

ENGAGE!

**ARKANSAS
YOUTH LEADERSHIP
INITIATIVE**



2011-2012 Tobacco Control Youth Board



YLI Program & Leadership Team



Youth Engagement: Making the Case

○ Youth Are...

- Advocates for **policy change**
- Powerful voices
- Targets
- Energetic
- Concerned
- Creative / Innovative
- CONNECTED



The Youth Role: Fighting Influences

- Changing Social Norms
- Monitor and report industry activities
- Store Alert Projects
- SmokeFree Movies campaign



Youth Empowerment: The Youth Role

- Recruitment
- Policy Advocacy
- Media Advocacy
- Community Engagement Activities
- Fighting Pro-Tobacco Influences



**ARKANSAS
YOUTH LEADERSHIP
INITIATIVE**



Y.E.S. TEAM
YOUTH EXTINGUISHING SMOKING

"When you say NO to tobacco, you say YES to life!"

tcoyb
TOBACCO CONTROL YOUTH BOARD

LIVE, WORK, PLAY...TOBACCO FREE!

TEAM Y.E.S. SPEAKS

YEA! YA
YOUTH ADVISOR

ARKANSAS YOUTH LEADERSHIP INITIATIVE



Arkansas Tobacco Free Kids Day 2011

The Tobacco Control Youth Board is looking for youth groups, tobacco control advocates, parents, and friends to join us for a Tobacco-Free Rally at the State Capitol.

Join us:
March 23, 2011
 12:00 pm. To register, visit www.YesTeam.org



Act Like You KNOW

Act Eight
Act Thirteen

tcyb
 LIVE, WORK, PLAY... TOBACCO FREE!

HEY! YOU THERE!

we see you over there.

tcyb
 TOBACCO CONTROL YOUTH BOARD
 LIVE, WORK, PLAY... TOBACCO FREE!



TOP SECRET

www.yesteam.org

Yes! YOUTH LEADERSHIP INITIATIVE
 LIVE, WORK, PLAY... TOBACCO FREE!

tcyb
 TOBACCO CONTROL YOUTH BOARD

Yes! SPEAKS

BOO ZOO AT THE ZOO

Light a candle in honor of the one person who dies every 6 seconds from tobacco use

Yes!

conference



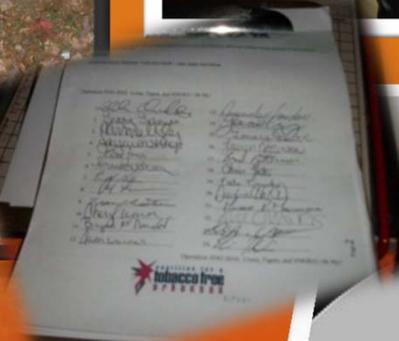
How can YOUR youth get involved?

If you are TPCP or UAPB Grant Funded:

- Join the Movement-Recruitment Campaign
(August –December 2011)
- Lions, Tigers, and Smoke-OH MY!
(October 28-29, 2011)
- YES on the Hill
(March 18-21)
- Arkansas Tobacco Free Kids Day
(March 21, 2012)



Lions, Tigers and SMOKE Oh, My!



YES on the HILL



Arkansas Tobacco Free Kids Day



ARKANSAS YOUTH LEADERSHIP INITIATIVE



14% WORK, PLAY...TOBACCO FREE



"When you say NO to tobacco, you say YES to life!"



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We are your statewide YOUTH
RESOURCE! Connect with us!
Get your youth connected!

ENGAGE!

www.yesteam.org
www.facebook.com/ARYESTeam
[@aryesteam](https://www.instagram.com/aryesteam)

