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

The *New Mexico Youth Tobacco Control Leadership Project* will develop 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 include: 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 is a youth-driven campaign designed to reduce tolerance of tobacco among open-to-smoking youth in their low-income, rural community. They will partner 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 includes area middle and high school students. This project serves 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 is a student lead initiative that will 1) Teach students how to use media and technology as an organizing strategy; 2) Produce a media piece using technology that will target urban teen with a anti-smoking message; 3) Hold school assemblies at 3 high schools in Wichita in which the media piece will be presented and follow up discussion will be held. This project will take place in Sedgwick County in Kansas.

IDAHO STATE UNIVERSITY, POCA TELLO, ID

The Hispanic Teen Cross Cultural Tobacco Prevention Media Advocacy project will work with an existing teen Hispanic coalition from Canyon County, Idaho to develop professional radio spots and pay for broadcasting in their media market. To support the no smoking messages, the teens will develop an on-the-ground

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social marketing campaign. The intent of this project is 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 is a tobacco control media campaign, driven by American Indian youth, for Tribes in Montana and Wyoming. Tribal leaders engage youth as agents of social change and reveal how the tobacco industry targets American Indians, funds cultural events, and exploits American Indian images and symbols for commercial purposes. Youth will develop culturally relevant media messages for their Reservations. The project primarily focuses on rural reservations in the following counties: Montana - Big Horn, Flathead, Lake, Missoula, Roosevelt, Rosebud, Sanders, Valley, Yellowstone; Wyoming - Fremont, Hot Springs. In order to reach as many Indian people as possible, they also work with the following Montana Reservation counties: Blaine, Cascade, Choteau, Daniels, Glacier, Hill, Pondera, and Sheridan.

NORTHWEST PORTLAND AREA INDIAN HEALTH BOARD, PORTLAND, OR

The NativeTruth Film Project will introduce a youth-directed, culturally competent media campaign into two Tribal communities in Washington and one Tribal community in Idaho. This project plans to empower youth to provide vocal leadership in their communities through tobacco prevention activism; counteract the tobacco industry's ethnic targeting of American Indians by creating literate media consumers and active producers of counter-marketing media; and to reduce 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 will assist 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 will create and perform productions. Transportation barriers for youth participants are to be explored and addressed.

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The products developed will have applications that benefit other youth throughout the state.

SISTERS OF COLOR UNITED FOR EDUCATION, DENVER, CO

The *Murals Project* plans to employ making murals, 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 will change their knowledge, attitude, and beliefs about smoking as an acceptable social norm; and expose tobacco industry promotion strategies that target youth, particularly youth of color, as exploitive, culturally disrespectful, and destructive. Target Colorado Counties include Denver, Costilla and Huerfano.

TACOMA URBAN LEAGUE, INC., TACOMA, WA

The *Get Off Your Ashes* project plans to teach and empower youth in Pierce County, WA to effect 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 is a 21-month project to empower 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 is to be held to highlight tobacco free accomplishments. Southeast target counties include: 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 include: Cloud, Republic, Washington, Clay, Dickinson, Ottawa, Lincoln, Mitchell, and Jewell.

THE WELLNESS COALITION, SILVER CITY, NM

Southwest New Mexico Youth Media is a youth media campaign that plans to produce materials in print, radio, and television. Youth media will be developed

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