

Appendix A: List of Youth Advocacy Activities and Performance Indicators

Advocacy Component	Performance Indicators
<p><u>Letter/Email Writing Campaign:</u></p> <p>-Write state legislators, encouraging them to pass a statewide smoke-free law.</p> <p>-Include results from economic studies demonstrating that statewide smoke-free laws do not negatively effect bars, casinos and restaurants. These can also be posts directly to legislators via interactive web sites, such as www.twitter.com, or to http://tobaccofreemichigan.blogspot.com</p> <p>-Write members of congress, encouraging them to pass the FDA legislation and let them know how you feel about the tobacco industry targeting youth and that they should be required to reveal what chemicals and additives they put inside tobacco products.</p>	<p>Copies of letters and posts, list of youth involved in the activity</p>
<p><u>Smoke-free Sit-in:</u> Youth visit a local restaurant and fill all the tables in the smoking section for at least an hour while enjoying a meal demonstrating that going smoke-free will not hurt a restaurant’s business.</p>	<p>Name of restaurant targeted, list of youth participating in demonstration, pictures documenting event, media associated with event, list of youth involved in the activity</p>
<p><u>Recognition Event:</u> Youth plan an event at a smoke-free restaurant to both congratulate the restaurant on its decision to go smoke-free and raise awareness that going smoke-free does not hurt business.</p>	<p>Name of restaurant selected, PR announcing event, pictures of event, media/PR generated as result of event, list of youth involved in the activity</p>
<p><u>Air Quality Test:</u> Youth expose the fact that secondhand smoke does not know how to read the “No Smoking” signs in restaurants by showing that dangerous toxins travel into supposedly “safe” sections of the restaurants. Results are shared with state and local legislators and other elected officials.</p>	<p>Obtain air monitor from MDCH, Tobacco Section Consultant, list of restaurants studied, copy of study and results, media/PR generated as result of tests, list of youth involved in the activity</p>
<p><u>BREATHE (Bar and Restaurants Employees Advocating For a Healthy Environment):</u> Youth visit local restaurants, meeting with managers and</p>	<p>List of restaurants visited, names of managers and employees youth met, copies of materials presented at</p>

<p>employees educating them about the dangers of secondhand smoke and ask them to join the grass-root efforts of BREATHE at www.breathemi.com and start a local BREATHE campaign.</p>	<p>meetings, list of individuals signed up to join BREATHE, copies of media, elected officials log and other publications promoting the campaign, list of youth involved in the activity</p>
<p><u>Loss of Tourism:</u> Youth create a list of associations that have indicated that they will not hold conferences in states that do not have statewide smoke-free laws. Youth also conduct interviews with top individuals within these associations and then share all of this information with the media and their state legislators, including the economic impact of not having these conferences held in Michigan.</p>	<p>Names of associations no longer doing business in states without smoke-free laws, names of individuals interviewed, copies of interview notes, copy of final report, media/PR generated from study, list of youth involved in the activity</p>
<p><u>Resolution for Increased Tobacco Funding:</u> Youth distribute copies of the “Michigan Tobacco Reduction Resolution” to increase tobacco funding for the Michigan Tobacco Control Program to local businesses, clinics, health centers, physician offices, human service organizations, schools, and other community organizations. Send copies of resolutions to state and local legislators and the Governor’s office.</p>	<p>Obtain a copy of the “Michigan Tobacco Reduction Resolution” from the MDCH Tobacco Section or Tobacco-Free Michigan. Number of copies distributed, signed, and sent to elected officials, list of youth involved in the activity</p>
<p><u>Store Alert/Point of Purchase:</u> Youth map out local tobacco retailers, such as gas stations, convenience stores, grocery stores, pharmacies, etc. and conduct an assessment. Youth complete a store report that lists the interior and exterior observations of types of tobacco products and non-tobacco nicotine tobacco products sold, placement of tobacco and non-tobacco nicotine products, types of tobacco advertising, and placement of tobacco advertising. Encourage retailers to change their policies, such as to remove internal/external tobacco advertisements, or, at least, move them from eye level of young children, remove displays advertising gifts with the purchase of tobacco, and place all tobacco products behind the counter.</p> <p>In addition, youth can map out the distance from any exterior tobacco advertisements to the nearest local place where youth frequent, such as a school, recreational building or playground. Post the results on http://tobaccofreemichigan.blogspot.com, and via press releases to local media outlets, such as newspaper, T.V. and radio.</p>	<p>Obtain a copy of the “StoreAlert Report Card” from www.storealert.org. Retailers lists, copies of report cards, posts, and media, list of youth involved in the activity. List of retailers that were followed up with regarding policy change and those who changed store policies regarding placement of tobacco ad, and tobacco and non-nicotine tobacco product placement</p>