

# Tobacco Retail Licensing MISSION: POSSIBLE

## TOBACCO RETAIL LICENSING YOUTH RECRUITMENT FACT SHEET

### THE TOP THREE STRATEGIES FOR SUCCESSFUL YOUTH RECRUITMENT:

1. BUILD MEANINGFUL YOUTH/ADULT RELATIONSHIPS OUTSIDE THE SCOPE OF THE CAMPAIGN
2. VALUE AND RESPECT YOUTH OPINIONS, DECISIONS AND FEEDBACK
3. HAVE FUN AND CELEBRATE ALL SUCCESSES!

#### TIP...

DESIGN/CREATE  
COALITION  
UNIFORMS

#### YOUTH SPECIFIC PROMOTIONAL/ INCENTIVE ITEMS:

- T-shirts
- Sweatshirts
- Certificates of recognition/ Awards
- Food
- Tickets/Passes to theme parks, concerts, sporting events
- Candy
- Water bottles
- Carabiners
- Movie passes
- Gift cards
- School supplies (Pens, pencils, notebooks, folder, etc.)
- Letters of recommendation

#### TIP...

WHEN  
RECRUITING  
FOR YPS  
UTILIZE THE  
IDEAS OF  
GOING  
UNDERCOVER  
AND THE  
THRILL OF  
BEING  
CAUGHT

#### FACTORS THAT MOTIVATE YOUTH TO STAY INVOLVED:

- Developing skills
- Making new friends
- Food
- Celebrations
- College recommendations
- Resume building
- Awards/Rewards
- Pride
- Community service hours
- Media coverage
- Making a difference
- Incentives and promotional items
- Sense of power/ authority/ respect
- Spreading awareness
- Training opportunities
- Retreats/ Trips
- Recognition
- Traveling (City/County)
- Leadership experience
- Affecting change

#### WHERE TO RECRUIT:

- Schools
- Friday night live
- Church groups
- Libraries
- Non-Profit organizations
- Malls
- Social networks
- Health fairs
- Hospitals
- Parks
- Sporting events
- Youth related community events
- Local youth councils
- Continuation schools

#### TIP...

DEVELOP A  
POSITION,  
TITLE OR  
OFFICE FOR  
EACH  
MEMBER OF  
THE  
COALITION

#### TIP...

PROVIDE OPPORTUNITIES FOR YOUTH TO SHARE/DISCUSS  
THEIR PERSONAL EXPERIENCES (YOUTH TESTIMONIALS)

#### How to overcome...

##### SCHEDULING CONSTRAINTS

- Consistency
- Create and distribute a meeting calendar/schedule
- Break down coalition into smaller workgroups
- Schedule meetings after school, in the evenings, or on weekends
- Email agenda to youth unable to attend, generate discussion

#### How to overcome...

##### TRANSPORTATION ISSUES

- Arrange carpools
- Hold meetings at schools, libraries or in central locations
- Help youth with tickets, passes, schedules, etc.
- Utilize community volunteers and parents
- Help youth with prioritization and time management

#### How to overcome...

##### YOUTH TURNOVER

- Ongoing/open recruitment
- Mentoring/ Buddy system
- Have advocates bring a friend to each meeting
- Hold a "pass the torch" ceremony when advocates leave
- Plan continuous skill building trainings
- Create an "Alumni Network"