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BU Update

The BU Program has been operating and progressing extremely well this programmatic year. As of January 2021, Youth Leaders introduced our program to their schools starting with Great American Smokeout



events. On November 10, 2020, the Youth Leaders began the month-long pre-recorded activities for each school. During the Great American Smokeout, over 2,000

youth were educated on general tobacco and vaping issues. Due to the high numbers of COVID-19 cases, presenting the information was difficult because several schools were on lockdown. Youth leaders led the live events via Zoom or Google Meet with an introduction of the program followed by the Great American Smokeout video. After the video, students were asked to sign the virtual pledge card via JotForm.

The momentum was continued by educating local retailers about the Tobacco 21 law in an initiative called "The Good Neighbor Campaign". Youth Leaders along with their Regional Coordinators visited and educated 12 retailers in Mississippi on refraining from selling tobacco and vaping products to minors. The Good Neighbor Campaign was documented on our social media outlets such as Facebook, Twitter, Instagram, Snap Chat, and the BU website.



McComb High School Youth Leaders, Corriana and Isabella, talking with the manager of McComb Market encouraging them not to sell tobacco to students under the age of 21.



Simmons High School Youth Leaders, Roderick & Jayla, are creating an alliance with Stop & Shop Store in Hollandale against selling tobacco to minors.



Winona Secondary School Youth Leaders Javien & Kierah visited Spirit and Bridges Gas Station to partner with them to not sell tobacco to people under the age of 21.

As we entered 2021, the Youth Leaders carried the torches of tobacco and vaping prevention with presentations and activities such as What is Tobacco, Risks of Smoking, Cancer Causing Chemicals, Nicotine, You are the Target, Nicotine Delivery Model, Smokeless Tobacco, Other Tobacco Products, Electronic Cigarettes, Outreach Campaigns & Vaping, and Resources to Quit, What Can Go Wrong, Co-Create & Hack the System and Health Risks & Consequences. With each presentation, the youth engaged in a dialogue relating to that specific topic. The BU program is proud to announce that we anticipate reaching over 1,400 youth.

Are You Ready to Become an Advocate

As we are concluding this fiscal year, our BU Youth Leaders are ending the activities with an Advocacy Workshop. The workshop will consist of a recap of Tobacco 101, Youth Leader's Policy Solutions, Policy & Advocacy, The Retail Environment, and Team Building Partnership. Our leaders challenged their peers to join them in this fight against tobacco and vaping abuse and retailers selling to minors. Students also learned tobacco and vaping facts to help kick butts on Take Down Tobacco Day formerly known as National Kick Butts Day. For example, did you know, "Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Ohio, Tennessee, and West Virginia are eight states where at least 21.8% of adults are smokers? In West Virginia, one of every four adults is a current smoker." (*cdc.gov*) Well, our youth do, thanks to our BU Youth Leaders.



The next Advocacy Awareness Day is Sunday, May 16, 2021 for No Menthol Sunday. A national observance day led by The Center for Black Health & Equity is an important opportunity to engage faith leaders and their communities in a discussion concerning how to improve health outcomes for African Americans.



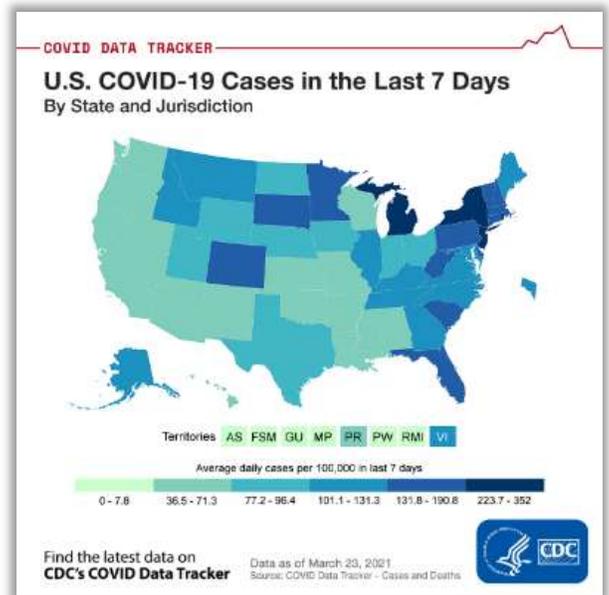
COVID-19 Safety

According to the Centers for Disease Control and Prevention (CDC), the rates of COVID-19 are increasing across the United States.

As of March 23, the 7-day average of new cases per day is 56,225. Do your part to stop the spread. Practice healthy habits to protect yourself and your community:

- 😊 Wear a well-fitting mask over your nose and mouth.
- 👉 Stay at least 6 feet from others.
- 🚫 Avoid crowds and poorly ventilated spaces.
- 🧼 Wash your hands with soap and water. Use hand sanitizer if soap and water are not available.
- ✅ Get a vaccine when it is available to you.

See more COVID-19 case data: <https://bit.ly/3k2YJpC>.



BU Youth Leaders' Corner

"My experience with the BU Youth Tobacco and Vaping Prevention Program has been nothing short of amazing. I have learned many new things about tobacco and vaping. I have been able to help at my school in ways that I would not have been able to do if I was not a part of the BU Program. Personally, this program has been a huge help for me in spreading awareness on the consequences of tobacco and other related products.

In January of 2019, I lost my grandfather to lung cancer. After his death, I vowed that I would at least try to inform others about what smoking can do to your body. Being a part of the BU Program has given me the opportunity to spread awareness about the consequences of smoking to a much larger crowd than I ever anticipated. I think that being a youth leader during the pandemic is an amazing opportunity because the discussion is opened to how smoking can increase the chance of getting COVID-19. I am thankful for this opportunity and excited to see what the rest of the BU Youth Tobacco and Vaping Prevention Program holds for me." – Alysia Moore



Alysia Moore (BU Southern Region Youth Leader)



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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