

EVALUATIVE REPORT
Family Service Agency
YOUTH LEADERSHIP INITIATIVE

Tobacco Control Youth Board
Y.E.S. Team
Team Y.E.S. Speaks

2008-2009

by

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TABLE OF CONTENTS

INTRODUCTION	3
METHODOLOGY	3
YLI ORGANIZATIONAL STRUCTURE	4
Tobacco Control Youth Board (TCYB).....	4
YES Team (Youth Extinguishing Smoking)	5
Team YES Speaks	5
GOAL 1: RECRUITMENT	5
TCYB Membership	6
YES Team Membership	6
GOAL 2: YOUTH LEADERSHIP EDUCATION AND TRAINING	9
Education and Training	9
Regional Summits	9
External Education and Training	10
Adult Education and Training	10
GOAL 3: COLLABORATE WITH PARTNERS TO EXTEND THE ANTI-TOBACCO MESSAGE. 10	
Tobacco Free Kids Day.....	11
Other Notable Collaborations.....	11
Peer-to-Peer Outreach.....	12
Media.....	13
Promotion and Sponsorship.....	14
GOAL 4: SUPPORT ENFORCEMENT AND COMPLIANCE.....	14
GOAL 5: SECOND-HAND SMOKE AND SMOKELESS TOBACCO EDUCATION	14
Smoke Free Movies	15
Spit Tobacco and Secondhand Smoke Campaigns	15
GOAL 6: SAY YES LEADERSHIP CONFERENCE AND MINI COORDINATORS CAMP.....	17

INTRODUCTION

The Youth Leadership Initiative (YLI), a program of the Family Service Agency funded by the Arkansas Department of Health (ADH), is a youth-led movement composed of youth across the state of Arkansas and beyond with the goal of reducing and ultimately eliminating the use of tobacco by their peers. The YLI trains and encourages seventh through twelfth grade students to engage in a counter-marketing campaign against the use of tobacco products. Youth learn leadership skills and utilize these skills to plan and carry out activities and events to publicize the health dangers of tobacco use.

The YLI sponsors and facilitates three interconnecting youth organizations: the Tobacco Control Youth Board (TCTB), the YES (Youth Extinguishing Smoking) Team, and Team YES Speaks. The YLI conducts an annual state Say YES Conference in June and one or more leadership mini-conferences each year. In addition the YLI collaborates with national programs such as Tobacco-Free Kids Day and with other ADH Stamp Out Smoking programs such as Smoke-Free Movies.

TCYB is the leadership group of 7th – 12th graders who organize activities across the state and send in reports on their activities. Each TCYB member commits to organizing and reporting on two youth-related tobacco education activities each year. TCYB members recruit other youth to become YES Team members and participate in activities that promote freedom from tobacco use.

YES Team membership is open to any Arkansan who makes a commitment to remaining tobacco free. The focus is on five-year-olds to eighteen-year-olds. YES Team members can join by participating in activities organized by TCYB members or through the YLI website, yesteam.org.

Team YES Speaks is a speakers' bureau of TCYB members who do presentations across the state, travel nationally on behalf of TCYB, and act as the voice of the YLI.

The Family Service Agency awards a total of \$4,000 per grant year in stipends to outstanding TCYB members. Each member is eligible for \$200 to \$400 based on the level of their tobacco control activities as documented by activity reports and posters. Other special Youth Advocate of the Year (YAYA) awards are presented at the annual Say YES Leadership conference in June.

The goals of the YLI for FY2008-2009 were as follows:

1. Recruit and coordinate the 75 seat-position of the TCYB.
2. Educate and train TCYB members in order to develop peer-to-peer presentations that target youth in rural areas and TCYB local communities as well as continue to develop the existing speakers' bureau, Team YES Speaks.
3. Collaborate with partners to develop clever new ways of extending the anti-tobacco message throughout the state of Arkansas.
4. Partner with state agency to work more in the area of enforcement and compliance.
5. Continue to distribute a broad-base media campaign to address second-hand smoke and spit-tobacco/smokeless targeting youth throughout the state.
6. Facilitate Say YES Leadership Conferences.

METHODOLOGY

This report was prepared by the University of Arkansas at Little Rock Institute of Government in summer 2009 using materials provided by the YLI staff. Materials included YLI quarterly reports; TCYB activity data sheets, posterboard collages, and essays; staff reports and interviews; conference agendas, handouts, and evaluation forms and summaries; and examples of

promotional materials including websites. The Institute of Government reviewed and analyzed all materials.

YLI ORGANIZATIONAL STRUCTURE

YLI is genuinely youth-centered. Creativity and enthusiasm for the anti-tobacco-use campaign come from the youths themselves.

The YLI staff recruits and trains young people for the TCYB and Team YES Speaks and provides support and material for activities. For example, the YLI staff organizes conferences and workshops and develops promotional and educational materials, including the YES Team website yesteam.org.

As mentioned earlier, the YLI youth operate through three interconnected organizations which are described more fully below.

Tobacco Control Youth Board (TCYB)

The TCYB is the statewide, youth-led component of Arkansas' Tobacco Prevention and Cessation Program (TPCP). Youth leaders from all across the state with a proven commitment to prevention, cessation and advocacy are eligible to apply for a position on the board. Interested youth must submit a detailed application to the YLI program and participate in an interview. A review panel then elects the successful candidates to the board.

Board members must be in grades 7-12 and are expected to work with YES teams and other youth in their local communities. Applicants must be:

- In the 7th through the 11th grade for the current school year, with a minimum 2.00 GPA.
- Possess potential leadership abilities and developmentally appropriate level of maturity.
- Must have the ability to travel to statewide TCYB summits and trainings. Some travel expenses will be provided/reimbursed by Youth Leadership Initiative, however, transportation to and from meetings will be the responsibility of the TCYB member.
- Committed to TCYB responsibilities and goals.
- Must be able to dedicate time to TCYB in order to complete responsibilities and assignments.
- Complete all parts of the application process.
- Be Tobacco, Alcohol, Drug and Violence free.
- Work with the local and or community coalition to develop YES TEAM subsidiary.
- Available for mandatory six-hour training/induction.
- Must have e-mail access and be able to send and receive attachments.
- Must have phone access and be able to participate in monthly and special conference calls.

To remain in good standing TCYB members must adhere to YLI guidelines and satisfy the following requirements:

- Commit to two youth-related activities per grant year.
- Promote the YLI message, "Live. Work. Play ... Tobacco Free".
- Report on their activities to the state YLI program coordinator.

YES Team (Youth Extinguishing Smoking)

The YES teams are the TCYB's grass-roots counter marketing campaign against the tobacco industry, focusing on youth between 5 and 18 years of age. Any Arkansan can join the YES team simply by being committed to remaining tobacco free, this being the only requirement for membership. YES team members have no other active responsibilities.

Youth are recruited into the YES teams by peers, current YES team members, through presentations and events by existing members, or may join through the YES team website.

There are two types of YES team members:

- Those who are affiliated with an organized YES team led by a TCYB member.
- Those who have pledged to be tobacco free but are not affiliated with a TCYB-led organized YES team.

Team YES Speaks

Team YES Speaks is the TCYB's Speakers Bureau. The most articulate and brightest members of the TCYB are selected to speak on behalf of the YLI program and to act as the "voice" of tobacco-free youth in Arkansas.

TCYB members are invited to apply to be part of Team YES Speaks and are selected by a panel of judges. Judges make their selections based on the following requirements as demonstrated in an essay and a presentation by each candidate:

- Must be aware of Arkansas' and the Nation's current youth tobacco related statistics.
- Must be informed on new tactics that the tobacco industry's uses to attract youth smokers.
- Must be able to provide quotes when asked about how the tobacco industry views smokers.
- Must know what their school tobacco policy is.
- Must know which colleges in Arkansas are Tobacco free.
- Be familiar with the SOS website in order to inform youth of the competitions/contests that are taking place.
- Know what Act 13 is.
- Be passionate, committed, and enthusiastic about Youth Extinguishing Smoking.

Team YES Speaks members receive special training and are required to travel across the state and even across the country, giving presentations and speaking to the media. Each member must participate in at least one collaborative project with City Year and one collaborative project with ADH at events such as the Arkansas State Fair or Riverfest.

GOAL 1: RECRUITMENT

Goal 1: Recruit and coordinate the 75 seat position of the Tobacco Control Youth Board by 10% and increase the YES Team by 20% by June 2009.

TCYB Membership

The total number of TCYB members is lower in 2008-09 than in the previous year due to a change in the definition of membership which results in a more accurate number for evaluative purposes.

The TCYB changed its policies in regard to membership requirements so that the official membership would reflect only active members who organize anti-tobacco campaign activities and participate in TCYB conference calls, regional summits, and other leadership activities. This resulted in a 43 percent decrease in the membership of the TCYB, from 63 in 2007-08 to 32 in 2008-09. The 32 members represented the following 10 counties: Crittenden, Faulkner, Garland, Lawrence, Lonoke, Miller, Mississippi, Pulaski, Stone, and St. Francis, with the majority coming from Pulaski County.

This change raises the question of whether having a representative on the TCYB from each county is in fact a useful and valid goal, especially considering the large differences in population and in health education opportunities and funding among Arkansas counties. We recommend that the goal for the size and composition of the TCYB be reconsidered.

For example, a more valid goal might be to have one or more TCYB members from each county with a population above a specified level. Another approach might be to have at least one TCYB member and an active YES Team from each county that receives a TPCP grant from the Arkansas Department of Health or a coordinated school health grant from the Arkansas Department of Education. A combination of these approaches might be designed.

The membership goal for the TCYB would benefit from reevaluation based on relevant criteria and could appropriately be lower than 75.

YES Team Membership

YES Team membership continued to grow in 2008-09, increasing by 34 percent to 1,765 members. YLI exceeded its goal of increasing YES Team membership by 20 percent.

A teen who wishes to join a YES Team contacts the Youth Leadership Initiative staff by e-mail, mail, or in person and pledges to be tobacco-free. The teen's name and contact information are added to the database and an initial packet of information is mailed to them. Members are validated through the website and through mailings. Any returned physical mail from a member removes the member from the database. Members are also asked to update their membership by e-mail and are deleted if no response is received after a reasonable length of time.

The table below shows the number of TCYB and YES Team members for the last four fiscal years with percent changes from year to year.

Fiscal Year	# TCYB Members	% Change	# YES Team Members	% Change	# Counties with YES Team Membs
2005-06	46		684		
2006-07	56	22%	982	44%	
2007-08	63	13%	1,320	34%	51
2008-09	32	-43%	1,765	34%	64

Sixty-four (64) counties were represented by YES Team members in 2008-09, or 85 percent of the counties in the state. Each county shaded with gray on the map below had at least one YES Team member.

Arkansas Counties with YES Team Members in 2008-09



Each shaded county has at least one YES Team member.

GOAL 2: YOUTH LEADERSHIP EDUCATION AND TRAINING

Goal 2: Educate and train TCYB members in order to develop peer-to-peer presentations that target youth in rural/urban areas and TCYB local communities as well as continue to develop the existing speaker's bureau TEAM YES SPEAKS, composed of members of the TCYB in order to present state-wide, regionally and nationally.

Education and Training

TCYB members are required to keep abreast of information pertaining to legislation, tobacco control, and the health outcomes of tobacco consumption. This is achieved through on-going education and training. Team members attend workshops, conferences and training sessions throughout the year, as well as sharing information with each other and the YLI program coordinator via email, meetings and conference calls.

Conference calls were used for education and training purposes for the first time this year. In previous years, many TCYB events and meetings were held in Little Rock and Central Arkansas. For team members living outside these regions, gas prices and long distances meant it was sometimes harder for them to attend training sessions and other events. Keeping all team members up-to-date via conference call helped to remedy this. The calls took place on a monthly basis, and allowed members from all over the state to receive training and updates.

Team members received additional training and updates via mail outs and challenge activities. For example, in the first quarter of the 2008-09 financial year, TCYB members were sent information regarding the ASPIRE project, which recruits and trains high school students to be community advocates for tobacco prevention and cessation, using a multi-media platform. Members were required to visit the ASPIRE website and familiarize themselves with the program. Both the TCYB and YES Team Speaks will employ the ASPIRE tool further throughout the year.

The YES team website also provided a constant source of news (via the "Smoke Signals" newsletter), updates, reviews of activities, information pertaining to tobacco legislation, and facts and statistics on tobacco usage and health. Supportive literature was also made available to team members, such as the updated Team YES speaks manual and planning workbooks. In the second quarter of 2008-09, TCYB members also established a YES team library, so team members could make use of a repository of relevant information and resources to aid them in their activities.

Regional Summits

One of other major ways in which the YLI program reached out to youth across the state was the staging of four regional summits. The summits were held in Mountain View (November 2008), West Memphis (December 2008), Hot Springs (January 2009), Fort Smith (April 2009), and Texarkana (May 2009). In general the summits were well attended, and many TCYB and YES Team Speaks members attended all or nearly all of them.

Previously, conferences had only been held in Little Rock, but these summits afforded the opportunity to reach youth statewide, in both rural and urban areas. The summits offered a combination of education about the dangers of tobacco and peer-led leadership training to give youth the tools they need to be effective community advocates. They also served as a recruiting drive for youth in each of the local areas.

External Education and Training

In addition to in-house training, teams and the program coordinator also attended a variety of community-based training and education programs. These included the UAPB Minority Initiative-Sub Recipient Grant Office's tobacco documents workshop, the Center for Healing Hearts and Hands legislative briefing forum and the Hometown Health Improvements workshop.

The teams also learned from other organizations with a great deal of experience in the fields of youth advocacy, community action and anti-tobacco campaigning. One notable example was Dover Youth 2 Youth, an after-school drug prevention program known nationwide for its success. Ten TCYB members traveled to Dover, New Hampshire to take an intensive training course from the Dover Police Department Community Outreach Bureau.

The training included information about tactics used by tobacco companies to encourage tobacco use, and taught skills and methods to conduct effective presentations. TCYB members were taught a variety of rhetorical techniques, including emphasis on particular words, variation of pitch and speed, as well as non-verbal communication techniques such as facial expressions and body language.

TCYB members were also taught two presentations used regularly by the Dover team; A History of Lies, about deceitful methods employed by tobacco companies to sell their products, and Taking Action, which showcased ways to take effective action against big tobacco. In turn, YES Team Speaks members went on to give these presentations themselves at the YES regional summits.

The Dover team also worked with the TCYB to produce an abstract for the upcoming National Conference on Tobacco or Health entitled "Techniques for developing youth advocacy skills".

Adult Education and Training

Although the majority of training and education was directed toward the youth, the YLI also recognized the need to educate the adults who participate in the program.

This year, the YLI created a new educational tool to inform adults about the program - the "Lil 'A' (Adult Ally) Handbook". This handbook was distributed to adults already involved with the program or who were likely to be in the future, TPCP funding applicants, and parties who worked with the statewide prevention and cessation program in any other capacity. The handbook included an overview of the YLI and its mission, information on the various groups that comprise the youth arm of the organization, and how to organize an official, successful YES Team. It also outlined the expectations, responsibilities and role of adult allies, ensuring that adults would provide as much support and assistance as possible while allowing the youth themselves to take the lead.

GOAL 3: COLLABORATE WITH PARTNERS TO EXTEND THE ANTI-TOBACCO MESSAGE

Goal 3: Collaborate with partners to expand upon the TCYB-YLI Program and the brand personality of their grassroots youth campaign- YES Team – and develop clever new ways of extending the anti-tobacco message throughout the state of Arkansas. All activities will be part of a comprehensive and ongoing local strategy to prevent and reduce youth tobacco use.

This fiscal year saw the YLI extend the anti-tobacco message within the local communities by collaborating further with existing community partnerships and forging new ones. The teams interacted with and educated a broad spectrum of community groups; a small selection of their activities and collaborations are detailed below. More information about activities is available from the FSA-YLI Quarterly Reports on www.yesteam.org (click on TCYB and look under Quarterly Letters, Reports, and Year-End Evaluative Reports.)

Tobacco Free Kids Day

The result of one such collaboration was the Arkansas Tobacco Free Kids Day, celebrated on March 25, 2009. Tobacco Free Kids Day is an initiative of the Campaign for Tobacco Free Kids (CTFK), an international organization that aims to protect kids from big tobacco by exposing the ways in which the tobacco industry manipulates consumers, and young people in particular.

The 2008 Arkansas Tobacco Free Kids Day (Kick Butts Day) marked a huge success for the YLI program. The YLI collaborated with the TPCP, the City of Little Rock Kick Coalition, the Little Rock School District, and the Department of Education's Office of Coordinated School Health to plan the event. All in all, two hundred and fifty-five (255) youth and their adult chaperones took part.

One of the highlights of the event was a demonstration that included more than 100 youths marching along Capitol Avenue in downtown Little Rock. The group called out anti-tobacco chants, and taught these chants to others in the crowd. The march culminated on the steps of the Capitol itself.

The YLI presented a giant "Thank you" card containing more than 500 signatures to the state legislature, to show their appreciation for the passing of Act 180. The Act raises the Arkansas tobacco tax, providing funding that will be used to support a Statewide Trauma System.

In keeping with YLI protocol, the event was youth-led, with youth acting as MC's, presenters and performers. The teams also put together a "Silent Video" presentation, where participants from seven schools created 30-second silent video clips to illustrate the harm tobacco was causing to the local Arkansas community.

The event received a great deal of attention; state representatives were present, and three legislators spoke at the event. The Speaker of the House was so impressed by the youth efforts that he came out and spoke to the participants in person. As well as garnering attention from the legislature, the YLI received further exposure from the media as three television stations covered the event.

The efforts of TCYB and YES Team Speaks were noticed by the CTFK, who singled out two team members for special recognition. Team member Maryam Adamu was nominated for the CTFK International Youth Advocate of the Year, and Josilyn Mitchell was nominated for the Youth Advocate of the Year Award. Although Mitchell did not win the award, CTFK Associate Director April Kusper sent her a certificate of commendation for her efforts in fighting big tobacco and wrote, "You are clearly among the very finest young tobacco control advocates in the country ... It's exciting to see that more young people like you are tired of being targeted by the tobacco companies and are doing something about it. Your achievements serve as a fine example of what is possible when individuals and communities work together."

Other Notable Collaborations

Other notable collaborative efforts occurred during Red Ribbon Week. Red Ribbon Week, created by the Red Ribbon Coalition, is a nationwide, weeklong series of activities designed to raise awareness and actively campaign for drug free schools and communities. The YLI has

participated in Red Ribbon Week for the past several years, and this year was no exception. TCYB and YES team members held or participated in a number of Red Ribbon activities in late October and early November of 2008, collaborating with various schools and community programs such as the Boone Park Elementary Spirit Day in North Little Rock, and the Daisy Bates Red Ribbon celebration. Across the state, a total of 1,670 young people took part - the Little Rock and Kick Coalition Red Ribbon Rally alone saw 500 youth participate.

As well as representing national programs such as Tobacco Free Kids Day locally, YLI members worked with local institutions to educate other young people and adults all across the state. For example, TCYB members gave presentations at the Little Rock Museum of Discovery during the museum's "Beat, Breathe, Think" exhibition March 11-14, 2009, which was designed to encourage a healthy lifestyle. There were two presentations per day from Wednesday through Friday, culminating in a large-scale program held on the Saturday. Over 1,500 kids from all over the state were reached through a combination of the presentations and supporting literature.

Many TCYB members also acted independently, giving presentations at various community centers. One example of many is the TCYB member who asked to give an anti-tobacco talk to a group of young girls in foster care. Her presentation formed part of the Girls' Circle series run by Simone's Home Inc., a group dedicated to the development and support of girls in long-term foster care. The team member spoke about the dangers of tobacco to a group of 25 girls, all of whom signed up to become YES team members themselves. Girls' Circle coordinators conducted a survey after the presentation, and the response was so positive that she was asked to come back the following year to present again. This kind of activity is a perfect example of the teams' efforts to broaden their reach by engaging with non-traditional groups.

The teams plan to continue their efforts to reach these kinds of groups in the upcoming year. For example, two YES members proposed setting up an educational booth at next year's Therapeutic Arts Festival, an event for people with disabilities and their non-disabled peers, in order "to reach more than just regular kids".

Peer-to-Peer Outreach

TCYB members were certainly cognizant of the importance of peer-to-peer contact, and a number of them were extremely active in their schools as well as in their communities at large. Some individuals used their initiative to seize every opportunity to spread their message during school time. One member had a civics class in which students were asked to do a presentation on something that should be made illegal. She collaborated with some other YES members in her class to create a PowerPoint advocating the illegalization of tobacco. In a journalism class, the same member was required to write a persuasive editorial to encourage people to stop doing something, and again she used the opportunity to make tobacco control the focus of her work. Another member utilized her family consumer science class, devising a survey on tobacco usage amongst her peers.

But many TCYB members took their message outside the classroom, into social situations with their friends and peers. At a tailgate party at Little Rock's War Memorial Stadium, one team member took the opportunity to reach out to some teens who were visiting from Helena. She spoke to them about the YES team, gave them YES calendars, and before they left every one of the teens she had spoken to signed up to become members themselves. The same member even spoke to friends who attended her birthday party at her home, distributed YES teams pens and got them to pledge to be tobacco free.

The teams often sought to engage youth by entertaining them as well as educating them. At various events and at presentations, the teams distributed YES team branded prizes for correctly answering tobacco-fact related questions, to provide incentives to remember the information they had been taught. They also played games - one particularly imaginative game was "the cheese

ball game”, in which volunteers agreed to have their faces covered in shaving cream, while their friends threw cheese puffs at them to try to make them stick. The game was used to demonstrate how the lies tobacco companies tell about their product can stick to people if they’re not careful.

As well as showing dedication and initiative, the methods employed by team members often showed great originality and imagination. At a school prom in Crittenden, one member knew that teaching staff were circulating cards warning students not to drink and drive. She created her own YES team cards, warning fellow students about the dangers of tobacco consumption, as she knew that many seniors smoked. She argued, “[the school] didn’t want anybody hurt that night but I thought what about the rest of their lives?”

Media

Team members once again demonstrated their media savvy, and used a variety of different mediums to get the YES team message across. One team member sent an email to the Obama administration, and to Arkansas senators Blanche Lincoln and Mark Pryor petitioning for stricter FDA regulation of tobacco products. She also left comments on a local newspaper weblog (which could be read by any number of visitors), in support of the tobacco tax increase. These kinds of activities indicate that team members were casting their net wide, engaging with both the lawmakers and the general public.

The teams also got a good deal of unsolicited press coverage for various activities, in local newspapers, radio programs and television stations, further extending the reach of the YES message. Following their visit to the New Hampshire Dover Youth to Youth program in September 2008, an article about the TCYB was published in New Hampshire newspaper Foster’s Daily Democrat, indicating that the news about YES has reached across the country.

As well as contributing to various media and being the subject of it, the YLI program successfully heightened its own online presence. One of the YES teams’ goals was to target “lifestyle areas”, in order to reach as many young people as possible. The teams recognized that the place a lot of teens and kids “meet” is online, and this year saw developments in terms of the team’s own website, and the utilization of other social networking sites such as MySpace and Facebook.

This year the YES team website was given a complete overhaul, in conjunction with a local web design team. The site now boasts a wide variety of information, including membership criteria for YES team, TCYB and Team YES Speaks, details about upcoming projects and events, such as YES conferences and the Smoke Free Movies campaign, and a wealth of information about the dangers of tobacco that youth can use to educate their peers and their communities. It is also now possible to download forms such as activity data sheets and illustrative educational materials such as brochures on spit tobacco. The site is colorful and engaging, and covered with pictures of YES team members and their activities. The YLI quarterly reports are also available from this site, and there is a message board that allows team members to keep in contact with each other. They are kept up to date with the “Smoke Signals” newsletter, also available from the site.

The site receives regular traffic on a weekly basis, and as of June 5th 2009, had received a total of 2,561 hits. Hits are measured using MyComputer.com, and the popularity of the site is enhanced using the SubmitWizard program, which submits a given URL to top search engine sites such as Google, to ensure sites receive a higher profile in internet searches.

The YES team also has a sizeable community on the two most popular social networking sites in the U.S., Facebook and MySpace. The YES team Facebook site had 233 members at year-end, up from 167 members last year. The MySpace site has 56 members. These sites share news and information about team activities, and provided a vital recourse while the official website was being updated.

Promotion and Sponsorship

The impact of the vast majority of these activities was supported and reinforced by the use of YES team promotional materials. Team members distributed everything from t-shirts to water koozies, to pens, calculators, cups and more – all branded with the distinctive YES team logo. Freebies of this kind not only helped to engage young people's interest; they serve as advertizing tools for the program. They also work to form an easily recognizable group identity, which appeals to youths' desire to belong. The end result is a kind of positive peer pressure, or rather, a supportive environment, in which kids and teens never have to fear they are the lone voice of dissent when it comes to resisting peer and media pressure to use tobacco products.

The YES brand is promoted further by the presence of the YES team van, which is covered with the YES logo and photographs of youth engaged in YES team activities, making it highly visible and easily recognizable. The van has been seen all over the state, carrying team members to take part in various activities.

Sponsorship was another important promotional tool in the YES team's repertoire. For example, in October of 2008, the YES team participated in the Southwest Arkansas Stomp Out celebration. Over 900 youth took part, and the YLI sponsored t-shirts for the event. They also partnered with the AAU (Amateur Athletics Union) girls' basketball team and sponsored their uniforms. Again, this served to raise the profile of the YLI across the state in a highly visible manner, as well as supporting local community-based activities.

GOAL 4: SUPPORT ENFORCEMENT AND COMPLIANCE

Goal 4: TCYB will partner with state agency to work more in the area of enforcement and compliance.

This fiscal year the TCYB received training from Mandy Miller of the Arkansas Tobacco Control Board (ATCB) in the areas of enforcement and compliance. The ATCB is responsible for enforcing the Unfair Cigarette Sales act and for Sales to Minors compliance checks. These pieces of legislation aim to regulate the sale of cigarettes and prevent the sale of tobacco products to children under the age of 18.

Miller worked with existing TCYB members in February of 2009, as well as presenting to new TCYB members at the Say YES conference in June of 2009. Team members were educated about the work of the ATCB, trained in the laws regarding tobacco sales to minors, and given instruction in how to carry out compliance checks.

At the Say YES conference, 18 youth pre-registered, signed consent forms, and had their pictures taken for ID to work with the ATCB in compliance efforts, particularly by providing assistance monitoring their local convenience stores for breaches of these regulations.

GOAL 5: SECOND-HAND SMOKE AND SMOKELESS TOBACCO EDUCATION

Goal 5: TCYB members & FSA will continue to distribute a broad-base print media campaign to address the Tobacco Prevention and Education Program's goal of developing and implementing a secondhand smoke & spit-tobacco / smokeless media campaign targeting youth throughout the state.

In this year the YLI continued their efforts in raising awareness about second hand smoke, the promotion of smoking in movies, and the use and dangers of less conventional tobacco products, such as spit tobacco and snuff. During this fiscal year the campaign was modified to use online and social networking approaches rather than print media.

Smoke Free Movies

In recent years, leading U.S. health groups and the World Health Organization have been campaigning to reduce the amount of tobacco usage children and young people are exposed to in cinema. Several major studies suggest that this exposure to images of smoking can desensitize young people to its dangers, and actually encourage them to smoke themselves. As a result of this international campaign, the YLI created their Smoke Free Movies initiative in 2007, to fight the promotion of tobacco in films rated G, PG and PG-13, i.e., those with younger, potentially more susceptible audiences.

This year, it was necessary to scale back the Smoke Free movies campaign. The YLI and the ADH (in the form of the statewide Stamp Out Smoking campaign) had been collaborating with Arkansas advertising agency Cranford Johnson Robinson Woods (CJRW) to produce educational packs and postcards. However, CJRW's involvement was put on hold, so the campaign was limited to some degree, owing to lack of collateral materials. Despite this potential setback, the YLI updated last year's campaign packet and posted it on the YES website.

YLI program coordinator Genine Perez also continued to promote the campaign. Perez was a guest speaker on an Office on Smoking and Health Media Network webcast, presenting a PowerPoint which highlighted YES team involvement in the Smoke Free Movies movement. Individual TCYB members kept the campaign in the spotlight too. For example, one team member sent an email to comedian and writer Tyler Perry. She drew attention to the fact that in one of his popular recent movies, "Madea goes to jail" (rated PG-13) the principle character smoked constantly, thereby sending a negative message to the many young people who are his fans. Her comments appeared on Tyler Perry's website, which has approximately one million users.

Spit Tobacco and Secondhand Smoke Campaigns

In keeping with the overall move to digital based media, the YLI took their ongoing spit tobacco campaign online. A great deal of educational and promotional material is now available on the YES website. Visitors to the site can download, print and distribute brochures and other handouts relating to the hazards of spit and chewing tobacco and snuff, as well as watching YouTube videos on these topics.

The YES program has pushed for many legislative changes in the area of tobacco control over the years, and have been particularly strong advocates for protection against secondhand smoke. They have seen many of these changes pass in to law, and this year they extended their secondhand smoke campaign to address the issue of smoking in public areas. The YLI collaborated with the Coalition for a Tobacco Free Arkansas to launch the "As We Go Green" campaign, petitioning for regulation to make parks smoke-free.

One TCYB member wrote to the Little Rock Parks and Recreation Department advocating the passing of an ordinance banning smoking from public parks. This letter was published in the Little Rock Family Magazine (which has a readership of 25,000 per issue), and the FSA received a number of phone calls on the subject as a result. TCYB members went on to meet with City of Little Rock representatives to make their case for the ordinance.

Another new initiative, the "Pass the card" campaign, continued to raise awareness about outdoor second hand smoke. The YLI produced business card style cards to hand out to the smokers to encourage them to consider the risks they could still be inflicting on young people, even though

they were outside. The cards were designed to be an unobtrusive yet persuasive way to engage the public.

On one side was the definition of the Arkansas Protection from Secondhand Smoke for Children Act (Act 13), and on the other, pictures of the YES team van and activities. In total, more than 3,500 of these cards were distributed throughout the state.

GOAL 6: SAY YES LEADERSHIP CONFERENCE AND MINI COORDINATORS CAMP

Goal 6: Facilitate SAY Y.E.S. Leadership Conference for new and returning TCYB members, as well as YES Team members.

A major event for the TCYB is the annual Say YES Conference. The 7th annual Say YES Leadership and Advocacy Conference on Tobacco Control was held on June 6, 2009 at the Doubletree Hotel in Little Rock. Fifty-five (55) teens from 19 counties attended the Say YES Conference—29 new TCYB members and 26 YES Team members. This number was supplemented by 30 adults from the Mini Coordinators Camp, for a total of 85 attendees.

The Mini Coordinators Camp was held on June 5 for Arkansas TPCP grantee coordinators who work with young people. This first Mini Coordinators Camp in Arkansas was modeled on the National Coordinators Camp held in Chicago in 2008. The one-day event allowed grantees to learn more about the YLI program, and sought to show them how the YIL program could utilize their grants, benefit their communities and contribute to the overall success of the state prevention and cessation program. Participants worked directly with Team YES Speaks leaders, YLI coordinator Genine Perez and the Health Program Analyst for Youth and Schools Health from the Arkansas Department of Health Tobacco Prevention and Cessation Program.

The camp and the Say YES Conference were scheduled consecutively in order to give the youth leaders and the adults who work with youth in anti-tobacco efforts a chance to network with each other and become familiar with each other's work.

Team YES and TCYB members were actively engaged in all presentations at the conference. Team YES Speaks members presented on a panel for the Mini Coordinators' Camp.

The Say YES Leadership Conference agenda was as follows:

General "Jam" Session	8:00 am-9:00 am
YES TEAM Leadership Training Workshops	9:10am-11:45am
TCYB Induction & Awards Ceremony Luncheon	12:00 pm-1:00 pm
General "Jam" Session and Training	1:10 pm-2:45 pm
Let's TAKE ACTION- Youth Led- Advocacy Project	3:00 pm-4:00 pm
Action Planning and Evaluation	4:15-5:00

Youth leaders gave the conference high ratings. Forty-two (42) of the TCYB and YES Team members who attended the June conference completed conference evaluation forms. The forms included four statements about the value of the training, such as whether the conference had encouraged them to take action in their schools and communities and if they would recommend the conference to their friends. They were asked to rate how much they disagreed / agreed with these statements using a scale of 1-4 where 1 was "disagree" and 4 was "agree". (Appendix B lists the questions from the evaluation form.)

The majority of attendees who filled in evaluation forms agreed that the conference training had been of benefit to them and they would recommend it to friends. The table below shows the average ratings. Each item was rated higher than 3.7 on a scale of one to four.

Conference Evaluation Questions #1-4

Q#	Question	Average rating
1	Encouraged to take action in school / community	3.71
2	Helped to understand position as TCYB member / YES Team leader	3.86
3	Youth-led workshops instrumental to conference success	3.74

4	Would recommend conference to friends	3.79
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When participants were asked to give the conference an overall rating from A to D where A=4 and D=1, the average rating was 3.85.

In other evaluation results attendees also gave high ratings to each specific portion of the conference.