

Do It For Your Loved Ones

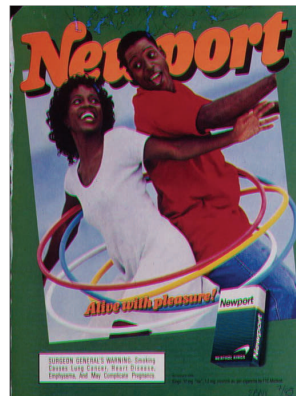
Not In Mama's Kitchen (NIMK) can be tailored for any size audience or any length of time. Workshop materials can be modified to suite the needs of the participants.

NIMK can be hosted at your church, a conference room, a restaurant, or in the privacy of a home.

Schedule NIMK for the loved ones in your life, especially if they smoke or live with a smoker.

Snacks may be provided, dependent upon request..

Call today!



Since 1920's, tobacco companies have targeted communities of color, women, and youth. Such advertisements have increased over the years.

Ads are created to make smoking look fun and sexy. In Nebraska, tobacco companies spend over \$80 million to market such a deadly product.



NEW CREATIONS, INC.

Not In Mama's Kitchen



**"There'll be no smokin'
up in here!"**

Not In Mama's Kitchen

The primary focus of Not In Mama's Kitchen (NIMK) is to encourage and empower women with the resources needed to protect their families from the dangers of tobacco use and secondhand smoke; especially in their homes.

According to the U.S. Census, a majority of African American households are headed by females. With that premise, this awareness campaign is tailored towards women, reaching across all generations.



Generation to generation...

Tobacco Use

Among African American women, nicotine is the addiction and menthol is the flavor that induces greater smoking tendencies. Since 1987, more women have died from lung cancer than from breast cancer. When compared to Caucasian women, African American women's rates are significantly higher.

Secondhand Smoke (SHS)

When a person inhales someone else's cigarette smoke, they are referred to as a secondhand smoker. SHS has been linked to low birth weight and sudden infant death syndrome (SIDS). Children who breathe secondhand smoke are more likely to suffer from asthma, ear infections, sore throats, and respiratory illnesses (bronchitis/pneumonia). Secondhand smoke is the third leading cause of preventable death in the United States. Preventable meaning that we can keep it from happening.

As For Me & My House

Ethnic Minorities that smoke

Native Americans	45.8%
African Americans	28.4%
White	23.9%
Hispanic/Latino	19.3%

Secondhand smoke at home

Native Americans	41.6%
African Americans	29.5%
White	25.5%
Hispanic	15.8%

SOURCE: Nebraska Behavioral Risk Factor Survey, 2004

**Don't Make Me Choke on
Secondhand Smoke
I Have Better
Things To Do!**



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