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What is Youth Tobacco Prevention Services?

Caffee, Caffee & Associates Public Health Foundation, Inc. (CCA PHF) is working with the Mississippi State Department of Health Office of Tobacco Control (MSDH OTC) to develop, implement, and evaluate a youth tobacco prevention program that will empower at-risk youth to reject tobacco and create the first tobacco-free generation.

Developed in 2018 with support from Mississippi State University, MSDH OTC's Youth Tobacco Prevention Program was designed to primarily target high poverty, high risk secondary schools in Mississippi.



The schools met one or more of the following criteria:

- 80% of student population receives free or reduced price lunch.
- 50% of student population consists of rural Caucasians.
- 50% of student population consists of African-Americans.
- High percentage of students who are experiencing homelessness or who have ever experienced homelessness (greater than ten percent of student population).

The Youth Tobacco Prevention Program is a multi-component framework that addresses three essential goals through mobilizing youth activists, promoting tobacco-free environments, and increasing youth's affinity toward anti-tobacco branding and messaging. This program advances the field of tobacco prevention because the structure is aligned with the Centers for Disease Control's Best Practices for Comprehensive Tobacco Control Program, which includes preventing tobacco initiation among youth and identifying and eliminating tobacco-related disparities among population groups.

The program is an activism-based effort developed to disrupt and dissolve the tobacco industry's targeting of vulnerable communities by:

- Engaging at-risk youth (grades 9-12) in tobacco prevention activities.
- Reducing at-risk youth's access to tobacco products.
- Increasing at-risk youth exposure to effective anti-tobacco messaging.

Targeted Mississippi Schools

The Youth Tobacco Prevention staff has been working very diligently with principals and teachers at the targeted schools throughout the State of Mississippi for the past two months. The selected schools will be educated on general tobacco issues. The Youth Tobacco Prevention Program staff is as follows: LaTasha Ivy-Rice (Project Director), Sharde McClure, (Northern MS Regional Coordinator), Melissa Collier (Central MS Regional Coordinator), and Edward Clark (Southern MS Regional Coordinator). Below is a listing of the targeted Mississippi schools along with the selected youth leaders:

Northern Mississippi:

- **Charleston High School (Charleston)**
Shakiya Truly (12th Grade)
Caleb Buckley (12th Grade)
- **West Tallahatchie High School (Webb)**
Karon Hooper (12th Grade)
Ebonie Jones (12th Grade)
- **Cleveland Central High School (Cleveland)**
Hunter Simmon (12th Grade)
Jamiya Jones (11th Grade)
- **Winona Secondary School (Winona)**
Carson Holly (12th Grade)
Allison Crockett (11th Grade)

Central Mississippi

- **Simmons High School (Hollandale)**
Haley Cage (12th Grade)
Jena Bradshaw (12th Grade)

- **Port Gibson High School (Port Gibson)**
Devin Cook (12th Grade)
Shamira Holmes (11th Grade)
- **South Delta High School (Rolling Fork)**
Tyshenna Brown (11th Grade)
Shadea Freeman (12th Grade)
- **Provine High School (Jackson)**
Heaven Thomas (11th Grade)
NaTalya McNeil (12th Grade)

Southern Mississippi

- **Amite High School (Liberty)**
LaBarrious Nathaniel (12th Grade)
Erica Daniels (12th Grade)
- **West Harrison High School (Gulfport)**
Tuende Seymour (12th Grade)
Alexander Lader (10th Grade)
- **South Pike High School (Magnolia)**
Amia Miller (12th Grade)
Kaleigh Nathaniel (12th Grade)
- **Hattiesburg High School (Hattiesburg)**
Brianna Moss (11th Grade)
Christopher Jordan (12th Grade)



**WELCOME TO THIS OUTSTANDING
TEAM OF YOUTH LEADERS FROM
ALL OVER MISSISSIPPI!**

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The regional coordinators identified 8 Youth Tobacco Prevention Leaders (grades 9-12) within their region. These youth leaders will help in educating the youth on general tobacco issues. The CCA PHF has established a criterion for the Youth Leader position. Youth Leaders were chosen based on the following information:

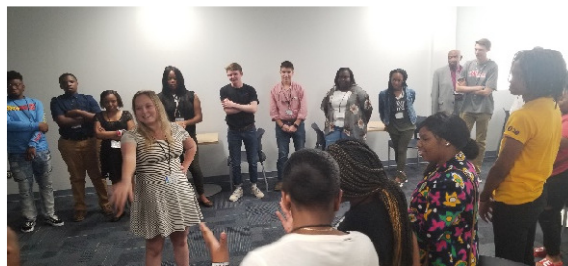
- Minimum GPA: 2.0 or above
- Be able to lead a group
- Must participate in at least one other extracurricular activity such as Beta Club, Drama Club, Scholar program, etc.
- Tech-savvy
- Positive Attitude
- Recommendation letter from a teacher or school counselor
- 200 word typed essay
- Completed application
- Must be available to attend a training in Jackson, MS on Saturday, September 14th from 8AM -5PM

These youth leaders will also receive a stipend for their participation in the Youth Tobacco Prevention Program.

Youth Tobacco Prevention Program Meeting

The Youth Tobacco Prevention Program meeting on September 14th was a GREAT SUCCESS! All of Caffee, Caffee, and Associates Public Health Foundation, Inc. partners came to make this day a success: Youth Empowered Solutions

(YES!), National African American Tobacco Prevention Network



(NAAPTN), Vineprints, and David Dodds (Motion Graphics Designer, Instructor at UCLA and Adobe Design Artist). The youth leaders were able to gain tips and knowledge on youth advocacy and racial equity from our great team of partners.

The youth leaders collaborated on their ideas and suggestions for the Youth Tobacco Prevention Program name, brand messages and logo. During the lively interactive session, they were able to build on what they learned throughout the day and had an opportunity to work on different elements of rebranding the program. The youth leaders



were introduced to the history and marketing techniques of the tobacco industry and received pointers on how to actively engage and recruit other youth in their schools. The participants were able to create a brand message and presented their ideas to their peers after working with the youth leaders from their region in small group breakout sessions. The youth leaders will meet with high school students in October to decide and finalize the name, brand messages

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and logo for the Youth Tobacco Prevention Program.









world. An estimated 480,000 deaths occur every year as a result of smoking. If you would like to participate in this event or get more information on the Great American Smokeout, visit www.cancer.org.

Contact Us

Contact us with your questions, concerns or testimonies. For more updates on Youth Tobacco Prevention Program follow us on social media.

Caffee, Caffee & Associates

-  601-336-7212
-  www.ccaphf.org
-  Youth Tobacco Prevention Program
-  @Youth No Tobacco
-  Youth Tobacco Prevention Program
-  Youth Tobacco Prevention Program

Great American Smokeout 2019

The Annual Great American Smokeout event that is sponsored by the American Cancer Society (ACS), will take place on Thursday, November 21, 2019. This event is held every year on the third Thursday in November. It challenges people to not smoke for at least 24 hours; in hopes that their decision to not smoke will exceed the 24 hours.

Currently, more than 34 million people in the United States smoke cigarettes. Smoking is the single largest preventable cause of death in the