

Highlights in Tobacco Control

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Practical Ideas Online



The *Worth It?* campaign **arms teens with the facts** to help them make informed, educated decisions about their health...and more specifically tobacco. Adults do **not** answer the question, **“Is tobacco worth it?”**... they just provide the facts on which teens can base their decision. No one can decide for them. Adults need to remind themselves that tobacco use is an individual decision – and is ultimately **up to every teen to decide** for him/herself. Check out all the **campaign materials** on the web, click here: <http://www.worthit.org>

When will the *Worth It?* campaign be in Beaumont/Port Arthur & Houston areas?

Beaumont/Port Arthur

TV Spots: March 29 - May 3,
Cable TV Spots: March 15 - May 31,
Radio Spots: March 15 - August 16
Billboards in high schools:
January - April 26



Houston

TV Spots: March 22 - April 26,
Cable TV Spots: March 15 - April 26,
Radio Spots: March 29 - April 12
Billboards in high schools:
January - April 26

WHAT CAN WE DO to get ready for the *Worth It?* Campaign?

- Get the message out to as many people as you can: **If you are under 18, it is illegal to possess tobacco. If you get caught you are required to attend a tobacco awareness class and you may also lose your drivers' license for six months, pay a \$250 fine, or perform community service.** (Use the posters shown on page 2 to help get the word out)
- Meet with law enforcement officers to promote increased enforcement of the Texas Tobacco Law during the campaign.
- Do at least one of the five activities in the *Worth it?* Guide to Events for Teens
Click here: <http://www.worthit.org/news/eventideas.asp>
- Tell municipal judges and justices of the peace how important the classes are in reducing use of tobacco products among youth (see **Ask Dr. Phil** for details).
- Schedule the SPOT LOUNGE at a community event.

Message for the community:

If you are under age 18, it is illegal to possess tobacco. If you get caught, you are required to attend a tobacco awareness class and may lose their driver's license for up to six months, receive a \$250 fine, or be ordered to perform community service.



the spot lounge is an appealing place for teens to hang out with friends, talk about the issues, and climb inside the trailer to record their own thoughts on what is worth it. The lounge offers opportunities to play games and listen to music as well as hang out.

dimensions: **the spot** trailer is approximately 24' long, 11' tall, 9' wide. There is a self-contained video booth (wheelchair accessible) on the inside as well as space for the videographer to shoot and communicate with

the teens during the filming. **The spot** lounge can be adjustable depending on the amount of space, but is ideally about 15' x 15' or so. **The spot** furniture is stored in the trailer. An ideal space for both the trailer and lounge together would be approximately 30' x 50' with at least a 12' clearance.

The spot works best in areas where there is moderately high traffic among teens, but not right on top of other events. We need an electric supply within 150' of the area.

Ask Dr. Phil

If the youth tobacco awareness classes are so effective, why are so few kids attending them?

A chain of events must take place before adolescents enroll in the class. They must be found possessing tobacco, an officer must issue a citation, a judge must know about the classes and value them, and the kids – and sometimes their parents – must show up and enroll in the classes. A gap at any point can limit the number of youth who actually participate in the class.

My charge to you – make sure that everyone knows about this law and appreciates the value of the classes. According to our researchers:

- The youth tobacco awareness classes are an extremely effective tool that we have for helping youth quit.
- 35% of attendees are tobacco free six months after participating in the classes.
- The class is most effective with adolescents who are experimenting with tobacco – those who are not yet addicted.
- It gives kids the skills needed to stop using tobacco – whenever they are ready to quit.



Philip Huang, MD, MPH, Bureau Chief, TDH Chronic Disease & Tobacco Prevention

Editor's Note: This is good information to share with local judges! Find out how many youth participated in the tobacco awareness class in your area this past year – and what can be done to close the "gaps".

What are the 3 main **RESOURCES** to help us with the *Worth It?* campaign?

Posters



What are they?

Two **posters** are available that **educate teens & adults** about the **Texas Tobacco Law**.

Who Can Use Them?

TDH Contractors, Sub-contractors, Coalitions, Community Leaders, Law Enforcement, & Regional Staff.

How Should They Be Used?

Display the posters **where teens hang-out or meet.**

How Do I Get The Posters?

Contact **April Ferrino** at **512.458.7111 ext. 3294** or
e-mail: **april.ferrino@tdh.state.tx.us**

Resource ROM

What Is It?

The Resource ROM is a CD-Rom of **artwork & resources** for **effectively reaching teen audiences.**

Who Can Use It?

TDH Contractors, Sub-contractors, Coalitions, Community Leaders, Law Enforcement, & Regional Staff.

How Should It Be Used?

It is not required that all of the pieces be used. Use one piece at a time, such as a **banner** or the **fact sheets**, depending on your needs and financial resources. **Check it out -- you're sure to find something you can use!**

How Do I Get The Resource ROM?

Contact **April Ferrino** at **512.458.7111 ext. 3294** or e-mail:
april.ferrino@tdh.state.tx.us



The *Worth It?* Web-site

What Is It?

The web-site is a **resource for locating tobacco awareness classes** & it is a sort of an **electronic brochure**. Tell teens to check it out. It's also a **resource for everyone**: the general public, contractors, parents, you name it!

How Should It Be Used?

Become familiar with the web-site. Leave it as **your calling card**. Use it to **download fact sheets**.

**Click on the blue link below to go directly to the *Worth It?*
web-site: <http://www.worthit.org>**

Contact April Ferrino at april.ferrino@tdh.state.tx.us for a **CD with copies of the radio spots** to play in the background when working with youth during the campaign