



FAMILY SERVICE AGENCY

Youth Leadership Initiative 2009-2010

Genine L. Perez, Statewide Project Coordinator

January 1, 2010-March 31, 2010

OVERVIEW

Goal: TO REDUCE YOUTH INITIATION OF TOBACCO

Objective 1- Recruitment Increase the Tobacco Control Youth Board members from **22 to 25** by 6/30/2010







Objective 2- Recruitment and Leadership Increase the number of Y.E.S. Team members from **598 to 1,196** by 6/30/2010

Objective 3- Training and Development Increase the number of presentations given by TCYB members and TEAM Y.E.S. Speaks members from **5 to 10** by 6/30/2010

Objective 4- Marketing Increase the level of confirmed awareness of the Y.E.S. Team brand and anti-tobacco media messages from **1500 to 3000** by 6/30/2010

Objective 5- Enforcement Increase the number of trained Tobacco Control Youth Board and Y.E.S. Team members participating in the Arkansas Tobacco Control Board enforcement and compliance program from 0 to 15 by 6/30/2010

Quick Facts as of 03/31/10

-  1,744 Y.E.S. Team Members (of which 155 were new members this quarter)
 -  Two International Members registered via our website from Edo State, Nigeria and Sao Paulo, Brazil
 -  The YLI Program has 34 TCYB members from across the state from the following counties: Greene (2), Jackson (2), Pulaski (8), Mississippi (4), St. Francis(2), Newton (2), Baxter (3), Little River (1), Polk (2), Lawrence (1) Crittenden(1), Marion (1), Union (1), and Sevier (1)
 - o **TPCP Grant Funded: CSH-7 and Community 7** (WE REALLY NEED TO PUSH CSH and Community Involvement per the RFA)
 - o Removed five TCYB from Pulaski County due to moves and or inactive status
 -  Over 300 youth and their sponsors marched in the Silent March on Arkansas Tobacco Free Kids Day
 - o Two legislators, Department of Health Officials and TPCP Administrators were present and spoke at the press conference
 -  Website Unique Page Views this Quarter: 3,073, a difference of 578 more unique visits over second quarter Website Counter at 5334 on 03/31/10 (INCREASE of 995 NEW VISITS)
 -  Worked (ing) with awarded TPCP Mini Grantees from Flippin School District and Mills High School
-

Narrative

OVERVIEW

Goal: TO REDUCE YOUTH INITIATION OF TOBACCO

Objective 1- Recruitment Increase the Tobacco Control Youth Board members from **22 to 25** by 6/30/2010



The YLI Program has 34 members from across the state from the following counties: Greene, Jackson, Pulaski, Mississippi, St. Francis, Newton, Baxter, Little River, Polk, Lawrence, Crittenden, Marion, Union, and Sevier. We removed five TCYB members this quarter due to moves and inactivity. This number still surpasses our recommended goal of 25. We have worked with community grantees, CSH, and TPCP Youth and Schools Health analyst to identify grantees that still have NOT met the obligation to provide youth representation to the state youth leadership team. We have made phone calls; sent emails; made presentations; and mailed letters to those still not in compliance, we will reach out to them, and make one last offer for compliance. We continue to move the program forward by finalizing the trainings for the upcoming summits and presentations.

- CSH Health Training
- Emails in January, February and March regarding the RFA requirement, travel requests for conferences and presentation possibilities
- Mailed Brochure and LiL A Handbook to ALL Community Grantees and provided a copy of brochure and handbook to those at the CSH Training in February.
- Webinar opportunity through TPCP-Technical difficulties during the February meeting will continue to work with Beccy at TPCP
- Four Regional Summits Scheduled to recruit members: Imboden, Texarkana, Forrest City, and Magnolia
- Wrote two letters of support and EXPECT that the groups will provide TCYB members for the 1011 fiscal year if they are funded through MISRGO: In His Image Youth Development Center and Futures Builders

Objective 2- Recruitment and Leadership Increase the number of Y.E.S. Team members from **598 to 1,196** by 6/30/2010



The YLI Program has 1,744 Y.E.S. Team members, of which 155 new members for the 3rd quarter. ALL members have been verified three times: phone, email, and mailing address. Again, while we have exceeded our yearly goals, it is **our internal goal to continue to grow** the program and reach more youth across the state.



New campaign 2009-2010 UPDATE: You recruit them; we'll come! From November 1, 2009 until March 30, 2009, team members across the state raced to recruit as many members as they can to join the YES Team, which means those new members have ALL agreed to be tobacco free. The winning YES Team will receive a school celebration, with tobacco facts, fun, prevention games, and other special incentives provided by the Youth Leadership Initiative.

Scheduled for the week of May 10-13, 2010 in NEWPORT, AR NEWPORT Middle and High School worked together to recruit **169** new YES Team members thanks to TCYB members Jasmine Harris and Shayna Boyster. Results will be posted on the web. Second place went to Forrest City, Arkansas (**100**) thanks to Taif Butler and Avery Winston. Third place went to Brinkley, Arkansas, (**64**) and Fourth place went to Central High School, (**26**) in Little Rock, AR and TCYB member Tonisha Brown. **NOTE:** Forrest City and Newport are Coordinated Schools that have TCYB members.

Objective 3- Training and Development Increase the number of presentations given by TCYB members and TEAM Y.E.S. Speaks members from **five to 10** by 6/30/2010

Yes! Training and development of the NEW Campaign ‘And that’s Why...No tobacco is SAFE tobacco.’ (ATW) was the presentation tool for the third quarter. In order to highlight the Arkansas Tobacco Free Kids Day, youth members went peer-to-peer and trained youth on guerrilla and viral marketing. Coordinators and youth used presentation tools prepared by YLI Office. Those tools were a handout with examples, and a charge to act, and TAGS.

- o Successful outcomes for OPERATION ATW: Over 2500 Tags were distributed and or “planted” in different locations and or passed around.
- o There were over 250 posts to Facebook, MySpace and Twitter during the month of March in response to the campaign. Ten TCYB members were actively engaged in OPERATION ATW.
- o Eight presentations provided on the topic: Pride Conference (2), Team YES Speaks Training (1), and Pulaski Technical College (5)

Yes! In January TCYB members from SWAT: Mirah Davis and Lauren Hardaway (Newton County) showed a DVD “You Can Choose” to two second grade classes. The DVD combines comedy, drama, music, peer education, and role modeling in a lively format. They estimate that 36 students and 4 staff members saw the presentation. They received 26 positive comments.

Yes! TCYB member Alesia Brown, (Mississippi County) continued to write letters to the Mayor and Councilmen of Luxora, Blytheville, Manila and Osceola with a plea to make the parks smoke/tobacco free.

Yes! TCYB member Myranda Vaughn (Polk County) and four of her YES Team members from Bobcats against Destructive Drugs, held a 15-minute presentation at the Mena Armory on tobacco. They distributed over 30 prizes, had about twelve comments, and estimate that there were about 150 people onsite.

Yes! TCYB members Josilyn Mitchell (Pulaski County) and Morgan Smith (Lawrence County) submitted personal quotes to the news magazine One Day at a Time “Kicking Butts: Young people carry recovery message, tackle adolescent tobacco addiction” The article featured Dr. Carolyn Dresler and YLI Coordinator, Genine Perez-Porch


Yes! Five TCYB members: Lauren Hardaway, Morgan Smith, Rheagan Hill, Josilyn Mitchell, and Shelby Kilpatrick, participated on the National Kick Butts Day Conference Call in February (planning and training for Kick Butts Day was the focus)


Yes! Monthly Conference Calls: January-13 participants, February-15 participants, and March-13 participants were on the calls. Discuss topics: Regional Summits, Say YES Conference, Activity Data Forms and Reporting Procedures, 2010-2011 Application process for new and returning members, social networking sites, and most importantly: Operation And that’s why!

Yes! Four TCYB members: Josilyn Mitchell, Taif Butler, Morgan Smith and Carman Wilson produced a 3-minute DVD on why the YES Team should win youth group of the year through the Campaign for Tobacco Free Kids. They also completed an application packet and successfully submitted the packet on time. Unfortunately, they received notification that they did not win this year. TCYB members Morgan Smith and Josilyn Mitchell will lead the effort next year.

Yes! The Youth Leadership Initiative received (9) nine online request for presentations in the main YLI office during the third quarter.

Objective 4- Marketing Increase the level of confirmed awareness of the Y.E.S. Team brand and anti-tobacco media messages **from 1500 to 3000** by 6/30/2010


 Our level of confirmed awareness **has already exceeded the goal of 3000 impressions**, via unique and repeat visits to the website, based on website counter and website statistical tools, impressions made via the YES Van, and collateral material and presentation tool requests.


 578 Unique site visits to the website


 1,1995 collateral items were distributed between January 2010-March 2010

 Daily Impressions made via the YES Van.

Objective 5- Enforcement Increase the number of trained Tobacco Control Youth Board and Y.E.S. Team members participating in the Arkansas Tobacco Control Board enforcement and compliance program from 0 to 15 by 6/30/2010

 No new updates: But Mandy Miller will train new members during the fourth quarter.

 TCYB members have been placed on alert and may participate in the FSA Prevention Resource Center Synar Checks. Contact has been made with the coordinator and tentative plans have been set, but not confirmed/ongoing

 We have 18 TCYB members that have been trained, photographed, and have received parental permission to assist the Arkansas Tobacco Control Board. Future training dates will occur in the spring.

Other: Bonus Collaborative Moments

February/March:

Monthly meetings with Hilda Douglas, Section Chief for State and Community Interventions and Youth and Schools Health Analyst Marisha DiCarlo

Webinar opportunities with grantees/Beccy Secrest contact

CJRW-Arkansas Tobacco Free Kids Day

Jessica Smith-Ellison-SOS Coloring Book for school in Fort Smith

Rosa Pippins-Re-Launch of Act 13 Meeting with Law Enforcement

Act 13 Law Enforcement Summit with Coalition for Tobacco Free Arkansas

National Coordinators Conference Call

Met with UALR Evaluator, Ruth Crow with the Institute of Government

Overview: To reduce youth initiation of tobacco
Additional comments and summary

Objective 1-Recruitment Increase the Tobacco Control Youth Board members from **22to 25** by 6/30/2010

Strategy 1: On Target-In Process/ongoing Strategy 2: On Target-In Process/ongoing Strategy 3: On Target-Established/ongoing

Objective 2-Recruitment and Leadership Increase the number of Y.E.S. Team members from **598 to 1,196** by 6/30/2010

Strategy 1: On Target-Ongoing-**Exceeded Expectations as of 3/31/10- 1,744** Strategy 2: On Target-Ongoing Strategy 3: **On Target-Completed**

Strategy 4: On Target-In Process/Date: June 11-12, 2010 and theme determined

Objective 3-Training and Development: Increase the number of presentations given by TCYB members and TEAM Y.E.S. Speaks members from **5 to 10** by 6/30/2010

Strategy 1: On Target-Forum determined **10 trained members and 2 alternates**/Training Ongoing/ Strategy 2: On Target: 3 Regional Summits and Texas Teen Tobacco Summit Strategy 3: On Target Summit areas identified: May 1, 8, 22, & 29, 2010 in Imboden, Texarkana, Forrest City, and Magnolia Arkansas

Objective 4-Marketing Increase the level of confirmed awareness of the Y.E.S. Team brand and anti-tobacco media messages **from 1500 to 3000** by 6/30/2010

Strategy 1: On Target Strategy-Ongoing--2: On Target Strategy 3: On Target: Working with ADH via CJRW for Arkansas Tobacco Free Kids Day, promoted the SOS Fan Page and over when information was available promoted SOS contests. Last quarter we asked, and will continue to ask, who is in charge of Healthy Hero Coloring Poetry Contest, SOS Big Pitch and Stamp out Spit? The YES Team is more than willing to collaborate with SOS campaign to assist with these projects as well. Strategy 4: On Target: Plan Developed, partners identified, As of March 2010-We received notification of the funding of a new YES Van for 1011 Fiscal year. As a result, we are revising our contest again. Instead of unveiling in June, we will unveil during the first quarter of the next fiscal year. We will continue to promote the contest via email and social networks and utilize Radio Disney as much as possible

Objective 5-Enforcement Increase the number of trained Tobacco Control Youth Board and Y.E.S. Team members participating in the Arkansas Tobacco Control Board enforcement and compliance program from 0 to 15 by 6/30/2010 Strategy (18 members are currently trained)1: On Target Strategy 2: On Target Strategy 3:On Target