



CANCER PREVENTION & RESEARCH
INSTITUTE OF TEXAS

Award ID:
10-50

Project Title:
Comprehensive Tobacco Prevention Network (CTPN)

Award Mechanism:
Legacy Grant

Principal Investigator:
Holyfield, Lavern

Entity:
Texas A&M University System Health Science Center Research Foundation

Lay Summary:

The Comprehensive Tobacco Prevention Network will provide tobacco intervention services to minority and low SES residents in the North Texas area, focusing primarily on reaching African Americans, through the following venues: development of a communications network to educate minority populations about the impact of tobacco use on health by engaging ministers of churches with predominantly minority congregations and other community members, implementation of a church-based community awareness campaign, providing access to cessation services for community members, and design and implementation of a consensus conference to standardize tobacco intervention protocols for minority patients. The project will use resources such as Pathways to Freedom: Winning the Fight Against Tobacco, which addresses issues specific to African Americans, to plan activities. The overall goal of the project is to develop a model for tobacco intervention among minority and low SES populations utilizing a comprehensive and faith-placed approach.