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the valuable information and skills to the program participants. We welcome your ideas, your strengths, the insights of your generation, and most of all your abilities to lead this year's youth to a life of healthy living, healthy choices, and healthy emotions. Out of hundreds, you were chosen. Why? Because, you have purpose. Apart of that life's purpose is this short path that will result into positive choices. We want to walk that path with you. So come on, let's get started.

Welcome BU Youth Leaders

Welcome BU Youth Leaders of 2021

We are excited to welcome both returning and new Youth Leaders to the BU Youth Tobacco & Vaping Prevention Program.



Getting through last year was a challenge that was overcome by you, a group of young people that proved themselves to be true warriors, willing and

able to stand toe to toe to a mountain of adversities and come out victorious. Yes, I am referring to you, the BU Youth Leaders of last year. This gives us a valid confidence and trust that BU Leaders for this year will be nothing but beacons of light to those in the program. We believe you will work hard to deliver

A handwritten signature in black ink that reads "Marquis Powell".

Marquis Powell, Central Regional Coordinator

BU Youth Tobacco & Vaping Prevention Program

Be You 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 Youth Tobacco & Vaping Prevention Program 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**
Sedrick Smith (12th) & Elizabeth Willard (12th)
- **Thomas Edwards High School**
Charlandra Smith (11th) & JaKayla Price (11th)
- **West Tallahatchie High School**
Aakyiah Young (12th) & Karton Love (12th)
- **Winona Secondary School**
Javien Jackson (10th) & Kiera Harper (11th)

Central Mississippi

- **Newton High School**
Caylan Goodman (12th) & Faith Hardaway (11th)
- **Forest Hill High School**
Jada Miller (10th) & Tyler Gholor (12th)
- **Provine High School**
Chantity Baddrik (12th) & Princess Greer (11th)
- **South Delta High School**
Alisha Williams (12th) & Ja'Kelcey Fuller (12th)

Southern Mississippi

- **Hattiesburg High School**
Adymun Walker (11th) & Lalia Easter (10th)
- **Laurel High School**
Kenndi Dean (12th) & Xavier Washington (11th)
- **McComb High School**
Isabella Clark (11th) & Taylor Washington (12th)
- **Petal High School**
Alysia Moore (12th) & Raijalei Jasper (10th)

Satellite Schools

➤ Cleveland Central High School

Eboni Jones (Regional Assistant)

➤ Port Gibson High School

Christina Wooten (Regional Assistant)

➤ South Pike High School

Amia Miller (Regional Assistant)

Tobacco Awareness Days

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 18, 2021. 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.

Take Down Tobacco

Take Down Tobacco, a fresh take on Kick Butts Day, is the Campaign for Tobacco-Free Kids' signature platform for empowering people to stand up and speak out against the tobacco industry. The Take Down Tobacco program is a

365 day a year effort that culminates every spring with the Take Down Tobacco National Day of Action.

This year's Take Down Tobacco National Day of Action will be held on April 1, 2022. This year also marks the 26th occurrence of this event, and there have been many important victories since the first Kick Butts Day was held in 1996.



Over the past quarter century, the U.S. has made remarkable progress in doing just what the Kick Butts Day name describes: kicking butts. But even though youth smoking rates are on a downward trend and at an all-time low, skyrocketing youth e-cigarettes rates are reversing the progress we've made toward achieving the first tobacco-free generation. And of course, from cigarettes and cigars to smokeless tobacco to heat-not-burn cigarettes, the tobacco industry peddles a wide range of addictive and dangerous products that put kids at risk across the globe.

Take Down Tobacco is a reflection of both how far we've come and how far we still need to go to achieve the first tobacco-free generation.

On April 1, 2021, the Take Down Tobacco National Day of Action, youth activists, educators, parents, health advocates and concerned citizens come together to organize events that:

- Raise awareness of the problem of tobacco use in their community
- Encourage youth to reject the tobacco industry's deceptive marketing and stay tobacco-free

- Urge elected officials to take action to protect kids from tobacco

Take Down Tobacco is a project of the Campaign for Tobacco-Free Kids.

No Menthol Sunday

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 about how to improve health outcomes for African Americans. Tobacco is still the number one killer of African Americans, and people of faith can play a major role in changing this. Not only do we take this day to encourage congregations and communities to support one another in escaping tobacco addiction, but we also aim to highlight the role of menthol and flavors in particular.

Our 2020 theme, Awaken!, encourages us not be deceived by the ill intentions of others. It exclaims that we must awaken ourselves to the truth so that we may be wise and expose deception and complacency (Ephesians 5:5-15). In essence, the passage calls us to stay woke! This is fitting guidance as we work to expose the tobacco industry's deceptive practices. The tobacco industry has:

- spread unsubstantiated falsehoods about the effect menthol restrictions will have on police interactions
- developed aggressive marketing tactics targeting Black communities
- addicted a young generation to nicotine through e-cigarettes and vaping products



When it comes to protecting our young people and our most vulnerable communities, we must not grow weary or turn a blind eye!

No Menthol Sunday, May 15, 2022, is the perfect time to raise our consciousness about these important issues. When people of faith remain vigilant, educate youth, and inspire community action, we will begin to move toward total health justice.



BU Youth Leaders' Corner

What I love about the BU Tobacco and Vaping Prevention Program is that it is a teen led program and our voices are heard. We are all treated with equal - authority and no one is left out or one treated more important than the other. As a team we make decisions, plan our next meetings, and have fun. Even though we are teens, it does not stop us from doing what's right! I have been with the BU program for two years now, and plan to continue my journey with them for a long time. Say No To Drugs and always BU!

- Tyler Gholor (BU Youth Ambassador)

Facts about Vaping



Contact Us

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

Caffee, Caffee & Associates Public Health Foundation, Inc.

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- www.butobaccofree.org
- BU Tobacco Free
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- BU Tobacco Free
- BU Tobacco Free
- BU Youth Tobacco & Vaping Prevention Program

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