



MISRGO Mentions

Check Us Out on Facebook!

MISRGO is asking everyone to tell us what can help #BeatTheCraving for tobacco! Whether it's working out or learning how to play a musical instrument, there are lots of things we can do instead of smoking. What would you do? Tell us on Facebook. Search for UAPB Minority Initiative Sub-Recipient Grant Office.

In This Issue

- A Special Message for Black History Month Page 1
-
- Faith Based Organizations Agree to be Tobacco-Free Page 2
-
- UAPB Homecoming Page 3
-
- Spotlight on a Sub-Grantee Page 3-4
-
- Spotlight on a New Addition to MISRGO Page 4
-
- What's New with the Masters of Addiction Studies Program Page 5
-
- What's the Deal with Second Hand Smoke? Page 5
-
- Things You Could Be Doing Instead of Smoking Page 5

A Special Message for Black History Month

Black History Month was truly a special time for the Minority Initiative Sub-Recipient Grant Office this year. Traditionally, we pay homage to the influential African American figures who paved the way for today's generation and for those to come. This year, we chose to recognize Black History Month from the perspective of our future generations – young people.

We worked with a talented six year old named Bailey to produce a 0:60 second radio ad entitled "Quit For Me." Bailey conveyed a message that demonstrated her perspective on the ills of tobacco consumption. Bailey so clearly articulated how using tobacco not only hurts the loved ones in her life but hurts her as well. The radio ad ran throughout the month of February on radio stations in Central Arkansas, Pine Bluff as well as the Forrest City/Marianna area. To listen to the ad, [click here](#).



Bailey, along with Pastor Dewayne Robinson of Part of the Solution (MISRGO sub-grantee), were invited to participate in on-air interviews on Central Arkansas radio stations KIPR – Power 92.3, KOKY – 102.1, and KPZK – Praise 102.5. During the interviews, both Bailey and Pastor Robinson elaborated on how harmful tobacco can be on your body, mind and soul. Bailey and Pastor Robinson reminded listeners that there is help quitting smoking by calling the Quit Line (1.800.Quit.Now).

Through a partnership with KPZK – Praise 102.5, Black History Month wrapped up with support from the faith-based community acknowledging the importance of living tobacco-free lives. Members from local churches shared their personal stories on how they quit smoking and encouraged others to join them in the fight to eliminate tobacco consumption in minority communities.

Black History Month was such a success! We look forward to continuing in our journey to recognize Black History Month while saving more lives from the dangers of tobacco.

