



FAMILY SERVICE AGENCY
Youth Leadership Initiative 2008-2009

Genine L. Perez, Statewide Project Coordinator

July 1, 2009- September 30, 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

Quick Facts as of 09/30/09:

-  1,336 Y.E.S. Team Members (of which 69 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
 -  Held Late New TCYB member training & Team YES Tryouts on September 5, 2009.
 -  Team YES Speaks members: 10 and 1 alternate
 -  Website Page Views this Quarter: 3358, up by 464 since last quarter of FY0809
 -  Total number of presentations and collateral member requests: 21
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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 39 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.

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 1,336 Y.E.S. Team members, of which 69 are new members from the first quarter. ALL members have been verified three times: phone, email, and mailing address. The membership intake process is strict on new and old members, and the verification process has been strengthened. 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.

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



Three TEAM YES Speaks members attended the SPU Generalist Training and represented the state YLI program



Late TCYB member training was held on September 5, 2009. Twenty-four TCYB members were present for the training.



TCYB members worked, spoke, and participated in several different areas from July to September. Some of those items included FDA Letters to Arkansas Legislators and President Obama, Smoke Free Parks Initiatives/Letters, and Third year anniversary of Acts 8 & 13. Three members developed a time-line presentation for the legislative review of the overall TPCP-SOS program and YES Team members from Pennick Boys and Girls Club along with TCYB members visited with and presented letters to City Manager Bruce Moore



One TCYB member, Ida Meyer of Yellville, was able to volunteer for the Striking Out Tobacco Conference



YLI Youth Advisor Lizette Castillo worked with CJRW in the next set of SOS commercials targeting college students

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



464 site visits to the website



2,500 + collateral items were distributed between July 1 and September 30



Daily Impressions made via the YES Van

FSA-YLI Quarterly Report ONE FY10



6,000 Kid's directories distributed to teachers in central Arkansas and surrounding areas-purchased back cover of their annual Field Trip Guide and one full-page insert. Requests for presentations began immediately.



<http://www.littlerockkidsdirectory.com/ftg.html>

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



Currently, for the 09-10 fiscal year, there are 18 Tobacco Control Youth Board members that have registered and been photographed for the Arkansas Tobacco Control Board enforcement and compliance check program. New members (September Training) have been sent forms to complete for a December Training.