

Changing Environment and Attitudes for Substance Elimination

CEASE PROGRAM HIGHLIGHTS



City of Refuge Point of Impact

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Through the City of Refuge Point of Impact (CORPOI), the CEASE Program has developed the following age appropriate, faith-based and culturally specific curriculum for the African American faith-based community: Not in My Temple (secondhand smoke); CEASE Cessation; and CEASE Youth Prevention.

Over the past five years through our 45 CEASE Church Partners, we have provided tobacco control activities to: 3,720 youth including LifeSkill classes and alternative youth activities such as CEASE Friday Night Live; 45 adults completed CEASE cessation classes; and education and awareness activities that reached over 1.2 million persons through the CEASE website, public service announcements, bus placards, and literature dissemination. The CEASE staff has conducted tobacco control presentations on national and state levels, i.e., American Cancer Society, New Orleans, LA; University of Arkansas at Pine Bluff; National Tobacco or Health Conference, Washington, DC; Center for Substance Abuse Prevention, Dallas, TX; ACCESS Conference, Seattle, WA, State UMADAOP Conference, Dayton, OH and Ohio Prevention Education Conference, Columbus, OH.

CEASE staff serve on several local and state tobacco control coalitions, i.e., African American Communities for Optimum Health, Ohio Department of Health's Cross Cultural Tobacco Control Alliance, Franklin County Tobacco Free Coalition, and Columbus Public Health's FaithWorks Coalition.

CORPOI has developed an innovative approach to provide violence, alcohol, tobacco and other drug prevention services to faith-based communities. For more information, contact us at 614-231-9564.

CEASE SABBATH/SUNDAY

The Centers for Disease Control and Prevention state that each year approximately 47,000 African Americans die prematurely from smoking related diseases. The CEASE Program celebrated June 21-22, 2008 as "CEASE Sabbath/Sunday." Local churches distributed tobacco prevention and cessation information (bulletin inserts, book marks, pamphlets, etc.) to over 25,000 individuals through this awareness campaign.



TOBACCO FACTS

- Annually, nearly 19,000 Ohioans, or 52 a day, die from tobacco-related illnesses and diseases.
- Kids exposed to secondhand smoke at home: 919,000.
- Kids (under 18) who become new daily smokers each: 38,600.
- Packs of cigarettes bought or smoked by kids each year: 45 million.
- 33.4% of Ohio high school students smoke (218,000 people)
- Smoking slows lung growth, decreases lung function and reduces oxygen available for muscles used in sports.

(Source: US CDC/Prevention)



AFRICAN AMERICANS AND MENTHOL CIGARETTES

Over the past year there has been a lot of discussion regarding FDA's decision to exempt menthol in the proposed legislation to regulate tobacco products. On February 17, 2007, H.R. 1108 – Section 907 known as the “Family Smoking and Tobacco Prevention Control Act was introduced into US House of Representatives. The primary goal of this Act is “To protect the public health by providing the Food and Drug Administration with certain authority to regulate tobacco products.”

On May 13, 2008, the New York Times ran an article entitled “Cigarette Bill Treats Menthol with Leniency”. The article stated: “Some public health experts are questioning why menthol, the most widely used cigarette flavoring and the most popular cigarette choice of African-American smokers, is receiving special protection as Congress tries to regulate tobacco for the first time. The legislation, which would give the [Food and Drug Administration](#) the power to oversee tobacco products, would try to reduce [smoking](#)'s allure to young people by banning most flavored [cigarettes](#), including clove and cinnamon. But those new strictures would exempt menthol — even though menthol masks the harsh taste of cigarettes for beginners and may make it harder for the addicted to kick the smoking habit. For years, public health authorities have worried that menthol might be a factor in high [cancer](#) rates in African-Americans. The reason menthol is seen as politically off limits, despite those concerns, is that mentholated brands are so crucial to the American cigarette industry. They make up more than one-fourth of the \$70 billion American cigarette market and are becoming increasingly important to the industry leader, Philip Morris USA, without whose lobbying support the legislation might have no chance of passage.” (Source: Stephanie Saul, New York Times)



On May 29, 2008, the National African American Tobacco Prevention Network (NAATPN) issued a policy position regarding H.R. 1108 – Section 907. NAATPN stated, “The National African American Tobacco Prevention Network is withdrawing its support for H.R. 1108 in its present form. NAATPN is committed to assisting with the development of legislation that ultimately results in FDA regulation of tobacco products, but is not willing to do so at the expense of African Americans who currently suffer disproportionately from their use.” (Source: NAATPN Position Paper). On June 5, 2008, the New York Times reported that the seven former health secretaries oppose menthol: Joseph A. Califano, Jr., Dr. Louis W. Sullivan, Tommy Thompson, Donna E. Shalala, Richard S. Schweicker, Otis R. Bowen, and David Matthews. (Source: Stephanie Saul, New York Times)

THANK YOU TO OUR CEASE CHURCH PARTNERS 2007-2008

Beth-El Agape Christian Center
Christian Valley Baptist Church
Ephesus Seventh Day Adventist
First Church of God
Galilee Baptist Church
Gospel Lighthouse Church
Grace New Covenant
Greater Glory Ministries
Hilltop Seventh Day Adventist Church
International Christian Center
New Beginning Christian Ministries
New Birth Christian Ministries
New Life Tabernacle Church

New Journey Christian Ministries
Pilgrim Baptist Church
Pool of Bethesda Church
Powerhouse Community Church
Rejoice Praise and Worship
St. Peter's Lutheran Church
Tabernacle Baptist Church
The Way of Holiness Church
Trinity Baptist Church
Victory Church of God
Victorious Life Christian Center
Wesley Hope United Methodist