



## FAMILY SERVICE AGENCY

### *Youth Leadership Initiative 2008-2009*

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

**April 1, 2009-June 30, 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.

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#### Quick Facts as of 06/30/09:



1795 Y.E.S. Team Members (of which 161 were new members April 09-June 09)



The 7<sup>th</sup> Annual Say YES Conference was a success overall 85 were registered for the two day conference, which represented 19 counties and of which there were 29 New TCYB members, 30 Mini Coordinator Campers and 26 YES TEAM members.



Website Page Views this Quarter: 2,894



Hosted Fort Smith Regional Summit: 19 Youth Attended and 3 adult coordinators were resented



Hosted Texarkana Regional Summit: 13 Youth Attended and 3 adult Coordinators

## Narrative

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### 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 for the 08-09 fiscal year. We currently, as of the New TCYB member training (June 5-6, 09) for the 09-10 year, have 26 TCYB members.



Between January and March 2009, the YES Team increased its membership by 161 members for a total count of 1,795 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 358 to 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.)**

- o 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 **223 Facebook** Friends, that number has increased to **230**



**Members also used MySpace**, which yielded a total membership of **55, down from 56 in the previous quarter**



There are **62** counties represented on the YES Team. As of June 2009, the new members of the TCYB thus far, represent **nine** of those counties. *This number should increase once all the community grantees and coordinated school grantees comply with the RFA for the 09-10 fiscal year. But, as for our June New member training the numbers above are current. ( A late training for September 5, 2009 has been schedule to ensure training is received by youth not present at the Say YES Conference in June.*

### 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.



Fort Smith Regional Leadership Summit- April 4, 2009 (22 participants)



Texarkana Regional Leadership Summit-April 25, 2009 (16 participants)



May TCYB Conference Call held May 14, 2009 (7 participants)



June TCYB Conference Call held June 30, 2009 (11 participants)



7<sup>th</sup> Annual SAY YES Conference & 1<sup>st</sup> Mini Coordinator's Camp June 5-6, 2009 (85 participants)



Josilyn Mitchell-9<sup>th</sup> Grader Attended Campaign for Tobacco Free Kids Leadership Symposium and Washington, DC. Met with Representatives and Senators from Arkansas re: FDA Regulation

**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!** April- June 2009 YLI Collaborated with several local, regional and state partners to organize two regional summits in the fourth quarter, the Say YES Conference and the first Mini-Coordinator's Camp. In addition to those state functions, the YLI Program Coordinator, also worked with national partners and served as a moderator and co-presenters during National Conference on Tobacco or Health, held June 2009.

**Yes!** April 2009 Black Stallion Literacy Foundation- **5000** bags featuring the Black Stallion and YES Team partnership were distributed to the Arkansas Black Stallion Literacy Foundation for youth at their annual show at Barton Coliseum.

**Yes!** April 2009 Team YES Speak and the YLI Program Coordinator presented at the UAPB Clearing the Air for Communities of Color Conference during their Youth Day portion of the conference. History of Lies and How to get Active and Advocate for change were the topics of discussion for the **200** youth and adults in attendance. Action plan training was provided to those in attendance. Brochures, Mini Camp postcards and AR Tobacco Free Cards were distributed to all in attendance.

**Yes!** National Call Out Big Tobacco Campaign w/Reality Check-NYC May 1, 2009 Pennick Boys and Girls Club-**10** Youth wrote letters

**Yes!** May 2009 hosted a booth at the Attorney General's Safety Fair, held in Little Rock, AR with **400** Youth in attendance. **Four hundred** brochures, AR Tobacco Free Palm Cards and Mini Camp Postcards were distributed to the youth.

**Yes!** May 2009 10<sup>th</sup> Annual Dino Dash-Museum of Discovery- set up a YES Team booth and passed out **250** YLI brochures, smoke free movies fact cards, AR Tobacco Free Kids Day Palm Cards. TCYB members volunteered for the booth. Over **3000** people were in attendance.

**Yes!** June 2009 in an effort to reach all types of youth, from a juvenile detention center were presented with **25** Information packets regarding the dangers of tobacco, and the YLI program, along with other collateral materials.

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

**Yes!** Mandy Miller of the Arkansas Tobacco Control Board presented at the annual SAY YES Conference and the Mini Coordinators Camp. New TCYB and Say YES Conference attendees were asked to sign consent forms prior to the conference, in order to *possibly* work with Compliance Checks and have their pictures taken for their identification program. **Eighteen** youth pre-registered and had their pictures taken.

**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." Goes a long way! **To date, more than 3500 cards have been distributed.**

**Yes!** 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.**

**Yes!** The 2009 Say Y.E.S. Leadership Conference was held June 5-6, 2009. At the Doubletree Hotel, Little Rock, AR.

**Yes!** New TCYB recruitment first round was a success. Nine counties and twenty-six new TCYB members applied and were added to the TCYB Board. Twenty-Three attended the training. A make up training has been scheduled for late members.

**Yes!** Team YES Speaks members worked with YLI Coordinator and other TCYB members to handle ALL presentations during the Youth/Say YES Conference portion.

**Yes!** Team YES Speaks members also presented on a panel for the Mini Coordinator's Camp, and Maryam Adamu, YLI Advisor presented to the participants during the Mini Camp on Sweet Deception.

**Yes!** Katherine Donald-CTFA, Mandy Miller-ATCB, Chantel Tucker-ADH, Elroy Brown-MCTPC and Tony Anthony of Buzzerk Marketing were guest presents and the later was the facilitator of the camp. 30 people registered for the camp and 20 attended. This was the first camp of its nature; dedicated to the development of sound youth coordinators as it relates to the YLI Statewide program. 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.

**Yes!** Conference results and evaluation will be posted in the YEAR-END Evaluative report by UALR.