




Strategies for Successful Youth Tobacco Programming

Philadelphia's Youth Tobacco
Control Program





Objectives

1. Increase understanding of Peer Health Educator Model, Service Learning, and Youth-led Programming
 2. Discuss Developing Creative Partnerships
 3. Develop Strategies for Keeping Youth Engaged
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What We Do


BUSTED!	In School Classes	Cessation
An after school program run in existing organizations	A four to eight week class traditionally taught in health classes	A four to eight week class tailored to fit individual or small group
Follows a service learning model	Used as a tool to interest youth in BUSTED! and cessation	Based on the E.N.D. curriculum developed by the Utah DOH
Trains students as peer health educators	Combines both cessation and prevention	Taught by trained adult staff member

Service Learning

- First discussed in educational literature in the 1920s
- Has become an important part of educational theory and practice in the past 20 years
- Many schools now require students to perform service for graduation

Key Components

- **Become effective agents of change**
(Johnson and Notah)
- **Develop a sense of belonging to the community** (Johnson and Notah)
- **Develop competence** (Johnson and Notah)
- **Learn through reflection** (Root and Thorme)



We as a society have shut kids out of activities that are socially meaningful. Yet it is through these activities that youth develop commitment to their communities...By relieving children of responsibility we have ended up shutting them out of roles at exactly the development period when they need them in order to experience a sense of commitment to others.

http://www.calgary.ca/docgallery/bu/cns/cys_guide.pdf



Youth Engagement

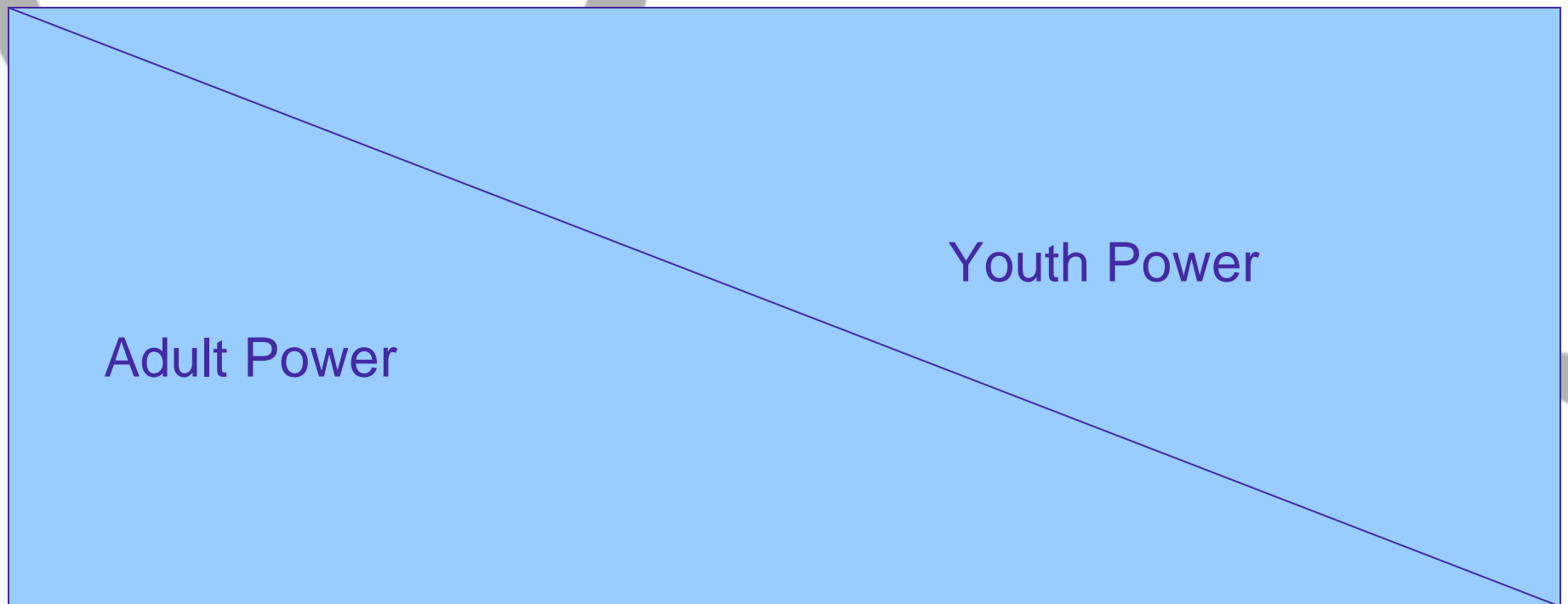
Tokenism

Consultation

Representation

Participation

Self Management



Adapted from the National Training Institute for Community Youth Work




Including Youth: Decision Making

- Planning and Implementation
 - Hiring
 - Personnel Policies
 - Budgeting
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Money as Motivation: paying youth for participation

- Opens up opportunity for youth who might otherwise not be able to participate
 - Teaches responsibility
 - Develops skills
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Learning Through Teaching

- Be Honest with Youth.
- Have Patience.
- Have fun!



Creative Partnering

- Local Universities
- Youth Media Orgs.
- School nurses and health teachers
- Dance/sports teams
- Community service groups
- ASK YOUTH!
- Interns, volunteers
- Creating PSAs
- Teaching and credit recovery
- Events
- It's your butt, pick it up
- Endless possibilities!

Beyond Tobacco Education

- Healthy lifestyles
- Public Speaking
- Stress management
- Facilitation Skills
- Financial Literacy
- Civic Engagement
- Media Literacy and Development



Questions to Ask

- What are you doing to incorporate youth into the decision making process?
- What responsibilities are you giving youth, and how are you helping them to develop?
- Who can you partner with?



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