

Former Tobacco Industry Executive Discusses Negative Impact of Tobacco

Updated: Fri 11:26 AM, Oct 30, 2009

CHARLESTON, W.Va. (WSAZ) -- A former tobacco industry executive is in Charleston to discuss how she feels tobacco companies negatively target African Americans.

Friday's event was at the Blessed John XXIII Pastoral Center in Charleston.

La Tanisha Wright is the director of the National African-American Tobacco Prevention Network. She also developed a program called "Follow the Signs."

The program addresses the impact of Big Tobacco contracts on the placement, presence, price and promotion of tobacco to African Americans, according to the news release. The goal of the seminar is to showcase what can be done to reduce and prevent tobacco related disease and death.

The event was sponsored by the Southern Coalfields African American Tobacco Prevention Network, the National African American Tobacco Prevention Network and the West Virginia Division of Tobacco Prevention.

For more information about the program, click on the link below.

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- by John on Nov 1, 2009 at 04:07 PM

Hey Mark...go back to school unless you're a drop out...in that case go back!!!! Learn to spell before you write anything in public!!! "your" should be "you're" and you can't even spell tObacco!!! Not with an "a"...moron!!! I love you la Tanisha!!!! Fight the good fight!!!

- by I was there! on Nov 1, 2009 at 10:27 AM

I attended this workshop and had the chance to speak with her. She didn't get fired, she turned down money and resigned because she didn't like how they targeted young people. Most of the comments that I read are IGNORANT as unfortunately many people (of all races) are to minority targeting. The presenter educated us that although African Americans smoke less they die at higher rates than other races and this could be due to many reasons especially tobacco (or "tabacco" as one person posted) targeting and marketing. She showed us images and provided several examples of how the tobacco industry targets Blacks. Had some of you been there, you would see for yourselves. She is not a "hippocrit" as one of you stated. She's a hero using the negative situation she use to be in as a positive thing to help save lives!

- by Someone* on Oct 30, 2009 at 08:29 PM
I have never seen where smoking is a race issue. Tobacco is an issue that affects everyone. I think its just her way of getting back at them for probably for firing her and just throwing in the race card.
- by Mark on Oct 30, 2009 at 04:04 PM
What a hippocrit! She is a former tobacco "Executive".Wonder if she got fired and is looking for payback. I see a lot more whites smoking than blacks. Just how are they targeting blacks, with a cowboy,a camel,how about racing? Cry race in this country unless your white,and you'll get all the attention you want.Imagine the outcry if there was a WET network on tv.
- by Anonymous on Oct 30, 2009 at 02:53 PM
Umm...smoking is bad for everyone, not just certain races. Why does everything have to turn into a race issue. It should just be a simple issue of health!
- by dfromwv on Oct 30, 2009 at 02:06 PM
yea who cares that the last thing i look for when some drunk driver runs me over is what color thier skin is. oh thats right its smoking..oops i guess i have to get my priorities right.next, govt controlled thermostats in your house yes we can!! have a fascist govt.
- by D R Reed on Oct 30, 2009 at 11:52 AM
For more information about African American Tobacco Prevnetion, contact Drema Robertson at Community Connections at drema@ccifrn.org or 304-324-0456
- by Anonymous on Oct 30, 2009 at 09:12 AM
so you half to be black to die from smoking now. hear we go with the poor poor blacks, they got it so bad.

