



Genine L. Perez, Statewide Project Coordinator

April 1, 2010-June 30, 2010

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 06/30/2010



1929 Y.E.S. Team Members (212 members more over the third quarter)

- 27 members were deleted for invalid information



The YLI Program FY10 ends with 34 TCYB members representing 15 counties in Arkansas (an increase of five counties over FY09).

- The YLI Program recruited 64 TCYB members for to begin FY11 representing 23 counties in Arkansas.
- TPCP Grant Funded: 44 are from CSH & Community Grantees; 4 UAPB Grantees; and 16 from non grant funded programs/individuals



Website Unique Page Views this Quarter: 2,852: Total of unique page views for the year 10,146



Web Counter at 6, 251 and increase of 917 new visits.



Worked with awarded TPCP Mini Grantee from Flippin School District and had 81 YES Team members recruited



YES YA senior to college program officially begins for the FY11. Six new members will hold the positions.

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 34 members from across the state from the following counties: Greene, Jackson, Pulaski, Mississippi, St. Francis, Newton, Baxter, Little River, Polk, Sebastian, Lawrence, Crittenden, Marion, Union, and Sevier. This number exceeded the recommended goal of 25. We successfully worked with community grantees, CSH, and TPCP Youth and Schools Health analyst to identify grantees for FY 2011 and recruited 64 TCYB members for FY11 representing 25 counties. We look forward to FY11 based on those recruitment results.

Some TCYB Recruitment Activities (network with schools, coalitions & key players)

- Three Regional Summits: Texarkana (22 registered/17 attended), Forrest City (56 registered/32 attended), and Magnolia (67 registered/60 attended)
- NWA Tour: Springdale Teen Summit and Fayetteville CSH Schools over Spoke to over 250 students
- Awarded Eight TCYB members Stipend Awards for the 09-10FY
- Each member submitted Activity Data Sheets, wrote an essay, and **presented an end of the year poster** at the conference (Min. requirements)
- Each member was awarded a stipend based on a point-based system
 - TCYB members: Morgan Smith (Imboden), Emma Gist (Mountain Home), Rheagan Hill (Mountain Home), Quinn Hill (Mountain Home), Josilyn Mitchell (Little Rock), Tonisha Brown (Little Rock), Alesia Brown (Blytheville) and Shelby Kilpatrick (West Memphis).
 - TCYB Youth Advocate of the YEAR Award-Josilyn Mitchell 1st Place
TCYB Youth Advocate of the YEAR Award-Quinn Hill 2nd Place



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 1,929 Y.E.S. Team members, of which 212 were new members for the 4th quarter. Again, while we exceeded our goal for the FY, **our internal goal was to continue to grow** the program and reach more youth across the state; we did just that.



SUCCESS: Recruitment Campaign Update: You recruit them; we'll come! From November 1, 2009 until March 30, 2009 NEWPORT Middle and High School worked together to recruit **169** new YES Team members during that time, thanks to TCYB members Jasmine Harris and Shayna Boyster (CSH-Kevin Pearce). YLI Staff traveled to Newport and held a tobacco free celebration assembly in May. To date, Newport has 185 YES Team members. The next recruitment campaign will be FY11-August to December 2010.



The **2010 Say YES Conference: Top Secret: Operation YES FY11** was all about what happens in the NEXT Fiscal Year. Three topics led the way for education, training and development of youth advocates: 45 new TCYB members, and 23 YES Team members met on Friday, June 11, 2010 and learned all about the Youth Leadership Program. Topics on YLI included Evaluation (Ruth Craw-UALR); Enforcement (Mandy Miller) YLI Overview (Genine Perez-Porch); Youth Voice Youth Choice (Courtney Viernes-Silva); and Taking Action (Nicole Sutton and

Genine Perez-Porch) After which the group divided into three project teams: Hey You There (Social Accountability), And That's Why (Prevention and Cessation), Act Like You Know (Policy Awareness). Each group learned about their respective project and had to develop activities centered on the themes. Each group was led by youth and adult advisors. The groups were given time to map out their proposed projects before implementation the following day. On day two of the conference, 39 adults were welcomed to the 2nd Annual Mini Coordinator's Camp. Topics covered Best Practices: Youth Engagement (Nicole Sutton, REAL Hawaii) and "This is how we do it!" The Youth Leadership Initiative (Genine L. Perez-Porch) After lunch, adults observed YOUTH IN ACTION during Operation Top Secret YES FY11 in the Rivermarket Area. We received great reviews of the conference and the youth participation in the three projects was exceptional! We look forward to next year. A total of 107 youth and adults attended. Three presenters and two YLI Staff were onsite both days for 112 people.

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



Monthly Conference Calls: April-(No conference) May-15 participants, and June 19 participants were on the calls. Discuss topics: Regional Summits, Say YES Conference, Activity Data Forms and Reporting Procedures, 2010-2011 Application process for new and returning members, social networking sites, Spot the VAN: Van Wrap, "What if we could buy another vehicle", and Smoke Free Zoos.

- A Special Meeting was held via Conference Call on June 27, 2010 regarding Smoke Free Zoos. Operation Smoke free Zoo: Lions, Tigers, and Smoke! Oh My!
- From that call, a petition was designed by TCYB Morgan Smith and activities to be completed throughout FY11 was identified: Letter writing campaign, protest, silent demonstration, use of social sites, and petitions
 - Morgan Smith, Imboden, AR wrote letters to all the Zoo Governors



TCYB members led activities during 4th Quarter:

- Youth were scheduled to travel to New York to participate in the Phillip Morris International Shareholders meeting with youth across the country involved in Essential Action. Due to a meeting schedule of the Gov. Advisory Board, YLI coordinator was not going to be able to escort youth, so the youth assisted with media kits and took pictures for a Phillip Morris International power point and training material. Three Youth participated: Josilyn Mitchell, Tonisha Brown, and YES Team member Jessica Marks.
- Five TCYB members: Josilyn Mitchell, Morgan Smith, Carman Wilson, and Shelby Kilpatrick, and Taif Butler, presented during the Say YES Conference.
- TCYB Member Josilyn Mitchell assisted with Regional Summit Presentation in Texarkana, AR
- TCYB Member Morgan Smith conducted OPERATION Storefront in Imboden, AR. She visited seven quick shops: six of those stores would NOT sell tobacco without an ID and one store DID sell to her. She sent her results into the state.
- TCYB Member Quinn Hill created a radio spot called, "Nah, I'm good" to spread the message that tobacco is bad and that it's not for him or his group.
- TCYB Member Quinn Hill set up Information Stations at the fairgrounds, downtown, and in four different schools in Baxter County. The stations promote healthy choices and a tobacco free lifestyle. He also presented while at the stations. Estimated reach of people 2,675 people The

YLI office provided 500 orange YESTEAM.ORG armbands and 500 brochures to distribute to participants.



The Youth Leadership Initiative received (20) twenty request for presentations during the fourth quarter. YLI presentations/booths/appearances:

- Pennick Boys and Girls Club Attorney Generals Safety Fair-250 participants/ 135 youth visited the booth and received packets
- Delta Gems Health Summit- 100 participants (recruited onsite 27 new members/1 TCYB member) Co presented with TCYB member Tonisha Brown, Central High YES Team
- UAPB Clearing the Air for Communities of Color 200+ attendees
- Act 13 Press Conference- (TCYB members Josilyn Mitchell, Tonisha Brown and YES Team member Jessica Marks attended the Press event in the River Market.)
- St. Boniface Catholic School Assembly-176 Children and 25 adults/ shirts were distributed to all students and staff grade K-6th.
- Presented at Mills High school (mini grant recipient) 45 participants
- Northwest Arkansas Tobacco Coalition Youth Summit-Springdale/ Fayetteville Schools (four classes) for recruitment 250+ students
- Gurdon Wellness Wave: Grades 1 & 2- 69 youth participants
- Newport YES Team Tobacco Free Celebration (recruitment event) 350 participants

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



In the 4th quarter we had via unique 2,852 unique page views on the website, while the number was down by 221 views, for the entire year, we had over 10,000 unique page views on the www.yesteam.org website.



3, 275 collateral items were distributed between April 2010-June 2010

- Dog Tags, Act 13 Cards, Ink Pens, YLI Brochures, posters, t-shirts, arm bands, palm cards, back packs, hats,



Emails, Text Messages, Facebook Posts; Creation of Facebook Fan Page; use of Twitter- ARYESTeam added to the grassroots—viral marketing of the YES Team Brand



YES Branding of AAU Sports Team gear and athletic products: Live, Work, Play BALL-Tobacco Free with the Arkansas Stars AAU Basketball League



Spot the VAN Revised: in the 4th quarter, exciting news centered on the FY11 YES Vehicle. Although we had not budgeted for actual paid media, we hoped that we could partner with Radio Disney and advertise free PSA in two parts to our Spot the VAN/Redesign Contest—We learned after a meeting with them that we could not use the word TOBACCO and encourage kids NOT to do something. Radio Disney offered other alternative messages like Healthy Choices, but we could not use our tags. Radio Disney also does NOT have live on air personalities, but rather they are pre-recorded. Youth would NOT be able to call in as we previously had hoped. Therefore, we would NOT have been able to track whether or not youth heard the PSA. It defeated the purpose of getting youth to call in to add their names to a drawing. Initially, the goal was to have youth call in, we would draw five names, and those youth would be featured in the van redesign.

Although, Radio Disney, proved NOT to be partner material, our TCYB members shined through with suggestions for images of youth. Suggestions from TCYB Members:

1. Use current TCYB members as models for the van rap
2. Use pictures from the program to include on the van
3. Pull names from the YES Team database of youth to pose for the YES Van Wrap
4. Have youth write an essay why they should be pictured on the YES Van

CONTEST TOP IDEAS from TCYB members:

1. "Visual Effects: See through Van Wrap" On the back of the van, make it see through, so that it appears that those passing the van, are actually looking in the van and seeing youth in the backseat choking on cigarette smoke. Towards the front of the van, have tobacco free messages, related to youth, Act 13 and Act 8.
2. Pop out Images of youth advocates in action from picture archives. Show youth protesting, writing letters, speaking out, standing up, and seizing control and put a no smoking message on the roof of the van for those who smoke outside on the bridges. Or so that people looking out office buildings can see the tobacco free message.
3. We're Everywhere and We're watching YOU! (Hey You There Campaign)
Update the Map: Promote the Live, Work, Play, Tobacco! Free Message. Use tobacco quotes, pictures, and a plea for the citizens of Arkansas to put down the butts, chew, snus and dip, and get hip to clean air, healthy living, and a tobacco free Arkansas.



Daily Impressions made via the YES 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



Mandy Miller presented at the Say YES Conference. She had forms available for youth to complete if they were interested in participating in compliance checks. Per Mandy, while 18 youth may have registered last year, some youth aged out, some had wrong or missing information, and some youth were busy and unable to participate when the agents called. Going forward agents will visit youth and parents at home and gain a better idea of their availability and situation.



We also provided electronic forms and asked youth to complete the forms prior to the conference. Twenty-six TCYB members returned the Tobacco Control Board Photographic Image Release Form of those who returned the form two were ineligible due to age limits, leaving 24 youth eligible.



Four New TCYB members from Pulaski County turned in paperwork for the FSA Prevention Resource Center Synar Checks. TCYB members from Monticello, Gamaliel, and Lincoln also volunteered, but are outside of the PRC coverage area.

Other: Bonus Collaborative Moments

❖ April/May/June

Monthly meetings with Hilda Douglas, Section Chief for State and Community Interventions and Youth and Schools Health Analyst Marisha DiCarlo

❖ Worked with Flippin School Counselor to establish a Flippin YES Team

❖ Met with Key TPCP members to discuss workplan and budget for FY11

❖ Met with Geray Pickle to discuss budget and YES Vehicle

❖ Webinar opportunity : Tag You're It: How Big Tobacco Shifts Blame Back onto the Public
Public Health Advocacy Institute

❖ Tobacco Prevention Cessation Program Advisory Board Retreat at Layman Library

❖ Met with UALR Evaluator, Ruth Crow with the Institute of Government

❖ Minority Initiative Sub recipient Grant: Communities of Color Conference (MC for youth day)

❖ Invitation to present at the National Coordinators Camp in August on Youth Leadership Boards

❖ Abstract Accepted: Texas Teen Tobacco Summit three sessions two topics (July 25-28)

* Monkeys, Viruses, Flashes, and Tags: Arkansas Tobacco Free Kids Day-How YES Made it Happen

*History of Tobacco Lies

❖ National Coordinators Conference Call- June 2010

❖ Registered for Coordinator's Camp

❖ Worked with Nicole Sutton and Courtney Viernes-Silva from REAL Hawaii for Say YES Conference Planning

❖ Served as Youth Program Chair for Statewide Conference

Overview: To reduce youth initiation of tobacco
Additional comments and summary

Objective 1-Recruitment Increase the Tobacco Control Youth Board members from **22to 25** by 6/30/2010

Strategy 1: On Target-In Process/ongoing Strategy 2: On Target-In Process/ongoing Strategy 3: On Target-Established/ongoing

34 TCYB 09-10/ 64 TCYB moving forward in FY11 Completed

Objective 2-Recruitment and Leadership Increase the number of Y.E.S. Team members from **598 to 1,196** by 6/30/2010

Strategy 1: On Target-Ongoing-**Exceeded Expectations as of 6/30/10 -1,929** Strategy 2: On Target-Ongoing Strategy 3: **On Target-Completed**

Strategy 4: On Target-In Process/Date: June 11-12, 2010 **Top Secret Operation YES FY11- 112 total in attendance Completed**

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 **Over 32 presentations by TCYB and Team YES Speaks members**

Strategy 1: On Target-Forum determined **10 trained members and 2 alternates**/Training Ongoing/ Strategy 2: On Target: 3 Regional Summits and Texas Teen Tobacco Summit Strategy 3: On Target Summit areas identified: May 1 (cancelled), 8, 22, & 29, 2010 in Texarkana, Forrest City, and Magnolia Arkansas **Done**

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 **12,852 UPV for the quarter. This brings the total for the FY10 to 10,176 unique page views**

Strategy 1: On Target Strategy-Ongoing--2: On Target Strategy 3: On Target: *Continue to strengthen relationship with media. Change in positions. Will work towards better communication FY11.* Strategy 4: On Target: Plan Developed, As stated in the quarter three report: *As of March 2010-We received notification of the funding of a new YES Van for 1011 Fiscal year. As a result, we are revising our contest again. Instead of unveiling in June, we will unveil during the first quarter of the next fiscal year. We will continue to promote the contest via email and social networks and utilize Radio Disney as much as possible. We did meet with potential partner for promotion of the van, but was disappointed to learn that they were not the right fit at the time. We did however, use social networks, and email to conduct the rewrap the van contest and received several ideas. We listed the top three in the report above.*

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 Strategy (18 members are currently trained)—At the Say YES Conference all TCYB members were introduced to the program and provided information on the program. Ms. Miller distributed paper work onsite. Twenty Six students completed the online form and of those 26 only 24 currently eligible for participation. We will keep track of the members in FY11. 1: On Target Strategy 2: On Target Strategy 3:On Target