon General has stated that people who smoke menthols inhale more deeply and keep the smoke in their lungs longer, which gives them greater exposure to the 4000 chemicals and poisons in cigarettes.



If a menthol ban were in effect, researchers projected that 340,000 deaths could have been averted from 2011 to 2050, a third of them among African Americans.



IT'S TIME ENERGIZE THE MOVEMENT

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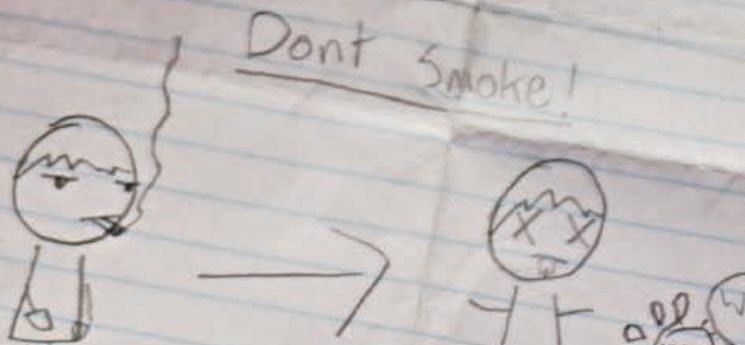
A TIP FROM A
**FORMER
SMOKER**

TM

LET YOUR KIDS INSPIRE YOU TO QUIT.

Beatrice, Quit at age 37
New York

Nick age: 11
Dear Mom, Smoking:
Thank you mom for
I know you can do
hard thing to do but
you, so you are saving
I'm lucky to have parents
and Daddy 'cause my
parents would probably say
just a kid" but you are the
in the world! :)



There are a lot of reasons to quit smoking.
Don't stop trying until you find yours. Beatrice did it.
You can too. For free help, call **1-800-QUIT-NOW**



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention
[CDC.gov/tips](https://www.cdc.gov/tips)

