



FAMILY SERVICE AGENCY

Youth Leadership Initiative 2008-2009

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July 1, 2008- September 30, 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 9/30/08:

-  32 Tobacco Control Youth Board Members Confirmed
(10 returning TCYB, 22 NEW TCYB members)
-  4 Tobacco Control Youth Board Advisory Team (NEW program for college TCYB members)
-  1320 Y.E.S. Team Members (of which 128 were new members)
-  Received press for travel to Dover, NH for a one-on-one Youth-to-Youth training
-  Reclaimed Website-New website up and running-total new visitors at the end of the quarter **148**
between September 1-30, 2008
-  Participated on 09 National Conference Youth Planning Team & 08 Coordinators Camp National Planning Team

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 2009 Fiscal Year for the Youth Leadership Initiative started with a big push to continue to recruit for the Tobacco Control Youth Board. Initially 32 members were selected for the TCYB. During the first quarter there was a shift in the numbers we gained eleven more members for a total of 43, but lost a few members (due to incomplete paperwork, and or personal reasons), which maintains the TCYB count at 32. On August 23, 2008, late training for new members was held.

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 September 30, 2008, the YES Team maintained a count of 1,320 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.

Yes! Amy McKenzie, of Strawberry Arkansas, created Kids against Tobacco YES Team (KAT-elementary program) and Teens against Tobacco YES Team (TAT-Jr & high school). During quarter one she recruited 27 new members. She received the TOP Recruiter of the Quarter Award

Yes! FSA staff continues to streamline the database, by ensuring that members are updated routinely. Mass mailing of the newly printed membership cards, this mail-out should provide us with an updated count or running total of members.

Yes! Developed more enhanced web presence in September. Launched new website first week of September. There were **148** visits to the website by September 30, 2008. We are once again forwarding youth to the website.

Yes! The TCYB and YES Team used facebook while the website was being prepared. At the beginning of the quarter we had **160+** members on facebook. At the end of the quarter we had **184** facebook friends confirmed.

Yes! Members also used MySpace, which yielded a total membership of **51**.

Yes! Partnered with an AAU girls basketball team to further identify youth audiences. Sponsored uniform and participated in several basketball tournaments. Team has two trophies in YLI office. This opportunity extends the TCYB pledge to Live, Work, and PLAY tobacco free.

Yes! Cities represented on YES Team-**148**, Counties Represented on the YES Team **63** (at least one YES Team member represented). The highest concentration of members: Pulaski, Union, Miller and Sebastian

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.

Yes! August 2008- New TCYB member training/orientation

Yes! August 23, 2008 Interviews held and 10 new Team YES Speaks members were selected, with three alternates. Representatives from ADH, TPCP, Dept. of Ed, FSA and a Marketing firm judged those interviewed.

Yes! New Team YES Speaks (TYS) action planning workbooks developed and distributed in August

Yes! Ten Youth Advocates (TYS) received training in Dover, New Hampshire, for Dover Youth 2 Youth members. Members of Team YES Speaks will use what they learn to lead the four regional youth summits that will begin in November and end in January. Four summit workshops are working with the media, presentations skills, tobacco industry documents, and skits. TYS also learned two major presentations: History of Lies (a detailed and interactive presentation of tobacco company deceit) and Taking Action (a presentation that shows various ways to take action against the tobacco companies)

Yes! Four Tobacco Control Youth Board members attended the Texas Teen Tobacco Summit in July.

Yes! Conference Call and Quarterly Training meetings scheduled held for TCYB and TEAM YES Speaks members

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.

Yes! Shared successes and end year reports with the State Tobacco Advisory Board at their quarterly meeting

Yes! Partnered with the Coalition for Tobacco Free Arkansas and launched “As We GO Green” youth inspired Little Rock Smoke Free Parks campaign, in hopes to garner support for an ordinance in LR for Smoke Free Parks. TCYB & TYS member Josilyn Mitchell, on behalf of the YES Team, wrote a letter to the parks commission. YES published the letter in Little Rock Family Magazine—which yields a readership of more than 25,000 per issue. Several calls were received by FSA staff regarding the publication. It is now posted on the web.


Yes! Partnered with Texarkana BEAT Project Director and the SPU or Special Prevention Unit a youth task force that covers ATOD in six counties. Represented the state YLI for all six counties: Hempstead, Howard, Lafayette, Little River, Miller, and Sevier. Program & Schools Health Analyst and YLI State Coordinator attended the 3-day retreat


Yes! Introduced the ASPIRE Project via CD and PowerPoint to all Tobacco Control Youth Board Members. Each member was mailed information related to ASPIRE and asked to visit the website and provide feedback. The TCYB and specifically the Team YES Speaks members will work further with this tool through the pilot program.

Yes! Worked with several community and state businesses and partners, to include UALR Children’s International, Gains Street and King Solomon Baptist Church, Coalition for Tobacco Free Arkansas, Growing Into Excellence Conference, Pennick Boys and Girls club, National Night Out, Oak Forrest Neighborhood Association, Myrtle Street Church, Kid’s Fishing Derby, UALR Evaluators, TPCP, Tobacco Free Marion County, Amboy Elementary, Florence Mattison Elementary-Conway, Lonoke-Mr. Adam Ellis, Police Youth & Adult Drug Program, McDermott Elementary, Daisy Bates Elementary, Blevins Public Schools, Columbia County, Pulaski County Youth Services, Fort Smith Reunion-Family Day at the park, Buzzerk Marketing, Little Rock Family Magazine, Kid’s Directory, and Arkansas Next Magazine.

Yes! Little Rock Family-July Issue (As we go green **25, 000** issues)


Yes! Arkansas Next-September(Regional Summit **145,000** issued to 8th, 9th, 11th and 12th graders in Arkansas) **Arkansas Publication**

 Kid’s Directory (Back to School Field Trip & Teacher’s Resource Guide-“Book Us” issued to K-8th grade teachers (5,500+ copies) in *LRSD, NLRSD, PCCSSD, Benton, Bryant, Cabot, Conway, Mayflower, Greenbrier, Vilonia, and Lonoke*. In the first week of issue the YLI office received eight calls for presentations by the YES Team.


 To boost the school year and reach areas and schools that we currently little, some, or no presence, we mailed out **Wanted** Recruitment Posters and Regional Summit Registration Forms to counselors. Of the 72 that were mailed, three returned with no forwarding address, this could be due to consolidation. Below is a list of the schools that received the posters and registration forms:


Alzheimer	Arkadelphia	Altus	Ashdown	Texarkana
Armored	Berryville	Beebe	Bergman	Bigelow
Bentonville	Camden	Cave City	Amity	Calico Rock
Conway	Branch	Clinton	Conway	Fayetteville
Fox	Jonesboro	New Port	Russellville	Pine Bluff
Hot Springs	Duvall’s Bluff	Cedarville	Marshall	Maynard
Mayflower	Marmaduke	McGhee	Mineral Springs	Nashville
Mena	Marianna	Gillham	Mena	Alpena
Mountainburg	Murfreesboro	Mount Vernon	Ozarks	Paris
Plainview	Prairie Grove	Newark	Wilson	Walnut Ridge
Scotland	Searcy	Russellville	Salem	Sheridan
Siloam Springs	Rector	Poyen	Saratoga	Imboden
Strawberry	Rison	Mountain Pine	Melbourne	Quitman
Weiner	Vilonia	Piggott	Pochohantas	


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


 Spoke with Mandy Miller of the Arkansas Tobacco Control Agency. Sent information on regional summits. Will meet to further discuss FY 09 youth engagement plan

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.


 TCYB and Team YES Speak members use smoke free parks flyers to promote smoke free


 Have implemented 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, 250+ cards have been distributed.

 Aspire CD's were distributed. The Aspire program has secondhand smoke/spit components. Members will utilize the pilot program to educate their peers.

 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.