

# **National Black Church Initiative**

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**For Immediate Release**

## **The National Black Church Initiative Joins with the African-American Churches of Fort Lauderdale in an Anti-Smoking Sunday Day February 19th**

*We Must Rid the Black Community of Tobacco!*

**Washington, DC** – The National Black Church Initiative (NBCI), a faith-based coalition of 34,000 churches comprised of 15 denominations and 15.7 million African Americans, along with the African American Churches in Fort Lauderdale will engage its congregation with a strong Anti-Tobacco message.

As part of a grant received from CVS Health, NBCI facilitators in Fort Lauderdale have been certified to become American Lung Association (ALA) Freedom from Smoking trainers able to conduct local FFS® workshops. These workshops will occur over eight weeks to help provide smokers in the Fort Lauderdale area with the tools they need to successfully quit smoking.

“We are honored to receive a Tobacco Cessation grant from CVS Health in support of local efforts to help members of our community live tobacco-free,” said Rev. Anthony Evans, President of NBCI. “We look forward to hosting our FFS workshops and providing smokers with the resources they need to quit for good.”

The American Lung Association's Freedom from Smoking® program is designed for anyone who wants to quit smoking and takes participants through modules containing tips and lessons on how to quit smoking. The resulting collaboration will help empower faith-based communities and help more individuals live tobacco-free.

“CVS Health is committed to supporting programs that increase the opportunity and ability for African Americans nationwide to lead healthier lives, regardless of where they live, their economic circumstances or cultural background,” said David Casey, Vice President, Workforce Strategies, and Chief Diversity Officer for CVS Health. “We’re proud to support the dedicated work of NBCI, who shares our commitment to providing African Americans and faith-based communities with the resources they need to live tobacco-free lives.”

In September 2014, CVS Health became the first, and remains the only, national retail pharmacy to eliminate the sale of cigarettes and tobacco products from its stores. With NBCI's overall Health Emergency Health Model and Comprehensive Tobacco Cessation programs, NBCI and CVS Health together can create meaningful outcomes in improving the lives of their shared communities.

### **ABOUT NBCI**

The National Black Church Initiative (NBCI) is a coalition of 34,000 African American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. Our methodology is utilizing faith and sound health science.

NBCI's purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities in the variety of areas cited above. NBCI offers faith-based, out-of-the-box and cutting edge solutions to stubborn economic and social issues. NBCI's programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work. Visit our website at [www.naltblackchurch.com](http://www.naltblackchurch.com).