



Tobacco Control Training Project

Building capacity to change policies & social norms.



A non-profit educational organization



Reality Check Coordinator Training

March 21 – 23, 2007

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Objectives

- ◆ As a result of this training participants will be able to:
 1. Describe the role of the reality check program as it relates to achieving the goals and objectives of the BTUPC strategic plan;
 2. List the benefits of involving youth in community policy change;



Objectives

3. Explain the role of the tobacco industry and its targeting of adolescents and how to use this information strategically;
4. Explore their attitudes on working with young people as change agents in their communities;





Objectives

5. Identify some of the key components of adolescent development and how this impacts their work;
6. Examine the role of the coordinator in recruitment, training, coaching and supporting young people in Reality Check.



BTUPC Vision & Mission

- ◆ **Vision:** All New Yorkers live in a tobacco free society
- ◆ **Mission:** Reduce morbidity and mortality and alleviate social and economic burden caused by tobacco use in New York State.





BTUPC Goals

- ◆ Eliminate exposure to secondhand smoke
- ◆ Decrease the social acceptability of tobacco use
- ◆ Promote cessation from tobacco use
- ◆ Prevent the initiation of tobacco use among youth and young adults
- ◆ Build and maintain an effective tobacco control infrastructure
- ◆ Contribute to the science of tobacco control



NYS Public Health Law

- ◆ To improve the health, quality of life and economic well-being of all NYS citizens through the establishment of a comprehensive tobacco use prevention and control program.
- ◆ Use of the most current **research findings** regarding mechanisms to reduce and change attitudes toward tobacco use.





NYS Public Health Law

- ◆ The principal measurements of effectiveness shall include:
 - Negative attitudes toward tobacco use
 - Reduction of tobacco use among minors and adults



Youth & Tobacco

- ◆ 18.5% smoking prevalence (high school youth)
- ◆ 2010 goals
 - reduce youth smoking prevalence to 10%
 - 100,000 youth who did not initiate tobacco use
- ◆ Highly vulnerable population





Evidence – Based Practices

- ◆ Increasing the **price** of tobacco
- ◆ **Clean indoor air policies** (smoking bans and restrictions)
- ◆ Availability of **treatment** for tobacco dependence
 - Reducing patient costs for treatment
 - Provider reminder systems
 - Telephone counseling and support
- ◆ **Mass media campaigns** with interventions

Taxes, policies, social norms, and treatment



Moving Beyond the Evidence

- ◆ Advertising, Sponsorship and Promotion Initiative
 - “No tobacco” sponsorship and promotion policies
 - “No tobacco” advertising and promotion policies
 - “R” rating for movies with smoking or tobacco imagery





How Youth Partners Help Achieve Goals

- ◆ Exposing manipulative and deceptive marketing of tobacco industry
 - Ignite the outrage
 - Mobilize for change
- ◆ Advocacy for policy change
- ◆ Education for Action
- ◆ Countering and eliminating tobacco company advertising, sponsorship and promotion



Why Have a Youth Component

- ◆ Persuasive messengers
- ◆ Compelling advocates
- ◆ Innocent victims
- ◆ Moral authority
- ◆ Non-conventional tactics





Reality Check Youth Action Partners

◆ ARE NOT:

- A youth development program
- A youth empowerment program
- A peer to peer education and prevention program
- A program targeting youth tobacco use (mostly or only)



Reality Check Youth Action Partners

◆ ARE:

- A youth action program
- Engaged in advocacy
- Targeting leaders and decision makers
- To adopt effective policies and resolutions
- To change social norms
- To prevent and reduce tobacco use





What This Looks Like In Implementation

Objective: Increase the number of retail tobacco stores that have a policy prohibiting tobacco advertising.

- ◆ Strategy for communicating with the retailer
 - Having a clear message on why shouldn't they advertise?
 - Who should go – individual youth, in pairs, a youth and adult?



What This Looks Like In Implementation

- ◆ Where would you start and why?
 - Individual stores
 - Small chains
 - Retailer meetings
 - Chamber/business group meetings





What This Looks Like In Implementation

- ◆ What do youth need to know?
 - Gas station vs. store
 - Financial incentive to the retailer
 - Moral/health incentive
 - Tobacco industry tactics; advertising strategies; targeting of youth



What This Looks Like In Implementation

- ◆ Plan of Action





CHANGE IS GONNA COME!

The Roles for Action-Oriented Youth Involvement

The Sponsors of Change

(NYS DoH – Reality Check Coordinators)

- ◆ Makes the decisions on how to move forward at the local level
- ◆ Manages resources
- ◆ Defines “who” is needed (*recruitment*)
- ◆ Defines how the initiative will be accomplished (*collaboration with youth*)
- ◆ Trains & Supports the young people



CHANGE IS GONNA COME!

The Roles for Action-Oriented Youth Involvement

The Agents of Change

(Young People)

- ◆ Must understand the initiative
- ◆ Must plan & implement the change
- ◆ Translate the change initiative into action
- ◆ Deliver the action(s) developed





CHANGE IS GONNA COME!

The Roles for Action-Oriented Youth Involvement

Targets of Change

DECISION-MAKERS

(They can make things happen!)

- ◆ School Boards
- ◆ Tobacco Retailers
- ◆ Parent Organizations
- ◆ Community Groups

