



FAMILY SERVICE AGENCY

Youth Leadership Initiative 2008-2009

Genine L. Perez, Statewide Project Coordinator

January 1, 2009- March 31, 2009

OVERVIEW

Goal 1- Recruit and coordinate the 75 seat-position of the Tobacco Control Youth Board increase the YES Team (ongoing time-line: 10% by 6-2009/TCYB and 20% by 6-2009 YES Team)

Goal 2- Educate and train Tobacco Control Youth Board members in order to develop peer-to-peer presentations that target youth in rural/urban areas. Develop the existing speaker's bureau, Team YES Speaks.







Goal 3- Collaborate with partners to expand the Tobacco Control Youth Board-YLI Program to continue to brand the grassroots youth campaign-YES Team. Develop clever new ways of extending the anti-tobacco message throughout the state of Arkansas. All activities will be a part of a comprehensive and ongoing local strategy to prevent and reduce youth tobacco use.

Goal 4- Tobacco Control Youth Board will collaborate with state agency to work more in the area of enforcement and compliance.

Goal 5- Tobacco Control Youth Board members and FSA will continue to distribute a broad based print media campaign to address the Tobacco Prevention and Cessation Program's goal of developing and implementing a secondhand smoke and spit-tobacco/smokeless media campaign targeting youth throughout the state.

Goal 6- Facilitate SAY Y.E.S. Leadership Conference for new and returning TCYB members, as well as YES Team members. Either the conference will be combined and or split May 09 /June 09.

Quick Facts as of 03/31/09:

-  1634 Y.E.S. Team Members (of which 128 were new members Jan-Mar 09)
 -  NEW Youth Leadership Initiative Brochures Completed and uploaded to website
 -  NEW Lil A Handbook Completed and uploaded to website
 -  Website Page Views this Quarter: 2,458
 -  Hosted Mountain View Regional Summit: 23 Youth and 4 Adult coordinators present
 -  Largest Turn Out for Arkansas Tobacco Free Kids Day-255 Youth (News coverage by three stations/three legislators/representatives present/collaboration with TPCP, ADE, Little Rock School District and KICK Coalition)
-

Narrative

Goal 1- Recruit and coordinate the 75 seat-position of the Tobacco Control Youth Board and continue to grow the YES Team



The Tobacco Control Youth Board remains at 32 members. *It was decided by TEAM YES Speaks, during the second quarter, to vote on inactive or less active TCYB member to maintain quality control efforts across the state. A vote will be conducted during the next conference call on the following items pertaining to TCYB members.*

- 1. *What determines an inactive member?*
- 2. *What do we do to either re-establish in active members?*
- 3. *Can we dismiss inactive members before term expiration? (Term July08-June09)*

These decisions will help with the increased budgeting of mail-outs and other items. (SEE the Attachment related to this action item from the Quarter Two Report)



No-Change: No new members are expected and or anticipated for the duration of the year. Applications are closed.



Early recruitment began in February 2009.



Between January and March 2009, the YES Team increased its membership by 128 members for a total count of 1,634 YES Team members across the state. Please read the following statement as it relates to new members: The number of members fluctuates. Members are validated through the website and through mailings. Any returned mail from a member removes the member from the database. Although the member is removed from the mailing database, he/she can continue to receive emails if no bounce backs are received. Those members, however, are not counted in our official membership tally. Administrative procedures to remove old members that do not confirm status began this quarter. **Update:** It is estimated, that to 358 – 500 current members may be deleted from the database based on several factors, including age, status update, or years of service. **(Recent update-Any youth that does not update their membership, but has been a member before January 2007, will lose his/her membership status. These persons will be removed from the mailing database and the email distribution list completely by June 30, 2009. This process has begun.)**

- *Due to increased scope of statewide initiative, and funding at the same level, this must be done to ensure that only relevant or most current members receive information. The cost of postage and supplemental packages for ALL members is becoming financially difficult to maintain. Perhaps increased funding will assist with reaching a broader group of youth, especially in the next fiscal year with increased involvement from Coordinated Schools and Community Grantees.*



At the beginning of the quarter there were 195 Facebook Friends, that number has increased to 223



Members also used MySpace, which yielded a total membership of **56, up from 51 in the previous quarter.**



More than **150** cities currently have some sort of YES Team representation. There are **66** counties represented on the YES Team.

Goal 2- Educate and train Tobacco Control Youth Board members in order to develop peer-to-peer presentations that target youth in rural/urban areas. Develop the existing speaker's bureau, Team YES Speaks.

The YLI Office continuously provides training opportunities for TCYB and Team YES Speaks members. This training is offered during monthly conference calls, mail-outs, challenge activities, regional summits and call meetings.

- Yes!** January TCYB Conference Call held January 27, 2009 (12 participants)
- Yes!** February TCYB Conference Call held February 13, 2009 (13 participants)
 - o February TYS *Presenters* Conference Call held February 20, 2009 (4 participants)
- Yes!** Mountain View Regional Leadership Summit-March 7, 2009
 - o 23 youth and 4 adult coordinators
- Yes!** March TCYB Conference Call held March 9, 2009 (6 participants)
 - o March TYS *Presenters* Conference Call held March 28, 2009 (9 participants)
- Yes!** Josilyn Mitchell-9th Grader: nominated for the Campaign for Tobacco Free Kids National Youth Advocate of the Year Award-Southern Region
 - o Josilyn was selected as a finalist and will attend the national symposium as the CTFK's guest in July 2009
- Yes!** Maryam Adamu-2th Grader: nominated for the Campaign for Tobacco Free Kids International Youth Advocate of the Year Award

Goal 3- Collaborate with partners to expand the Tobacco Control Youth Board-YLI Program to continue to brand the grassroots youth campaign-YES Team. Develop clever new ways of extending the anti-tobacco message throughout the state of Arkansas. All activities will be a part of a comprehensive and ongoing local strategy to prevent and reduce youth tobacco use.

- Yes!** YLI Collaborated with the Department of Education: Coordinated School Health, Kick Coalition, TPCP and Little Rock School District to plan the Arkansas Tobacco Free Kids Day Event. The event was a HUGE success! Two hundred and fifty five (255) Youth and their adult chaperones participated in the event, which included a parade/march to the capitol and rally on the steps of the capitol.
 - o Three Legislators spoke at the event
 - o Youth served as MC's presenters, performers, and participants
 - o Three television stations covered the event
 - o Seven schools participated in our Silent Video presentation. The students created 30-second silent video clips using an Arkansas Tobacco related fact.
- Yes!** February Pride Conference held in Hot Springs. YLI Sponsored the T-shirts for more than 400 participants. Five Team YES Speaks conducted a presentation on the dangers of tobacco, smoke free movies, and FDA regulations.
- Yes!** Gathered over 500 "Thank You" signatures for the Arkansas Legislators for passing the tobacco tax, which will support the Statewide Trauma System
- Yes!** March 2009-Presented at the Museum of Discovery during their Beat, Breathe, Think program Over 1500 kids impacted through literature and presentations. Two presentations provided daily Wednesday-Friday, and then on Saturday a huge program held, brining in kids across the state.

Goal 4- Tobacco Control Youth Board will collaborate with state agency to work more in the area of enforcement and compliance.



In February, Mandy Miller of the Arkansas Tobacco Control Board visited with Team YES Speaks members and discussed Compliance Checks and how ATCB enforcement handles sales to minors. She has agreed to present to new TCYB members at the SAY YES Conference in June.

Goal 5- Tobacco Control Youth Board members and FSA will continue to distribute a broad based print media campaign to address the Tobacco Prevention and Cessation Program's goal of developing and implementing a secondhand smoke and spit-tobacco/smokeless media campaign targeting youth throughout the state.



The print media campaign was modified at the beginning of the FY to eventually move from print based to online and social network marketing. Efforts to spread the word about Spit and Second Hand Smoke are ongoing.



Continue to use the "Pass the Card" program. YLI staff and Team YES Speaks and TCYB members distribute business size cards to people. On one side are pictures of the YES Van and Youth Activities, and the other side is a definition of the ACT 13 law. The notion is that passing a business card, would be less intrusive to a smoker's personal space. "Hi, here is my card, have a great day." Goes a long way! ***To date, more than 2000 cards have been distributed.***



Spit Tobacco information is uploaded to website; allows youth and adults to watch YouTube videos and download, print and distribute brochure and other handouts related to spit, chew, snus or dip as needed.

Goal 6- Facilitate SAY Y.E.S. Leadership Conference for new and returning TCYB members, as well as YES Team members. The conferences will be combined.



Planning and recruiting registrations for the 2009 Say Y.E.S. Leadership Conference began in February. The Conference will convene at the Doubletree Hotel, Little Rock, AR.



New TCYB recruitment began February 2009.



The first Arkansas mini-Coordinator's Camp modeled after the first National Coordinator's camp held in Chicago, IL last August began accepting registrations for the camp, to be held June 6, 2009. The camp is designed for Arkansas Tobacco Prevention and Cessation Program Grantee coordinators that work directly with youth. It allows them the opportunity to learn more about the Youth Leadership Initiative and the many components that help make the program successful. They will work with TCYB and Team YES Speaks leaders, the YLI Program Coordinator, and the Health Program Analyst for Youth and Schools Health from the ADH TPCP. This camp's mission is to further the state youth movement by creating successful bonds between youth TCYB leaders and the adult grantees.



Conference results and evaluation will be posted in the fourth quarter report.