

AMERICAN CANCER SOCIETY-GREAT WEST DIVISION, INC., DENVER, CO

The *New Mexico Youth Tobacco Control Leadership Project* developed youth-driven multi-media and leadership programs in 10-15 culturally diverse rural communities, with the intent of nurturing strong, committed youth advocates prepared to lead New Mexico's tobacco control movement and initiate policy change to reduce the toll of tobacco use on their peers and future generations.

Target counties in New Mexico included: Bernalillo, Cibola, Colfax, Curry, Doña Ana, Guadalupe, McKinley, Otero, Sandoval, San Juan, Santa Fe, Socorro, Taos, Torrance, and Valencia.

HEALTHY COMMUNITY COALITION, WILTON, ME

The *Anti-tobacco Short Film Project*, a youth-driven campaign to reduce tolerance of tobacco among open-to-smoking youth in their low-income, rural community. Youth partnered with the Maine Public Broadcasting Network and others to support teens in utilizing technology, digital recording, and the web-based vehicle YouTube to communicate anti-tobacco messages to their peers. Juniors and seniors lead this campaign which involved area middle and high school students. This project served Greater Franklin County, Maine which includes Franklin County and several neighboring towns and townships such as Livermore and Livermore Falls.

HOPE STREET YOUTH DEVELOPMENT, WICHITA, KS

The *REALITY PROJECT*, a student lead initiative that taught students how to use media and technology as an organizing strategy; produced a media piece using technology that targets rural and urban teens with anti-smoking messages; and held school assemblies at 3 high schools in Wichita in which the media piece is to be presented and follow up discussion was done. This project was located in Sedgwick County in Kansas.

IDAHO STATE UNIVERSITY, POCATELLO, ID

The *Hispanic Teen Cross Cultural Tobacco Prevention Media Advocacy* project worked with an existing teen Hispanic coalition from Canyon County, Idaho that developed professional radio spots and pay for broadcasting in their media

market. To support the no smoking messages, the teens developed an on-the-ground social marketing campaign. The intent of this project was to develop structural and community capacity for anti-tobacco media advocacy in the Hispanic community.

MONTANA-WYOMING TRIBAL LEADERS COUNCIL/ROCKY MOUNTAIN TRIBAL EPIDEMIOLOGY CENTER, BILLINGS, MT

Respecting the Tobacco Way, a tobacco control media campaign, driven by American Indian youth, for Tribes in Montana and Wyoming. Tribal leaders engaged youth as agents of social change and reveal how the tobacco industry targeted American Indians, funded cultural events, and exploited American Indian images and symbols for commercial purposes. Youth then developed culturally relevant media messages for their Reservations. The project primarily focused on rural reservations in the following counties: Montana - Bighorn, Flathead, Lake, Missoula, Roosevelt, Rosebud, Sanders, Valley, Yellowstone; Wyoming - Fremont, Hot Springs. In order to reach as many Indian people as possible, they also worked with the following Montana Reservation counties: Blaine, Cascade, Choteau, Daniels, Glacier, Hill, Pondera, and Sheridan.

NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD, PORTLAND, OR

The *Native Truth Film Project* introduced a youth-directed, culturally competent media campaign into two Tribal communities in Washington and one Tribal community in Idaho. This project empowered youth to provide vocal leadership in their communities through tobacco prevention activism; counteracts the tobacco industry's ethnic targeting of American Indians by creating literate media consumers and active producers of counter-marketing media; and reduces Native youth smoking rates.

STATE OF MAINE, DEPARTMENT OF HEALTH AND HUMAN SERVICES, MAINE CENTER FOR DISEASE CONTROL AND PREVENTION, PARTNERSHIP FOR A TOBACCO-FREE MAINE, AUGUSTA, ME

The *Youth Tobacco Prevention Grant Program* assisted youth to explore and communicate anti-tobacco messages through the use of theater, specifically the process drama method, in two rural communities in Maine. Youth planners selected this medium and youth created and performed productions. Transportation barriers for youth participants were explored and addressed. The

products developed had applications that benefited other youth throughout the state.

SISTERS OF COLOR UNITED FOR EDUCATION, DENVER, CO

The Murals Project employed murals-making, print media, public speaking, video production and web-casts to grow cultural literacy, pride and leadership with youth of color. Telling graphically the story of cultural history and community health, young muralists change their knowledge, attitude, and beliefs about smoking as an acceptable social norm; and exposed tobacco industry promotion strategies that targeted youth, particularly youth of color, as exploitive, culturally disrespectful, and destructive. Target Colorado Counties included Denver, Costilla and Huerfano.

TACOMA URBAN LEAGUE, INC., TACOMA, WA

The *Get Off Your Ashes* project taught and empowered youth in Pierce County, WA how it affected social norms among their peer groups and the larger youth community by providing them with knowledge, support, and tools needed to create and disseminate anti-tobacco messages that are hard-hitting, edgy and effective in difficult-to-reach youth populations including HipHop, Alternative-Rock/Punk, Latino, Native American, and Asian/Pacific Islander groups.

TOBACCO FREE KANSAS COALITION, INC., TOPEKA, KS

TASK for Tobacco-Free Teens was a 21-month project that empowered Kansas high school students to design training sessions for fellow teens in three rural areas in Kansas, followed by mini-grants to promote tobacco free school district campus events and tobacco free days at local fairs and rodeos. A statewide celebration for youth participants was held to highlight tobacco free accomplishments. Southeast target counties included: Crawford, Cherokee, Labette, Montgomery, Neosho, Allen, and Bourbon; Southwest counties: Finney, Lane, Ness, Hodgeman, Meade, Gray, Haskell, Grant, Kearny, Wichita, and Scott; North central target counties included: Cloud, Republic, Washington, Clay, Dickinson, Ottawa, Lincoln, Mitchell, and Jewell.

THE WELLNESS COALITION, SILVER CITY, NM

Southwest New Mexico Youth Media was a youth media campaign that produced materials in print, radio, and television. Youth media was developed in

cooperation with school-based health centers and performing arts classes. Youth Poetry Slam of Southwest New Mexico and the Mixed Company Festival hosted special categories of competition that select winners to be promoted through media dollars. This project was conducted in Catron, Grant, Hidalgo and Luna Counties of New Mexico.