



## FAMILY SERVICE AGENCY

### *Youth Leadership Initiative 2008-2009*

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**Genine L. Perez, Statewide Project Coordinator**

**October 2009-December 2009**

#### 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

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#### Quick Facts as of 12/31/09:

-  1,589 Y.E.S. Team Members (of which 253 were new members this quarter)
  -  The YLI Program has 39 TCYB 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
  -  Participated in Red Ribbon Activities in October, made application for National Youth Advocate of the Year-Campaign for Tobacco Free Kids, Presented at ten (10) events.
  -  Team YES Speaks members: 10 and 2 alternate
  -  Website Unique Page Views this Quarter: 2,495, a difference of 668 more unique visits over first quarter
  -  Website Counter at 4339 on 12/31/09
  -  Provided technical support to grantees for RFP
  -  Planning & Steering meetings with youth members, CJRW, Dept. of Ed, City of Little Rock, Little Rock School District,
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## Narrative

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### 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. This surpasses our recommended goal of 25. At this point, we will identify grantees that still have NOT met the obligation to provide youth representation to the state youth leadership team, TCYB. If there are still those that are not in compliance, we will reach out to them, and make one last offer for compliance, but at this time, we really need to concentrate on pushing our program forward and finalizing our training for the upcoming summits and presentations. *(Four members have been removed from the board due to moves out of state, no-contact, schedule conflicts thus the board has 34 members instead of 39 as reported last quarter)*

**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 1,589 Y.E.S. Team members, of which 253 new members for the 2nd 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.



48 New member packets were mailed between October 1 and November 15, 2009. The remaining packets will be mailed at the first of the year.



New campaign 2009-2010: You recruit them; we'll come! From November 1, 2009 until March 30, 2009, team members across the state are racing to recruit as many members as they can to join the YES Team, which means those new members agree 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. The boost in recruitment numbers from 69 last quarters to 253 is proof that the campaign is working. More than 100 of the new members are from Newport, Arkansas, thanks to TCYB members Jasmine Harris and Shayna Boyster. Newport High receives a coordinated health school grant.

**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 (Activism & Advocacy)



In October, TCYB members across the state were engaged in Red Ribbon Activities with an emphasis on tobacco. Morgan Smith-Imboden led her school and organized Red Ribbon Week Activities. Program Coordinator Genine Perez-Porch and team members were scheduled to present on Friday, October 30, 2009, but due to heavy flooding, school was cancelled, and the last day activities postponed until April 2010.





On October 9-10, 2009, Ida Meyer organized her county YES Team and participated in Turkey Trot Days in Yellville /Marion County (1,500+). Members worked with the local coalition, set up a booth and marched in the parade. TCYB Member Ida Meyer also set up a local Marion County YES Team Website in order to help spread the message about the YES Team and the dangers of tobacco. TCYB Tonisha Brown created a website for her YES Team at Central High School.





TCYB members, Josilyn Mitchell and Carman Wilson presented and co-emceed the Little Rock School/North Little Rock District Red Ribbon Rally. Over 600 youth were in attendance.


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 TCYB member, Dalesha Johnson, set up a booth for the Foothills celebration in Black Rock, AR.

 TCYB member Tonisha Brown hosted a Fall Carnival that featured games, tobacco information and collateral materials and candy, at the Family Service Agency-YES Team Office. Over 100 youth and adults were present for the event.

 TCYB member Alescia Brown, in Blytheville, has been very active this quarter with tobacco prevention efforts. One of the more notable advocacy events is that she has been leading her YES Team members in letter writing campaigns to the Blythevilles Parks and Recreation Committee to assist in the Mississippi Coalition for Tobacco Free Arkansas push for smokefree parks. Quote: "I won't stop writing and calling until all the parks in Blytheville are smokefree." Alesia Brown, TCYB Member (Based on the news paper coverage and emails, her wish is going to come true.)

 Other presentations were held at Amboy Elementary (310), Northwood Middle School (350) in Jacksonville, Newport High School (465), Community Carnival (150) Community Health Fair (155), and the Pennick Boys and Girls Club.(300)


 Conference calls were held in October and November; 20 members participated between the two calls. The December 6, 2009 conference call was cancelled due to scheduling conflicts.


 A special conference call was held later in December to establish an application committee for the CTFK Youth Advocate of the Year Awards in November.

 **Special Events**


- YES Team member, Sophia Perez-Spoke on behalf of Little Rock Smoke Free/Tobacco Free parks. Received coverage/mentions in Arkansas Democrat Gazette, City Access Channel, and news stations
- Family Service Agency goes SMOKE FREE November 1, 2009. Collaborative effort between the Prevention Resource Center, YES Team and administration. Press Conference Held, FSA, YES, PRC, ADAP, ADH, CTFA, HHS all present for press conference. (Arkansas Democrat Gazette announced the new policy)

**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.

 The YES Van was driven in the Little Rock Christmas Parade with over 3,000+ impressions /the Forest City Mad Tag-YES group along with local YES Team members marched in the parade (63)

 668 Unique site visits to the website

 A total of 5,431 collateral items were distributed between October-December 2009.

- Brochures-2,600
- Ink Pens-350
- Koozies-60
- Dog Tags-1100
- Cloth tobacco Kills Bags-50
- ATFKD Stickers-500
- YES Team Braceltes-490 *Bags of 10 distributed to 39 members across the state (October 2009)-390*
- Media Sharp CD-125
- T-shirts (Backwards, Summit & Go Green) 156

Yes! Daily Impressions made via the YES Van. *(FSA will work with Buzzerk Marketing to produce a campaign centered around the "Spot the Van" promotion that will lead to the development of new van wrapped advertisement for the YES VAN. The media group working with the YES Team, used marketing dollars in 2004, to produce a moving billboard, in order to reap more impressions across the state and to save on the amount of static billboard costs for the statewide program. The investment has earned free advertisement of the YES Team group, and kids across the state immediately identify with the van. The contest will kick-off in the spring, to allow for more youth to be outdoors and the van visible to more youth during peak hours and weekends. The contest will use radio and other media to help with the facilitation of the contest and will feature youth across the state in the media areas to submit their names as one of five youth to have their picture on the 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

Yes! 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.

Yes! 18 members have been trained, photographed, and have received parental permission to assist the Arkansas Tobacco Control Board. No new contact has been made with Mandy Miller. Future training dates will occur in the spring.