



Youth & Young Adult Programs

A report on the status of Youth and Young Adult Tobacco Programs in Florida

Kahreem Golden
State SWAT Chair
Youth Advocacy Board Member

Laura Corbin
Statewide Youth Advocacy Coordinator
Bureau of Tobacco Prevention Program



Youth Program Update

Number of SWAT Clubs

- Middle School
- High School
- Community Centers



SWAT Priority Areas for 09-10

- Build and Support a SWAT infrastructure throughout the state
- Recommend a model comprehensive tobacco free policy for school districts
- Host additional SWAT face to face meetings statewide and/or regionally
- Raise awareness of national smoke-free movies campaign in conjunction with youth media prevention commercial

Build and Support SWAT Infrastructure



- Local SWAT Bylaws developed for chapters to adopt
- SWAT Webinar Series on monthly statewide calls
- SWAT Recruitment PSA
- SWAT Recruitment Toolkit



SWAT Webinar Series

- Host monthly statewide calls featuring a webinar as a tool to connect and educate members
- Webinar for February focused on Recruitment and Retention of SWAT members;
- Future topics: Kick Butts Day, Researching Industry Documents

SWAT PSA





SWAT Recruitment Toolkit

Purpose: to provide grantees a unified, branded set of tools that will assist in recruiting and retaining members

Process: Youth Advocacy Board worked with the Zimmerman Agency in developing ideas and approving the items



SWAT Recruitment Toolkit

- Letterhead
- Post-It notes
- Posters
- Flyers
- Banners
- Templates for t-shirts, drawstring bags
- Bumper and shoe stickers
- Stencil
- Digital Designs for myspace, twitter, etc.

**BY THE TIME
YOU FINISH
READING
THIS FLYER,
TOBACCO
WILL TAKE 4
MORE LIVES.**

DO SOMETHING ABOUT IT. JOIN US AT OUR NEXT MEETING.



STUDENTS WORKING AGAINST TOBACCO

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T-SHIRT



Comprehensive Tobacco Free Policies at Schools

- Elements Include
 - Rationale
 - Tobacco is specifically identified; not a part of general drug policy
 - All school grounds, functions, property
 - Applies year round
 - Applies to all students, staff and visitors
 - Prohibits tobacco ads on clothing or accessories
 - Prohibits tobacco industry sponsorship, gifts, advertising, grants, scholarships, curricula
 - Enforcement plan for students, staff and visitors that encourages cessation
 - Communication Plan



Comprehensive Tobacco Free Policies for Schools

- Policies from approximately 30 districts were compared at the YAB meeting
 - Gold Standard used for comparison
 - Identified districts with model language to include in final policy recommendation
 - Identified gaps in district policies



Comprehensive Tobacco Free Policies at Schools

- Next Steps

- Discussing Language for inclusion on model policy
- Work with grantees in educating on policy elements
- Work with DOE to communicate model policies

Host Additional Meetings

- Held Youth Advocacy Board meeting January 22-24, 2010





Raise Awareness of Smoke-free Movies National Movement

- Zimmerman Agency to air youth media campaign focused on the tobacco industry influence in movies
- Encourage youth both on statewide calls and through [tobaccofreeflorida](http://tobaccofreeflorida.com) website to join national smoke-free movies movement
- Educate local partnerships on pending FL legislation that could include tobacco industry restrictions on tax subsidized movies



Grantee Policy Focus for 2010-11

Youth Access

Policy to limit the location, number and density of retail outlets

- Year 1 activities to include grantee training and meeting with local stakeholders



Grantee Policy Focus for 2010-11

Reduce Industry Influence

Policy to ban the sale of candy flavor tobacco

Policy to restrict indoor/outdoor tobacco ads at retail outlets

- Year 1 activities to include training and data collection



Grantee Policy Focus for 2010-11

Increase Policies in Schools

Adoption of model comprehensive tobacco free policy at schools