

# Tobacco Free Times

## Special Edition

July 2009

### Tobacco

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Freedom from Tobacco Event 1

Follow the Signs II 2

More Pictures from Follow the Signs II 3

The purpose of the Denver Alliance on Tobacco and Health is to rally communities disparately affected by tobacco to reduce tobacco-related use and illness in the city and county of Denver.



**La Tanisha Wright, West Region Director of NAATPN**

June is full of memorable events: The People's Fair, Juneteeth, and Pride Fest all make June an exciting month. The hot event of the month took place in Historical 5 Points in Denver, Colorado on June 26<sup>th</sup> and 27<sup>th</sup>. The ***Freedom from Tobacco*** weekend consisted of two main events, starting with a V.I.P. Reception for community members to meet La Tanisha Wright, the presenter of the ***Follow the Signs II*** workshop. The reception was hosted by the director of the Kaleidoscope Project, Nita Mosby Henry.

The reception was well-attended and Ms. Henry provided great food, soft jazz and lively conversation in her beautiful loft home.



Members of the planning commitee for ***Follow the Signs II/Freedom From Tobacco*** pictured from left to right are presenter La Tanisha Wright, Judy McCree-Carrington, Nita Mosby Henry, Lisa Sullivan, Priscilla Brown, Ilana Kurtzig, and Johnn Young. (not pictured are Sharon Tracey, Michael Jennings and Chanel Freeman)

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The events continued on Saturday in 5 Points at the Bo Matthews Center for Excellence where Ms. Wright of the National African American Tobacco Prevention Network (NAATPN) presented a workshop entitled ***Follow the Signs II (FTS)***.

The workshop covered several hours and provided participants with a better understanding of tobacco industry's marketing techniques and practices used to target Blacks.

"Big Tobacco specifically targets the Black community," according to Ms. Wright, the Director of the Western Region of the NAATPN.

After the workshop Ms. Wright traveled to several tobacco retailers in the 5 Points areas where she conducted an assessment of Big Tobacco promotions and marketing. She will provide pictures and a written recommendation to the planning committee of ***Follow the Signs II/ Freedom from Tobacco***. The goal of the planning committee is to end tobacco use in the Black community.

Information at both events will be used to create a Colorado Black Tobacco Prevention Network (made of community members/organizations that collaborated on the ***Freedom from Tobacco*** weekend). The Colorado Black Tobacco Prevention Network (CBTPN) will join the National African American Tobacco Prevention Network and begin to provide tobacco education, and cessation information, as well as conduct policy work in Colorado's Black Communities.

FTS II and the V.I.P. reception were the collaborative effort of several organizations: Colorado Department of Human Services Division of Behavioral Health, Black United Fund of Colorado, the Kaleidoscope Project, American Lung Association, Tri-County Health, the Colorado Department of Public Health and Environment's State Tobacco Education and Prevention Partnership and the Tobacco Education Program at Denver Public Health.



Display of tobacco products, marketing and promotions



## Denver Public Health



*Follow the Sign II Workshop*

June 27, 2009

Specials thanks to Gilana Rivkin-Duchter of the Bo Matthews Center for Excellence.