

Inspire a movement toward better Black health

Help us by educating congregants and community members about tobacco, vaping and the role of flavors like menthol.

We're encouraging congregants young and old--to stay woke about current issues related to tobacco use and prevention. We must stay up-to-date about policy efforts that can help protect Black health. But most of all, we must remain critically aware of the tobacco industry's tactic to author misinformation and utilize flavors like menthol to addict our kids to vaping and other tobacco products like cigarillos.

We've got to stay vigilant. Here are a few ways you can participate.

Participate

Share Awaken

The following poem can be shared with members of your congregation and community in many ways:

- Share this brochure via email or print
- Recite Awaken on video by going LIVE on Facebook, Instagram, and YouTube
- Partner with your local radio and ask them to play the provided Radio spots on No Menthol Sunday

Download Awaken Toolkit

Visit www.waatpn.com

Awaken by La'Ketta Caldwell

Awaken 60 Second Radio Spot

[DOWNLOAD NOW](#)

We have to watch as well as pray

This is a new day; we have the power to change the narrative in our community

Take it back!

Ask the questions and stand for justice

The truth is menthol has been tearing up families, sneaking behind closed doors of homes, getting into the hands of our future, and the passage where the air is drawn.

Some have lost their breath needing chemicals to fight the disease taking over.

Freeing them from the stealers wrapped up in green and white boxes

We will not grow weary in exposing the lies that continue to kill and steal the dreams of our future.

We are God's Warriors

Wake up!

Wake up and support no menthol Sunday!

Awaken 30 Second Radio Spot

[DOWNLOAD NOW](#)

Rock-a-bye, baby, in the tree top

When the wind blows, the cradle will rock

When the bough breaks, the cradle will fall

And down will come our babies, cradle and all

Wake up

We have been lulled to sleep

As they prey on our community

A fog of smoke killing lives one by one and two by two

Build boards popping up promoting death traps

Wake up



La'Ketta Caldwell

Author of the poem "Awaken"

You will find the beautiful image on her stationery, jewelry and t-shirts. The butterfly image is quite befitting. La'Ketta's education, training, and career have help transform her so she may now help empower others and educate diverse populations. Her journey has taken her from Paducah, Kentucky to Carbondale, Illinois to New York City to Milwaukee, WI.

Armed with a Bachelor of Arts in Speech Communication and a minor in Theatre from Southern Illinois University-Carbondale and studies in Education and Theatre at New York University. La'Ketta is the Founder of Keytalife, LLC. She is the Co-Founder of Raising The Bar, Inc. and an adjunct teacher at UW-Milwaukee.

She was part of the 2015 African American Leadership Program, and the 2015 Class of Milwaukee Business Journal's 40 Under 40. Ms. Caldwell was a 2015 MANDI nominee.

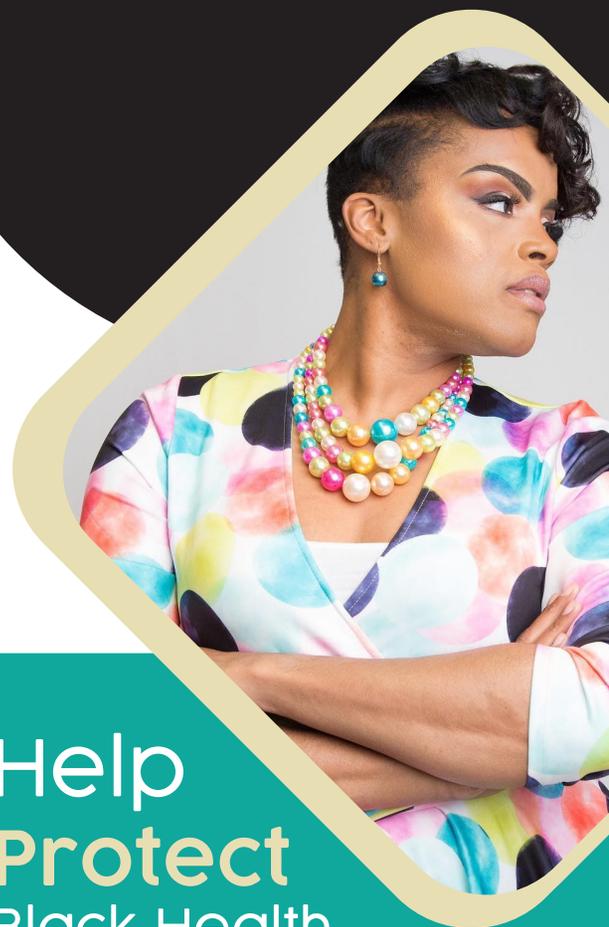
In 2016, she delivered a TEDx Talk titled, "Say Something," on the Mainstage at the University of Wisconsin-Milwaukee, which received a standing ovation. During her talk, she implored her listeners to connect with one another, seek to assist in removing the stigma associated mental health, and possess the courage to seek help when we needed.

La'Ketta is active in various ministries at her church, Unity Gospel House of Prayer under the leadership of Marlon Lock and First Lady Kimberly Lock, where she volunteers regularly.



Join the Faith Community on a National Observance Day

No Menthol SUNDAY



Help Protect Black Health Awaken

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