

## Youth Empowerment

### **CALIFORNIA DEPARTMENT OF HEALTH, SACRAMENTO, CA**

The California Legacy Youth Empowerment Program (YEP) built upon its existing statewide youth tobacco control advocacy coalition, and created new local youth coalitions. The YEP increased youth-driven tobacco control advocacy efforts and coordinated college-based tobacco control projects. The youth activities combined with the efforts of California's comprehensive tobacco control program, helped to reduce and prevent youth tobacco use.

### **COLORADO DEPARTMENT OF PUBLIC HEALTH, DENVER, CO**

Colorado's Department of Public Health's STEPP program supported up to 38 coalitions that engaged in grassroots community action during the first grant year. That number grew up to 58 in the second year and 68 in the third. The program provided training and technical assistance at the local and state level and used local tobacco assessment findings and data from the youth tobacco survey, built a solid framework and that supported the development, design and implementation of meaningful youth-led prevention activities and programs.

The Get R!EAL Colorado youth empowerment program transferred its activities to a new legal applicant in Fall 2004, the University of Colorado - Denver.

### **DISTRICT OF COLUMBIA DEPARTMENT OF HEALTH, WASHINGTON, DC**

The District of Columbia Department of Health fostered a youth led initiative to carry out tobacco education and prevention activities. The Department worked with the Children and Youth Investment Trust Corporation established neighborhood teams that recruited youth leaders and volunteers to implement this initiative.

### **GEORGIA DEPARTMENT OF HUMAN RESOURCES, ATLANTA, GA**

The Georgia Department of Health contracted with the American Cancer Society to use the "Study, Question, Understand, Act, Debrief, and Success" curriculum to fight tobacco use. The Georgia Youth In CHARGE project increased the number of youth involved with the statewide tobacco prevention coalition; CHARGE (Coalition for a Healthy and Responsible Georgia). The youth partnered with public health districts, school districts, faith-based organizations, and local community-based organizations. Youth teams planned and implemented tobacco prevention activities aimed to decrease exposure to secondhand smoke, reduce youth access to tobacco, and counteract tobacco industry marketing.

### **KANSAS DEPARTMENT OF HEALTH, KANSAS CITY, MO**

Kansas Department of Health and Environment has fostered a youth empowerment initiative to decrease the number of 6th to 12th graders who begin smoking and an increased number of smoke-free environments. Teens Against Smoking in Kansas (TASK) increased the number of youth to

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participate in TASK events; use van tours across the state to recruit and inform teens; offered regional trainings on media, community mobilization and policy; offered mini-grants to fund youth-driven activities; established different forms of communication such as newsletters and a web page and developed a successful youth-driven media campaign. State government agencies, voluntary health organizations, health care organizations, schools and universities were included in TASK's efforts.

## **MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE, BALTIMORE, MD**

The Maryland Department of Health and Mental Hygiene received a planning grant to develop a statewide youth movement against tobacco use. Maryland T.R.A.S.H. (Teens Rejecting Abusive Smoking Habits) upon receiving a full grant, under which it built on Maryland's four goals for tobacco control: preventing the initiation of tobacco use among young people, promoting quitting among adults and youth, eliminating exposure to environmental tobacco smoke, and identifying and eliminating health disparities related to tobacco use and its effects among different population groups. Youth-led empowerment and advocacy initiatives were integrated into existing efforts and infrastructure to allow for long-term sustainability.

## **NEW HAMPSHIRE DEPARTMENT OF HEALTH AND HUMAN SERVICES, CONCORD, NH**

The New Hampshire Department of Health and Human Services received a planning grant to develop a statewide youth movement against tobacco use. Its full grant encouraged development/expansion and doubled the local youth programs targeting tobacco. The youth conducted core trainings, three times a year, an annual statewide summit, and monthly trainings within each coalition. The youth took lead roles in planning and enacting statewide media events, as well as conducting activities in their own individual localities.

## **NEW JERSEY DEPARTMENT OF HEALTH AND SENIOR SERVICES, TRENTON, NJ**

The New Jersey Department of Health and Human Services created a youth empowerment initiative to educate and develop peer leadership skills among participants. NJ REBEL trained nearly six hundred youth and held four summits in its attempts to transform the social acceptance of tobacco and reduce prevalence among young people. The initiative built upon a local grassroots advocacy organization, Communities Against Tobacco, and its partner organizations included voluntary health organizations, philanthropic organizations, school districts, and academic institutions.

## **NEW MEXICO DEPARTMENT OF HEALTH, SANTA FE, NEW MEXICO**

The New Mexico Department of Health received a one year planning grant to develop a statewide youth movement against tobacco use.

## **NEW YORK STATE DEPARTMENT OF HEALTH/ HEALTH RESEARCH, INC., RENSSELAER, NY**

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Upon receiving its grant from Legacy, the New York State Department of Health formed a youth empowerment tobacco control program, "Reality Check. The NYSDOH supported youth summits and trained youth to promote tobacco control policies. The program made significant strides in its attempts to create youth leadership in the anti-tobacco movement changed attitudes toward tobacco use, reduced secondhand smoking and reduced availability of tobacco products to youth. The project, since its inception has galvanized and influenced many allies through its Smoke Free Movies initiative, which brings to the forefront the movie industry's role in glamorizing tobacco use.

### **NORTH CAROLINA DEPARTMENT OF HEALTH & HUMAN SERVICES, RALEIGH, NC**

The North Carolina Department of Public Health and Human Services cultivated an exemplary youth empowerment initiative by promoting smoke-free environments, reducing youth access, increasing public awareness and supporting cessation activities. The program developed youth leadership skills in media and policy advocacy, youth centers for tobacco control and the Governor's initiative "Too Cool to Smoke or Spit." The efforts partnered with voluntary health organizations, state health agencies and community based organizations representing minority populations, a university, tribal groups and school districts. Under the program's leadership the number of tobacco free school districts grew from 15 to 50, and since the end of the grant, the number has grown to over 85.

### **OKLAHOMA STATE DEPARTMENT OF HEALTH, OKLAHOMA CITY, OK**

The Oklahoma State Department of Health nurtured a youth empowerment initiative by recruiting 2,000 youth to SWAT (Students Working Against Tobacco), and hosting statewide Teen Tobacco Summits. The Oklahoma SWAT Program built upon a newly formed youth movement coalition that began in the summer of 1999. The coalition brought together a wide variety of community organizations from each county to implement programs and activities to prevent youth initiation, eliminate exposure to secondhand smoke, promote cessation, and identify and eliminate disparities. Partner organizations included state and local government, voluntary health organizations, health care organizations, and community-based organizations.

### **RHODE ISLAND DEPARTMENT OF HEALTH, PROVIDENCE, RI**

The Rhode Island Department of Health received a one year planning grant to develop a statewide youth movement against tobacco use, and subsequently received a full grant which established a Storefront to bring anti-tobacco initiatives, classes and cultural opportunities to the youth of Providence. In the first two year, the Storefront launched the WORD anti-tobacco marketing brand with three human puppet characters, a customized Chevy Suburban, a media campaign, anti-tobacco murals designed by youth graffiti artists and a statewide cessation campaign. In the next two years, the program held its first youth summit and shifted to a more traditional youth empowerment model.

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### **SOUTH CAROLINA DEPARTMENT OF ALCOHOL AND OTHER DRUG ABUSE SERVICES, COLUMBIA, SC**

The S.C. Department of Mental Health planning grant gave priority to adults and children with serious mental illnesses and serious emotional disturbances and will fulfill its legislative mandates. They worked cooperatively with public and private agencies to assure continuity of services.

### **SOUTH DAKOTA DEPARTMENT OF HEALTH, DIVISION OF HEALTH AND MEDICAL SERVICES, PIERRE, SD**

The Department of Human Services State of South Dakota implemented a youth-driven effort to reduce tobacco influences in the community. The South Dakota Youth Movement Against decreased youth tobacco use and increased public awareness of the dangers of secondhand smoke. The initiative built on the previous efforts of the SD Tobacco Prevention Project, which provided leadership for many states' tobacco and education efforts. The partner agencies involved in this effort included state and local government agencies, tribal representatives and academic institutions.

### **UNIVERSITY OF COLORADO DENVER, DENVER, CO**

The University of Colorado at Denver developed the Get R!EAL Colorado youth empowerment program which supported over 50 coalitions engaged in grassroots community action around tobacco issues. By providing training and technical assistance at the local and state level and by using local tobacco assessment findings and data from the YTS (youth tobacco survey), local youth coalitions build a solid framework and that supports the development, design and implementation of meaningful youth-led prevention activities and programs.

### **UNIVERSITY OF HAWAII, HONOLULU, HI**

The University of Hawaii through the Cancer Research Center of Hawaii engaged in a yearlong strategic planning process. A web site was created to provide information and facilitate statewide virtual town meetings.

### **UTAH DEPARTMENT OF HEALTH, SALT LAKE CITY, UT**

The Utah Department of Health received a one year planning grant and a full program grant to help develop youth leaders in the arena of tobacco control through its Phoenix Alliance program. In addition the youth leaders and volunteers developed a community health promotion strategy in tandem with the regional community health departments, and have chosen appropriate interventions to implement, addressing topics such as smoke free movies, clean indoor air, and youth targeting by tobacco companies. Each year, with adult assistance, the youth identified a project work plan, timeline, budget, and evaluation strategies.

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### **VERMONT DEPARTMENT OF HEALTH, BURLINGTON, VT**

The Vermont Department of Health fostered a youth movement initiative by developing community youth movements and a statewide media campaign. The initiative established 20 community youth movements, provided intensive training on peer leadership, community organizing, media literacy, and communication. Its statewide media campaign (OVX – Our Voices eXposed) serves as a recruitment and educational tool for the youth movement. The coalition created a community culture that encourages and supports a tobacco-free lifestyle and provided leadership in tobacco use prevention and control at the community level.

### **WASHINGTON STATE DEPARTMENT OF HEALTH, OLYMPIA, WA**

The Washington State Department of Health helped to foster a statewide youth empowerment initiative by building on an existing Saving Ourselves from Unfiltered Lies (SOUL) youth coalition into regional teams. These teams developed media efforts to reduce youth tobacco use with help from partners at the University of Washington, the American Lung Association and the American Cancer Society. The SOUL News Network engaged the state's nine Educational School Districts through smaller grants to assist youth in the development of media strategies and literacy, youth leadership, and advocacy efforts. The statewide movement focused on youth members making news through anti-tobacco media messages and activities, and creating school-based and community youth leaders to sustain efforts.

### **WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES, CHARLESTON, WV**

The WV Bureau for Public Health, through a subcontract with the WV Youth Tobacco Prevention Campaign, increased the number of youth-led coalitions to include every county of the state. The program (RAZE WV) planned and implemented a wide variety of training opportunities and activities for youth, around tobacco control. Through development of leadership and team building skills, the coalitions substantially reduced youth tobacco use and development of local teen chapters. Partner organizations included voluntary health organizations, health care associations, universities, community-based organizations, faith-based organizations, state and local governments.