



Youth Engagement Alliance for Tobacco Control presents Coordinator Camp 2014

CALL FOR ABSTRACTS

Topic Areas

Where Are We Now?

Tobacco control is entering back into public awareness with campaigns from CDC, Legacy's Truth Campaign, and FDA infiltrating the airwaves, CVS's announcement that it will stop selling tobacco and local and state actions that are pushing the tobacco control envelope. *Presenters will educate participants how they can harness resources and momentum beyond their community to reinvigorate youth advocates, build future leaders, and end tobacco deaths.*

Goal: Tobacco control youth coordinators will be informed about relevant resources and timely happenings at the state and national level that can be incorporated into local activities and campaigns.

Possible Session Topics May Include:

- Surgeon General's Report 2014-What it means for youth...
- CDC Best Practices Guide 2014-What it means for youth...
- FDA-Updates on regulation and the Real Cost campaign and what it means for youth
- CDC Tips Campaign-What it means for youth...
- State success stories and the role of youth
- CVS/pharmacy tobacco sales ban-impact and potential

Where Are We Going?

The tobacco control advocacy landscape is constantly changing and many coordinators do not have the time to keep up. Sharing the latest news and strategies used in your area will deepen your understanding of the country's tobacco control issues. *Presenters will educate participants about emerging tobacco control issues and engage in discussions about innovative strategies that will effectively address them.*

Goal: Tobacco control youth coordinators will learn how to strike a balance between adopting innovative strategies and staying true to best practices to take their program to the next level.

Possible Sessions May Include:

- Tobacco and social justice
- Menthol and youth
- E-cigs
- Emerging policies (voluntary and regulatory) such as raising the minimum age to purchase tobacco products to 21, advertising display bans, the impact of legalized marijuana, etc.
- Strategies to work with priority populations, including rural, low socio-economic status, LGBT, minorities
- Tobacco as an environmental issue
- Tobacco industry marketing
- Emerging products: flavored products, little cigars/cigarillos
- Industry tactics (ex. Corporate social responsibility, Anti-smoking campaigns)
- Smoke free campuses
- Policy analysis for youth getting them to think

How Do We Get There?

Working with tobacco control youth advocates is rewarding, yet challenging work. Learning from and working with successful programs across the country can help your program achieve greatness. *Presenters will educate participants on how to manage an effective youth campaign when common challenges arise.*

Goal: Tobacco control youth coordinators will learn best practices in tobacco control youth advocacy.

Possible Session Topics May Include:

- Doing more with less (budgeting, fundraising, time management)
- Youth recruitment & retention (including diversity)
- Professional development for coordinators
- Leading and strategies to develop effective leaders
- Developing successful youth and adult partnerships
- Rebuilding/rebranding your program
- Organizing 101
- Storytelling
- Needs Assessment-What should I be working on?
- Program evaluation
- Social media as a tool for action/organizing
- Dealing with government and inter-agency roadblocks and restrictions

If you have questions please contact Allison O'Donnell at aodonnell@tobaccofreekids.org or 202-481-9343

