

Youth Advocacy Guide

How to
Integrate Youth into
Tobacco Prevention Programs



California Youth Advocacy Network

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A Note from the Authors

CYAN strongly believes that it is a privilege to work side-by-side with young people. Teens are valuable resources and need to be treated as such. Their input, ideas, wisdom, creativeness, and motivation make them irreplaceable partners in our public health efforts. In whatever capacity you work with youth, take time to nurture a relationship with the young advocates. You might be surprised at how rewarding it is to work with young people and how much more effective your program can be.

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Introduction

“ Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.

—Robert F. Kennedy



Information in this manual is based on CYAN's 1997 statewide youth advocacy needs assessment of 76 agencies funded by Proposition 99, the tobacco tax initiative. (For more information on the assessment, see Appendix.)

This manual provides a foundation on which agencies can create and sustain an assemblage of youth advocates. It is not the final word in youth advocacy, but a starting point—a resource to help you on your journey working with young people. To say that each agency's situation differs is an understatement. With a wide array of variables in existence at any given moment, working with youth is a ceaseless, fluid movement with which one must transform or lose continuity. This manual provides recommendations, tools, contacts, checklists, words of wisdom, and more. Take what you need from the manual, supplement it with your findings, and please, by all means, share what you learn.

What Is Advocacy?

To quote the American Public Health Association: “An *advocate* is a person who argues for a cause; a supporter or a defender. *To advocate* is to act in support of a particular issue or cause.” Essentially, advocacy is the process of standing up for what you believe in and influencing others to change the way they think and act about an issue. Advocacy has played a key role in public health efforts throughout the years. In California, programs funded by Proposition 99 are well aware that advocating the truth about tobacco use has helped make California one of the leading states in the tobacco control movement.

Involving Youth in Advocacy

During the past decade, California has added a vital component to its tobacco control efforts—*youth!* Since 1991, programs have been developing and nurturing youth advocates to champion a tobacco-free future. Young people bring a unique gift to the table. Not only are they bright and creative, they also have the ability to capture the attention of adults and their peers. These young health educators are making community leaders take note of youth's concerns about self-service bans, vending machines, secondhand smoke problems, advertising, sponsorship, and more. Issues in which adult health educators hit roadblocks have been successfully addressed when youth advocates voiced their opinions.

“Nothing great has ever been
achieved without enthusiasm.

—Ralph Waldo Emerson

Some of the greatest benefits of involving young people in the tobacco control movement are their excitement, their energy, and their eagerness. Adults are often constrained by the bureaucracy of the situation, including paperwork, reports, and in-house politics. Youth bring a new vitality to the picture.

Teens are willing to advocate against tobacco for many reasons:

- They have family members and/or friends who have become ill or died from smoking
- They have been victims of disease caused by secondhand smoke
- They are aware that the tobacco industry is trying to hook young kids
- They know they are being targeted
- They just hate the smell



Whatever the reason, one thing is clear—youth are willing to fully embrace the cause, stand up for their beliefs, and try to make a difference in people's lives. Teens are willing to rise up against social injustice and right that which is wrong. For these reasons, youth should not be overlooked as a valuable component of this historic public health movement.

California Youth Advocacy Network

The California Youth Advocacy Network (CYAN) is a competitive grantee, funded from March 1, 1997 through June 30, 2001 by Proposition 99, the tobacco tax initiative. CYAN is dedicated to creating, implementing, maintaining, and supporting youth tobacco control advocacy efforts statewide.

One of CYAN's first goals was to gather the information needed to “paint a picture” of the types of programs, activities, and trainings that are being used for youth advocacy in California. Through assessment surveys and qualitative interviews, CYAN has examined all local lead agencies (LLAs),



regional teams, and ethnic networks to determine the most beneficial structures and approaches for the inclusion of young people in the tobacco control movement. (See the Appendix for assessment survey information.) Based on this information, CYAN strives to provide guidelines, trainings, and technical assistance to help tobacco control agencies integrate youth advocates into their strategies and work plans.

Another important goal of CYAN is to empower young people with advanced advocacy skills. Annual statewide conferences will educate youth about the newest strategies and information for tobacco control. They also provide a forum where teens can link with other young people to create a network of allies to help fight the tobacco industry. CYAN is establishing a statewide youth coalition to facilitate the connection between these advocates and encourage them to pool their resources, ideas, and strength.

CYAN has also added a college project to help bring tobacco control advocacy into the college and university arena. The percentage of college freshman smokers is the highest it has been in 30 years (16.1 percent—twice as high as it was ten years ago), and young people aged 18 to 24 are the fastest growing group of first-time tobacco users. These statistics make clear the need to expand the advocacy focus to include college campuses. A pilot project conducted between January 1998 and June 1999 will result in a college advocacy instructional packet, which will be distributed to high school graduates and college students in the summer of 1999. The objective of this project is to give young people the tools and opportunities to continue their advocacy work throughout all stages of their lives.

Overall, through assessments, trainings, manuals, conferences, and technical assistance, CYAN is committed to promoting youth advocacy to a higher level—a level at which youth are not merely seen as a side note in a work plan, but as an essential component of the tobacco control movement.

How to Use This Manual

This manual transforms raw data from CYAN's statewide needs assessment surveys (see Appendix for more information) into usable tools in order to integrate youth advocacy strategies into an agency work plan. It includes checklists, suggestions, techniques, and approaches to help your agency and your youth advocates get results. Whether you read this manual from start to finish, explore new sources, or pull out relevant sections, it can be a reference tool to guide your efforts in youth advocacy.



Overview

The manual is divided into three main sections:

- ▼ **Establishing and Maintaining Youth Advocacy Coalitions:** How to start a youth group from scratch or supplement a program with new ways to organize, maintain, and motivate young advocates
- ▼ **Youth Advocacy Activities:** How to involve youth in the activity-planning process, find ways to coordinate youth advocacy activities, and take a look at innovative activities occurring around the state
- ▼ **Youth Advocacy Trainings and Summits:** How to plan a youth training or conference from start to finish, including all the minute details and logistical factors



If you have any questions, comments, concerns, or need technical assistance, we invite you to contact CYAN by phone at (916) 339-3424, by fax at (916) 339-3425, or by e-mail at: info@cyanonline.org.

SECTION I

Establishing and Maintaining Youth Advocacy Coalitions

“Coming together is a beginning,
staying together is progress, and
working together is success.

—Henry Ford

Through the use of assessment surveys, CYAN has compiled many good ideas from professionals and experts in the field about working with youth. This section offers a summary of what agencies are doing to implement and maintain youth advocacy coalitions.

Overview

- ▼ **Benefits of Youth Coalitions**—why to do it
- ▼ **Getting Started**—how to coordinate a youth coalition
- ▼ **Maintaining a Youth Advocacy Coalition**—recruitment, meetings, structure, communication, action plans, incentives, and staff
- ▼ **Barriers and Challenges**—how to make it work
- ▼ **Keys to Successful Coalitions**—five essential components
- ▼ **Words of Wisdom**—top 30 tips





Benefits of Youth Coalitions

“Never doubt that a small committed group of people can change the world. Indeed, that is all that ever has.

—Margaret Mead

A youth advocacy coalition has many positive aspects. In fact, collaboration with young advocates can be the best part of working in tobacco control. Youth are energetic and enthusiastic, and can add tremendously to the effectiveness of an organization. Youth advocacy coalitions also benefit the community. Most importantly, though, the participating youth are positively influenced by the experience.

Benefits for your *program*:

- **Focus group**—Youth provide their unique perspective and can let you know what works and is interesting for teens. You can also assess the knowledge and attitudes of the youth who will be doing the advocacy work.
- **Power**—Youth have the gift of credibility with their peers and also with community leaders.
- **Education**—Youth seem to be the best educators of other young people when it comes to teen issues, including tobacco use.
- **Volunteers**—A youth coalition is a ready team of volunteers, available for press conferences, interviews, purchase surveys, etc.
- **Access**—Youth coalitions are useful in gaining access to schools, clubs, and parents.



Benefits for the *Community*:

- **Identity**—Youth learn that they are a vital part of the community and culture.
- **Change**—Youth learn they can create positive changes in the community and in the lives of others.
- **Credibility**—Youth can change the negative image portrayed in the media by showing a concern for the well-being of their community.

Benefits for *youth*:

- **Voice**—Youth learn to express their opinions on the issues they feel are important.
- **Skills**—Young people learn about effective communication, organization, and leadership.
- **Advocacy**—Teens develop an understanding of the power of advocacy and how these skills translate to their everyday lives.
- **Mentoring/role-modeling**—Youth provide an example for and influence behavior of others and show younger children that being involved can be exciting and worthwhile.
- **Pride**—Youth, their families, and the community can be proud of the accomplishments of the advocates.
- **Self-esteem**—Youth develop self-worth by being part of a positive effort.

“ I’m involved to make new friends.

“ The Youth Advocacy Coalition is good experience for college.

“ I enjoy being a part of a group.

“ The meetings are a blast.

—Teens in San Benito County

Getting Started

“ I not only use all the brains
that I have, but all that I can
borrow.

—Woodrow Wilson

To start a youth advocacy coalition, you must first decide how one can be incorporated into your agency. Deciding who will be responsible for the duties of recruitment and coordination may be the most important step in the development of a youth advocacy coalition.

Assessment surveys identified five different methods of managing youth coalitions. The various agency support structures for a youth coalition may include any of the following:

- ▼ **Staff**—responsibility lies with one or more staff members
- ▼ **Consultant**—an experienced individual is hired to handle the responsibilities of the youth coalition, activities, and training
- ▼ **Liaison**—one or more part-time coordinators (from five to twenty hours a month) are hired to help the staff or consultant maintain youth coalitions
- ▼ **Student Liaison**—a paid or volunteer student coordinator is accountable for a campus youth advocacy club
- ▼ **Contractor**—an experienced contractor such as Friday Night Live (FNL) or the Boys and Girls Club is used to complete a youth-specific objective or activity

Staff

Designated Staff Person

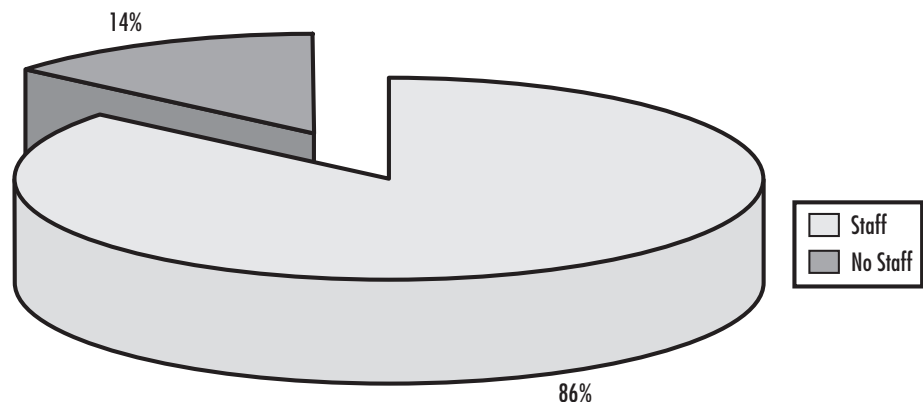
Projects with a staff person designated for youth programs were much more likely to have an active coalition.

**Key
Point**

Some agencies designate one or more staff as the youth coordinator(s). This method is often used by regional teams, which typically have youth programs as part of their scope of work. This format offers youth coordinators an advantage, because they can form long-term relationships with the young advocates and draw on other staff members for support when necessary.

An agency may choose to designate everyone on the staff to be responsible for working with the youth in order to share the workload and the inevitable extra evening and weekend duties. The control of the project is in-house, which, over time, lends more consistency to the youth coalition. Beware of potential difficulties, such as comp time/overtime for evening/weekend activities and transportation liability issues.

Staff Support of Youth Programs



Percentage of agencies with an active youth coalition that have a staff person designated to support the youth program.

Consultant

Hiring a consultant to handle youth programs is another method of organizing youth coalitions. A consultant contracts with the agency to complete a specified objective in a scope of work. Because consultants have more flexibility than agency staff and can bill for work completed on evenings and weekends, using consultants avoids the constraints of overtime hours or comp time, which are a hindrance to many organizations. Some agencies have found that coordinators for FNL or Boys and Girls Clubs make good youth consultants because they already have connections and experience with youth, and the issues of tobacco prevention and education are easily assimilated into their activities.

The use of a consultant often results in a loss of in-house control. Clearly establishing the scope of responsibilities and maintaining effective communication are essential to developing an effective working relationship.




Liaison

Some agencies prefer to hire liaisons to work with youth. Liaisons usually spend anywhere from five to twenty hours a month coordinating a youth coalition. They receive stipends for their work, which may include facilitating meetings, recruiting youth, organizing activities, providing transportation, and communicating with group members. The stipend for a liaison is a bargain, considering the cost of paying a staff person to do the same tasks.

However, liaisons may be encumbered with other jobs and responsibilities that limit their ability to accomplish tasks. Working with a liaison requires flexibility and open communication.

Student Liaison

Another approach is the establishment of campus coalitions, with a student acting as the liaison between the group and the organization. The student liaison's responsibilities are to maintain a campus club and coordinate with the agency on tobacco education and prevention activities. This setup is feasible, because the stipend is small and there is a plentiful supply of capable youth. This strategy decreases the need for staff to be available evenings and weekends, since the clubs meet primarily during the school day. Be sure to keep your expectations realistic.



Limitations of student liaisons include busy schedules, limited organizational skills, and difficulty with follow-through. Schools may have specific requirements for the establishment of a school-site club. Check with the school administration about charters, advisors, and meeting space for a campus club.

“ It is amazing what you can
accomplish if you do not care
who gets the credit.

—Harry S. Truman

Contractor

Some agencies serve youth and fulfill their scope of work by negotiating a subcontract with an organization that is already working with teens. This may be the easiest way to reach young people, as there is no significant commitment of time or energy from the agency. Many youth service clubs are more than willing to accept the money to incorporate tobacco education/prevention into the work they already do. Tobacco control agencies have successfully contracted with organizations such as FNL, Boys and Girls Clubs, Girl/Boy Scouts, 4-H clubs, speaker bureaus, and other community-based organizations.

Subcontracting can be a great way to perform outreach among the youth population. Before choosing to subcontract, though, consider the following concerns:

- There is little or no control over the subcontractor and its staff.
- You are competing for time with the subcontractor's main interest or purpose.
- The participating youth are not committed to the issue.
- The youth are not adequately trained or educated in tobacco prevention.

When using a contractor, your agency may work even harder to complete the scope of work than if your staff did the work themselves. To avoid these problems, tobacco control organizations should work very closely with subcontractors, discussing exactly what needs to be completed and putting the scope of work in writing, along with the expected dates of completion.

Maintaining a Youth Advocacy Coalition

“Ten people who speak make more noise than 10,000 who are silent.”

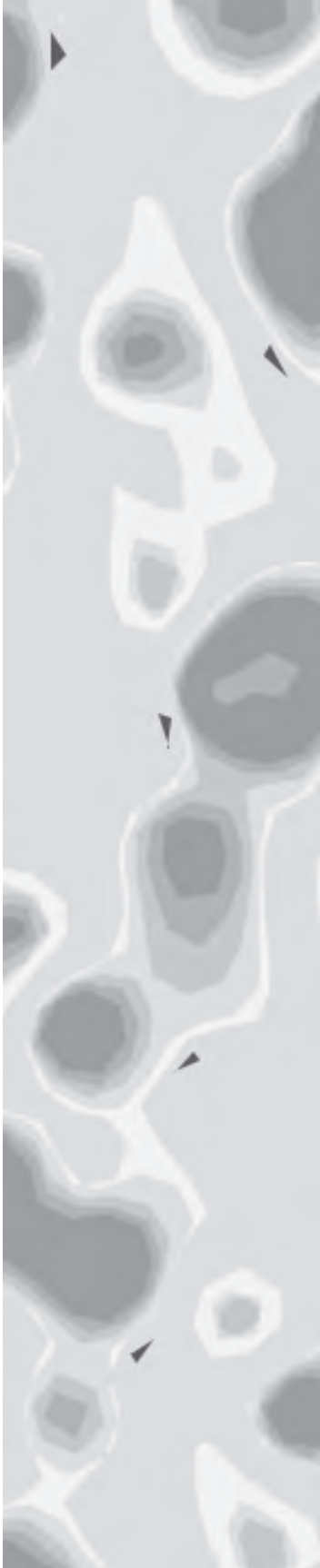
—Napoleon

The main components of developing or sustaining a youth coalition include:

- ▼ **Recruitment**—reaching the youth
- ▼ **Meetings**—when and where
- ▼ **Structure**—types of leadership
- ▼ **Communication**—effective avenues
- ▼ **Action Plans**—implementing activities
- ▼ **Incentives**—creative options
- ▼ **The Adult Role**—duties and responsibilities

Recruitment

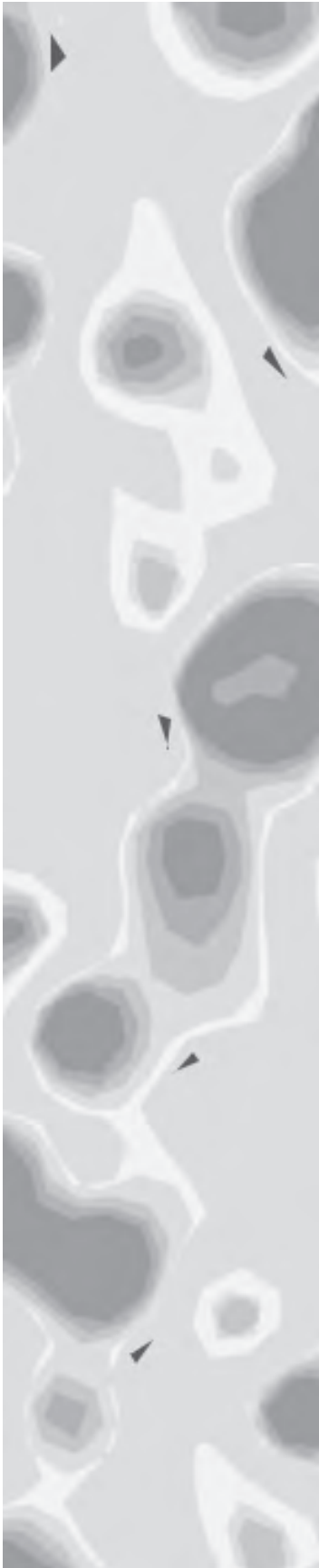
Recruitment is vital to the longevity and success of any coalition. If your agency has a youth coalition, you know that recruitment is a vital part of the everyday upkeep of the group. If you want to start a coalition, good recruiting strategies are imperative. Where do you go to find the right youth for the job, and how do you go about recruiting them? *Where* is easy to answer—anywhere and everywhere. *How* to recruit requires more thought and preparation.



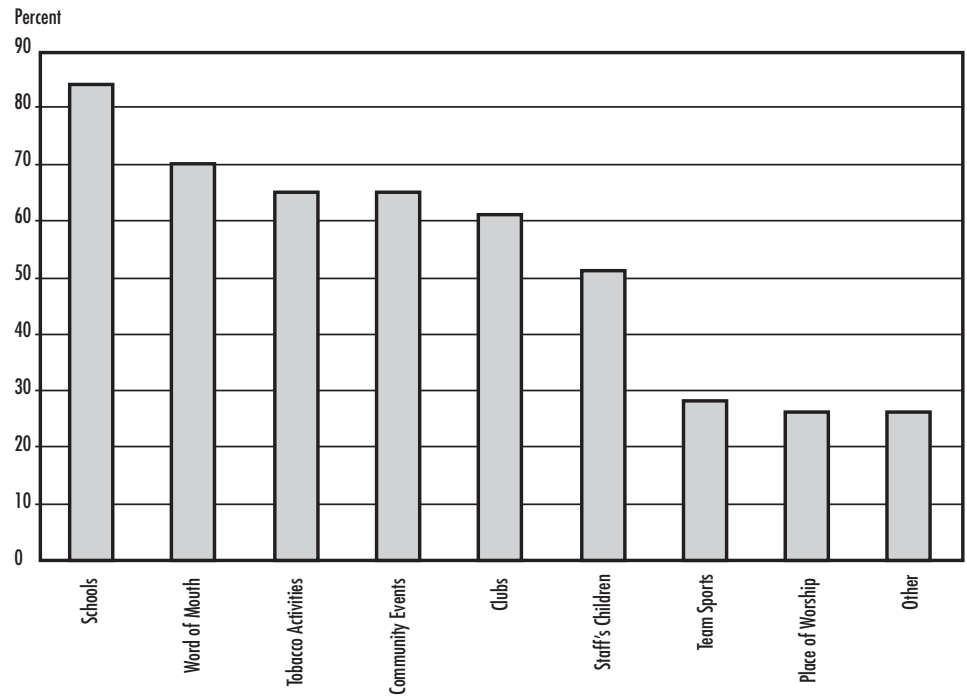
Where

One benefit of subcontracting is to develop a youth coalition is that your agency does not have to carry out the recruitment. If you are developing or maintaining a coalition through your agency, recruitment will be your responsibility. Where do you go to recruit? Agencies tend to recruit through the following avenues:

- **Clubs**—FNL, 4-H, Boys and Girls Clubs of America, Girl and Boy Scouts
- **Community events**—a table for sign-ups at any event attracting youth
- **Tobacco control activities**—Operation Storefront, S.T.A.K.E. (Stop Tobacco Access to Kids Enforcement) Act, merchant education
- **Word of mouth**—personal contact, youth coalition members bringing friends
- **Flyers**—posted at schools, clubs, and community centers
- **Schools**—leadership/honor classes, student government, classes requiring community service hours as part of the curriculum, peer helper programs, after-school programs
- **Probation department**—youth adjudicated to serve community service hours
- **Red Ribbon Week**—activities at schools and in the community where interested youth will be participating
- **Community organizations**—working with specific ethnic populations
- **Religious youth organizations**
- **Recreation departments**
- **Mini-grant recipients**
- **Cessation groups**
- **Sports teams**
- **Community centers**



Where Agencies Recruit Youth For Coalitions



Percent of agencies using various venues for recruitment.


How

How agencies recruit is an exercise in persistence and creativity. Agencies with good recruitment success start with a plan. One strategy is to put together a presentation that will attract attention and appeal to youth. Then youth coordinators or selected teens take the recruitment presentation on the road.

A proven method is to go to any community event that will be attracting youth. Your agency can set up a table and take sign-ups or conduct a survey of attitudes and concerns about youth tobacco use.

Another great place to recruit is at schools. In early fall, many schools have “club fairs” to give students access to the groups available on campus. Set up a table and give away information about the youth coalition, as well as incentives such as pencils, water bottles, T-shirts, etc., to students who sign a guest book. By the end of the week, you will have collected dozens of names of interested youth, which will provide a basis for establishing a youth coalition.

An alternative to the club fairs in the fall is attending the freshman orientation sessions at each high school in late spring. This gives your agency the chance to beat the competition and attract attention early. Be sure to keep in contact with the students during the summer months.



All of the preceding techniques work well because schools are more inclined to give you access to the youth if you are not taking up valuable class time to recruit. Also effective is a table or booth on campus during lunch. With the offer of useful incentives or food, students will come to you, providing an opportunity to talk one-on-one with youth about the advocacy coalition.

If your agency is well connected, as some are, you can find a captive audience by making presentations to government, leadership or honors classes or any other classes that have a community-service requirement. It may be helpful to have existing or former coalition members at the presentation, so students do not feel they are receiving a lecture.

If you want to work with a specific population, you can network with agencies and groups that already have access to the community. By working with these organizations, you will receive valuable input from community leaders regarding what will work in reaching specific youth populations.

School Recruitment

- club fair
 - table or booth at lunch
 - freshman orientation
 - classroom presentation
-



**Key
Point**

With any type of recruitment, having older teens make presentations to those who are younger has proven highly effective. Teens have a unique ability to connect with other youth; their presence lends an air of acceptability to involvement with a community-based volunteer organization.

Other ideas for recruitment:

- Create a website.
- Air public service announcements (PSAs) on television and radio.
- Host a dance or other activity.
- Produce a short recruitment video.
- Develop newspaper ads.
- Network with teachers, parents, and students during school open houses.

- Attend after-school programs.
- Place statements in school bulletins.
- Distribute brochures or pamphlets through school Tobacco Use Prevention Education (TUPE) coordinators.
- Distribute youth-friendly flyers.
- Work with parent-teacher associations.
- Give away incentives.
- Host an art or essay contest.
- Conduct a community event that involves youth participation, such as a basketball tournament.

How Often

How often should you recruit? Frequency seems to depend on the turnover rate of the coalition members. Getting a coalition started will require some intense, constant recruitment. To keep a coalition going, agencies recruit in relation to the turnover rate. Organizations with active coalitions reported turnover problems as small to moderate. To maintain a sufficient number of participants, these agencies recruit continuously.

Regardless of how, where, and how often you recruit, two key elements will make the process more successful. First, it is important to have an experienced, charismatic lead person or people doing the recruiting. Second, youth must immediately be made to feel welcome and an important part of the coalition. Recruiting youth for a meeting or activity is easier than getting them to come back a second time. Making the youth feel welcome and appreciated is the easiest, most direct way to encourage them to return. (See “Meetings” section, pp 20–23, for more information.)





Key Point

Recruitment

1. Where
 - schools
 - community organizations
 - clubs
 - probation department
 - religious youth organizations
 - recreation departments
 - mini-grant recipients
 - cessation groups
 - sports teams
 - community centers
 2. How
 - presentations to classes
 - booth/table on campus or at community event
 - incentives exchanged for names and addresses
 - attitudinal surveys about tobacco use
 - word of mouth/bring a friend
 3. When
 - club fair week on campus
 - open house/back-to-school night
 - freshman orientation
 - community events/health fairs
 - tobacco-related activities
 4. How Often
 - all the time
-



Meetings

When, how long, and where to meet are common questions. The answer will vary for each agency. The needs assessment survey revealed that 81 percent of youth coalitions met for one to two hours monthly. Meeting locations were primarily the agency office, an eatery, school, or community building. Ninety percent of reported coalitions met in the afternoon, following school, or during the evening.

Coalitions that meet either weekly or twice a month have a significantly higher attendance ratio than those that meet monthly. Among coalitions that met monthly, only 24 percent had an attendance ratio of 50 percent or more. Factors influencing meeting attendance include frequency of communication, regular schedule, group size, accessibility of the meeting location, and the characteristics of the meetings.

Depending on the dynamics of the youth coalition, conducting a meeting can be creative, motivating, and require patience. Meetings may range from unorganized chaos to strict parliamentary structure. Two points to remember about meetings:

1. Achieve the meeting goals.
2. Make the youth feel welcome and important.

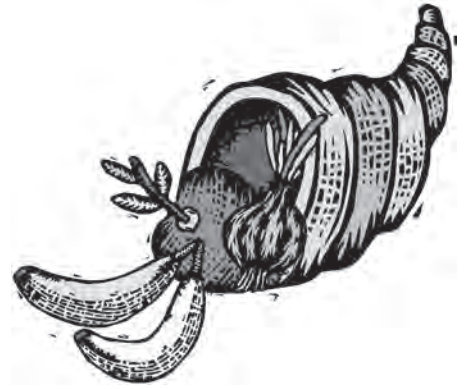
Achieving the meeting goals will be accomplished in a manner that works best for each group. Some groups have set agendas with time limits for each item. Members speak at a podium and follow set rules. Other coalitions have no set structure, make up the agenda as they go, and focus on team building. Both systems work because of the differing characteristics of each group.

Providing support and encouragement for the youth members is another matter. Coordinators have used a variety of techniques based on the needs of their youth advocates. One coalition allows time for homework during the coalition meeting, so youth can receive some tutoring if necessary. Another group spends the first twenty to thirty minutes checking in with the youth members to find out what is new in their lives. Taking a little time at the meetings to focus on the youth, not just tobacco, can make a difference in the motivation and dedication of the teens.

Special attention should be paid to new recruits. New members should be recognized and thanked for their attendance. Pairing a veteran member with a new recruit (the buddy system) helps new youth become acquainted with the members and procedures of the youth advocacy coalition. Phone calls or welcome cards to new members after their first meeting are also effective tools.

Ideas for making the best of your limited meeting time with the coalition include:

- Provide food/snacks.
- Bring in guest speakers.
- Do icebreaker games before, during, and/or after the meeting.
- Allow social time
- Hold a raffle for incentives.
- Provide useful training on advocacy skills.
- Encourage anonymous input about activities.
- Supply educational materials.
- Show videos relevant to tobacco prevention.
- Inform youth about newest tobacco issues.
- Use structured brainstorming to encourage/solicit ideas from all youth participants.



Remember

1. Be sure youth are the focal point of the meeting.
 2. Give responsibilities to youth.
 3. Pay special attention to new members.
 4. Make the best of the limited, precious time.
 5. Listen, listen, listen.
-

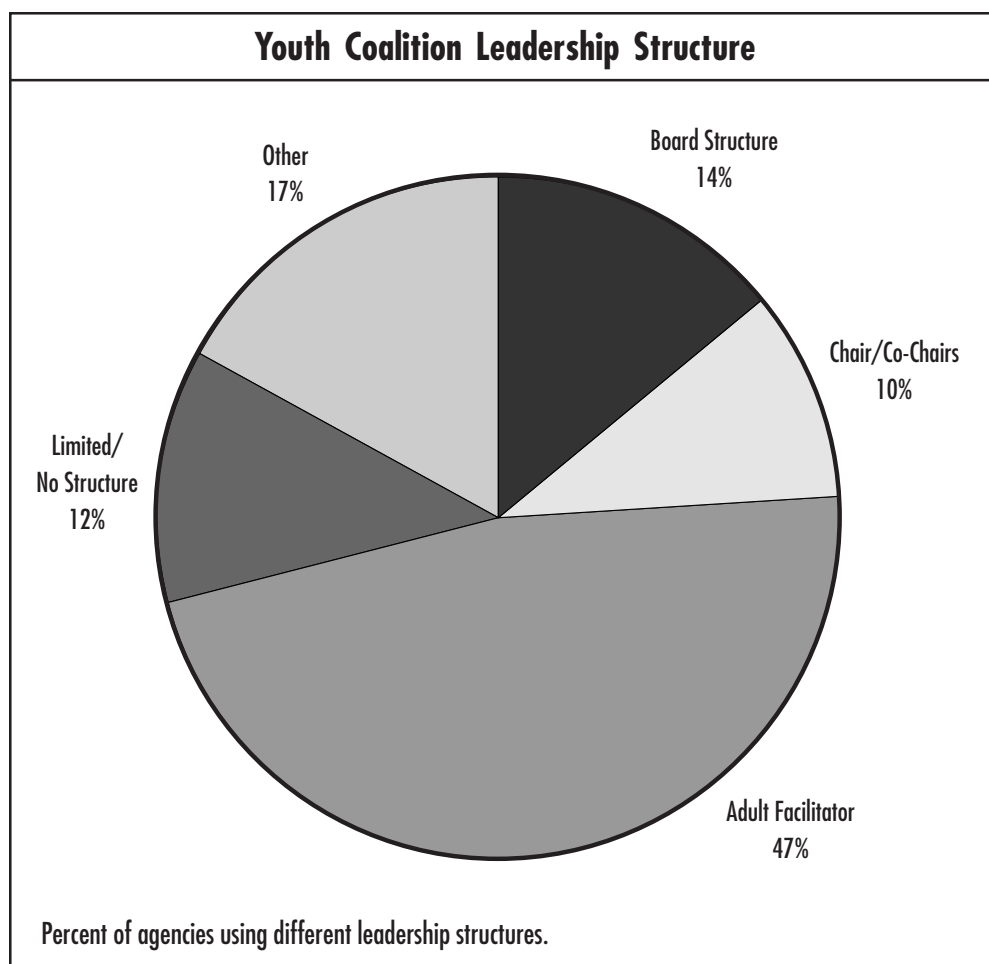
**Key
Point**

Structure

Structure refers to the type of leadership used by the youth coalition. Variables that affect structure include:

- Age of members
- Length of time the group has been working together
- Experience of the adult coordinator
- Size of the group
- Length and frequency of the meetings
- Meeting location

A variety of structures can be used, as long as the youth are the focal point of the meeting and their input is accepted on every aspect of the agenda. A coalition meeting is a forum for teens to discuss the issues brought up by your agency or the youth.



Nearly 50 percent of the agencies responding to the assessment survey said they use an adult facilitator for the meetings. Coalitions comprised of older teens seem to have more flexibility, allowing youth to lead the meetings or having no facilitator. Groups with younger members might require more structure and adult leadership.

Other coalition structures include:

- **Board**—Youth are elected to the roles of president, vice president, secretary, and treasurer, with meetings coordinated by the president.
- **Youth chairs**—Youth take turns facilitating meetings.
- **Adult facilitator**—Adult coordinator leads meetings.
- **Limited**—Youth and youth coordinator share responsibilities for meetings.

If you are not sure about the type of structure to incorporate or think you need a change, ask members of the coalition to design the structure with which they feel most comfortable.

Communication

Good communication is particularly important when working with young people. Working with youth requires effective communication on a variety of topics, including meeting notices, minutes, agendas, upcoming events, and responsibilities. The following list indicates the communication techniques used most frequently in the field. Some agencies have found success using only one method, while others use a combination of strategies.

- **Phone calls**—Call teens frequently to remind them about meetings, activities, and responsibilities.
- **In person**—Connect with youth at school, clubs, meetings, and activities.
- **Mail**—Send letters, flyers, post-cards.
- **Phone tree**—Have youth take responsibility for calling other members.
- **E-mail**—Use if youth members have computer access at home or school.



- **School**—Leave messages for students, reminders in the bulletin, flyers in the lunch room, items in school newspaper.
- **Parents**—Call or mail reminders to parents.
- **Community agency**—Contact places such as Boys and Girls Club or FNL if they have access to the youth advocates.
- **Pagers**—Set up reminder codes for those youth who have numeric pagers or leave voice mail.



“Imagination is more important than knowledge.

—Albert Einstein

Action Plans

Action plans provide structure for youth, explaining the who, what, when, where, how, and why of the activities they will be implementing. Youth input on an action plan gives the young people ownership of the work they do. Remember to be sensitive to the youth's timeline, because they will have finals, vacations, and other events that will take priority. The options agencies have incorporated include:

- **Agency plan**—Incorporate youth action plan into the agency scope of work (or take the agency plan to the youth).
- **Youth training**—Set aside time at an advocacy training for newly-educated youth to create action plans.
- **Adaptable**—Develop the action plan in response to activities that are occurring in the community, at the schools, etc.
- **Monthly**—Select a theme for each month and plan activities accordingly (can also be done annually).

Make sure you and the youth revisit the plan and amend it on a regular basis to help keep the coalition on track. Making copies of the plan for youth also helps the advocates schedule upcoming activities.

Incentives

Providing incentives for youth advocates is an often-debated topic. One viewpoint is that youth should learn the value of volunteering and serving the community without compensation. Another sees incentives as a reward for completing tasks or as a thank you for volunteering to work with staff and coalition members on scope-of-work activities. Some agencies also consider incentives a way to attract youth to participate and as a method of recruitment for the youth coalition or activities.

If your agency chooses to provide incentives, there are many options. The following types of incentives were reported in the needs assessment survey:

- **Promotional items**—T-shirts, water bottles, pens, etc.
- **Field trips**—amusement parks, games, malls
- **Parties**—pizza, dances, ice cream socials
- **Monetary rewards**—gift certificates, phone cards

Incentives come in all shapes and sizes. Some of the creative incentive options used in tobacco control programs include:

- Community-service hours
- New Year's Eve party
- Baseball tickets
- Invitation to youth summit
- Coalition shirts designed by the youth
- CDs
- Thank you cards
- Donated refreshments
- Invitations to conferences (e.g., STAT)
- Birthday celebrations
- Movie passes
- Fast-food restaurant gift certificates



- Coalition retreats
- Raffles at meetings
- Letter of recommendation for job or college
- Mall gift certificate
- American Express gift certificates

Agencies have been creative with the distribution of incentives as well. Consider the following options:

- Give incentives at the completion of each activity.
- Give one big incentive at the end of the year, such as a party, trip, or gift.
- Have youth earn points during the year for meeting and activity attendance, then they can “buy” incentives with their accumulated points at the end of the year.
- Randomly distribute incentives to youth throughout the year.

Whatever type of incentives or incentive program you use, be sure to get input from the youth about what works for them. Depending on various factors, the youth may be thankful for prizes, school supplies or food, and clothing gift certificates. You will also want to consult with your funding agency’s policy on incentive use.



The Adult Role

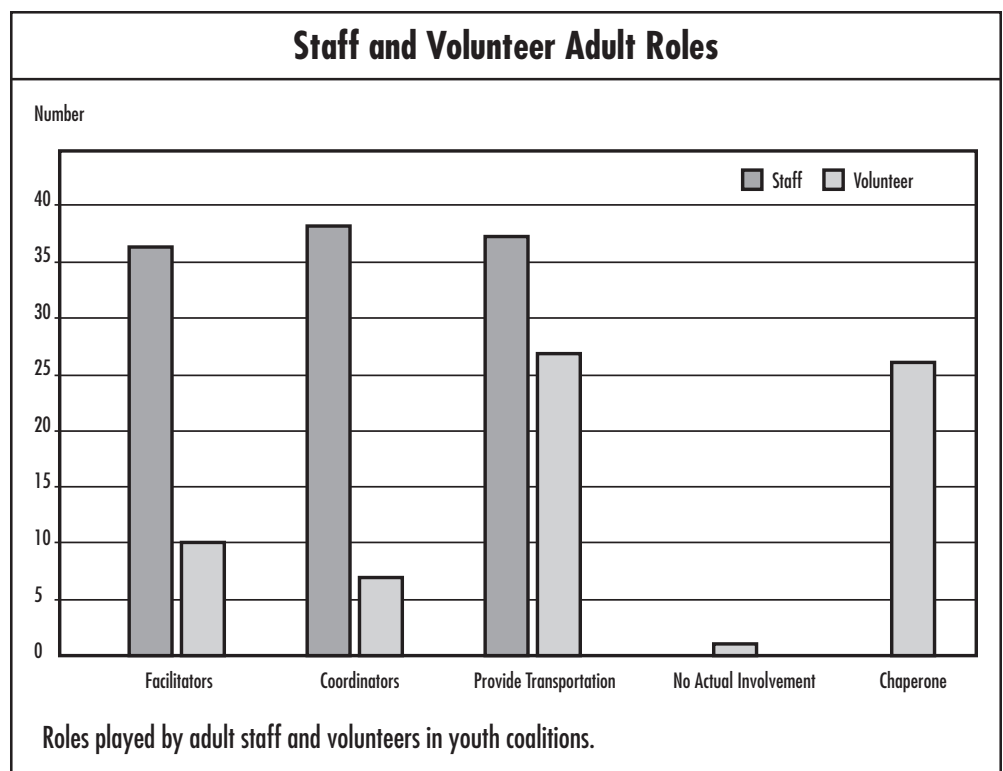
Adults play a significant role in the success of any youth coalition. Organizing transportation, meeting space, food, and supplies, among other things, is a necessary duty. If this sounds as if the adults are working for the youth, you are correct. Great expectations are placed on the youth. For young advocates to be successful, adults need to provide them with a high level of technical and logistical support to enable them to focus exclusively on their goals.

Some of the main points regarding adult roles and responsibilities include:

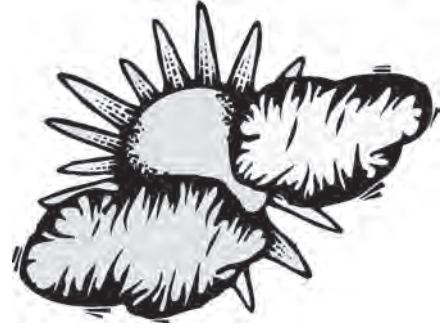
- **Communication**—with the youth, schools, clubs, agency, parents
- **Meetings**—meeting space, transportation, refreshments, supplies, agendas, minutes
- **Transportation**—permission slips, arrangements for activities, trainings, and meetings

- **Conferences**—planning, chaperoning
- **Activities**—timelines, logistics

Adults also need to show respect for the youth and act as role models. A youth advisor/coordinator often plays the role of counselor, teacher, friend, and confidant. When involved with youth, you are accepting the fact that they are experiencing many different things in their lives and need support. This is an unavoidable by-product of a successful relationship with youth in a community setting. The best way to handle this type of situation is simply to be yourself and to be a positive role model. To earn the respect of teens, an effective adult advisor must lead by example.



Barriers and Challenges



“ A successful person is one who can lay a firm foundation with the bricks that others throw at him or her.

—David Brinkley

In laying out the foundation for a coalition, agencies will encounter many obstacles. In the needs assessment surveys conducted by CYAN, agencies with and without youth groups were asked about these obstacles. The list has been categorized into the following areas:

- ▼ **Funding**—minimizing the cost
- ▼ **Transportation**—getting youth to the activities
- ▼ **Time**—working with limited time
- ▼ **Staff**—finding the right person for the job
- ▼ **Competition**—competing with other demands on youth
- ▼ **Diversity**—representing your population
- ▼ **Youth-related obstacles**—increasing participation

“ Only those who dare to fail greatly can ever achieve greatly.

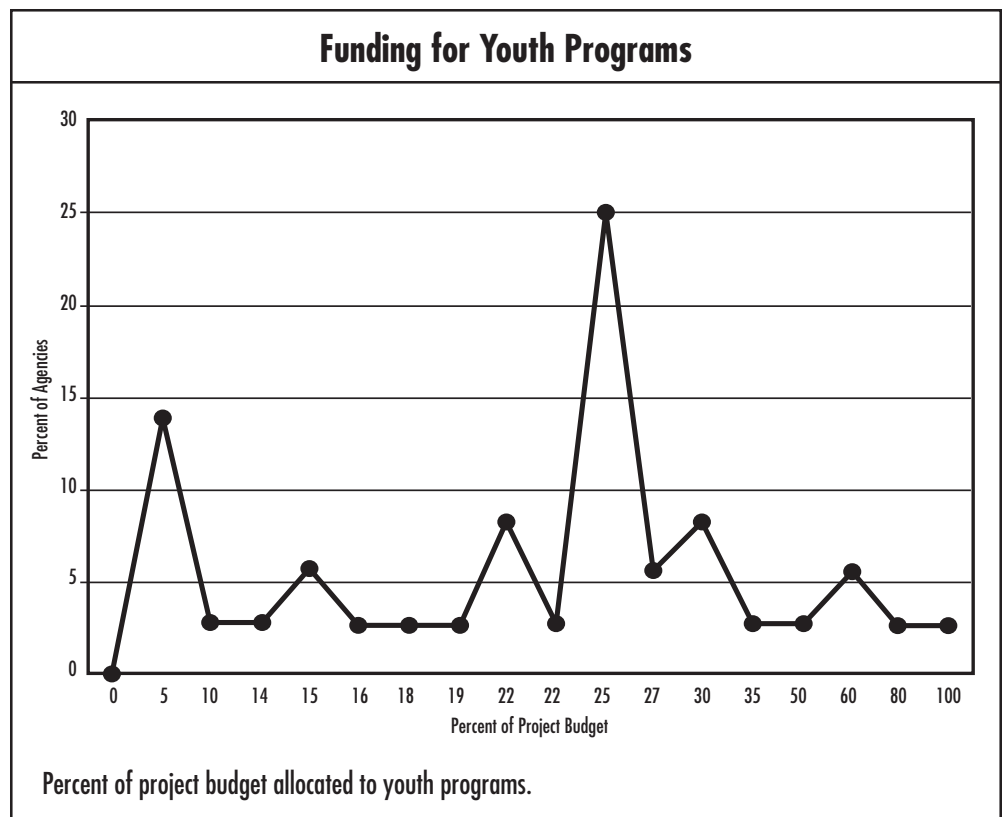
—Robert F. Kennedy

Funding

Several agencies reported limited or no funding for youth coalitions or activities. Reasons for the lack of funding included agency bureaucracy and/or youth being a low priority for the agency (not included in the scope of work). Lack of funds affects work with youth in several ways. Primarily, agencies are unable to fund a staff or consultant position dedicated to working with youth. Limited funding also prevents the purchase of supplies and incentives for youth coalitions.



Agencies can minimize the cost of supporting youth groups. If the responsibility for the coalition is given to existing staff, no additional personnel costs will be encountered. At a minimal cost of \$150 to \$250 per month, a youth liaison can be employed to handle certain responsibilities. In addition, the agency can provide materials through in-kind support. Incentives can be acquired from other agencies such as the American Cancer Society or from donors in the community. Mini-grants through the county or region may also help offset the cost.



Transportation



Transportation was the most frequently reported obstacle to youth coalitions. Agencies cited three main reasons for transportation problems:

1. **Liability**—transporting youth by agency staff
2. **Geography**—covering a large area
3. **Location**—having no central meeting location

Whenever youth are transported by someone other than a parent or guardian, permission slips are a necessity. Some agencies carry liability coverage that allows staff to transport youth. If you do not have this convenience, here are some of the many suggestions for working around the issue of liability.

- **Recruit volunteer drivers**—Ask insured parents or staff to drive.
- **Develop partnerships**—Work with other agencies who have the capability to transport youth.
- **Work with subcontractors**—Ask subcontractors who carry their own liability insurance (such as 4-H) to assist.
- **Use public transportation**—Arrange meetings and activities using public transportation routes and schedules.
- **Go to the youth**—Hold meetings at schools, clubs, and community centers located near youth.
- **Buy insurance coverage**—Arrange separate event liability coverage each time youth are transported.
- **Obtain permission slips**—Gather signed liability and permission forms from the youth before transporting them.

Many agencies are responsible for large areas. Some counties require hours of driving from end to end; other regions may have counties separated by hundreds of miles. Ethnic networks must contend with organizing youth statewide. Working effectively over these distances may be accomplished in the following ways.

- **Teleconferences**—Use the phone for meetings.
- **Multiple groups**—Establish small groups in different areas of the territory.
- **Youth liaisons**—Hire liaisons to handle the responsibilities of recruiting and maintaining youth coalitions in distant locations.

- **Student liaisons**—Hire youth to facilitate groups at various schools throughout the territory.
- **Area selection**—Put energy and time into one group in a central location to serve the entire territory.

Finally, if a central meeting location is not available, the best advice is to go directly to the youth. Set up meetings at schools or community centers in their area. One region has monthly youth meetings in each county, then arranges rotating quarterly meetings to give everyone an opportunity to get together.

Time



Another common obstacle to youth coalitions is time. Agencies have limited staff time and can't always meet the demands of working after hours and weekends to maintain the youth group. In some instances, staff members were either unwilling or unable to work extra hours, while other organizations prohibit comp time and/or overtime pay.

Teens are extremely busy and are usually available only on evenings and weekends, which does not allow much time to organize and implement activities. If youth are available during the school day, it is only for a short period of time. Due to these time limitations, some agencies feel it is simply easier and faster for the staff to complete projects themselves and not involve youth in the process.

Consider a few of the following tips regarding time:

- **Consultant/liaison**—Contract with someone to handle the duties.
- **Interns**—Recruit a student who can come into the office a few hours a week to help with responsibilities such as communication, copying, etc.
- **Share**—Divide responsibility among entire staff to lessen the time burden.
- **Frequency**—Have longer meetings monthly or short meetings on campus more often.

The need for extra staff time is one of the accepted complications of working with youth coalitions. Most of the people in the field understand that a certain percentage of the extra hours they put in for the youth will be hours for which they will not be compensated. This understanding will contribute to the success of a youth advocacy coalition. Also, the extra time invested sends a message to the youth that the staff care about them and shows that working with youth is more than just a job.

Staff

“Children have more need of models than of critics.”

—Carolyn Coats

Staff-related obstacles already mentioned include:

- Limited or no staff responsible for working with youth
- No budget for a staff/consultant to work with youth
- Youth seen as a low priority for the staff
- Bureaucratic limitations of working after hours

Other problem areas are related to communication between staff and youth, and staff inexperience in working with youth.

Youth coalitions can certainly add pressure and responsibility to an agency's personnel, who may already be overworked and unprepared for the unique challenges of working with young people. Finding the right person for the job of coordinator is of paramount importance. The appropriate person is someone who can relate well to young people, is comfortable working with teens, believes in the value of a youth coalition, is willing to do the necessary extra work, and is creative and energetic. In most cases, the coordinator can make or break a coalition. Youth are often involved because of the relationship developed with the youth coordinator. Conversely, youth will not be as willing to participate if the youth coordinator is someone with whom they do not connect.

Coordinator Characteristics

- good communicator/listener
 - fun personality
 - friendly
 - organized
 - good role model
 - flexible
 - objective
 - skilled facilitator
 - positive outlook
 - honest
-

**Key
Point**

Competition

While collaboration with other agencies is one of the keys to working successfully with youth, it can also be one of the main obstacles. Many agencies are dedicated to working with young people, but the supply of teens is limited, and competition for this resource can be fierce at times. This is true for agencies competing with FNL, 4-H, other nonprofit organizations, school clubs and athletic teams. Surprisingly, this is also the case among some counties' and regions' tobacco control programs. Youth who are most active in your coalition may be busy with other commitments to school and/or the community.

Working with other agencies on common goals is a step toward compromising on the time demands of the youth. Sharing resources is often an incentive for cooperation. For example, your agency may wish to host a tobacco-free dance, but may not be able to purchase refreshments. You can work with the local 4-H or another community-based organization to sell refreshments at the dance. Both agencies benefit from the cooperation. As long as the youth are included in the decision-making process for activities, collaboration can be successful.

Diversity

In the needs assessment survey, some agencies reported that the weakness among their youth coalition members was a lack of diversity in the following areas:

- **Culture**—not representative of the population
- **Gender**—all males or all females
- **Geography**—only part of the territory represented
- **Age**—all too young or too old
- **Education**—only high-level or low-level students

Consider your target population and make sure your coalition is representative of that population. Diversity brings vibrancy to an advocacy group. By including teens with different talents, backgrounds and cultures, you are creating a coalition that will have a more far-reaching influence than one of a homogenous makeup.

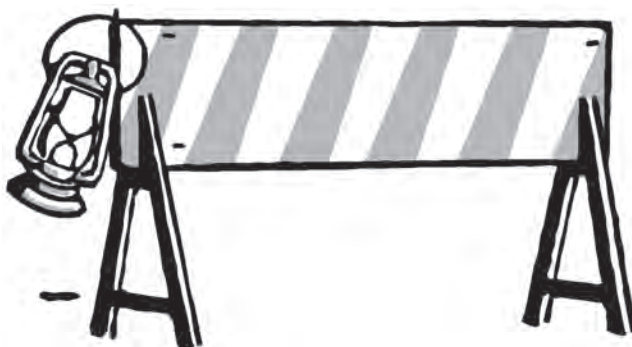


Youth-Related Obstacles

Other obstacles inherent to working with teens include:

- Busy youth
- High turnover rates
- Lack of dedication
- No parental support
- Low motivation to do volunteer work
- Lack of time management skills
- Lack of interest in the issue of youth tobacco use

The use of planning calendars or daytimers may help teens manage time. Inviting parents/guardians to activities and meetings may increase youth participation by getting more buy-in from families about the importance of the advocacy work involving these young people. To improve time management, checklists for activities will keep everyone on track and aware of upcoming meetings, responsibilities, and activities. Make meetings and activities exciting to help hold the youth's interest.





Keys to Successful Coalitions

There is no magic formula for making a coalition work. Hard work, dedication, communication, patience and *more* patience will lead you in the right direction. Through trial and error, you will find the things that work for you. When in doubt about what to do next, talk with experienced agencies or ask the youth themselves. You'll find young people have great ideas and are willing to help out in any and all ways they can.

According to the surveyed agencies, there are five key components among strong, active coalitions:

- ▼ **Agency support**—supplying the necessities
- ▼ **Networking**—acting on common issues
- ▼ **Social/interpersonal relationships**—creating a bond
- ▼ **Diversity**—representing the population
- ▼ **Youth**—being the key to coalition strength

Agency Support

It is a clear and unmistakable fact that youth coalitions work more effectively when the sponsoring agency becomes involved. Agencies contribute many essential elements to making a youth coalition productive.

Agencies can show their support through funding. Along with budgeting for a youth coordinator or youth liaisons, money is needed for incentives and supplies. While incentives are optional, supplies are necessary. If the agency does not fund the purchase of supplies, the youth coalition may choose to raise funds.

The time available to work with a youth coalition is limited and, therefore, valuable. Any time spent on fundraising by the coalition is time that could be used implementing tobacco-control activities. If money is a problem, mini-grants are a possible alternative to direct funding.

In-kind support is also an important agency contribution. Things such as computer time, duplicating, facility usage, phone calls, and mailings are

usually insignificant to the agency but very helpful to the youth advocacy group. Having youth come into the office to perform some tasks not only saves staff time, but also benefits the youth by giving them some limited work experience. Transportation can also be an in-kind support, when allowed by the agency.

Finally, agencies can show their commitment to youth programs by allowing young people to be part of the grant-writing process. This collaboration allows an agency to incorporate the youth program into its scope of work. The use of staff time for a youth advocacy coalition and youth activities becomes part of the program, which can eliminate possible bureaucratic issues. In addition, a scope of work provides guidelines and structure for the coalition, which can result in increased productivity and efficiency.

Networking



Networking is obviously happening throughout the state of California, based on the information in the needs assessment survey.

Counties have been grouped to network with each other through regionalization; regions network through teleconferences, projects, and annual meetings; and the statewide ethnic networks are coordinating efforts through specific programs, conferences, groups, youth coalitions, and collaboration with local/regional and statewide programs/activities.

Networking is an especially important part of a strong youth program. The more agencies work together to support youth coalitions, the easier it will be to support a coalition for any one organization. Failure to network can be counterproductive and harmful, as projects may be in competition for the same youth and their time.

Other potentially powerful relationships can be developed with organizations such as FNL, 4-H, Boys and Girls Clubs, and of course, the schools. These organizations have access to many youth and are usually willing to combine efforts. In addition, these types of organizations have experience working with young people and can help compensate for a lack of experience in your agency.

Networking can occur in unexpected ways as well. Agencies are sometimes able to work with the parents of the youth coalition members. Some parents are willing to volunteer to support additional programs other than the one involving their child. This collaboration also helps generate public support for tobacco-control measures through increased education about the issues.

Social/Interpersonal Relationships

Social and interpersonal relationships are also an important element of youth coalitions. Surveyed agencies mentioned a family-like bond as a reason for their coalition's strength. It is important to remember that, for the most part, the youth are not paid to participate, as are professional tobacco-control advocates. When the youth coordinator and other staff take a genuine interest in the lives of the teens, the youth will be more likely to work hard and stay involved with the advocacy coalition.

Little Things

Do the little things for the youth and the advocacy coalition. For example: call to remind youth about meetings and activities; remember birthdays and other special occasions; notice musical/athletic/academic accomplishments; ask how life is in general. These things may take a few more minutes of your time, but they will make a difference in the success of your coalition.

**Key
Point**

Diversity

Coalitions should strive to be diverse and representative of the populations with whom their agencies work. Types of diversity to consider are ethnicity, culture, educational level, at-risk youth, age, gender, former/present smokers, and socioeconomic status. Representatives of similar backgrounds to the populations you work with will have increased credibility and influence when trying to reach these groups.



Youth

Some surveyed coordinators reported that youth are the strength of the coalition because they are active, eager, dedicated, knowledgeable, open-minded, credible, good peer educators, qualified mentors, creative, and they have networking capabilities. A coalition is strong because of its young people. Always remember, these youth are extremely busy volunteers who need to be treated with kindness, respect, and patience. A little extra effort can make a difference in their lives and yours.

Words of Wisdom



Finally, we asked people to share their knowledge about working with youth and advocacy coalitions. Here is a list of the top thirty words of wisdom from the people in the field:

- Listen to the youth.
- Communicate effectively.
- Make it fun.
- Respect the youth.
- Create youth leaders; give recognition among peers.
- Be genuine.
- Be flexible.
- Include youth in planning from the beginning.
- Be patient and understanding.
- Use incentives.
- Find out what issues are important to youth.
- Become involved with youth and their other activities.
- Let youth have control.
- Have strong adult leaders.
- Plan social time.

- Provide food.
- Get youth perspective.
- Take the extra time.
- Be persistent.
- Be consistent.
- Be youthful.
- Follow through.
- Be excited.
- Allow time for planning.
- Work with all youth (age, ethnicity, education, substance users).
- Have youth focus groups.



- Learn about working with youth from other agencies and programs.
- Have clear behavior rules and consequences.
- Give positive feedback.
- Prepare youth.
- Be creative.

Working with Youth
 Recommendations for
 working with a youth
 coalition are endless.
 Just remember to be
 yourself, be honest,
 and be patient.

**Key
Point**

SECTION 2

Youth Advocacy Activities

“Act as if it were impossible to fail.”
—Dorothy Broude

Youth advocacy activities are becoming an essential part of the tobacco-control movement nationwide. Teens are increasingly choosing to volunteer their time to take on the tobacco industry. While more young advocates are taking an interest in eliminating tobacco use, it is important to understand how to incorporate youth into your activities.

The degree of youth involvement may vary. At times, youth are recruited for an activity, complete the activity, and then are never contacted again. At the other end of the spectrum, youth are integrated into every part of an agency's work plan. In these circumstances, youth are trained to assess problems in their community, gather resources, design interventions, complete the activities, and evaluate their success.

This section focuses on activities that have been successfully completed by agencies in the field.

Overview

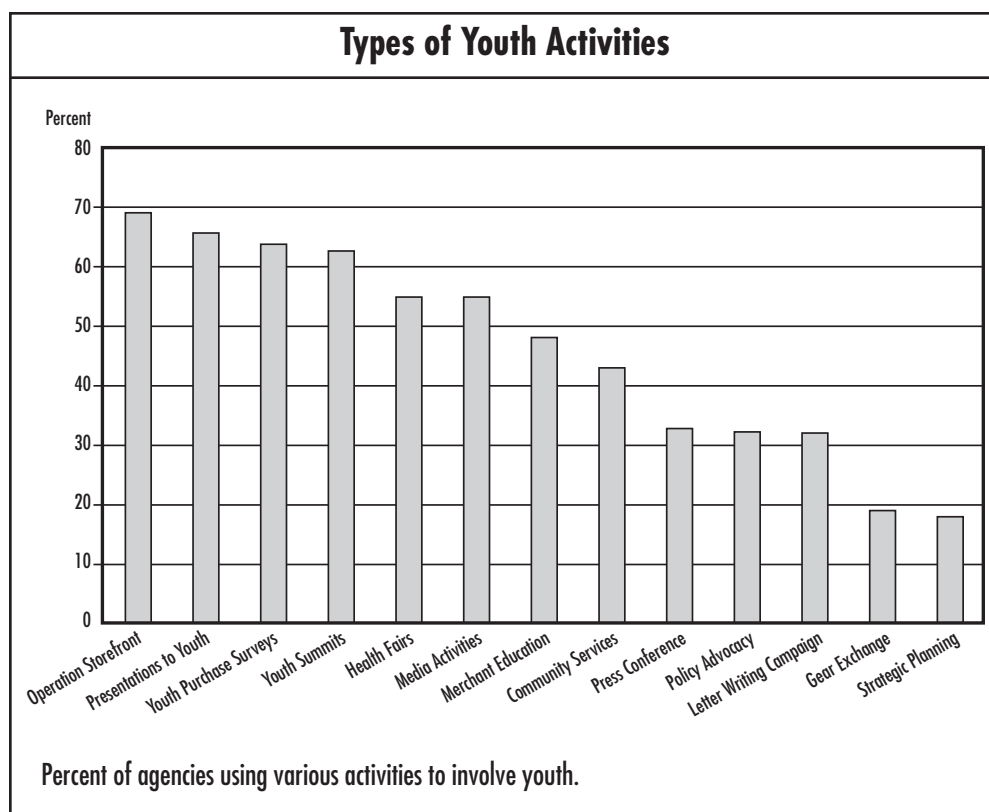
- ▼ **How Agencies Involve Youth**—what agencies are doing
- ▼ **Benefits of Youth Involvement**—why to include youth in activities
- ▼ **Processes for Involving Youth**—how to incorporate youth in the planning
- ▼ **Strategies**—ways agencies coordinate youth activities
- ▼ **Notable Youth Activities**—highlights and examples



How Agencies Involve Youth

During 1996–97, the number of youth activities that agencies conducted varied widely, from one to one hundred and twenty. Of the 73 agencies responding to the needs assessment survey, every organization had completed at least one youth activity, with 11.8 being the average. (The agency with 120 activities was removed from the data set so as not to skew the analysis.)

Eighty-two percent of the projects surveyed conducted 15 or fewer youth activities during the prior 12 months. The following chart provides a picture of the types of activities agencies are using that involve youth. Percentages are based on the 73 survey respondents.



Benefits of Youth Involvement

The advantages of putting in the work necessary to carry out youth activities far outweigh the disadvantages. The following benefits, listed in order of rank, were categorized based on comments collected from the needs assessment surveys.

- **Strength**—Agency activities are stronger when youth help with the planning and take a definitive role and ownership.
- **Rewards**—Participating in activities is rewarding to youth.
- **Motivation**—Youth are more likely to stay involved in the youth coalition when activities are completed.
- **Creativity**—Youth provide strong, creative ideas.
- **Effectiveness**—Youth listen to other youth.
- **Variety**—Youth are willing and able to do a wide variety of activities.
- **Media**—Youth help attract media attention to activities, whether a press conference or a puppet show.
- **Team building**—Activities are fun and strengthen the youth advocacy coalition.
- **Policy**—Politicians and community leaders listen to youth.
- **Credibility**—Youth are well received by the public.

Budgets and Activities

Of the agencies with active youth coalitions, the projects with the largest budgets going toward youth (at least 66 percent) had the highest mean number of youth activities.

**Key
Point**

Processes for Involving Youth

Active Coalitions

Projects with active youth coalitions had more youth activities than agencies without active youth coalitions.



**Key
Point**

A standing coalition makes the job of organizing activities much easier. Of course, it is not necessary to have an active youth group in order to conduct youth activities. If an agency interested in youth activities does not maintain a youth coalition, many of the guidelines in the first section (Establishing and Maintaining Youth Advocacy Coalitions, pp. 6-39) apply.

In order to arrange youth activities, the agency will need to do the following:

- Recruit
- Hold planning meetings
- Establish leadership roles
- Arrange transportation
- Gather parental permission and liability forms
- Provide training
- Form lines of communication
- Delegate responsibilities

Youth Input

Remember: Get youth input on as many aspects of the activity as possible!



**Key
Point**

Strategies

The first priority for organizing youth activities is to determine the strategy best suited for your agency. The following three approaches have been used to organize activities:

1. Agency recruits youth to complete an activity in the scope of work.
2. Agency goes to the youth/youth coalition with a menu of activities.
3. Youth coalition plans and implements an activity with support from the agency.

Some organizations find it easiest to include youth on an as-needed basis. When a project requires youth involvement, the agency either works with teens with whom staff are familiar or recruits new youth for each activity. An advantage of this strategy is that there is no standing coalition to maintain. On the down side, recruitment and training for each project can be time consuming.

Agencies with active youth groups have two choices. Some offer a list of possible activities and the group chooses an activity on which to work. An alternative is to present an objective or issue to the advocates and ask them to design the activity.

In ideal situations, agencies provide youth with the necessary tools to recognize and assess the issues and problems in their community, gather appropriate resources, create action plans, network with key agencies and community leaders, implement activities that have lasting effects, evaluate their progress, and celebrate their success. Such an approach gives youth ownership of the activity from start to finish. This strategy also moves the advocates away from a random activity-based workplan to a more comprehensive view of changing community norms.

Do not underestimate the youth advocates' ability to have lasting positive effects in their communities. Changing norms is well within the power of youth and may be easier for agencies to achieve with youth involvement.

Community Capacity Building

San Francisco County has developed a partnership with subcontractors that empowers youth to create change in the community. Youth are recruited and trained on the three priority areas for California tobacco programs and global issues. After the training, the youth design and conduct a community diagnosis (research, collect, and analyze data). Finally, they make recommendations and choose the appropriate action, which must be achievable, sustainable, and compel positive change to the environment for all (i.e., policy).

Notable Youth Activities

Every agency responding to the assessment surveys had at least one youth activity, with the average being about twelve activities per agency. Many different types of activities were reported, including:

- ▼ **Contests**—innovative outreach
- ▼ **Letter writing**—quick and easy
- ▼ **Media**—popular with youth
- ▼ **Policy**—lasting advocacy
- ▼ **Health fairs**—the teen role
- ▼ **Gear exchanges**—changing messages
- ▼ **Presentations**—reaching a variety of audiences
- ▼ **Community service**—incorporating tobacco education
- ▼ **Miscellaneous**—other ideas



Contests

One benefit of organizing contests is that it is usually easy to get participation when prizes are at stake. Also, the youth are having fun and getting the message out at the same time. Contests reach a wide variety of youth who are educated through the hands-on projects.

The primary types of contests reported included:

- An art contest, with the winning art work made into a billboard or poster
- A contest to design public service announcements for radio, television, or print

T-shirt design, incentive items, and essays were other types of contests reported.

Winning Contests

- ▼ *Imperial County* hosted an anti-tobacco poster contest for youth. The winning poster was made into a billboard.

- ▼ For World No Tobacco Day, the *North Coast Region* conducted a billboard art contest through English classes at two junior high schools.
- ▼ The *Bay Area Region* held a logo contest with the winning design used for T-shirts and other incentive items.



Letter Writing

Letter writing is a simple form of advocacy work. It may not be the most entertaining activity, but letter writing can get results. Targets of letter-writing campaigns conducted by teens in the field included:

- **Newspaper editors**—regarding local issues
- **Billboard company executives**—eliminating or reducing the number of tobacco ads in the community
- **Magazine company executives**—targeting magazines with tobacco ads
- **School superintendent and principal**—regarding smoking in and around school
- **District attorney**—urging action on youth access
- **Zoning commission**—protesting the location of tobacco shops
- **Sports figures**—disapproving of their public use of tobacco
- **Pharmacies**—asking stores to discontinue sales of tobacco
- **Legislature**—educating representatives about relevant tobacco issues
- **Hollywood**—protesting the industry’s promotion/depiction of tobacco

Letter-writing activities can be especially rewarding if the teens’ actions lead to visible results.

Writing Letters

- ▼ The *Merced County* Youth Coalition wrote letters to the CEO of Long’s Drugs asking for the discontinuance of tobacco sales.
- ▼ In *Alameda County*, the youth were upset about the existence of an accessible vending machine. Letters to the city council worked and the machine was removed.
- ▼ At an after-school camp, *San Mateo County* youth wrote letters to athletes asking them to refrain from promoting tobacco products.

- ▼ Disappointed that the district attorney for *Colusa County* dismissed a case against a clerk for selling tobacco to a minor, youth confronted the DA through letters. The DA responded by making the law clearer for future cases.
- ▼ In *Contra Costa County*, advocates wrote letters to their superintendents and principals about the smoking problems on their junior high and high school campuses.

Media



Media is a broad category for activities in which youth have been involved. Typically, media activities are the most popular for youth, as seeing themselves on television or in the newspaper is a thrill for them and their families. Media activities are important, because they let the community know what the youth are doing and why. They educate the community about the issues and encourage community members to become involved. Media activities are also effective in showing the faces that reflect the community.

Media activity ideas include:

- **Public service announcements (PSAs)**—Use radio and print PSAs, which are usually inexpensive to produce and to place. Television PSAs can be expensive, but cable access channels are a good option.
- **Press conferences**—Attract media attention by having youth spokespersons; the press provides a way for the youth advocates and their work to be recognized.
- **Poster ads**—Place youth-designed ads can be placed at schools or in the community.
- **Interviews**—Arrange television, radio, or print interviews with teens regarding various tobacco topics.
- **Radio show**—Have youth get air time on local radio stations to discuss issues and play music for the teen population.
- **Radio drama**—Produce a play by youth to be aired on local radio stations or in a classroom setting.
- **Cable show**—Arrange for youth to be guests on local cable shows to discuss tobacco issues and upcoming activities.
- **Newspaper articles**—Submit articles to local or school papers by youth.
- **Billboards**—Strategically place youth-designed billboards in the community.



PSAs

- ▼ The *Tri-County Region* recruited high school cheerleaders to participate in PSAs regarding the S.T.A.K.E. Act (youth access).
- ▼ Radio PSAs about the dangers of cigars and spit tobacco were developed in *Napa County*.



Press Conferences

- ▼ To promote activities on Kick Butts Day, the youth of the *North Coast Region* conducted a press conference.
- ▼ After high school journalists in *Marin County* toured a hospital cancer ward, a press conference was held, with a panel consisting of the journalists, doctors, nurses, a lung cancer survivor, police, and a newspaper writer.
- ▼ Four teens held a press conference and gave a presentation for the media regarding the findings of their youth purchase survey in *Butte County*.

Radio and TV Shows

- ▼ Youth in *Mono County* hosted a weekly radio show called *Storm the Studio*, during which they were able to discuss tobacco-related issues and deliver anti-tobacco PSAs.
- ▼ Youth in *Alpine County* were interviewed on the *Talk of the Town* cable television show regarding upcoming community events and tobacco-related issues.
- ▼ Mini-grants for youth organizations given in the *High Country Region* resulted in the creation of videos regarding tobacco advertising, spit tobacco, environmental tobacco smoke, asthma, and the health effects of tobacco use. The videos were made available for use by health departments.
- ▼ *Madera County* organized a six-part anti-tobacco radio drama that was rehearsed and performed by sixth-grade students.
- ▼ Youth advocates from *Placer County* created a script regarding tobacco education and advocacy issues. The local cable station aired the one-hour call-in show, which helped recruit teens for the youth advocacy coalition.



Policy



Teens are effective policy change advocates. While their presentations may be a bit rough and their public speaking not yet refined, youth seem to achieve more credibility with adults. Youth have been responsible for many important policy changes. Types of policy activities include:

- **Purchase surveys**—Have teens attempt to buy tobacco products and tally their “buy rate.”
- **Ordinances**—Work on getting ordinances passed regarding self-service display bans, tobacco sponsorship at local events, and smoke-free city and county ordinances.
- **Protests**—Picket cigar-night events, the Marlboro van, or tobacco sponsorship of community events.
- **Petitions**—Gather signatures for goals such as making local baseball stadiums smoke free, stopping tobacco shops from opening, or thanking the city council for a smoke-free ordinance.
- **Presentations**—Educate city council, board of supervisors, Lion’s Club, fair board, school board, or chamber of commerce.
- **Operation Storefront**—Ask store owners to remove tobacco ads.
- **Merchant education**—Encourage store owners, managers, and employees to adhere to laws regarding youth access and to formulate policies to limit tobacco promotions and advertisements.
- **Community surveys**—Survey community members regarding billboard placement in community and near schools.
- **Letter writing**—Write to district attorneys, representatives, community leaders, Hollywood, CEOs, and anyone else in need of tobacco education.
- **Visits**—Call on elected officials and community leaders, meeting representatives in their district offices or at the capitol.

Policy Advocacy

- ▼ *Tulare County* youth were successful in getting a self-service display ban ordinance in place.
- ▼ *Monterey County* youth presented their finding of a 70 percent successful “buy rate” to the city council.



- ▼ Youth from the *Central Valley Region* asked the Laton Lion's Club to eliminate tobacco sponsorship of the rodeo. The club complied with the request.
- ▼ At a street fair in *San Francisco County*, teens collected six hundred signatures on a petition protesting a tobacco shop. The petition, along with a letter and a picture of the tobacco shop outside, was sent to the merchant association.
- ▼ After a cigarette store opened next to an educational store in *Yuba County*, the youth coalition presented reasons the store was a bad idea for the community to the city council.
- ▼ *Santa Barbara* teens made a presentation to the city council and the board of supervisors regarding a self-service display ban and youth access provisions in the local laws.
- ▼ Through presentations, youth in *Calaveras County* successfully persuaded the county fair board to make parts of the fairgrounds smoke free. The food court and the children's play area became smoke free as a result.
- ▼ In *Tuolumne County*, a youth presentation was instrumental in getting the fair board to make the fairgrounds smoke free.
- ▼ *Kings County* youth encouraged the board of supervisors to implement a self-service display ban ordinance.



Health Fairs

Part of the job for most public health agencies is either coordinating or participating in health fairs and community/cultural events. An effective way to draw young children to a booth is to have teens facilitate an exciting game and/or incentives. Whether a puppet show, carnival games, or an art activity, the more interactive the booth or table, the more successful the advocates will be at reaching out to the community.

Health Fair Activities

- ▼ Youth advocates in *Berkeley* use a Tobacco Jeopardy game to interact with younger children at health fairs. The teens pass out incentives to participants.
- ▼ Teens representing the *American Indian Tobacco Education Network* make tobacco education presentations to younger children at cultural events.

- ▼ For the Smoke-Free Sabbath event sponsored by the *African American Tobacco Education Network*, youth coalition members presented tobacco education to church congregations.
- ▼ Teens in *Tehama County* work with younger children at the Children's Fair.
- ▼ The *High Country Region* created Dandy the Dragon to attract the attention of young children. Dandy is a large dragon costume to which the younger children are very drawn. Dandy greets the youth and encourages young children to stay away from tobacco products.

Gear Exchanges



The typical gear exchange is conducted by giving items (T-shirts, hats, posters, Frisbees, etc.) with an anti-tobacco message in exchange for tobacco gear. Agencies have held gear exchanges at schools, health fairs, community events, and county fairs and rodeos.

Gear Exchanges

- ▼ The *Central Valley Region* conducted a gear exchange with a unique twist. Once the gear was collected, youth coalition members defaced the tobacco gear with anti-tobacco messages. The gear was then boxed and sent back to the company from which it came (RJR, Philip Morris). This activity generated media coverage for the in-your-face approach.
- ▼ The *El Dorado County* youth coalition members took advantage of a gear exchange program to survey participants about behaviors, norms, and attitudes around tobacco use.

Presentations

Teens have facilitated tobacco education presentations for parents, younger children, peers, public health councils, churches, juvenile hall, youth summit participants, and political organizations.

Theater Presentations

- ▼ *Project for Health* trains high school students in presentation skills, which the students use to convey tobacco facts to elementary students.
- ▼ A variety of teen theater groups create and perform informative tobacco education plays for younger students.



- ▼ Americans for Nonsmokers' Rights conducts a *Teens As Teachers* training in which youth learn tobacco education and facilitation skills. Teens As Teachers offers a great way to reach the lower-grade levels with tobacco education.
- ▼ Youth created and performed a play about the dangers of tobacco for the sixth grade Girls' Workshop in *Nevada County*.
- ▼ *San Diego County* annually organizes two theater troops, ages fifteen to nineteen. Troop members, who are recruited through performing art schools and selected by a tryout process, perform twice a month for elementary school students and for after-school programs.
- ▼ "Fancy Dancers" is a play performed by youth from the *American Indian Tobacco Education Network* to highlight the sacred use of tobacco.

Other Presentations

- ▼ Youth in *Los Angeles County* go into the community to find youth in their social (natural) environments to do outreach regarding tobacco, in hope that this less-threatening, nonschool approach will be more effective.
- ▼ *Yolo County* high school students were recruited and trained in tobacco education and presentation skills. They then made presentations to fourth grade students throughout the county.
- ▼ *Lassen County* high school students are recruited for the Tobacco-Free Schools Program, which targets kindergarten through sixth grade students with tobacco prevention activities.
- ▼ Presentations by *Mendocino County* teens at local churches focused on educating church members about the risks of tobacco.

Community Service

Community-service activities typically involve helping with a community event while incorporating a tobacco education concept.

Activities have included:

- Handing out information at church events
- Conducting a "spit-out" at a minor league baseball game to benefit little leaguers





- Completing interventions with teens in their social environments—at soccer and baseball clinics, schools, and rodeos
- Participating in community festivals, fairs, and rodeos
- Helping with after-school programs
- Working with the homeless

In addition to providing tobacco prevention and education, youth also learn the value of volunteering in their community and giving back to society.

Community-Service Activities

- ▼ To brighten the community and deliver an anti-tobacco message at the same time, *Sonoma County* youth advocates created six anti-tobacco murals displayed throughout the community.
- ▼ On a downtown grocery store, *Plumas County* teens painted a “Healthy Choices” mural.

Miscellaneous

Other activities that have been implemented:

- **Youth appreciation celebration**—Fifth and sixth grade students in *Madera County* participate in a tobacco education rally and are given special recognition for a day.
- **Smoke-free home pledges**—Youth in *Santa Cruz County* work with their parents to protect the family from secondhand smoke.
- **Peer tobacco surveys**—*Santa Clara* youth coalition members surveyed their peers to assess attitudes and perceptions about tobacco advertising, cigar usage, and the use of tobacco on campus.
- **Mini-grand prix**—*Los Angeles Region* coordinated a mini-grand prix with the cooperation of college students, race car drivers, the police, and other organizations. The race activities allowed the region to reach many youth and parents with an anti-tobacco message.
- **Hoop shoot**—*Siskiyou County* coordinates basketball games for youth throughout the county with an anti-tobacco message included.
- **Mural projects**—*Yolo County* youth helped create an anti-tobacco mural in a prominent location in the community.
- **Cigarette butt cleanup**—*San Luis Obispo, Monterey, and Santa Cruz Counties* have conducted beach and community cleanups to increase awareness about the mess tobacco makes.



- **Youth night club**—*Sutter County* and *Yuba County* youth get tobacco education while attending the club operated by Friday Night Live. The teen center is an alternative place to have fun without drugs, alcohol, and tobacco.
- **Marches**—Youth from the *African American Tobacco Education Network* marched in protest of the new Menthol Camel cigarettes. The *Alameda County* youth coalition organized a *Smoke and Choke* tobacco awareness march.
- **Community haunted house**—*Plumas County* hosted the *Little Tobacco Shop of Horrors* for Halloween.
- **Community surveys**—*Contra Costa County* youth surveyed the community to determine the location and amount of tobacco billboards and self-service displays of tobacco.
- **Show of hands**—Students in *Placer County* put their hand prints and a personal message about how tobacco has affected their lives on a large white canvas. The canvas is used at other events to demonstrate how many people are affected by tobacco.
- **Self-help kit for teens**—Youth advocates in *Marin County* developed a kit for teens. Eight youth focus groups helped complete the kit.
- **Dance**—*Sacramento's Awakening Youth (SAY)* hosted a county-wide tobacco-free dance. The coalition members wrote and produced radio PSAs to promote the dance and recruited new members at the event.
- **Display case at high school**—Pictures and stories of local people affected by tobacco use were displayed.
- **Parades**—Many organizations have developed anti-tobacco floats.

Many of these ideas were generated by youth. Some of these activities require a degree of innovation to complete. Tobacco is not always the main focus, but these activities can be powerful in opening the lines of communication and awareness.

Youth Involved

Of the activities completed, youth were involved in the planning for 61 percent of them.

**Key
Point**

SECTION 3

Youth Advocacy Trainings and Summits

“ I hear and I forget. I see and I
remember. I do and I understand.
—Confucius

According to *Webster's New Collegiate Dictionary*, to train means “to teach so as to make fit, qualified, or proficient.” Training, whether a one-hour skill-building session or a five-day youth summit, is an essential part of developing effective youth advocates. Empowered with the necessary advocacy knowledge and skills, young people are more apt to make lasting changes in their lives and their communities.

Regardless of the type of training an agency hosts, many different factors must be considered in planning, implementing, and evaluating an educational venture. The following sections provide the information needed to conduct a training from start to finish.



Overview



- ▼ **Planning a Training or Summit for Youth**—involving youth in the process
- ▼ **Location**—arranging site logistics
- ▼ **Training Length**—determining how long the training will be
- ▼ **Time of Year**—choosing a convenient date
- ▼ **Recruitment**—promoting the conference
- ▼ **Orientation**—providing informative pre-conference sessions
- ▼ **Supervision: Adult-to-Youth Ratio**—ensuring good supervision
- ▼ **Invitations**—deciding whom to invite
- ▼ **Agency Liability**—protecting the agency
- ▼ **Agenda**—planning what to do
- ▼ **Speakers/Presenters/Facilitators**—finding the right speaker
- ▼ **Fun Activities/Structured Free Time/Team Building**—including essential components
- ▼ **Food and Snacks**—remembering the golden rule when working with youth
- ▼ **Incentives**—providing recognition and rewards
- ▼ **Materials**—developing a training packet or binder
- ▼ **Evaluation**—assessing knowledge, skills, and satisfaction
- ▼ **Follow-up**—maintaining the momentum
- ▼ **Youth Advocacy Training Checklist**—summarizing planning logistics



Planning a Training or Summit for Youth

Youth trainings in tobacco control come in a variety of shapes and sizes. Some trainings, such as those for the Operation Storefront, merchant education, and S.T.A.K.E. Act projects, involve one to two hours of activity-specific instructions. Advocates receive a short blast of information to be used within a specified time period to complete an activity.

Other types of trainings include on-going educational sessions on a particular subject. Many of the LLAs, regions, and ethnic networks maintain youth advocacy coalitions. To keep these young people apprised of the most current information on policies, tobacco statistics, and more, agency staff facilitate presentations to impart the latest data. Such sessions are also helpful when newly recruited members need to learn general information, such as spokesperson skills and activity planning, which serve as a foundation for advocating the cause. Most often, these trainings take place during regularly scheduled youth coalition meetings.

The youth summit is the most comprehensive kind of advocacy training used in California's tobacco control movement. These conferences last from one to five days and involve extensive education on a variety of topics, such as public speaking skills, leadership training, policy strategies, and coalition building. Data from the needs assessment survey shows that nine of the eleven regional teams had a youth summit during 1996–97 and 51 of the 58 responding counties participated in these conferences. LLA projects with active youth coalitions were more likely to participate in regional summits. In addition, 15 LLAs held their own county youth summits to complement or replace the other conferences. Two of the four ethnic networks also hosted youth summits.

Youth Planning

One of the main benefits of including young people in the preliminary planning stages is their invaluable insight into what youth want and need in an advocacy training. Approximately 73 percent of the LLAs, 88 percent of the regions, and 100 percent of the ethnic networks that hosted trainings in 1996–97 involved youth in the planning.

Youth Coordinators

Those projects with a youth coordinator on staff were much more likely to involve youth in the planning of the training.



**Key
Point**

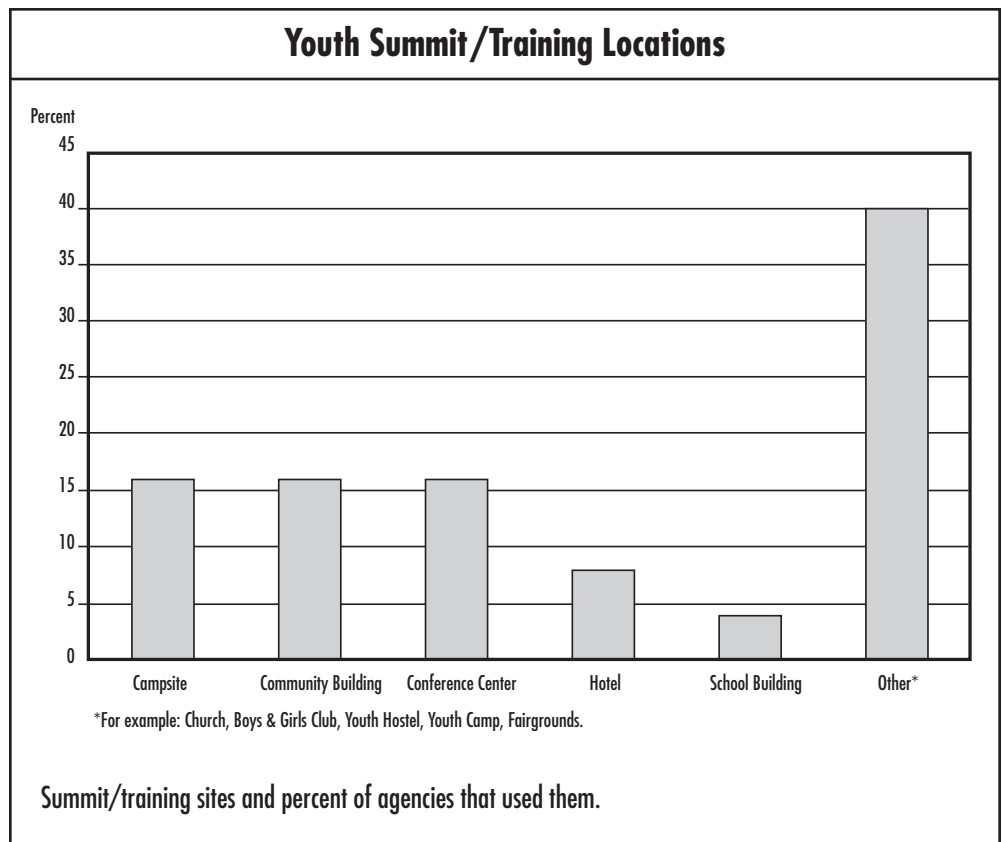
Whether you ask youth to develop and design the entire conference, give input on staff ideas, review and edit agendas, plan the menu, or brainstorm workshops and activities, be sure to include them in the decision making. Including them will empower the teens and give them ownership of the conference.

Goals and Objectives

Work with your staff, planning committee, and teens to determine the goals and objectives for the youth advocacy training. These statements help give direction and guidance to the type of training, content, and follow-up activities needed. Refer to the goals as you move forward with your planning to stay on the right track.

Location

Trainings can take place at a variety of locations, including campsites, hotels, theme parks, community centers, churches, colleges, retreat facilities, or agency offices. Site logistics are a major concern when planning a training and should be one of your first priorities.




Location Considerations

Consider the following questions when choosing a training site:

1. **Is the price right?**

Determine what is in your budget, taking into account the contribution of each agency that will be involved in the training. Most conference facilities charge approximately \$30 to \$70 a day for room and board. Hotels will cost more unless you can get four or five youth in a room. Sometimes colleges have an overhead administrative charge, which may be expensive. Lifeguards, ropes courses, special meal arrangements, and



equipment may cost extra. Most places also require a deposit when you book the site.

2. **Will the location hold all of the participating youth and adults comfortably?**

Make sure that there are enough cabins or rooms and beds for everyone. Keep in mind your adult-to-youth ratio and the male/female factors. In dorm/cabin-like settings, there should be at least one adult in each room. Is there enough space for the boys to stay in one area and the girls in another? Also, check the bathroom situations, especially at campsite settings. Are there enough showers and toilets? Keep in mind, unless otherwise controlled, more females than males usually attend the summits.

3. **Will your group be the only group present at the site?**

It is harder, in terms of both logistics and supervision, to hold a conference where other youth are present. Keeping track of which teens are participating in your training can be difficult, as can be keeping your participants' attention.

4. **Does the site have a convenient date available?**

Many facilities book up as early as one to one and one-half years in advance. Plan ahead to reserve the dates you want.

5. **What is the weather likely to be during the selected training dates?**

Check to see if the site has air conditioning and/or heaters. If you are planning the training for the summer months, be sure to have plenty of water and cups on hand throughout the day. If rain or bad weather is a factor, plan outside activities accordingly.

6. **How flexible is the site?**

Check to see if the location allows different meal times, equipment use, campfires, or if there is a noise curfew. Will they work with your schedule?

7. **How much of the facility logistics does your staff have to take care of?**

Some sites require the participants to do kitchen duty (preparing the meals), daily maintenance/cleaning of the rooms and bathrooms, breakdown and set-up of the workshop rooms, and more. If your facility needs such support, be sure to assign certain adult staff and/or volunteers to these duties. If everyone pitches in, it won't be such a burden of time and effort for any one person.



8. What equipment can the site provide?

It means less hassle on your part if the site can provide items such as the following:

- TV, VCR
- Overhead projector
- Sound system
- Internet hookup, computer
- Chalkboards, flip charts
- PA system
- Arts and crafts materials
- Sports equipment



However, the site may charge you to use these items. Availability and costs should be checked out prior to the conference.

9. What rooms are available for workshops and whole group presentations?

Make sure that the workshop rooms hold the correct number of participants in the needed configuration—with or without tables, small work group set-ups, standing only, or on the floor. Check to see if there is one room that will hold all of the attendees. What are the acoustics like in this big room? Remember, auditoriums sometimes echo, resulting in the presenters' speeches being overwhelmed by small sounds from the audience.

10. How much privacy is available?

Check to see if there are doors on the rooms, doors on the bathrooms, curtains for the showers. Teens are often modest and become uncomfortable when put in situations that allow little or no privacy.

11. What kind of recreational facilities and activities are available at the site?

Think about the free time activities you'd like to provide your participants. Campsite settings and colleges usually provide baseball diamonds, volleyball and basketball courts, swimming and hiking, or running. Hotels, on the other hand, are often located near amusement parks, movie theaters, malls, and more urban venues.



12. How convenient is travel to the location?

Transportation can be a problem when working with youth. To overcome travel barriers, select a site that is centrally located or close by. Explore resources in the community that might be able to help with travel arrangements. If you can, provide transportation (bus, train, airplane, volunteer drivers) for your participants.

13. What other service and personnel requirements does the site have?

Some training locations require a certified nurse to be on site at all times. Agencies will need to hire someone or ask for a volunteer. Also, sites with swimming pools may require you to provide your own life-guard or may provide one for you at a moderate cost.

Hotels

Some agencies have found hotels to work well for youth conferences due to the amount of available break-out rooms, the professional feel of a hotel, swimming pools, attachment to convention centers, and/or proximity to amusement parks. However, these same agencies warn that you must have excellent supervision. One region designated different wings of the hotel for males and females and implemented hall monitors, who stayed up all night to make sure youth stayed in their assigned rooms. Hotel security will often assist with this issue.

Another way to remedy the management problem is to have an adult in each room; however, this might require an enormous number of volunteers. Unless you know each volunteer well, this is not a recommended management system. Use of effective name tags or wristbands to distinguish your participants from other visitors will also help with supervision.

Besides supervision, other concerns about hotel sites include:

- Too many distractions in proximity to the hotels
- Too easy for nonparticipating youth to show up to visit their friends
- Limited activities available for free time



Campsites

Campsite facilities are a good choice for those who want a more casual atmosphere, do not want city/urban distractions, and want to get youth out of their regular environments. Some obstacles to overcome include transporting the youth, staff, supplies, and facilitators/presenters to a distant place. Also, media coverage is less likely, as most stations will not travel too far for the story. Another potential problem is that some youth are not comfortable or familiar with rustic settings. Make sure you inform them about the conference site and accommodations prior to the actual training.

Other Locations

Other locations, such as local youth clubs, churches, and schools, provide familiarity and convenience for the youth. These sites are ideal for one-day trainings and the cost of using them is usually minimal.

Overall, when it comes to finding the perfect location for a youth training, there are no easy answers. Determine what you can afford, what your necessities are, and what you are willing to compromise.

Booking Logistics

Most sites require a signed contract (by both parties) and a deposit shortly after you have reserved your training dates. Make sure you fully understand the deposit and cancellation policies. Be aware that you often will not be able to get a refund of your deposit and may be charged a high cancellation fee.

You need to estimate the number of participants you will be training when you book the location. Sites usually require a final count three to four weeks prior to the actual conference.

Be sure to revisit the location prior to the training to plan for workshop rooms, break-out sessions, and activities, and to assess the requirements for supervision, lighting, storage, facilitator accommodations, and equipment. This extra trip will help finalize the conference agenda.

Training Length



When determining how long your advocacy training will be, you need to consider:

- The budget
- How much information you want to provide
- How many youth will be participating
- How much team building is needed
- Volunteer/staff availability, including comp time/overtime issues
- Time of year the conference is taking place
- Distance to the conference site
- Types of sites available

According to the CYAN assessment survey, 60 percent of LLAs that hosted youth conferences held them for one to two days, 55 percent of regions held one-day summits, and 50 percent of the ethnic networks had two-day trainings. The length of the conference will depend on your needs.

Consider the pros and cons of short versus long trainings. Some agencies felt that a one-day summit did not provide enough time to thoroughly train the youth or create lasting bonds between the young advocates. However, one-day trainings are less expensive, easier to plan, and more convenient for staff. In addition, one- and two-day trainings provide an opportunity to host conferences on a weekend during the school year. One agency felt three days was too long to train just 25 teens, putting too much pressure and attention on the participants. A few regions held five-day summits to immerse their advocates in as much knowledge and team building as possible. Three-, four- and five-day conferences allow time for more bonding, but require a considerable amount of planning, organization, staff participation, and cost.

The different time frames offer both advantages and disadvantages. Your most important consideration will be the factors needed to accomplish your training goals.

Time of Year



When planning the date of your conference, consider what is most convenient for the youth participants and agency staff. When working around teens' schedules, many factors come into play, including the following:

- January through March—possible weather problems (especially in mountain regions)
- April—spring break
- May and early June—proms, graduations, class trips, and finals
- Mid-June through mid-August—family vacations; also harder to recruit youth when they are out of school
- Late August to September—start of school, sports, and clubs
- October—Red Ribbon Week and homecoming activities
- November—Thanksgiving
- December—holiday vacation

If you are hosting a one- or two-day training, consider a weekend during the school year, when youth are more likely to be available. A longer summit may work better in the summer months, with late July to early August being most accommodating.

Basically, there is never a perfect time of the year to host a youth conference. Every agency must overcome certain barriers and obstacles to make a conference successful. Keep in mind that youth are busy *all* of the time. Recruit early and get your training dates on the schedules of the teens and their parents as soon as possible.

Recruitment

Recruitment for youth trainings requires the same initiative as recruiting for youth coalitions. (See the Establishing and Maintaining Youth Advocacy Coalitions section, pp. 6-39.) Some agencies create informative, attractive conference brochures or flyers to catch youth's attention and gain their interest in the training. These recruitment tools are then distributed to places such as schools, youth groups, churches, sports teams, and community leaders.

Be sure to recruit a diverse group of teens for your conference—youth from different schools, ethnic backgrounds, economic status, age, leadership experience, risk factors, skills level, and interests. These differences add more creativity, ingenuity, and a broad perspective.



Key Point

CYAN's assessment survey showed that 67 percent of regional teams had 70 participants or fewer at their summits, while 67 percent of LLAs recruited 38 or fewer youths to attend their trainings.

Remember to give yourself enough time for recruitment—approximately two to three months, and more time if you are recruiting a larger number (more than two hundred) of teens. For summer conferences, it is logistically easier to recruit before school is out. An important note on recruiting: a 5-10 percent no-show rate can be expected, especially for longer conferences.

Application Packets

Participant application packets, a vital part of the recruitment process, should include a cover letter explaining the logistics of the conference—the who, why, when, where, what, how, requirements, and deadline for the application. Packets should also include forms that gather information on:

- Participant's name, address, and phone number
- Parents' names and work numbers
- Gender of applicant
- Age and/or birth date
- School (if applicable)
- Ethnicity
- Agency represented (if applicable)
- Advocacy, leadership, or tobacco prevention experience
- An essay question on why applicants want to attend the training
- Parental permission slips, liability waiver forms, and permission-to-treat clauses
- Medical history and release forms
- Emergency contact information
- Participant contract with rules and expectations

When these forms are returned, be sure to review them to check that they are filled out in their entirety, including required signatures. *Note:* medical forms will need to be reviewed by the nurse or responsible staff person to assess any and all health concerns.

Acceptance Letters

Once all applications are received, reviewed, and approved, a letter should be mailed to the participants informing them of their acceptance. This letter represents a confirmation that the youth will attend the conference and should include:

- A tentative agenda
- Orientation meeting date (if applicable)
- Clothing list
- Transportation logistics
- Elective workshop form for participants to fill out (if applicable)



Orientation

If your training is longer than one day and includes an overnight stay, an orientation meeting should be held for the youth, their parents/guardians, and adult participants. A pre-conference meeting will help cut down on your no-show rate by facilitating better communication between parents/guardians, youth, and staff. During this meeting, the following topics should be covered:

- ▼ Agency introduction
- ▼ Purpose/objective of the training
- ▼ Training details
 - when
 - where
 - cost
 - travel
 - sleeping arrangements
 - emergency phone number at the training site
- ▼ Rules and expectations
 - consequences of violation of the rules
- ▼ What to bring
 - appropriate clothing
 - shoes
 - toiletries
 - bedding (sleeping bag and pillow)
 - their great ideas
- ▼ What not to bring
 - weapons
 - alcohol/tobacco/other drugs
 - money
 - radio/CDs
- ▼ Follow-up activities and requirements
- ▼ Q&A session





Supervision: Adult-to-Youth Ratio

Good supervision is a must at any youth conference to ensure the safety of the participants. Recruiting good adult volunteers is as important as recruiting youth. Many conference coordinators have found that adult chaperones take responsibility for transporting the youth to the training, but once at the site, the adults do not help with supervision, management, or guidance of the young people. To overcome this obstacle, consider these suggestions:

- **Recruit** people from tobacco control positions, adult coalition members or adults affiliated with the youth coalition, or those familiar with the youth (FNL, Boys and Girls Club, 4-H).
- **Assign** roles and specific duties to the adults so they know where to be and what to do.
- **Outline** expectations for adult/youth behavior and participation before the conference, including consequences for breach of rules.
- **Remind** adults that they are responsible for the youth, especially the teens they bring.
- **Inform** adults that they should not leave the conference site unless it is an emergency/necessity. They should check in with the conference director when they depart and return.
- **Specify** the chain of command at the conference.
- **Encourage** active participation and a positive attitude.
- **Check in** with the adults throughout the conference to see how things are going and learn about any concerns they might have or any problems they've encountered.

Many conference facilities suggest a one-to-seven adult-to-youth ratio for supervisory reasons. Each cabin or dorm room should have at least one adult in it. It may be helpful to pair adults to work together. Be sure to recruit enough adults to cover these requirements.

Note: Some agencies require fingerprinting of all adult chaperones. Start background checks and fingerprinting early; it can take up to three months.

Invitations

Agencies who are hosting a youth advocacy training should invite a variety of community members, including:

- **The media**—to get publicity for your conference and recognition for the youth advocates. Send press releases or personal invitations to the local media outlets (radio, cable, TV, and newspaper).
- **Department of Health Services, Tobacco Control Section**—to let them see firsthand what your agency is working on.
- **Elected officials**—to get support from your local politicians for youth tobacco control efforts. Having elected officials at the training gives youth the opportunity to interact with the officials, ask questions, and be heard.
- **Agency adult coalition members**—to give them a chance to experience what they have helped plan.
- **Regional team/ethnic networks/LLAs**—to collaborate on youth advocacy efforts. These groups can also serve as possible workshop facilitators.

If you are hosting a training that is more than one day, the invitation should specify which day you would like the invited guests to visit. Ask them to RSVP as soon as possible. Once you know which guests are coming, send confirmation letters with directions and an agenda. Create a master list of the expected visitors so they can be checked in as they arrive. *Note:* Some sites require a list of all visitors in advance.



Agency Liability



When hosting a youth summit or conference that involves travel, lodging, or high-risk activities (ropes courses), agencies will need a special event rider on their usual insurance. This rider protects them from any unplanned disasters, accidents, or situations. A rider may cost from \$200 to \$500, depending on the carrier.

Along with this rider, organizations need to have youth and their parents sign permission slips, liability waiver, and permission-to-treat clauses. These forms should first be approved by the agencies' attorneys. Be sure to get information for:

- Emergency contacts
- Medical history, including current medication use
- Insurance carrier
- Physician's information
- Food restrictions and allergies

Also make sure that all drivers who are transporting participants have auto insurance and a valid driver's license.

Agenda

An agenda should be given to each conference participant. It should include:

- ▼ Date
- ▼ Start and finish times
 - registration
 - workshops
 - meals
 - breaks
 - recreational activities
 - keynote speaker sessions
 - nightly activities
 - curfew
 - closing
- ▼ Departure



An agenda helps keep both youth and adults on track. Setting the training agenda will also help your staff and volunteers know what logistical arrangements need to be completed (e.g., room setups, kitchen duty, activity organization). Be sure to have extra agendas on hand for those who misplace them.

Themes

Work with your youth advocates to pick themes for the training. You may have an overall theme for the conference, such as leadership or team building, or a different theme for each day, such as communication, media/entertainment industry, and policy. A keynote speaker can help set the tone for the day with a motivational speech on the specific theme.

Silly themes can also be selected for the various days of the conference (e.g., Seventies Day, PJ Day). Be sure to inform participants ahead of time, so they can bring appropriate costumes, clothes, and accessories to the training. Encourage adults to participate in these themes as well.



Workshops

A wide variety of topics are appropriate when training youth to be tobacco control advocates. Subjects range from “Tobacco 101” (basic information) to influencing public policy. During the 1996-97 year, the most common subjects for workshops at youth conferences hosted by LLAs, regions, and ethnic networks were team building, media advocacy, basic tobacco information, and public speaking. Some other areas of interest included mock city council activities, county showcase (youth presenting their past accomplishments), project planning, peer education, and policy/legislative issues.

Workshops should generally last 45 to 60 minutes, unless more time is needed (e.g., for creating PSAs, mock meetings, etc.). Whatever the subjects included at your youth conference, workshops should have the following characteristics:

- Interactive
- Hands-on
- Dynamic
- Not too structured
- Include small group activities
- Youth-led (when appropriate)
- Handouts and other materials

Mandatory vs. Elective Workshops

Some agencies structure their youth trainings so that each youth receives similar information on the same subjects. Participants rotate through a series of mandatory workshops. The advantage of this system is that each youth is trained in all presented areas and will be able to assist on projects with any of the skills learned. According to the assessment survey, 40 percent of LLAs had strictly mandatory workshops at their youth trainings, often because they were training youth in basic tobacco control advocacy information.

Other organizations allow youth to select the workshops they attend based on their interests. This elective strategy allows individual skills and interests to determine what participants get from the training. For example: Youth with an art background might choose to attend poster drawing workshops; debaters can participate in public speaking sessions; future activists can get involved in policy issues; and celebrity hopefuls may attend media

relations. Elective workshops are most often used by agencies whose youth already have a foundation of basic advocacy skills.

Many agencies use a combination of both mandatory and elective workshops. This approach allows all youth to cover the basics with Tobacco 101, coalition building, policy making, and media advocacy, while also permitting them to choose more personal areas of interest. A key factor in choosing a workshop format is the length of the conference. Obviously, more time is conducive to more variety.

Workshop Length

The needs assessment found that workshop duration for the youth conferences varied between 30 to 90 minutes, with the most common length being one to one and one-half hours. The thing to remember when planning the time frames for the workshops is that the longer the session, the more interactive it needs to be. Youth need to be moving, doing, thinking, and creating. For workshops that are highly hands-on (e.g., videotaped public speaking presentations), allow more time so each youth participant has a chance to do the activity, or break the workshop into two parts, giving a break of 10 to 20 minutes.

Sharing Time

Some organizations suggested that trainings should include time for the youth to share ideas, accomplishments, materials, and feedback, which can be done through a showcase event or workshop. Another idea is to involve community-based organizations and other tobacco control programs to teach youth about the resources that are available in their own communities.

One regional youth summit planned a “carousel” segment for the conference, where each participant rotated through the various stations to learn about LLAs, competitive grantees, ethnic networks, and regional teams. The more information youth receive, the more prepared they will be when they work in their local communities. Also, many good ideas for projects and events can be generated through the sharing process.





Workshop Rooms

While determining what types of workshops to offer, consider the types of rooms you have available. Check to see if there are enough rooms for each break-out session, with chairs and/or tables if needed. Additional factors to keep in mind regarding workshop rooms include:

- Are there plugs for electrical cords? Are there extension cords?
- Is audio/visual equipment accessible?
- Is there phone/Internet access for computer hook-ups?
- Are the acoustics adequate so participants will be able to hear the presenters?
- Are microphones/PA systems available?
- How many people do the rooms hold (seated, at tables, or on the floor)?
- Can chairs be comfortably moved around for small group exercises?
- How far away is each break-out room (affects the time needed between workshops)?
- Will the room be too hot or too cold? Is there heating and/or air conditioning?

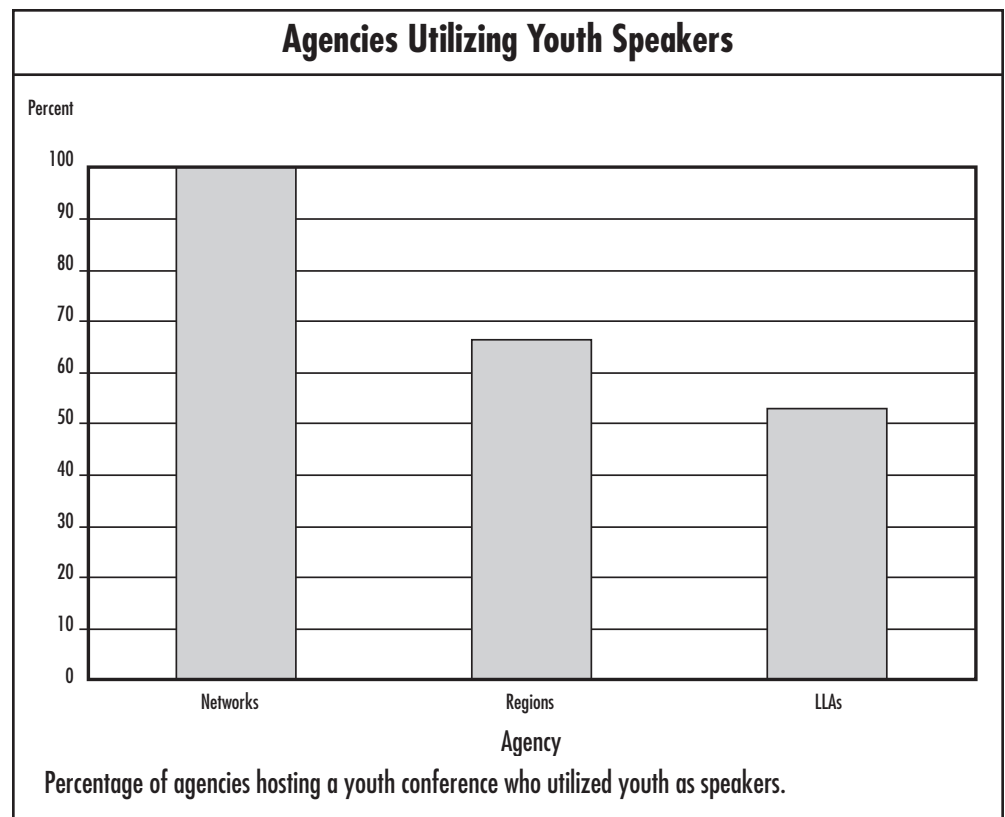


Find out what kinds of room setups are available and make adjustments or alternate plans when needed.

Speakers/ Presenters/ Facilitators

Finding the right speaker for the job can be a tedious undertaking. Not only do presenters have to be within budget requirements, but they also need to be “youth friendly” and in close proximity to the training site (or else you’ll be paying for travel). They should also be effective facilitators who are willing to tailor their message to your needs, incorporate hands-on activities, provide handouts for participants, and present their information in a set time-frame. Unfortunately, speakers who meet all of these requirements are often booked months in advance and may be cost prohibitive.

Youth speakers are a valuable resource, which in past years have gone untapped. Recently, more and more organizations have been recognizing the effectiveness of young people as presenters. Youth listen to their peers more readily than they do to adult presenters. Young facilitators have a better idea of what works and what doesn’t when it comes to teaching teens.



Whoever you book to lead the workshops, *be sure* to observe their teaching skills and techniques before they present at your conference. Provide speakers with guidelines for their workshops so they understand exactly what you expect from them. Send confirmation letters with an agenda and site directions; request handouts for the participant binders; and restate the time of the presentation, the topic, and material needs. In addition, make confirmation calls right before the training occurs to guarantee the speakers will appear. Ask presenters for an emergency contact or cellular phone number so you can get in touch with them when needed.

Note: Have a back-up plan in case a presenter doesn't show. Know which staff/adult participants would be able to facilitate a last-minute workshop.

Keynote Speakers

Keynote speakers have the tremendous job of setting the tone for the entire youth training and/or motivating the youth to take what they have just learned and do something positive with it. Keynote speakers need to be entertaining, vivacious, inspiring, intriguing, knowledgeable storytellers who can mold their presentations to your desired wants and needs. Therefore, you usually have to pay more for a keynote speaker than you do for workshop facilitators. Ask other youth-oriented agencies (e.g., school district, FNL, or 4-H) or your local Toastmasters club for a list of recommended speakers. Remember, as with workshop facilitators, you need to send confirmation letters and make confirmation calls to keynote speakers.



Fun Activities/ Structured Free Time/Team Building

As much as the workshops and instructional sessions are at the core of any youth training, activities for fun are also essential parts of all conferences involving young people. These activities provide the icing on the cake—the extras, the vivacity. They may include sports, arts and crafts, games, talent shows, dancing, ropes courses, climbing walls, theater performances, campfires, comedy acts, movies, team building, field trips, amusement park rides, mall visits, and much more. Be sure to have adults participate in these activities as well. Adult participation provides good role modeling and helps break down barriers between the ages; it can be essential in forming relationships with the youth.

Use a good portion of your ice-breakers at the beginning of the conference to get the participants more relaxed around each other, help them meet everyone, and to create a happy, relaxed learning environment. Team-building exercises should occur throughout the conference, with more at the beginning and end. Using a professional team-building facilitator can greatly enhance these activities.

Some agencies do not want the youth to feel as if they are at school while at the training, so they overcompensate by having a lot of free time, down time, entertainment, and activities. Be forewarned. Providing too much unstructured free time can create problems by allowing youth to become bored and restless. Although it is not school, conferences should be seen as a learning experience for the young advocates.

As long as what you are teaching them is interesting, youth will not have a problem attending four to five workshops a day. Try to avoid late afternoon and evening workshops, when energy levels are lowest. Create the right balance between the instructional sessions and the activities for fun. Too much of either one will result in an unfavorable combination.





Key Point

Chaperones

Adult chaperones should participate in all of the activities they are asking the youth to do. This provides good role modeling and helps establish bonds between the youth advocates and adults.

Cabin/Dorm Time

If your training includes an overnight stay, take advantage of the down time right before “lights out.” Have cabin/dorm leaders facilitate activities (bonding/sharing exercises, story time, card games, or silly flashlight animal games). This is a great way for the youth to get to know the adult chaperones as well as the other teens in their room. Cabin/dorm activities also help to relieve some of the homesickness youth often feel late at night.

Some agencies provide the adult leaders with cabin certificates and prizes to be awarded to all the teens by the end of the stay. From the award for the cleanest camper to the friendliest, the youth walk away with an enjoyable memento of the conference.

Food and Snacks



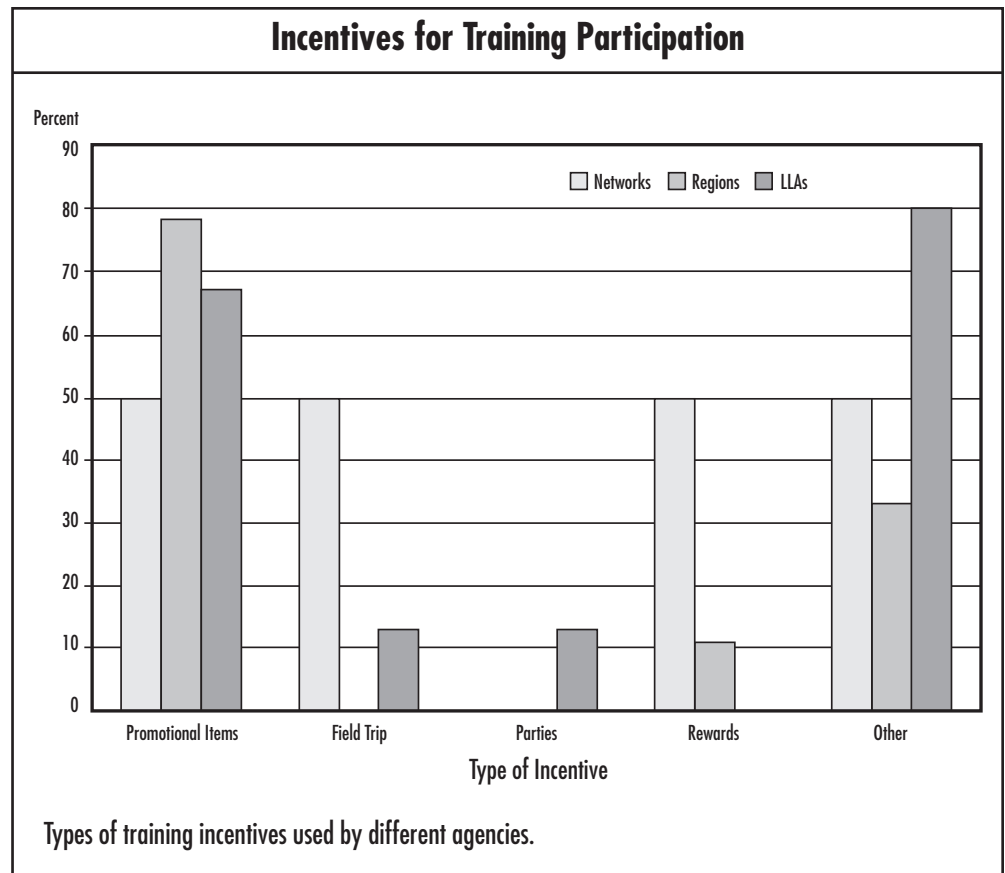
When you are working with youth, the golden rule is, “You can never have enough food or snacks on hand.” Youth are constantly telling agencies that the number one thing they can do to get teens to a training, activity, or meeting is to feed them. Most facility costs include room and board, and can accommodate snack times at a nominal fee. Snacks can also be obtained through donations, which should be solicited well in advance (two to three months prior to a big conference). Mid-afternoon and late evening snacks are recommended, as most facilities have early dinner times.

Incentives

Incentives should be used to help bring recognition to your agency and/or youth group and to reward the youth for participating in an advocacy training. For overnight trainings, some organizations award silly cabin/dorm prizes as a way to help youth become comfortable around each other and feel bonded. Approximately 88 percent of agencies hosting a youth training gave the participants incentives for their involvement.



Be sure to involve youth in the selection and/or design of the incentive items and place the order six to eight weeks prior to the training. (See “Incentives” in first section, p. 25.)



Materials

Be sure to develop a training packet or binder for participants, which might include:

- Cover sheets
- Agenda
- Map of conference site
- Conference rules
- Your agency information
- Background information on tobacco issues
- Name tags (can include workshop choices or number/letter to indicate group placement)
- Pen and note paper
- Workshop materials/handouts
- Follow-up activity ideas
- Organizations and resources lists
- Participant list
- Incentives
- Evaluation forms

Always have extra supplies of pens, pencils, tape, staplers, extension cords, rope, garbage bags, medical supplies, feminine hygiene products, batteries, tools, flip chart paper, scissors, and string.

In addition, bring cameras (disposable) and film so your agency can document the training and provide pictures for the participants and for use in future newsletters or training brochures. Some agencies hire professional photographers to take conference photos to be mailed to each participant. Video cameras can also be very useful in documenting the training.

Be sure to bring all media release forms, emergency contact numbers, waivers, youth and adult participant lists, and an expected visitor list.

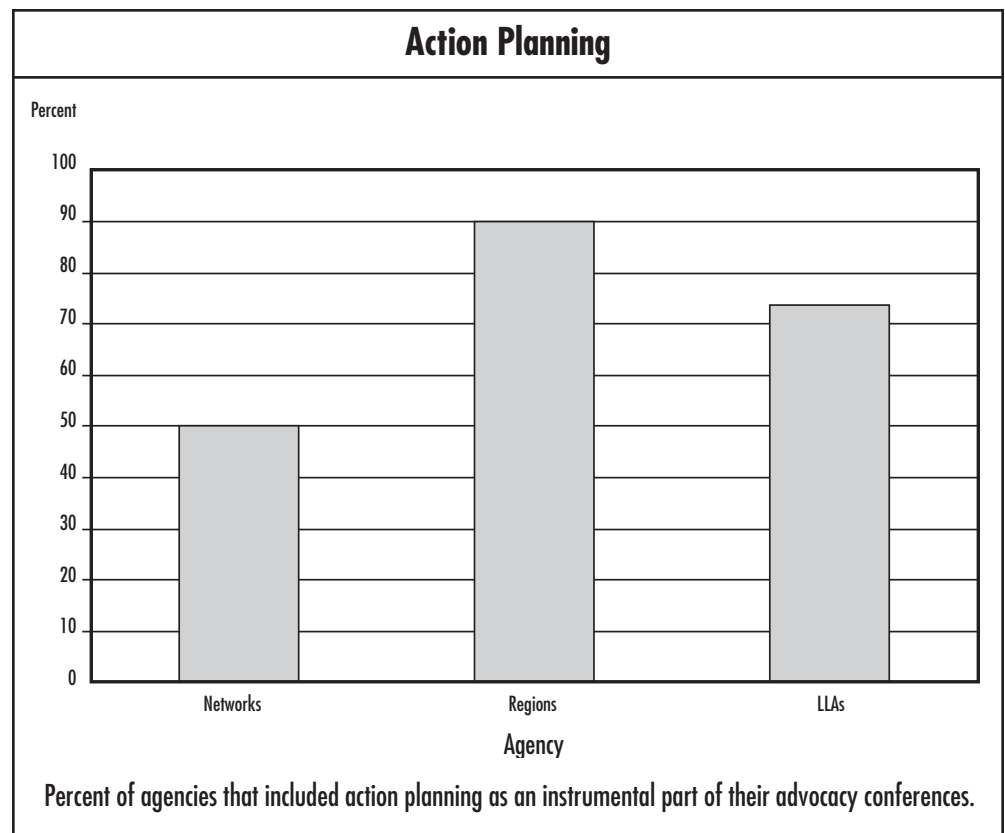


Evaluation

Each agency should work with an evaluator to assess the knowledge and skills of the youth before and after the training. Participants' satisfaction should also be evaluated. The information collected is valuable data that will help shape future youth trainings. During the 1996-97 year, 80 percent of agencies evaluated their youth advocacy trainings or summits.

Follow-up

Follow-up is just as important as the training itself. Once you have spent time and effort creating and implementing a youth conference, plan ways to keep these advocates motivated and involved throughout the year. Youth can create action plans at the conference to guide them in their work after the training is complete. Seventy-three percent of LLAs, 88 percent of regions and 50 percent of ethnic networks included action planning as an instrumental part of their advocacy conferences.





The most important thing about follow-up is to communicate with these teens as much as possible to keep them engaged in tobacco control efforts. Follow-up may take a variety of forms, including:

- Thank-you letters
- Participation certificates
- Debriefing sessions
- Surveys
- Press conferences
- Planned activities
- Monthly meetings
- Youth coalitions
- Newsletters
- Website pages
- Presentations to the public or to schools
- Regional meetings
- Teleconferences

Completed within a reasonable time frame, follow-up activities fuel the momentum of the youth advocates.





Key Point

Planning

Planning a youth advocacy training, conference or summit is an enormous undertaking. While paying close attention to minute logistical details, you must also keep in mind the overall educational objective and how to create a rewarding and enjoyable experience for the youth.

Be sure to allow yourself enough time and staff support for the planning and implementation stages for your advocacy training. And, by all means, include the youth in the decision making; the results will be worth the extra time and effort.

Youth Advocacy Training Checklist

- ☐ Training objectives
- ☐ Number of participants
- ☐ Training location
- ☐ Training date
- ☐ Deposit
- ☐ Transportation arrangements
- ☐ Donations
 - ☐ Request letters/phone calls
 - ☐ Thank-you letters
- ☐ Recruitment brochure/flyer
- ☐ Application packet
 - ☐ Cover letter
 - ☐ Participant application
 - ☐ Essay questions
 - ☐ Emergency contacts
 - ☐ Medical release forms
 - ☐ Liability waivers
 - ☐ Parental permission slip
 - ☐ Participant contract with rules and expectations
- ☐ Acceptance letter
 - ☐ Tentative agenda
 - ☐ Orientation meeting date
 - ☐ Clothing list
 - ☐ Transportation logistics
 - ☐ Elective workshop form
- ☐ Orientation packet





- ☐ Orientation meeting agenda
- ☐ Tentative conference agenda
- ☐ Copies of elective forms, clothing list, participant rules, and transportation logistics
- ☐ Adult conference duties lists
 - ☐ Cabin/room assignments
 - ☐ Kitchen duty shifts
 - ☐ Workshop assignments
 - ☐ Supervision duties
 - ☐ Cabin/room sign-in list
 - ☐ Cabin/room checkout list
- ☐ Fingerprinting process for adults (if applicable)
- ☐ Nurse
 - ☐ First aid supplies (including feminine hygiene products)
 - ☐ Medical forms, reviewed and in separate binder
- ☐ Lifeguard
- ☐ Sports equipment (basketball, baseball, volleyball, Frisbees, etc.)
- ☐ Menu selection
- ☐ Insurance rider
- ☐ Invitations
 - ☐ Media
 - ☐ Press release
 - ☐ Department of health services
 - ☐ Elected officials
 - ☐ Agency's adult coalition members
 - ☐ Regional teams/ethnic networks/LLAs (county/city health departments)
 - ☐ Master list of expected visitors
- ☐ Agenda
- ☐ Training theme(s)





- ☐ Facilitators/keynote speakers
 - ☐ Guidelines
 - ☐ Observations
 - ☐ Confirmation letters
 - ☐ Travel arrangements
 - ☐ Audio/visual needs
 - ☐ Confirmation calls
 - ☐ Invoices
- ☐ Assign electives (if applicable)
- ☐ General supplies (tape, pens, scissors, extension cord, string, rope, tools—hammer and nails, push pins, flip charts, papers, easel, overhead projector, TV/VCR, slide projector, computer, Internet hookup, tape recorder)
- ☐ Directional signs
- ☐ Binders
 - ☐ Cover sheets
 - ☐ Agenda
 - ☐ General information
 - ☐ Map of conference site
 - ☐ Rules and expectations
 - ☐ Agency information
 - ☐ Tobacco facts
 - ☐ Name tags
 - ☐ Pens and paper
 - ☐ Workshop handouts
 - ☐ Follow-up activities/ideas
 - ☐ Organizations and resources lists
 - ☐ Participant list
 - ☐ Incentives
 - ☐ Evaluation forms





- ☐ Workshop bags
 - ☐ Felt pens
 - ☐ Ink pens
 - ☐ Paper
 - ☐ Tape
 - ☐ Scissors
 - ☐ Sign-in sheets
 - ☐ Evaluations
- ☐ Cabin/room bags
 - ☐ Sign-in sheets
 - ☐ Games/activity sheet with necessary supplies
 - ☐ Certificates
 - ☐ Checkout/clean-up list
 - ☐ Cabin/room prizes and certificates
- ☐ Fun activities supplies
 - ☐ Board games
 - ☐ Movie videos
 - ☐ DJ
 - ☐ Decorations for activities
 - ☐ Entertainment groups
- ☐ Film/camera or video camera/video cassettes
- ☐ Food/snacks (utensils, cups, napkins, plates, and ice coolers—if needed)
- ☐ Incentives
- ☐ Evaluation forms
 - ☐ Satisfaction evaluations
 - ☐ Skills and knowledge evaluations (pre- and post-training)
- ☐ Last confirmation calls
 - ☐ Facilitators
 - ☐ Keynote speakers





- ☐ Entertainment groups
- ☐ Transportation agencies (flights, buses, vans, carpools)
- ☐ Training site
- ☐ Registration setup
 - ☐ Signs (welcome, registration, directional)
 - ☐ Binders
 - ☐ Incentives
 - ☐ Master participant list
 - ☐ All waiver and permission forms
 - ☐ Facilitator information and visitor list

After your agenda is finalized, it is highly recommended that you and your staff/volunteers carefully go over every agenda item—from setup to departure. Think about every supply you will need for that scheduled time slot and activity.

Keep notes on what you still need. Organize supplies in separate boxes/bags for each workshop, activity, or event and label them. These extra steps will help you stay organized during the training.

On the first training day, arrive at the site a few hours early to set up, hang directional signs, and organize registration.





Appendix

Background Information

Information in this manual is based on CYAN's 1997 statewide youth advocacy needs assessment of 76 agencies funded by Proposition 99, the tobacco tax initiative—61 local lead agencies (LLAs), 11 regional teams, and 4 ethnic networks. Data was gathered from July to December 1997 and analyzed during January through March 1998.

CYAN's 1997 Youth Advocacy Needs Assessment

Subjects:	Tobacco Control Project directors and/or staff of California's 61 LLAs, 11 regions, 4 ethnic networks. (See agency definitions.)
Instruments:	Sixty-question qualitative surveys (98 percent return rate) with follow-up qualitative interviews (93 percent participation).
Information:	Gathered data regarding youth advocacy coalitions, activities, and trainings.
Results:	The needs assessment findings are the basis for this manual and CYAN's technical assistance efforts.

Agency Definitions

LLA (Local Lead Agency): Tobacco control programs have been established in 61 local health departments. These programs are charged with creating their own local tobacco control coalitions and implementing their own local comprehensive tobacco control plans to coordinate and ensure the success of all the tobacco prevention and control efforts undertaken in their respective jurisdictions.

Regional Team: Eleven regional linkage programs are funded to facilitate coordinated efforts among the local programs in each region.

Ethnic Network: Due to California's rich cultural diversity, four ethnic networks serve the state's large African American, American Indian, Asian and Pacific Islander, and Hispanic/Latino populations. The ethnic networks empower communities to create policy changes and to involve ethnic community leaders and multi-ethnic youth in tobacco education, prevention, and advocacy efforts.

This information is from the California Department of Health Services Tobacco Control Section's A Model for Change: The California Experience in Tobacco Control, 1998.


The Instruments

The CYAN staff, working with a project consultant and evaluation consultant, developed three quantitative surveys (one for each type of agency), consisting of approximately 60 questions each. The questionnaires were reviewed and edited by CYAN's advisory committee (which consists of regional, county, ethnic network, and competitive grantee staff) before they were pilot-tested in July 1997 with two LLAs, two regional teams, and one ethnic network.

After the pilot surveys were gathered and analyzed, changes were made, and the final version of the questionnaires was mailed to the remaining agencies in August 1997. Out of the 76 organizations assessed, a total of 75 agencies, including the pilot test groups, returned the quantitative survey instrument (60 LLAs, 11 regions, and 4 ethnic networks) by November 1997 for a 98 percent return rate. *Note:* Although 75 agencies returned the surveys, the data set included only 73 complete questionnaires.

A qualitative interview format was also developed to complement the survey. The personal interviews were designed to enable CYAN staff to obtain a more in-depth understanding of the information gleaned from the quantitative surveys. During the interview, CYAN staff were able to discover what works and what doesn't in regard to youth advocacy. The interviews were conducted face-to-face when possible, otherwise by telephone, and lasted from thirty minutes to two hours. CYAN felt that visiting the staff who are working on the front lines with the youth would help create a valuable relationship with the agencies for future collaboration and technical assistance efforts and allow for a more free-flowing exchange of information. CYAN also wanted to meet those people who are dedicated to empowering youth as health advocates.





Both the assessment survey and interview tools covered three general areas: youth coalitions, activities, and trainings. The questionnaire covered quantitative topics such as:

- The number of youth advocates in the coalition
- How many times a month the youth group meets and where
- Age restrictions
- Number of youth advocacy activities
- Budget allocations
- Length of trainings
- Number of youth participants
- Incentives used

Most of these questions were closed-ended with a few explanatory areas. The personal interviews, on the other hand, were more descriptive in nature. For example, the subjects were asked questions about their agency's particular strengths, weaknesses, and obstacles when working with youth; thoughts on the best strategies to approach and involve youth in activities and coalitions; and how to keep consistency and cohesiveness within a youth group. The resulting information is an amazing compilation of the extensive experiences of skilled coordinators whose goals are to mobilize youth to be effective tobacco control advocates.

The Subjects

The assessment questionnaires were mailed to the project directors of the 76 agencies, instructing them to disseminate the survey to the staff person responsible for working with youth. Respondents included health educators, program directors, project coordinators, youth liaisons, prevention specialists, youth coordinators, consultants, outreach workers, and subcontractor staff. In some cases, more than one person completed the survey, most likely due to varying or shared job responsibilities among the agency staff or the recent hiring of a youth worker.

The LLAs, regions, and ethnic networks were chosen for the assessment because they have long been funded by Proposition 99 moneys, are stable and secure entities, and are established avenues through which tobacco control efforts are completed. Competitive grantees were ruled out due to the unpredictable nature of their Proposition 99 funding. The assessment focused on community youth advocacy; therefore, projects funded by TUPE (school-based Tobacco Use Prevention Education) were also excluded.

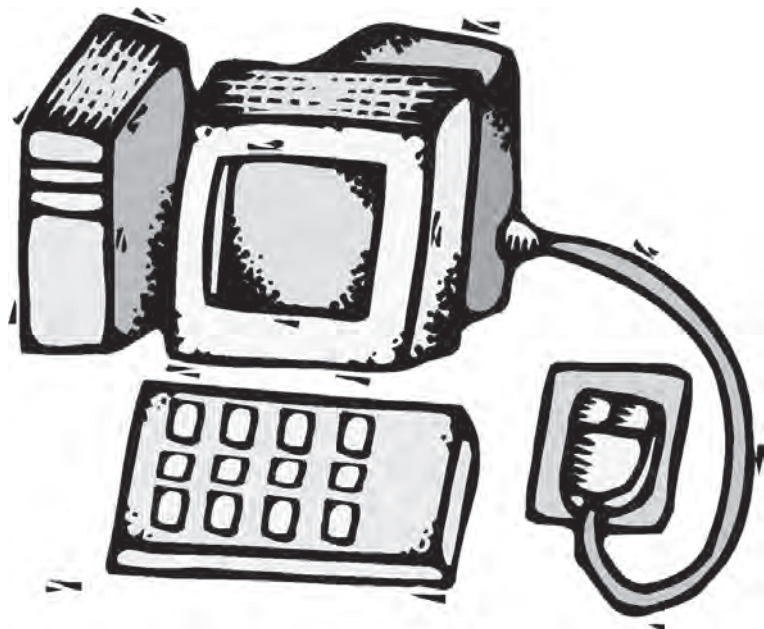
Data Entry

Data from the 73 quantitative surveys were entered in Epi Info, with randomly selected files checked for accuracy. The data were then transferred to the Statistical Package for Social Sciences (SPSS), and any missing data or obscure entries were reviewed and corrected if necessary.

All of the personal interview answers were recorded by handwritten notes, as well as a tape recorder, for the purpose of checking the accuracy of the information. Qualitative information from the interviews was transcribed and summarized in Microsoft Word.

Data Analysis

Descriptive statistics were calculated for all variables. Analysis for the quantitative survey tool consisted of SPSS frequency runs, cross tabulations, means, medians, and chi squares. The qualitative data was reviewed and categorically summarized, resulting in a more convenient and effective means of analysis.



Additional Youth Advocacy Resources

1. *How To Butt In! Teens Take Action Guidebook*, Americans for Nonsmokers' Rights Foundation, 1995.
2. *The Kid's Guide to Social Action: How to Solve the Social Problems You Choose—and Turn Creative Thinking into Positive Action*, Barbara A. Lewis, 1991.
3. *No Kidding Around! America's Young Activists are Changing Our World and You Can Too*, Wendy Schaetzel Lesko, Activism 2000 Project, 1992.
4. *Working With Teens on Tobacco Issues*, Ellen Fieghery, Stanford Center for Research in Disease Prevention, 1993.
5. *Prevention Summit Resource Guide*, Margaret Tam, 1994.
6. *Young People Creating Community Change*, W.K. Kellogg Foundation, 1996.
7. *STAT Tobacco-free Youth: An Activity Guide*, Stop Teenage Addiction to Tobacco (STAT), 1997.
8. *STAT Youth Tobacco SQUADS Facilitator's Guide*, STAT, 1997.
9. *YMN: An Interactive Tobacco Education Curriculum*, Youth Media Network, 1998.



Youth Advocacy Guide

How to Integrate Youth into
Tobacco Prevention Programs



California Youth
Advocacy
Network

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