

Youth Engagement in Tobacco Control



Purpose

- From 2017-2021, the Orange County Tobacco Use Prevention Program (TUPP) partnered with America On Track and Boys & Girls Clubs of Garden Grove to engage at least 20 youth (50% from high-risk communities) in 3 tobacco control activities per year.



Why?

Nearly a third of Orange County 11th graders report having ever vaped. Youth involvement in tobacco control is necessary to find effective ways to reduce smoking and vaping among students and help improve health in low-income communities in Orange County.

What was done to achieve the goal?

- Collaborated with youth-serving organizations in Anaheim, Buena Park, Garden Grove, Santa Ana and Stanton to recruit students and met with them monthly.
- Organized trainings and arranged for student-led tobacco prevention projects, including Photovoice, tobacco litter cleanups, store observations, planning and organizing educational events and speaking with decision makers.
- With student input, conducted a two-day youth summit seminar.

At the end of the project, TUPP had engaged at least 20 youth in at least 3 different tobacco control activities in all but one (2020-2021) of the project's full years. At least 50% of youth participants engaged in the project were from high-risk communities.



OUTCOMES

Number of Youth Engaging in 3 or More Tobacco Control Activities in Participating Cities

| Youth Participant City | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 | July-Dec 2021 |
|------------------------|-----------|-----------|-----------|-----------|---------------|
| Santa Ana | - | - | 7 | 13 | 2 |
| Buena Park | 19 | - | 5 | - | - |
| Garden Grove | 8 | 8 | 19 | 2 | 6 |
| Stanton | 6 | 12 | 5 | - | 4 |
| Anaheim | - | - | 4 | - | - |
| Total | 33 | 20 | 40 | 15 | 12 |

Lessons Learned and Recommendations

- Identify communication channels that reach youth, such as texting.
- Give options for students to participate in meetings and trainings online.
- Ensure merchandise card incentives are available for student participation.
- Help connect youth to city decision makers.