

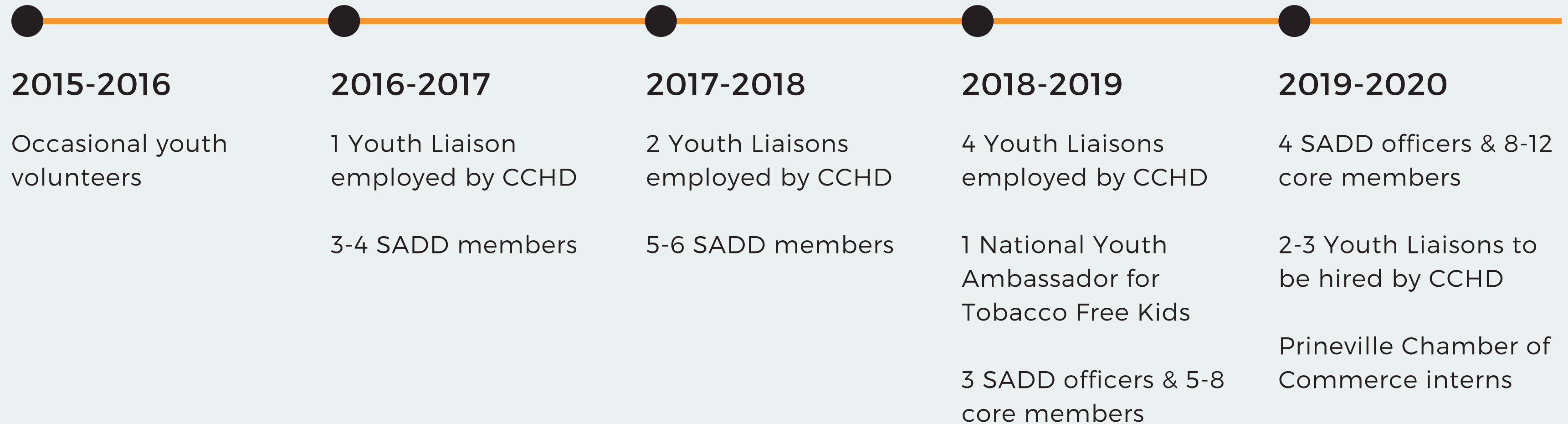


YOUTH-ADULT PARTNERSHIPS

FOR COMMUNITY CHANGE

YOUTH ENGAGEMENT MILESTONES

Progress timeline



YOUTH ENGAGEMENT MILESTONES

Progress timeline



THE HOW

Prioritize



- Administration/management buy-in
- Root in research & best-practice (Hart's Ladder, PYD)
- Value the investment

Foster Relationships



- Be present (MFMC, ASPIRE, plays, school board, games...)
- Offer something of value
- Text

Leverage Resources



- COHC
- St. Charles
- Program budgets

Be Intentional



- Community Coalition integration
- Team & Department engagement
- Work plans



CENTRAL OREGON YOUTH

PHOTOVOICE PROJECT

2018-2019

PROJECT GOALS

What we set out to do:

Identify and evaluate effective messaging and other prevention & intervention approaches for use with youth in the community and in the primary care setting.

Increase awareness among youth about:

- tobacco industry tactics to target youth
- effects of tobacco use
- resources available to prevent initiation and support cessation

Further Tobacco Retail Licensing (TRL) and flavor bans to prevent youth tobacco initiation

WHY

17.3% of 8th graders and 23.2% of 11th graders in Central Oregon self-report tobacco use.

E-cigarette use has increased dramatically, which results in nicotine dependence and dual use among youth.

Primary care providers are faced with having more conversations about addiction and products that are clouded with mixed messages.

Project designed to enhance multiple efforts, including the Central Oregon Smokefree Oregon media campaign and the National Tobacco-Free Kids Youth Ambassador activities in the region.





Encourage | Inspire | Empower

**SPEAK THE TRUTH, EVEN IF
YOUR VOICE SHAKES**

MAGGIE KUHN

WHO

CROOK

Crook County Health Department, Students Against Destructive Decisions (SADD) CCHS Chapter, Crook County Empowered coalition

DESCHUTES

Deschutes County Health Services, Shared Futures Coalition

JEFFERSON

Jefferson County Health Department, Bestcare - Jefferson County Prevention

WARM SPRINGS

Warm Springs Prevention Team, Native Aspirations Coalition



WHAT



Training

Tobacco prevention & skill building



Assessment

Hearing directly from students what they experience and want



Action

Raising peer, community & decision-maker awareness of tobacco use issues



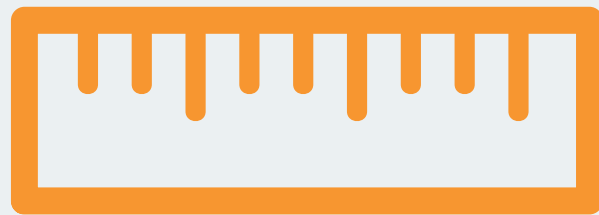
Advocacy

Educating about and asking for policy change - including TRL and ICAA expansion

TRAINING

EMPOWERING LEADERS

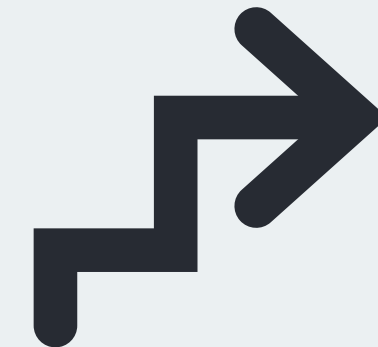
Positive Youth Development



Subject Knowledge



Leadership Development



Skill Building



Youth Empowerment Summit for Health

24 students | 2 days | Eagle Crest Resort

- Successful Youth-Adult Partnerships
- Leadership Styles
- Teamwork
- Speaking & Presentation Skills
- Media Training
- Action Planning for Change & Evaluation



SADD National Conference

4 students | 4 days | Scottsdale, AZ

- E-cigarette prevention research & resources
- Leadership development
- Social Media & messaging
- Group sustainability

ASSESSMENT

2018-2019 | PHOTOVOICE

FOCUS GROUPS

6 focus groups conducted with 48 middle & high school students.

Focus groups were held in Crook, Jefferson, and Deschutes counties. Discussion questions were developed and vetted with youth input.

Discussions addressed:

- Health issues of importance & concern
- Provider relationships
- Advice for talking about nicotine use



FOCUS GROUP THEMES

CONFIDENTIALITY

- Parents
- More likely to be truthful

RELATIONSHIP

- Judgement creates defensiveness
- Desire for respect, patience & empathy
- Trust
- Connection

CONTEXT

- Identify underlying causes
- Mental health & self-medication
- Addressing the why will support recovery

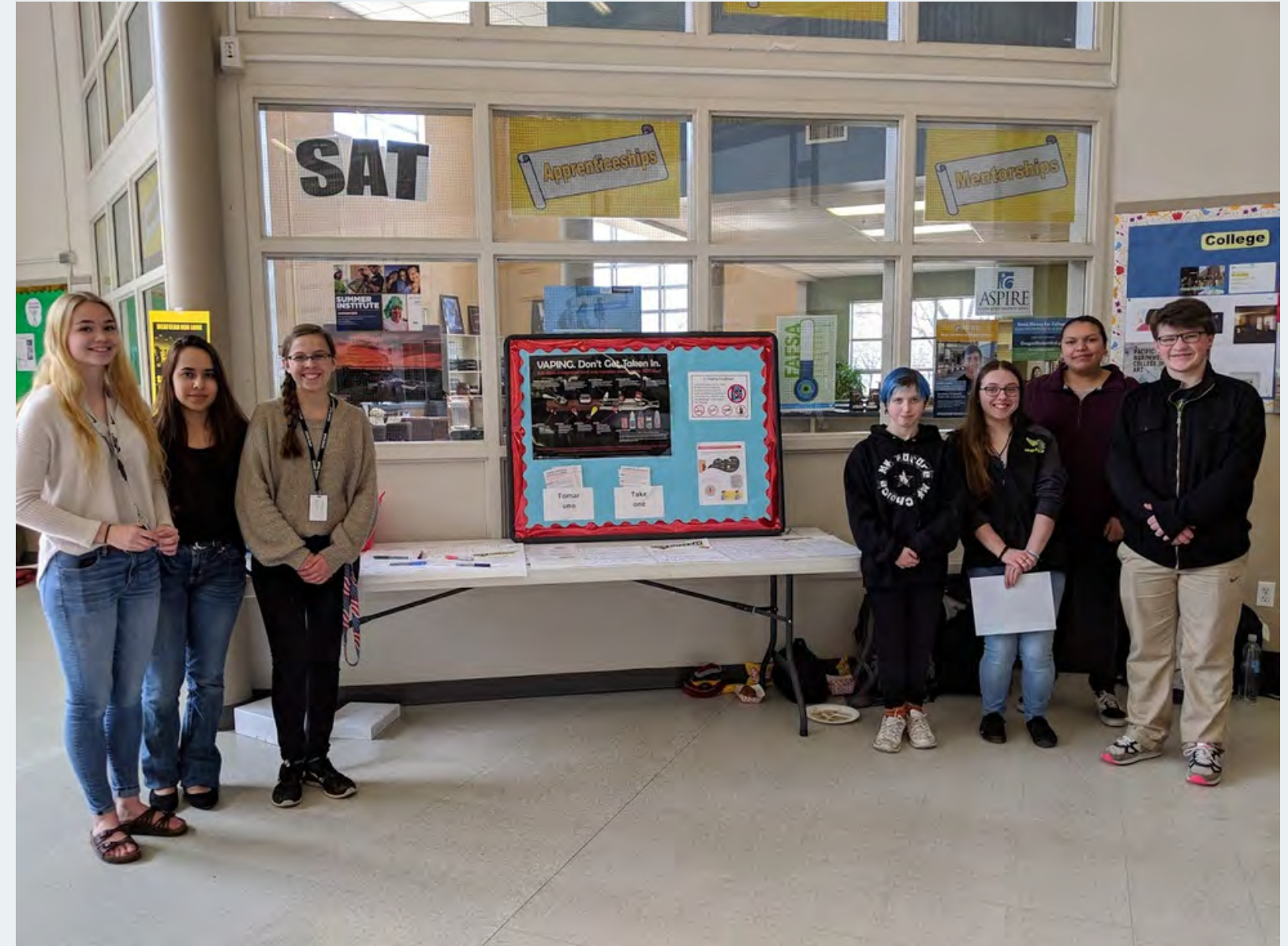
FOLLOW-UP

- Creation of a plan and follow-up
- Help make quitting seem less overwhelming
- Supportive reminders

ACTION

RAISING AWARENESS

- Tobacco industry tactics to target youth
- Effects of tobacco use
- Resources available to prevent initiation & support cessation





More than talk.

Students: Celebrated drug-free parks. Developed & shared educational materials. Cleaned up their communities.

ADVOCACY

2018-2019 | PHOTOVOICE

MAKING THEIR VOICE HEARD.

Advocating with Decision-makers

Students from Central Oregon presented to elected officials in Washington, DC; Salem; and cities & counties throughout Central Oregon.

Emphasized Tobacco Retail Licensing, flavor bans, and expanding the Indoor Clean Air Act.





Encourage | Inspire | Empower

**NEVER DOUBT THAT A SMALL
GROUP OF THOUGHTFUL,
COMMITTED CITIZENS CAN
CHANGE THE WORLD; INDEED,
IT'S THE ONLY THING THAT EVER
HAS.**

MARGARET MEAD



OUTCOMES

40 Adults & 54 Adolescents directly served

24 youth trained in tobacco prevention advocacy

Tobacco Retail Licensing proposals drafted and/or advocated for in city and county jurisdictions throughout the region

Prevention & intervention messaging developed for use with teens



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