



FAMILY SERVICE AGENCY

Youth Leadership Initiative 2008-2009

Genine L. Perez, Statewide Project Coordinator

October 1, 2008- December 31, 2008

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 partner 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 12/31/08:

-  1506 Y.E.S. Team Members (of which 186 were new members)
 -  Mailed 1500 membership cards to Old & New members in the YES Team Database
 -  TCYB established the YES Team Resource Library
 -  1027 Hits to the Website
 -  Program Coordinator and Assistant reviewed abstracts for the upcoming 2009 National Conference on Tobacco or Health, Phoenix, AZ to be held June: Genine Perez reviewed 51 Abstracts/Edwina Williams reviewed 12 Abstracts
 -  Amy McKenzie 104 (Strawberry, AR) and Josilyn Mitchell 31 (Little Rock, AR) were the top online YES Team Recruiters
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Narrative

Goal 1- Recruit and coordinate the 75 seat-position of the Tobacco Control Youth Board and continue to grow the YES Team (ongoing time-line: 10% by 6-2009/TCYB and 20% by 6-29 YES Team)

Yes!

The Tobacco Control Youth Board still 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.*

Yes!

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

Yes!

We will begin early recruitment in February 2009. With increased visibility under the new RFA/RFP and statewide involvement from TPCP grantees, recruitment of 75 seats should be an easier task than in the past.

Yes!

As of December 31, 2008, the YES Team increased their membership by 186 members for a total count of 1,506 YES Team members across the state. 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 current status began this quarter. It is estimated, that close to 358 current members may be deleted from the database based on several factors, including age, status update, or years of service.

- *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.*

Yes!

During Quarter TWO there were **903 Visits** to the website. **Added to Quarter ONE totals that brings total visit as of 12/31/08 to 1052 VISITS.** This is a considerable jump in visits from our previous website.

Yes!

At the beginning of the QUARTER TWO we had **184** friends on facebook. Our Facebook friends increased by eleven to **195 Facebook Friends**

Yes!

Members also used MySpace, which yielded a total membership of **51. (No CHANGE)**

Yes!

In our last report, we included four cities that were from neighboring states. The accurate number of cities represented for Arkansas is **144**. This means that **144** cities currently have some sort of YES Team representation. There are **64** counties represented on the YES Team. This is a rise of one from **63** last quarter. (This means that at least one YES Team member represented. The highest concentration of members: Pulaski, Union, Miller, Sebastian, and now **Lawrence** County)

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! October TCYB Conference Call held October 6, 2008 (12 participants)
- YES! November TCYB Conference Call held November 10, 2008 (8 participants)
- YES! Mountain View Regional Leadership Summit-November 29, 2008
 - o Postponed until March 7, 2009 due to Thanksgiving Holiday
- YES! December TCYB Conference Call held December 8, 2008 (12 participants)
- YES! West Memphis Regional Leadership Summit-December 13, 2008
 - o Held at Marion High School
 - o Twenty-Two people in attendance
- YES! Mailed Quarterly Update and "Zine" Challenge to TCYB members across the state (32)
- YES! Mailed Information Packets to include Arkansas Next Magazine, updated Team YES Speaks Manual, Conference Call Information Packet, Summit Information, and activity data sheets to Team YES Speaks. (15)
- YES! Provided Technical Assistance to former TCYB member, and current TCYB Youth Advisor, Shawn Burns, during the U of A Dorm application to allow smoking in dorms. The bill failed. Collaborative efforts to help Shawn was from B.E.A.T., YES, ADH and NW Arkansas Tobacco Free Coalition.

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! Worked with key administrators to ensure that YLI would be represented in the new RFA for both Coordinated School Health and the Community Grants. Expected launch date for both RFAs is October 10, 2008. (Spoke at the Coordinated School Health Grant Applicants at RFA Workshop in November.)

Yes! Mailed Regional Summit Information to over twenty-five locations in the North/North East region for the November Summit.

Yes! Partnered with the Department of Education: Coordinated School Health, Kick Coalition, TCPD and Little Rock School District to plan the Arkansas Tobacco Free Kids Day Event to be held in the spring.

Yes! Partnered with CJRW to work on Smoke Free Movies Month. Unfortunately, after plans were in place to reproduce packets, the SOS campaign and CJRW’s involvement was put on hold. As a result we missed two important key prep dates for our summits. Representative from CJRW did email to share the unfortunate news. Because we were unable to get the packets and postcards as expected, our anticipated Smoke Free Movies Project has been scaled down, due to the lack of collateral materials. We will however adapt last year’s packet of information and have made it available on the web for TCYB members to use.

- Yes!** Red Ribbon Month (Extended) Activities
- o Boone Park Elementary Spirit Day -Nov 25 150 Kids
 - o Cedar Heights Elementary and High School-Nov. 6 75 Kids
 - o Blevins Elementary & High School-Oct 30 300 Kids
 - o Little Rock & Kick Coalition Red Ribbon Rally-Oct 21 500 Kids
 - o Daisy Bates Red Ribbon Celebration –Oct 27 350+ Kids
 - o Amboy Elementary-Oct 28 275 Kids

Yes! Coordinated efforts for CJRW SOS Banner Focus Group 20 Kids
At Cedars Heights Elementary and High School: Project designed to review youth response to possible school anti-tobacco banners

Yes! Assisted the Centers for Healing Hearts and Hands Youth Coordinator in spreading the word about their new youth group. Sent emails and text messages alert potential candidates.

Yes! Attended the UAPB Minority Initiative-Sub Recipient Grant Office’s Tobacco Documents Workshop

Yes! Attended the Centers for Healing Hearts and Hands Legislative Briefing Forum

Yes! Was a speaker on the OSH Media Network Web Cast from the CDC/Office on Smoking and Health My topic was Smoke Free Movies-presented a brief power point and description of Arkansas youth involvement in the Smoke Free Movies Movement

- Yes!** Participated and assisted the Southwest Arkansas Stomp Out Celebration-October 16- 900+ Kids. Sponsored t-shirts for the event.
- Yes!** Partnered with Essential Action in writing an abstract for the National Conference on Tobacco or Health. Abstract: Title: Not Buying “Cancer No 9”: Youth Advocacy at Reynolds American Meeting (Arkansas, Washington D.C. and Hawaii (adults) and youth representatives from Arkansas)
- Yes!** Partnered with Dover Youth to Youth in writing an abstract for the National Conference on Tobacco or Health. Abstract: Title: Techniques for Developing Youth Advocacy Skills: Sharing Across Regions (New Hampshire and Arkansas youth will present) Adult Coordinators will assist.
- Yes!** Gathered information and sent to Mary Wells, the Children in Schools Section Chief of the Arkansas Department of Health, regarding youth summits in Arkansas
- Yes!** Collected and distributed items for Mabelvale School Health Fair for TCYB members, Andre & Jasmine Calloway
- Yes!** Collected and distributed items for West Helena Tailgate Party for TCYB member Josilyn Mitchell
- Yes!** Worked with four UALR Interns. The interns were from former ADFY Executive Director’s Social Work Class. The interns assisted with mass membership card mail out, two school presentations, data entry and helped support staff with other office duties
- Yes!** Attended Hometown Health Improvements Workshop featuring Key Note: Stanton Glantz M.D.
- Yes!** Partnered with Buzzerk Marketing to develop 2009-2010 CDC Model Program Plan (More information to follow

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

- Yes!** No new developments. Plans to utilize kids in underage photos for presentation a possibility for the spring. As stated in the last report TCYB will have more activity Spring 2009.

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.

- Yes!** 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.
- Yes!** 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.”

FSA-YLI Quarterly Report TWO FY09

Goes a long way! ***To date, more than 1500 cards have been distributed. (last quarter 250+ cards had 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.



The 2009 Say Y.E.S. Leadership Conference date is June 4-6, 2009. The Conference will convene at the Doubletree Hotel, Little Rock, AR. The contract has been signed. The conference will consist of both the new leadership orientation, led by Team YES Speaks members, June 4th & 5th/ and the YES Team training will be held 5 & 6th.



New TCYB recruitment will begin February 2009. TCYB members will be selected in late April/ early May 2009. Application packets have been prepared and will be distributed February 1, 2009 to email database, coordinated schools, community grantees, and all interested parties. The information and application will also be uploaded to the website.



Also plans are in the work to host a mini-Coordinator's Camp modeled after the first National Coordinator's camp held in Chicago, IL last August. 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.