

## Contents

- 01:** Good Neighbor Campaign Follow-Up
- 02:** BU Youth Leaders are Shaking Up Their Schools
- 03:** Head of the Class! BU, School Boards & Elected Officials
- 04:** Take Down Tobacco Day
- 05:** BU Youth Leaders' Corner
- 06:** Know the Facts
- 07:** Contact Us

## Good Neighbor Campaign Follow-Up

Being a good neighbor means taking care of your community. How does taking care of your community look to you? What is important to you? When we look at the local convenience stores, how are they portrayed to our kids regarding tobacco? According to drug-free.org inform their donors and stakeholders regarding the following: A new report by three public health groups charges that tobacco companies have made convenience stores important partners in enticing minors to smoke, through marketing and fighting policies that reduce tobacco use.

Tobacco companies now spend more than 90 percent of their marketing budget—almost \$10 billion annually—on convenience stores, gas stations and other retail outlets, according to the report, “Deadly Alliance: How Tobacco Companies and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving

Policies.” It was released by the Campaign for Tobacco-Free Kids, Counter Tobacco and the American Heart Association.

Our BU Youth leaders participate annually with the Good Neighbor Campaign in December. They visit local retail stores near their school and educate them on the laws regarding selling tobacco to minors. The store receives a certificate to signify the partnership. The BU Youth Leaders also complete assessments that survey the retailers regarding compliance to tobacco laws. To make sure the store is following the law, BU Youth Leaders follow-up with the store in March with another survey. How did our stores in Mississippi pan out? Stay tuned!



South Delta High School

## BU Youth Leaders are Shaking Up Their Schools

The BU Youth Leaders are stars in their own right! At their schools, each year from January through March, they educate their peers on the harmful effects of tobacco and vaping by facilitating webinars or in-person presentations and activities. These activities include demonstration of knowledge regarding the presentation such as Tobacco and Vaping 101. They utilize pre-recorded videos that are available on YouTube and created by the youth leaders.

They also showcase their creativity by producing tobacco and vaping PSAs on social media. Can we say “Superstar”?

Please visit our social media outlets and like/share/comment on our pages.



Charleston High School

## Head of the Class! BU, School Boards & Elected Officials

Being an advocate for tobacco and vaping entails a lot of information. It is not just talking to youth about the harmful effects of tobacco and vaping but also adults. The BU Youth Leaders are moving up to the head of the class by speaking with local School Board and Elected Officials. They are informing school board and elected officials about the statistics. The CDC has cited that in 2019, 27.6% of Mississippi high school youth reported currently using any tobacco product, including e-cigarettes. Among Mississippi high school youth, 6.6% reported currently smoking cigarettes. CDC had employed the response from Public Health officials stating Mississippi has a tradition of adopting local comprehensive smoke-free policies throughout the state.

Approximately, one-third of the state is protected by comprehensive policies at the city or county

level that prohibit smoking in all indoor areas of workplaces, restaurants, and bars. Upon request, the state provides research, data and analysis, and scientific consultation to communities, multi-unit housing operators, hospitals, businesses, and colleges and universities that want to protect residents from secondhand smoke. In fact, ten colleges and universities prohibit tobacco use in buildings and on campus grounds in Mississippi.



Winona High School



Charleston High School

## Take Down Tobacco Day

Take Down Tobacco Day is April 1, 2022. It is a national day of action that empowers people to stand up and speak out against the tobacco industry. Every spring, hundreds of communities hold events and rally together to Take Down Tobacco. For the State of Mississippi, all tobacco control organizations are collectively sounding the alarm on policies relating to tobacco and youth. Be An Advocate!



**#Suspensiondoesnotstopnicotineaddiction**  
**#Advocatetochangevapingpolicies**  
**#Giveupthevapems**  
**#Vapingdoesnotownthisschool**

## BU Youth Leaders' Corner

“This program has reached a variety of youth and made them aware that this can harm them in many ways. After seeing all these things that can happen to your body, even to me, was scary and encouraged me to stay away from things such as vapes and cigarettes.” - **Kennidi Dean (BU Youth Leader at Laurel High School)**



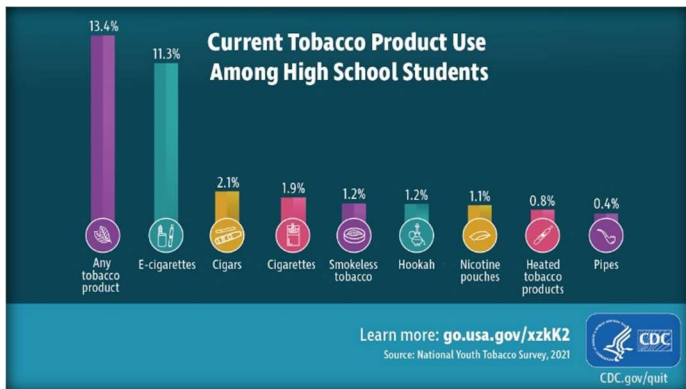
In 2021, data showed that youth tobacco product usage still remains a serious public health concern.

In 2021, approximately **2.55 million** middle and high school students currently used tobacco products.

Learn more: [go.usa.gov/xzkK2](https://go.usa.gov/xzkK2)  
Source: National Youth Tobacco Survey, 2021  
CDC.gov/quit

## Know the Facts

In 2021, e-cigarettes were the most commonly used tobacco product among middle and high school students.



## 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.**

☎ 601-336-7212

🌐 [www.butobaccofree.org](https://www.butobaccofree.org)

📘 B U Tobacco Free

📧 @BUTobaccoFree

📷 B U Tobacco Free

👤 B U Tobacco Free

📺 BU Youth Tobacco & Vaping Prevention Program

This program is funded by a grant from the Mississippi State Department of Health – Office of Tobacco Control.