

Tobacco Control Activities Related to Youth and Young Adult Tobacco Prevention and Cessation

This area of work also includes education, coalition building and policy advocacy efforts. In Jefferson County work in schools and youth/young adult-serving organizations is where the greatest majority of staff and other resources are focused. Policy advocacy efforts include collaboration with our School District partners to raise awareness about and increase compliance with the District's Tobacco-Free Schools' Policy. A new area of policy work at the community level includes efforts to reduce youth access to tobacco and marketing influences. **Contact:** Jeremy Vann 303-275-7556, jervann@jeffco.us

Quarter 2 – Highlights of Accomplishments

Schools:

- Breathe Easy (BE) Teams – 31 students from youth coalition groups from 5 schools were trained on October 1, 2008 to provide leadership, cross-age teaching and policy advocacy support for tobacco control efforts in their school communities. The schools represented include Lakewood, Golden, Jefferson County Open School (JCOS), Arvada and Wheat Ridge high schools. Since the training, Chatfield, Alameda, and Standley Lake high schools have become involved, raising the total to 8 schools and about 60 students. Students from two schools' Gay/Straight Alliances were also trained on October 9 to address tobacco-related issues (this is detailed under the health disparities area summary).
- BE Team schools were very active in the Great American Smokeout, hosting and leading a series of school-based activities to promote cessation among youth.
- Tobacco-Free Schools' Policy activities were robust this quarter with sessions held at more than 10 schools to raise awareness about the Policy and identify strategies to increase compliance.
- Educational brochures were created in partnership with the Jefferson County Schools' Comprehensive Wellness/Tobacco Prevention Program; these brochures – a series of 4 for high schools and 4 for middle schools, are available to staff, students and parents in the main offices or counseling centers of these schools; topics include: secondhand smoke, helping people quit, understanding the tobacco industry's tactics, spit tobacco, hookah and other forms of tobacco, etc.
- Supported the training of at least 9 additional Jefferson County Schools' staff in facilitating the Not On Tobacco (NOT) Program (a 10-session school-based tobacco cessation group for youth). All but one high school has at least one school staff member able to facilitate the program; TPI staff assisted with recruiting student participants for the NOT program at Chatfield, Golden and Lakewood high schools.

Reaching youth/young adults in community settings and advocating for youth access policies:

- Supported Arvada in including 2 components in their new law which help reduce youth access to tobacco products and marketing influences; in addition to preventing the opening of hookah bars in the City, the ordinance also prohibits entry of minors into tobacco businesses and makes it illegal to sell, provide, distribute, etc., tobacco product coupons to minors; youth coalition members spoke persuasively at the Arvada Public Hearing on October 6 to support a unanimous passage of the law.
- As a follow-up, the TPI has been part of a workgroup in Denver to help them eliminate hookah bars and other smoking lounges.
- Have initiated the creation of a workgroup that will focus on strategies to reduce youth access to tobacco products and the influences of tobacco company marketing tactics; this is a primary policy focus area for the upcoming grant year 2009-2010.
- Conducted outreach and provided tobacco control information/resource materials to eight vocational and technical schools serving young adult populations at greater risk of tobacco use and SHS exposure.