

# FACTS ABOUT OUR IMPACT

## UAPB TOBACCO CESSATION PROGRAM



OUTREACH • EDUCATION • RESEARCH

## WHO WE ARE

We are a dedicated initiative committed to reducing tobacco use, improving public health, and lowering healthcare costs. By addressing tobacco-related illnesses—major contributors to chronic disease and rising medical expenses—we help ease the financial burden on our state while enhancing quality of life.

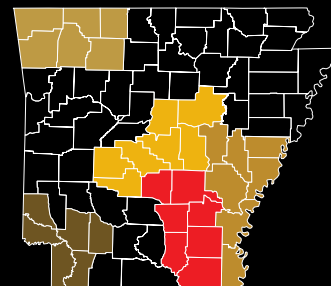
Our mission is to create healthier communities by prioritizing populations most affected by tobacco use. Through evidence-based research (MRC), targeted outreach (MISRGO), and public health education (GASP), we drive meaningful, lasting change while promoting health equity.

[UAPBTobaccoCessation.org](http://UAPBTobaccoCessation.org)

## MISRGO Minority Initiative Sub-Recipient Grant Office

*Community-Focused. Statewide Impact.*

MISRGO empowers Arkansas communities to fight tobacco use where it hits hardest — in Black, Hispanic, and underserved neighborhoods. Through strategic grants, training, and CDC-aligned programs, we support grassroots organizations working to prevent youth initiation, promote quitting, and build smoke-free environments.



MISRGO-funded programs have reached nearly

# 44%

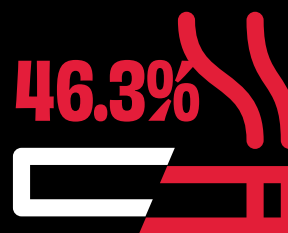
of Arkansas counties, serving approximately 33 out of 75 counties.

Provided an Estimated  
**\$12+ MILLION**  
In Grant Funding  
To Over **100 ORGANIZATIONS**

**88% OF GRANTEES MET OR EXCEEDED GOALS IN 3 KEY AREAS:**

1. Reducing Exposure To Secondhand Smoke
2. Preventing Youth Initiation
3. And Promoting Quitting

Learn more: [armisrgo.org](http://armisrgo.org)



From 2002 to 2020, Arkansas's **SMOKING RATE DECLINED BY 46.3%** — driven in part by the collective efforts of counter-tobacco advocates, including MISRGO and its grantees.\*

## No Menthol SUNDAY

In partnership with **THE CENTER FOR BLACK HEALTH & EQUITY**, MISRGO sponsors **NO MENTHOL SUNDAY**—a national faith-based initiative empowering Black communities to address menthol's role in tobacco addiction.



**"HATE THE VAPE"** empowers Arkansas youth (13–18) with tools, facts, and peer support to resist vaping through workshops, real stories, and science-based education.

Supports policy that create **SMOKE-FREE HOMES, PARKS, FAITH-BASED CAMPUSES,** and **TOBACCO-FREE PLEDGE DRIVES**



Since 2003, the **CLEARING THE AIR IN COMMUNITIES OF COLOR** conference has addressed tobacco disparities, becoming one of Arkansas' longest-running health equity events.

# MRC

## Minority Research Center on Tobacco and Addictions

*Where Data Drives Change.*

The MRC leads cutting-edge research on how tobacco and addiction affect minority populations. Our work informs public health policies, shapes community programs, and amplifies the voices of those most impacted.



Focused on **EVIDENCE-BASED RESEARCH** and publishing findings that impact public health policy

# \$87,500 +

**OVER \$87,500 AWARDED** in research grants between 2015 and 2020 to support studies on cessation, prevention, and the effects of tobacco use in minority populations across Arkansas.

### RESEARCH THEMES INCLUDE:

- Targeted marketing of menthol cigarettes in Black communities
- Vaping trends among minority youth
- Health equity and access to cessation services

Learn more: [armrc.org](http://armrc.org)

## GASP

### Graduate Addiction Studies Program

*Education That Changes Lives*

UAPB's graduate program prepares tomorrow's leaders in addiction treatment and prevention. With a curriculum grounded in behavioral health and cultural competence, we're shaping professionals ready to serve in clinics, schools, and communities.

# 148

## PROFESSIONALS

**ESTABLISHED IN 2002**, the Graduate Addiction Studies Program (GASP) has produced **148 PROFESSIONALS** dedicated to addressing addiction in underserved communities — all funded by the **ARKANSAS MASTER TOBACCO SETTLEMENT**.

\* SOURCES: CDC: Centers for Disease Control and Prevention: <http://www.cdc.gov/psr/tobacco/2013/ar-tobacco.pdf> and Campaign for Tobacco Free Kids: <http://www.tobaccofreekids.org/microsites/statereport2016/arkansas.html>

State's **ONLY** graduate level **PROGRAM** focused specifically on **ADDICTION SCIENCE**

Offers **INTERDISCIPLINARY TRAINING** in counseling, prevention, and behavioral health

Prepares students for licensure and careers in **MENTAL HEALTH CLINICS, SCHOOLS, REHAB FACILITIES, AND RESEARCH**

Students often participate in **COMMUNITY-BASED PRACTICUM EXPERIENCES** to further the overall experience.

Learn more: [uapb.edu/addictionstudies](http://uapb.edu/addictionstudies)

# UAPB TOBACCO

## CESSATION PROGRAM



**MINORITY  
RESEARCH  
CENTER**  
ON TOBACCO & ADDICTION

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