

**BLACK HILLS OF AMERICAN INDIAN HEALTH, RAPID CITY, SD**

Focus: Native American/Alaskan Native

This grantee will use a community-based approach, collaborate with the Rapid City Indian community, the Sioux San Public Health Service Indian Hospital (located in Rapid City), and the South Dakota Quitline to increase the number of American Indians actively participating in pre-existing, though poorly utilized, smoking cessation programs. These funds will be used to conduct activities including creation of a tobacco advocacy network, training on 5 A's to Sioux San healthcare providers, as well as various community cessation awareness activities in Rapid City.

**CAMPESINOS SIN FRONTERAS, SOMERTON, AZ**

Focus: Hispanic/Latino

Futuro Claro targets the low-income Hispanic residents of South Yuma County, Arizona. This U.S./Mexico border community has high rates of chronic disease and little access to health care. Futuro Claro will benefit the target population by (1) using peer education to reach Hispanic young people 18-24 with tobacco prevention and cessation information, and by (2) significantly reducing Hispanic farmworkers' daily exposure to second hand smoke.

**CLINICAL OUTCOMES GROUP, INC., POTTSVILLE, PA**

Focus: Caucasian & African American

Project Fresh aims to reduce exposure of secondhand smoke (SHS) among children (age 0 to 6) enrolled in Federal Head Start Programs by converging three specific activities: (1) educating low-income families to understand the dangers of SHS; (2) assist families to develop household policies that reduce children's exposure to SHS; and (3) to develop free, accessible, and effective tobacco quit programs for families of Head Start children.

**FIRSTHEALTH OF THE CAROLINAS, PINEHURST, NC**

Focus: Multi-populations

FirstHealth of the Carolinas proposes the establishment of "HomeFree," to provide tobacco cessation services and support to tobacco using, low-income families in the rural mid-Carolinas. This program, which focuses on providing cessation through home care nurses and health educators directly in clients'

homes, reaches out to the most vulnerable tobacco users in the region, many of whom would not have access to cessation services otherwise.

**LA CROSSE COUNTY HEALTH DEPARTMENT, LA CROSSE, WI**

Focus: Caucasian & Asian American

La Crosse County Health Department will develop innovative community-level interventions that integrate tobacco cessation among adults 25 and older who have less than a high school education and are considered binge drinkers, heavy alcohol users, or in an alcohol recovery program in West Central Wisconsin. This project addresses the dual burdens of alcohol and tobacco use, two highly correlated behaviors.

**NATIONAL NURSING CENTERS CONSORTIUM, PHILADELPHIA, PA**

Focus: African Americans

'Stay Quit, Get Fit', a joint program of the National Nursing Centers Consortium and Eleventh Street Family Health Services, will integrate cessation counseling and weekly exercise for low-income African-Americans into the services of a nurse-managed health center in North Philadelphia. Health center providers would participate in recruitment, screening, education and reinforcing cessation counseling. The uniqueness of this program will be primary care providers reinforcing cessation messages.

**ROBERT WOOD JOHNSON MEDICAL SCHOOL / MERCER COUNTY TOBACCO DEPENDENCE PROGRAM, NEW BRUNSWICK, NJ**

Focus: African American & Hispanic/Latino

The main goal of this project is to eliminate disparities in access to tobacco cessation services. The medical school will offer free tobacco cessation counseling and free nicotine patches to at least 42 smokers attending urban substance abuse treatment programs in the Trenton, NJ community. These services will be provided on-site, at their substance abuse treatment programs. They also propose to provide training to treatment staff at three urban, substance abuse treatment programs in the Trenton, NJ area on how to motivate lower motivated smokers. Lastly, they will create a treatment manual for dissemination to the eight New Jersey state-funded "Quit Centers".

**SOUTHERN NEVADA HEALTH DISTRICT, LAS VEGAS, NV**

Focus: Lesbian/Gay/ Bisexual/Transgender

Utilizing text messaging, narrowcasting, and experiential marketing, the Southern Nevada Health District will implement a comprehensive program designed to engage the LGBT community and encourage smoking cessation. This project will utilize text messaging and experiential marketing to change the behavioral association between smoking and the LGBT lifestyle.