

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. This area of work also includes focus on health disparities-affected youth, including youth with low socio-economic status, Latino youth, spit tobacco users and gay, lesbian, bisexual, and transgender (GLBT) youth. **Contact:** Jeremy Vann 303-275-7556, jervann@jeffco.us

Quarter 3 – Highlights of Accomplishments

Schools:

- Sustaining Breathe Easy (BE) Teams at Lakewood, Golden, Arvada, Wheat Ridge, and Chatfield High Schools. These youth coalitions conduct school/peer targeted awareness activities and have been or are planning to be engaged in community-level tobacco control activities, including merchant education, policy advocacy for reducing youth access to tobacco, etc.
- On January 30, 2009, students from the Arvada BE Team presented a day of tobacco related activities at North Arvada Middle School. Over 200 7th graders received information about the health consequences of tobacco, secondhand smoke, how to support a friend or family member who wants to quit, and tobacco company marketing tactics. Similar activities are planned for Eiber Elementary and Evergreen Middle School.
- Continued Support of Tobacco-Free Schools' Policy activities, including:
 - Staff education at Kendallvue Elementary and Pomona High School about the District's policy and new tobacco products designed to lure youth and increase nicotine dependence
 - Education about the District policy and strategies to support compliance at Jefferson County Open School, Lakewood, Chatfield, and Brady Exploration.
 - Tobacco-related educational materials delivered to Creighton, Wayne Carle, and Evergreen Middle Schools
 - Increased partnership activities with the GLBT Center of Colorado, including planning for events reaching Jefferson County GLBT youth.

Advocating for youth access policies:

- The 1st Youth Access Advocates meeting was held February 19. Over 30 people attended the meeting representing a variety of local organizations and cities including Get R!EAL (Colorado's Youth Movement against the tobacco industry), the American Lung Association, Wheat Ridge High School, Exempla Lutheran Medical Center, the Dept. of Revenue's Tobacco Enforcement Unit, and a city council member from the City of Lakewood. Components of youth access policies and what actions can be taken in communities to promote laws and policies to reduce youth access to tobacco products and the influence of tobacco marketing were discussed.
- The Students Working Against Tobacco (SWAT)/BE Team at Wheat Ridge High School have been actively involved in raising awareness about and building support for local laws which further strengthen the CCIAA and reduce youth access to tobacco (akin to Arvada's ordinance). They have been measuring community readiness, gathering supporters, and identifying potential partners. If you are interested in supporting their work, please contact Jeremy Vann.
- 3 members of the Golden High School BE Team/Mentors in Violence Prevention (MVP) presented a Breathe Easy Champion Award to the City Council of Golden for their ordinance that created a 15ft smoke-free entranceway perimeter. The Council was very impressed with the Team and their passion for tobacco prevention, and we hope that this helps increase the Council's interest in additional policy activities to reduce youth access to tobacco.
- Many other communities have been considering or working on measures to reduce youth access to tobacco. If you would like to join the Youth Access Advocates contact list, please contact Jeremy Vann.