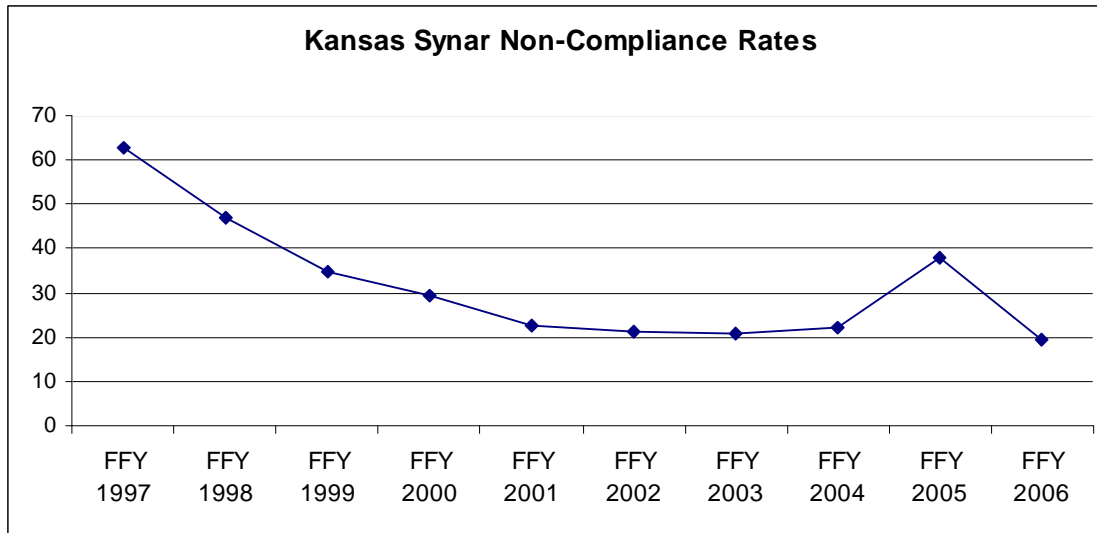


## It's Everybody's Business: Reducing Youth Access to Tobacco (IEB) grant

### Summary Status Report June 2006



Review: The purpose of the IEB grant is to mobilize communities to reduce youth access to tobacco products.

#### *State Level Work Activities:*

##### Media

Paid Advertising-Through a combined effort between SRS and KDHE a state level Synar specific media campaign is in development with paid advertising beginning June 19, 2006. Elements include TV, print, and radio advertisements. Local grantees have access to this developed media. In fact, some are pooling resources together to purchase larger placement buys.

#### Local IEB Work Activities:

Core program elements as part of the IEB grant include:

- 1) Interagency collaboration to mobilize local resources strengthens partnerships, and support implementation of sustainable community-based strategies that eliminate the sale of tobacco products to minors.
- 2) Policy/Regulatory Approaches include development of new laws, ordinances, public agency standards, and private employer/workplace policies that establish conditions regarding the sale of tobacco products to minors or that prohibit such sales.
- 3) Community Education, Public Awareness, and Media Advocacy to inform the public about the issue of tobacco sales to minors.
- 4) Youth Involvement as part of the solution and an integral part of a comprehensive youth access initiative.
- 5) Merchant Education training programs for tobacco retailers that promote voluntary compliance with laws and regulations governing minors' access to tobacco products.

Grantee Update: As we get ready to move into year two of the IEB grant program (starting July 1, 2006), the concept of working collaboratively is prevalent as grantees offer updates and share lessons learned through monthly conference calls. Evidence of collaboration permeates the IEB grantees, regularly to fulfill the Mission and Vision of the grant to increase awareness, build local capacity for reducing youth access to tobacco through purists for local ordinances as well as media development and placement.

*SAMPLE Local Level Work Activities:*

### **RPC of East Central Kansas/DDCCA, Inc. Program**

Merchant Education: Mailed out Tobacco Retailer Survey to identify training needs and assess retailer knowledge. Disseminating marketing materials developed through the IEB campaign.

Interagency Collaboration: Increased the number of organizations involved. Shared Synar topics at the Franklin County Children's Coalition.

Youth Involvement: Conducting youth-led countywide assessments through operation storefront.

Public Awareness: RPC met with Lawrence newspaper to talk about Reward and Reminder. A reporter requested a ride along with a team that will occur in the second round of visits.

### **Reno County Health Department**

Policy/Regulator Approaches: Developing a brochure to educate public about Synar problem. Working with DA and KDHE to develop summary packets.

Media: Developed billboard ads, and 2,700 radio spots will be aired. Hutchinson news will print 18 ads for 18 months.

Public Awareness: All coalition members carry "check ID" cards and deliver at every convenience store visit they make.

Youth Involvement: Recruited two new youth coalition members.

Merchant Education: The coalition is collaborating with the RPC Council and ABC to conduct training for store clerks who sell tobacco to minors. Eighteen clerks attended the hour-long training.

### **Barton County Health Department**

Interagency Collaboration: active

Policy and Regulatory Approaches: Produced and distributed signs using IEB slogans and materials to every retailer in Barton County.

Merchant Education: Updating retailer database. Product placement is being conducted in tobacco retail stores.

### **Linn County Children's Coalition**

Merchant Education: Distributed the "How to Read an ID Brochure" IEB brochure and tobacco retailer packets to all tobacco retailers in Linn and Bourbon Counties.

Community Education: Presented at local schools, conducting a poster contest.

Policy/Regulatory: Retailers contacted RPC to train employees in accordance with store policy to provide quarterly Synar training. Meetings were held with local law enforcement to educate them about Reward and Reminder.

Interagency Collaboration: Tobacco Prevention subcommittees were formed. Meeting with KDHE TUPP Coordinator to build partnerships.

Youth Involvement: Conducted focus groups on marketing campaign, used in poster contest for billboard. Working with law enforcement to recruit youth for controlled buys, Operation Storefront, and Reward and Reminder visits.

### **Kansas Synar Updates**

#### Reward and Reminder Implementation

The Reward and Reminder program is implemented in 10 pilot counties beginning in January 2006. Expansion will occur on July 1, 2006 in the next cycle of Synar with 46 additional counties joining R & R.

Press Packets- A Press packet designed to announce the Reward and Reminder statewide expansion beginning July 1, 2006 is being delivered to all tobacco retailers. The media will receive press packets on or before June 28, 2006. Packets will contain: folder with cover letter, news release, fact sheet, sample IEB/R&R materials (I.E.: R&R cards, R&R brochure, how to read an ID brochure). Media outlets in the stateside coverage include: newspaper and television, radio talk shows, NPR stations, and wire stations. Kansas Family Partnership will make follow up calls to media outlets and monitor media coverage through a clipping service.

#### **Synar Advisory Group (SAG) Work Groups**

##### Merchant Education Media Relations/Public Awareness- Chair(s): Janine Gracy and Sharon Hotchkiss

The It's Everybody's Business training video designed to train retailers on Kansas Synar laws is finished. Media packs developed by KFP were delivered.

##### Enforcement – Chair: Jackson Armbrister

Tom Gronenman announced there are 1248 licensed tobacco retailers in the 10 target counties. In a contract with SRS, KDOR is hiring two temporary full time ABC agents to assist with Synar inspections through July 2007.

##### Data and Information Systems- Chair: Harlen Hays

The paper version of the Kansas Tobacco Inspection Form and UCI Agreement form is complete. The workgroup has completed all assigned duties.

##### Community Mobilization Grants- Chair Becky Tuttle

The workgroup has completed all tasks.

##### State Level Activities planned for next period

Next Synar Advisory Group (SAG) meetings:

- Friday, August 18, 2006 at the SRS Learning Center, Room A in Topeka, KS
- Friday, November 17, 2006 at the SRS Learning Center, Room A in Topeka, KS

Paxis Institute is offering two trainings:

- September 21, 2006: Conference call addressing local policy change
- February 21, 2007: A daylong networking/sustainability training will be held in Topeka.

In addition, an earned media workshop is currently being planned for November 2006. First planning meeting is in July, more information will follow.