12th Annual Summer Public Health Research Videoconference on Minority Health

Engaging the Local Community and Raising Awareness about Tobacco-Related Disparities

North Carolina A&T State University’s Community Research and Radio Program
North Carolina A&T State University
Greensboro, North Carolina

WWW.NCAT.EDU
Tobacco manufacturing plant .9 miles from our campus
1-mile to entrance of campus, 40 professionally made signs in store fronts and on billboards.
Mom and Pop store
one block from campus
Mom and Pop store
S.T.O.P. – Stomping Tobacco Out with Pride

A Campus and Community Coalition to Reduce and Prevent Tobacco Usage among African Americans
Adrienne Witherspoon
Tobacco Prevention Coordinator
School of Nursing
awspoon@ncat.edu
(336)334-7750
Objectives

1. Produce a weekly radio program that generates intergenerational dialogue
2. Develop students as tobacco advocates and leader
3. Conduct campus and community research and education programs
HBCU Tobacco Prevention Project

Developed in 2004-05 as the On the Ground Smoking Cessation and Prevention Program

Funded through a grant from the American Legacy Foundation
Campus Partners

- School of Education
- School of Nursing
- Department of Journalism and Mass Communication
- WNAA-FM 90.1
Community Partners

- Smith Homes Community
- Greensboro Housing Authority
- Family Services of the Piedmont
- Guilford County Health Department’s Campus Tobacco Prevention Project
- Bennett College for Women
- North Carolina Central University
- N.C. Institute for Minority Economic Development
Developing Students as Tobacco Advocates

- Recruiting
- Training
- Motivating
- Engaging the Campus and Community
**Goal** - Recruit 30 sophomores and juniors as research cohorts from courses that address risky behaviors and/or leadership

- **School of Education** (10 - Classroom and Behavioral Management course)
- **School of Nursing** (10 - Professional Perspective of Nursing course)
- **College of Arts and Science Department of Journalism and Mass Communication** (10 - Broadcast Media)
A student in the School of Business, with three years of high school tobacco prevention training and activism, served as the project’s research assistant.

Another student with an interest and initiative became involved through the Guilford County Health Department.
### Recruiting – What’s in it for me

#### Making Tobacco Control Relevant to Faculty & Students

<table>
<thead>
<tr>
<th>Administration &amp; Faculty</th>
<th>Students</th>
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</thead>
<tbody>
<tr>
<td>- Academics</td>
<td>- Academics</td>
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<tr>
<td>- Service Learning</td>
<td>- Service Learning</td>
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<tr>
<td>- Multidisciplinary partnerships</td>
<td>- Good PR</td>
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<tr>
<td>- Good PR</td>
<td>- Exposure to research and new experiences</td>
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<tr>
<td>- Grants and research</td>
<td>- Develop relationships with campus and community leaders</td>
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Training – Conducted by Campus and Community Partners
Training

- Tobacco Control – History of tobacco, health risks and disparities, targeting in the African American
  Trainer – Guilford County Health Department

- Working with Communities – Dynamic of communities, developing cultural competencies for effective research and service
  Trainers – Smith Homes Residents Council, Family Services of the Piedmont, and Project Coordinator
Training (continued)

- Research – Types of research, developing instruments, conducting research, analyzing data using SPSS, reporting
  Trainers – Former Faculty and Director of Reading Connections (AdultLiteracy.org)

- Event Planning – Preparing, conducting, and evaluating campus/community education forums
  Trainers – Project Director and Event Planning Consultant
Events:

1. Community fun day and radio broadcast
2. Tobacco policy Town Hall Meeting
3. Campus/community health and wellness festival
4. Tobacco education step show *
5. Too Pretty to Smoke Happy Hours *

*Events planned and will be implemented in 2006-07*
Radio Production – Planning, hosting and evaluating ten weekly radio shows that broadcast to a five-county, 60 mile radius

Trainer – WNAA-FM 90.1 Program Director
Tobacco Policy Research –
Trainer: NCCU Tobacco Policy Project
Engaging the Campus and Community – Value-added Experiences

- Research
- Radio Program
- Education Programs & Presentations
## Research – Campus and Community Survey Results

<table>
<thead>
<tr>
<th>Questions</th>
<th>Campus</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you currently smoke tobacco cigarettes or cigars or use smokeless tobacco including only once in a while?</td>
<td>N = 240</td>
<td>N = 105</td>
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<tr>
<td></td>
<td>21.3%: Yes</td>
<td>37.3%: Yes</td>
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<td>Do you know that tobacco use is harmful to a person’s health?</td>
<td>94.2%: Yes</td>
<td>97.1%: Yes</td>
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<tr>
<td>Do you think second hand smoke is harmful to person’s health?</td>
<td>94.3%: Yes</td>
<td>92.9%: Yes</td>
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</tbody>
</table>
Community Research – Community Fun Day at Smith Homes. Music, food, and radio broadcast to report survey results
Research – Point of Sale and Storefront Data Collection
Research – Storefront Data Collection

Compared A&T to UNC-G’s Campus

1. Number of signs and ads
2. Placement of signs
3. Sale of loose cigarettes
4. Sale of designer cigars
5. Visibility of prevention signs
6. Merchants checking ID before selling tobacco
Radio Program

LISTEN UP: Talking Tobacco in Your Community
Wednesday 5:30 p.m. -- February 23 to April 27, 2005

- **February 23** – The Price You Pay - A Conversation with Physicians
  Guests: Dr. Percy Jones, MD and Dr. George Kilpatrick, MD

- **March 2** – How One Greensboro Community Feels About Tobacco
  Guests: Ms. Gloria Rankin, Ms. Mary Gillette, and Ms. Malaika Stubbs-Wilson

- **March 9** – Victims of Tobacco Related Illnesses: Survivors Speak
  Guest: Mr. Wade Hampton

- **March 16** – Tobacco Use on A&T ‘s Campus
  Guests: Student Researchers
Radio Program (continued)

- **March 23** – Researcher’s Reflections
  Guests: **Student Researcher**

- **March 30** - Disparity in the African American Community  
  *Canceled due to a weather emergency*

- **April 6** - Smoking and Families: From Beginning to End  
  Guests: **Dr. Eleanor Greene, MD** and **Ms. LaToya Marsh**

- **April 13** - Quit Smoking Programs: The Cost and Cure  
  Guests: **Ms. Mary Gillette** and **Ms. Karen Kazemi**

- **April 20** - Secondhand Smoke: Smoking Without a Choice  
  Guest: **Dr. Teresa Bratton, MD**

  Guests: **Representative Alma Adams, Ms. Gloria Hope, and Atty. Mike Williams**

*Broadcast on April 27, May 3, and May 10, 2005*
Presentations* and Participation

1. 2005 & 2006 Bacchus and Gamma Young Adult and Tobacco Conferences*
2. 2005 & 2006* Red Cross South Eastern Division HBCU Conferences
3. NAACP State Youth Conference*
4. Guilford Co. Health Dept. County Campus Tobacco Seminar
5. Old North State Medical Society’s 5-A Cessation Training
6. UNCFSP-NLM Annual e-Health Conference
7. Guilford County Teen Tobacco Summit*
Student leadership – Presenting in Indiana at 2005 National Young Adult and Tobacco Conference
Motivating – Value Added Experiences

- Participation in campus-wide project with students from other academic units
- Participation on county-wide college and university prevention coalition
- Recognition by their Deans or Dept. Chairs as leaders
- Representing the University as tobacco advocates
- Gaining knowledge on the history of oppression and disparity in the African American community
Conduct Community Programs –
Campus/Community
Health and Wellness Festival

NOW and LATER
FREE HEALTH & WELLNESS FESTIVAL

NOV 17 • 9:00Am - 3:00Pm
GUEST SPEAKER: BEVERLY PERDUE, LT. GOV.
for info: 256-0858

NORTH CAROLINA A&T UNIVERSITY
Engage New Partners –
Campus/community Health
and Wellness Festival

Documentary film, *Tobacco Money Feeds My Family*, and panel discussions presented in partnership with the School of Agriculture
Engage New Partners –
Health and Wellness Festival
Planning Committee

- Dean, School of Nursing
- Health Educator, Student Health Center*
- Dean, School of Agriculture*
- Assistant Director, Student Health Center*
- Junior, Nursing Student

- Chair, Dept. of Journalism and Mass Communication
- Director, Institute of Public Health*
- President, Aggies Against AIDS*
- Director, Adult Education Program*
Engage New Partners – State Quitline Launched at Health and Wellness Festival

Quit Smoking Support
Outcomes - 1

- Produced ten radio shows including a town hall and community day.
- Twelve undergraduate students learned to conduct research and use SPSS.
- Received a 2-year grant from Health and Wellness Trust Fund Commission to provide students quit smoking support and work for policy change.
Outcomes - 2

- Received a 1-year grant from the Congressional Black Caucus Foundation for an e-Health Tobacco Leadership Program, an internet based cessation and peer counseling program.

- Project Coordinator and one student appointed to American Red Cross HBCU Project Advisory Committee.

- Weekly tobacco education radio program evolved into a health education show to address disparities, [http://talkhealth.blog.com/](http://talkhealth.blog.com/).
Outcomes – Students’ Accomplishments

Mercedes — American Red Cross HBCU Advisory Committee
  - Paid Corporate internship
  - Used tobacco research for major class project
  - Facilitator for 2006 HBCU Tobacco Summit

Kim — Paid Internship for Division of Research
  - Student worker for Dean of School of Nursing
  - Accepted to Upper Division School of Nursing
  - Introduced 2006 Convocation speaker
  - Paid Clinical internship
  - Hostess for radio show
Outcomes – Students’ Accomplishments

Carolyn — Student worker for Assistant Dean School of Nursing
  - Accepted to Upper Division School of Nursing
  - Paid Clinical internship
  - Hostess of radio program

Ashley — Accepted to upper division of School of Nursing
  - Student worker for tobacco project
  - Clinical Fellowship
Outcomes – Students’ Accomplishments

**Darrin** — Stopped smoking
- Changed major within field
- Paid Radio Broadcast internship
- Used tobacco project for major Senior project, a media production
- Graduated

**Melinda** — Accepted to upper division of School of Nursing
- Student worker for tobacco project

**Yvette** — Attended UNC System Washington Study Program
- Paid Broadcast Internship
- Collaborated with Darrin on tobacco media production
The Next Steps – To Make Tobacco Prevention a Priority not a Project

- Increase the number of student and faculty trained and involved as tobacco researchers and advocates.
- Provide campus and community quit smoking support.
- Facilitate a student driven policy change and enforcement initiative.
- Secure funds to expand campus/community research and prevention efforts.
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For more information contact
North Carolina A&T State University
School of Nursing
1601 E. Market Street
Greensboro, NC 27411
awspoon@ncat.edu
(336) 334-7750