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Welcome BU Youth Leaders

Welcome Youth Leaders of 2020,

It is our pleasure to welcome you to the BU Youth Tobacco & Vaping Prevention Program of Caffee, Caffee, and Associates Public Health Foundation Inc., funded by The Mississippi State Department of Health Office of Tobacco Control. We hope that you will use this forum for the exchange of ideas, innovation, and resources. In spite of the nations epidemic that has impaired



Sharde McClure - Regional Coordinator for Northern Mississippi

and challenged your education, your resilience and commitment to being agents of change while bravely facing these uncertain times is remarkable.

It is CCA PHF's mission to address and connect people and underserved communities to organizational and institutional resources to be advocates of their own health and well-being. As youth leaders, you will be adhering to our core mission by being

advocates in your schools. We look forward to you bringing your energy and creative ideas to this program to make your teams successful.

Our communities are stricken with the effects of tobacco and electronic nicotine delivery systems in teens. Help your peers lead a long life by giving them the hard facts about tobacco and vaping. We look forward to seeing you trailblazers pave the way for those that will come after you! Stay mission and purpose driven and success will find you! Good luck Youth Leaders!



BU Youth Tobacco & Vaping Prevention Program

BU Youth Tobacco & Vaping Prevention Program, formerly known as Be You Youth Tobacco-Free Program, is designed to empower youth who are disproportionately affected by all forms of tobacco and electronic nicotine delivery systems. E-cigarette usage has rapidly increased in youth since 2010. More frequently, youth who have never smoked before are turning to e-cigarettes as a perceived "safe" form of nicotine. In 2018, 38% of high school students in Mississippi have experimented with e-cigarettes. CCA PHF will develop tobacco and vaping prevention activities for high schools that meet one or more of the following criteria:

- 80% of the student population receives free or reduced price lunch
- 50% of the student population consists of rural Caucasians

- 50% of the student population consists of rural African-American
- More than 10% of the student population is experiencing homelessness

CCA PHF will implement prevention activities with twelve high schools using three pathways.

- Youth Engagement Pathway - *Educate 1,000 youth on tobacco & vaping issues, recruit & train 24 Youth Leaders from grades 9-12, and 24 Youth Leaders will engage 1,000 youth in (3) tobacco & vaping related activities.*



- Tobacco & Vaping - Free Community Pathway - *Educate 1,000 youth from grades 9-12 about laws and regulations related to selling tobacco & vaping products to minors, identify 80% of tobacco retailers within 500 ft or nearest to the targeted schools, and educate 80% of retailers within 500 ft or nearest to the targeted schools on laws, regulations and refraining from the sale of tobacco and vaping products to minors.*
- Brand Affinity Pathway – *Develop and disseminate tobacco and vaping prevention logo and messages to youth, conduct a premarket test to youth via youth-led focus groups, and expose 10%*

of students from grades 9-12 on logo and messages.

BU Targeted Schools

The Youth Tobacco & Vaping Prevention staff has been diligently working with principals, counselors 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 and vaping issues. The staff is as follows: LaTasha Rice (Program Director), Sharde McClure, (Northern MS Regional Coordinator), Marq Powell (Central MS Regional Coordinator), and Edward Clark (Southern MS Regional Coordinator).

The Regional Coordinators identified 8 Youth Tobacco & Vaping Prevention Leaders (grades 9-12) within their region who will assist in educating their peers on tobacco and vaping issues. Youth Leaders were chosen based on the following criteria:

- 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 submit a 30 second interview video

Youth leaders will also receive a stipend for their participation in the program. Below is a listing of the targeted Mississippi schools along with the selected youth leaders:

Northern Mississippi:

- **Charleston High School**
Jahiem Collins (12th) & Keely Shay (12th)
- **Thomas Edwards High School**
Shirlencia Smith (11th) & Makaya Williams (12th)
- **West Tallahatchie High School**
Aakyiah Young (11th) & Karton Love (11th)
- **Winona Secondary School**
Javien Jackson (9th) & Kiera Harper (10th)

Central Mississippi

- **Newton High School**
Caylan Goodman (11th) & Je'lean Hickmon (12th)
- **Port Gibson High School**
TBA & Jaheim Lyons (12th)
- **Provine High School**
Heaven Thomas (12th) & Princess Greer (11th)
- **Simmons High School**
Roderick Matthew (12th) & Jayla Edward (12th)

Southern Mississippi

- **Hattiesburg High School**
Marissa Moody (12th) & Brianna Moss (12th)
- **Laurel High School**
Jaymar Jackson (12th) & Natalle McCauley (12th)
- **McComb High School**
Isabella Clark (10th) & Corianna Lyons (12th)
- **Petal High School**
Alysia Moore (12th) & Raburn Paris (12th)

Great American Smokeout

The Great American Smokeout, an annual event that is sponsored by the American Cancer Society (ACS), will take place on Thursday, November 19, 2020. 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 world. An estimated 480,000 deaths occur every year as a result of smoking.



For more information on the Great American Smokeout campaign, explore event tools and resources, visit www.cancer.org.

BU Youth Leaders' Corner





"I honestly love the BU program. It is a safe space for the youth to be themselves and stay free from peer pressure. BU has impacted me by opening my eyes. There are so many dangerous things out there. Tobacco products being number one! The big tobacco companies target us! By us I mean teenagers. They advertise it so we can buy their products. They advertise it by having big celebrities that we admire to promote their products. We then see it and think it's cool to use tobacco. Their products are killing us. Smoking and vaping are never cool no matter who says it. I encourage you to pledge to Be You and to ALWAYS stay true to yourself!"

- *Eboni Jones (BU Youth Ambassador)*

Contact Us

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

Caffee, Caffee & Associates Public Health Foundation, Inc.

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-  B U Tobacco Free
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