
AMPLIFY!

AFRICAN AMERICAN STATEWIDE COORDINATING CENTER

—FOSTERING A LEGACY OF PHYSICAL, MENTAL, AND SPIRITUAL WELLNESS—



The African American Coordinating Center (AACC) provides culturally relevant expert support and tailored assistance to tobacco control programs, non-traditional partners and the greater community. We are working to engage the African American/African Immigrant communities in our movement.

MISSION

To work collectively in love, unity, and cultural humility to educate, empower and engage our communities to end commercial tobacco use.

OUR SERVICES

- **Assistance with navigating the world of tobacco control**
- **Tailored assistance/resources**
- **Moral support**
- **Helping programs engage the Black community**
- **Capacity building**
- **Leadership Development**
- **Smoking Cessation Support**
- **Trainings/Workshops/Webinars**



AMP

UP!

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Leadership Development Program

AMP UP! Leadership Development Program aims to build leaders as we educate our people and help them gain access to the many career opportunities in the fields of public health, tobacco control, media, research, evaluation and much more. We have FREE programs for students, young adults, and seasoned professionals.



STATEWIDE REGIONAL GRANTEES

EMPOWERING OUR COMMUNITIES TO ADVOCATE FOR CHANGE

Riverside County Black Chamber of Commerce (Tri-County South)

- Menthol and Other Flavored Tobacco Products
- Tobacco Product Definition



Nile Sisters Development Initiative (San Diego)

- Menthol and Other Flavored Tobacco Products
- Multi-Unit Housing Policy
- Youth Engagement in Tobacco Control
- Smoke-Free Faith-Based Organizations



Youth Leadership Institute (Central Valley)

- Menthol and Other Flavored Tobacco Products
- Youth Engagement in Tobacco Control
- Smoke-Free Faith-Based Organizations



STATEWIDE REGIONAL GRANTEES

EMPOWERING OUR COMMUNITIES TO ADVOCATE FOR CHANGE

African Communities Public Health Coalition (Los Angeles)

- Individual Unit & Multi-Unit Housing Policy
- Youth Engagement in Tobacco Control



SOL Project (Gold Country)

- Menthol and Other Flavored Tobacco Products
- Electronic Smoking Device Sales
- Smoking Definition
- Tobacco Product Definition
- Youth Engagement in Tobacco Control



OUR COMMUNITY

YOUTH



YOUNG ADULT



ADULT



“I had a long day and I have been taking care of a 2 year old so. I know I am here to give my opinion. I like this last -- this one was the one, it is time to save black lives. **I just really eye roll behind that because there is so much more other things that we need to focus on as a people-institutionalized racism. There is more to it than these damn cigarettes.**” African-American Woman

HOW WE ARE ENGAGING OUR COMMUNITIES

POLICY WORK

YOUTH TOBACCO EDUCATION

COMMUNITY FOCUSED EDUCATION



FAITH BASED



COMMUNITY ENGAGEMENT

91% Of African American Voters believe a good reason to prohibit the sale of flavored tobacco is that it can reduce youth smoking*

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*The Center for Tobacco Policy & Organizing

CONTACT US

Feel free to type questions into the chat box and we will answer them during the Q&A section.

If you have questions about AMPLIFY! Or our Regional Partners...

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