Partnerships That Save Lives

The West Virginia Division of Tobacco Prevention and the Partnership of African American Churches united and successfully recruited 216 African-Americans to the West Virginia Tobacco Quitline.

WV Division of Tobacco Prevention

In the beginning...

- CDC strongly suggested West Virginia determine "priority populations" to address
- DTP assembled a committee to determine who to target
- Committee chose African-Americans, LGBT population, among others.
- Began partnership with PAAC in Spring 2006
- PAAC received \$75,000 grant to provide a pilot project targeted toward the African-American communities in WV
- PAAC received a continuation grant in 2007 from WVDTP

Division of

Tobacco Prevention

DEPARTMENT OF HEALTH AND HUMAN RESOURCES

WV Tobacco Quitline

- Began tracking ethnicity in June 2006
- 216 Enrollees out of 7,150 (3%)
- Presented to PAAC and NAATEN
- On-site mock enrollment for PAAC staff
- Training of Quitline staff on PAAC programs
- Regular meetings with DTP and PAAC

PAAC

Population

- 1,818,470 State Population
- 57,232 African-American (3.2%)
- 85.5% Located in 13 counties

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Strategies

- 1. Education
- 2. Media Campaign

Outcomes

- 1. Be Free Indeed
- 2. Supporting Tobacco Cessation in Your Community
- 3. Quitline Support





Three-Way Partnership*

Top Down > Government

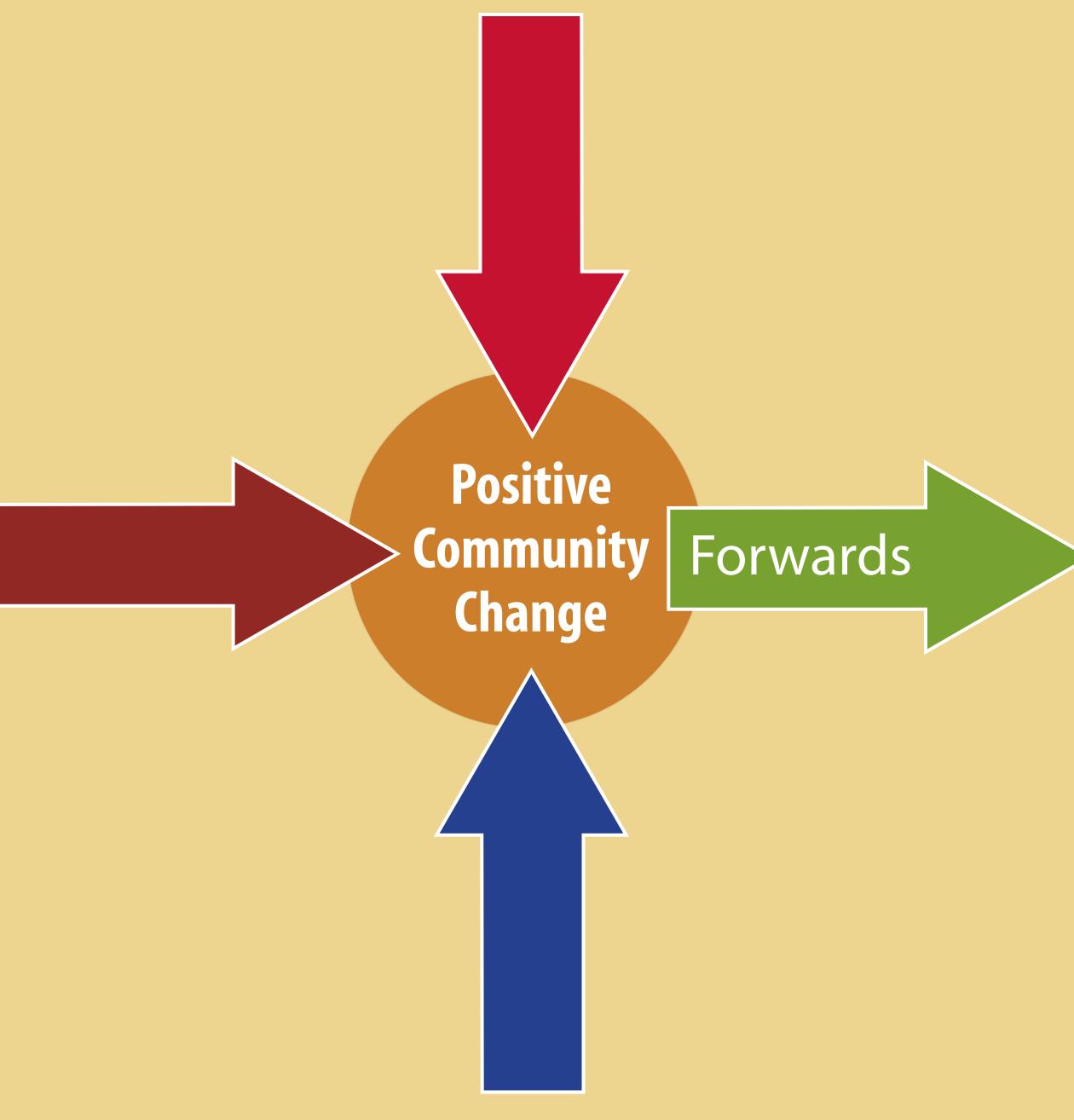
- Resources and administration
- Policies and management
- Monitoring and evaluation
- Enabling

Outside In

- Skill and leadership development
- Expert train the local people
- Quitline (beBetter Networks)
- West Virginia University
- NAATEN
- NNTAPPNIAATPNI
- NAATPN

Bottom Up > Community

- Local communities implement the program
- Utilize local resources
- Local groups/committee play leading role
- Local groups must be treated as partners



*Data derived from Future Generations Graduate School