

Youth Tobacco Purchase Survey Resources: The STORE Web site and TECC Resource Library

► 2003 California Statewide Youth Tobacco Purchase Survey Results

2003 California Youth Tobacco Purchase Survey Results: Executive Summary

http://www.tecc.org/store/stages/1_document/t_yps_2003ExecSummary.pdf

2003 California Youth Tobacco Purchase Survey Results: Charts

<http://www.tcspartners.org/Main/WebSite/yps2003charts.pdf>

► STORE Web Site Resources

1. YPS & Illegal Sales to Minors

Campaign Stage: Documenting the Problem

This section of the STORE Manual covers: 1) reasons for conducting a YPS; 2) planning and logistics, including youth recruitment, who to recruit, identifying survey sites, getting parental permission, obtaining immunity from prosecution, training youth and adult volunteers; and 3) various survey protocols for adults, youth and parents.

http://www.tecc.org/store/stages/1_document/document_illegal.pdf

Tools for YPS & Illegal Sales to Minors

http://www.tecc.org/store/search/sch_ts_illegal_sales.html#tools

Youth Recruitment:

- Youth Interview Form
- Youth Profile Form

Permission Forms:

- Parental Consent Form
- Youth Consent Form
- Parental & Youth Consent Forms (Spanish)

Survey Protocols for Adults, Youth and Parents

- Standard Protocols
- Lying Variation Protocols
- Flash ID Protocols

Conducting the Youth Purchase Survey

- YPS Data Form
- YPS Definition of Terms
- YPS Checklist

2. Enforcement of Penal Code 308(a): Stop Tobacco Sales to Youth

This manual is a guide for enforcement agencies that are or will be conducting California Penal Code section 308(a) [PC 308(a)] compliance checks in their local city and county jurisdictions. PC 308(a) prohibits any person, firm or corporation from selling, giving or in any way furnishing to a minor any tobacco product or paraphernalia when that person knows the minor's age or should know, given the circumstances. The manual covers: relevant laws; legal issues; tips and tools for working with prosecuting attorneys; merchant education strategies to utilize prior to the operation; guidelines for conducting PC 308(a) operations; information on how to incorporate media opportunities in conjunction with PC 308(a) decoy operations; lessons learned from local law enforcement agencies that have been conducting PC 308(a) operations; and tools and resources for enforcement agencies to use for implementation and maintenance of PC 308(a) operations. The manual contains brochures, stickers and age verification tip sheets and also reproducible forms, fact sheets, letters and checklists (on accompanying CD-ROM). Individual tools and resource sections including reproducible materials in Word format are also available on the STORE Web site (http://www.tecc.org/store/tools/tools_6.html#pc308).
http://www.tecc.org/store/stages/6_implement/t_pc308_manual.pdf

3. YPS & Getting Media Coverage

Campaign Stage: Developing a Strategy

This section of the STORE Manual covers: creating media opportunities, communicating with the media, tactics for obtaining positive media coverage, customizable media tools and sample media materials.

http://www.tecc.org/store/stages/3_develop/developStrategy.pdf (pages 16-22)

Tools for YPS & Getting Media Coverage

http://www.tecc.org/store/tools/tools_3.html#strategy (scroll down to "Media Tools")

- Media Advisories or Alerts
- Press Releases
- Letters to the Editor
- Op Eds

4. YPS & Outreach and Media

Campaign Stage: Implement Activities

This section of the STORE Manual includes: 1) developing and maintaining a good working relationship with the media; 2) framing the issue and communicating key messages through media opportunities; and 3) story ideas for potential media activities.

http://www.tecc.org/store/stages/6_implement/implement_outreach.pdf

Tools for YPS & Outreach and Media

See "Getting Media Coverage" Tools above

5. YPS & Case Studies

Effectiveness of a Policy to Reduce Tobacco Sales to Minors (Vista Community Clinic)

http://www.tecc.org/store/appendix/a_cs_vcc.pdf

Milpitas KICK Club and Police Reduce Illegal Sales to Minors (Stanford CRDP)

http://www.tecc.org/store/appendix/a_cs_mkc.pdf

Tobacco Free San Mateo County Project (ALA of SF and SM Counties)

http://www.tecc.org/store/appendix/a_cs_smtf.pdf

► **TECC Library Resources**

The following list provides a sampling of TECC Resource Library materials that may be useful to TCS-funded projects conducting youth tobacco purchase surveys. These resources and more are all available for loan from the TECC Resource Library. For further information about these items or to request a complete TECC Library Database search on any of these topics, please contact Kari Olsen at kario@etr.org or 1-800-258-9090 x160.

1. YPS Protocols and Training Resources

Implementing the Synar Regulation: Tobacco Outlet Inspection: Implementation Guide U.S. DHHS, Substance Abuse and Mental Health Services Administration (SAMHSA), 1998.

This book presents suggested protocol for performing inspections of retail tobacco outlets as required by the Synar Regulation. Covers: inspection protocols, using minors, data collection methods, detailed bibliography and list of resource materials, and sample letters, forms, collection sheets. NOTE: Retail Outlet Guidance Documents are available to download in Word Perfect 5.1 format (<http://prevention.samhsa.gov/tobacco/guidance.asp>).

CALL# TECC RF 461

Teens Taking Action! : A Guide to Conducting Tobacco Compliance Checks

U.S. DHHS, Substance Abuse and Mental Health Services Administration (SAMHSA), 1997.

These three videos are intended to be used to train teen inspectors on how to conduct tobacco sale compliance checks. The short introductory video provides a general overview of what tobacco compliance checks involve for both youth and adult participants. It can also be used to recruit teen volunteers. The training videos provide detailed instructions for teens about what to expect as a teen inspector, as well as feedback from youth who have participated in these programs. Training videos are available in two versions: "unconsummated" (teen buyers cancel the purchase before the sale is finalized) and "consummated" (teen buyers complete the sale by paying for the tobacco product). Trainer's manual includes a glossary of terms, pre-training checklist, sample training day, sample data collection form, and protocol for both types of purchases.

CALL# TECC V 266 TEE

Youth Tobacco Enforcement

San Jose Police Department, 1994.

Produced by the San Jose Police Department, this comprehensive video for health educators, program coordinators, and volunteers gives detailed, step-by-step instructions on conducting a tobacco compliance check operation. It describes the practical aspects of planning, implementation and follow-up of a youth tobacco enforcement program involving youth participants, adult community volunteers, and the local police department. This video is also available for purchase from TECC, (<http://www.tecc.org/order/catalog.php>) or 1-800-258-9090 x230 or x103. \$3.50 (#J298)

CALL# TECC V 168 YOU

2. Youth Recruitment Resources

Maximum Youth Involvement: The Complete Gameplan for Community Action Lesko, Wendy Schaezel

Youth Activism Project, 2003.

This comprehensive manual provides a complete gameplan for community action by answering an extensive list of questions about the challenges and situations unique to establishing and maintaining youth advocacy projects. It compares various models to help adult coordinators determine the appropriate level of youth involvement for individual programs and also identifies the essential organizational supports. Using a step-by-step format, the manual presents advocacy skill-building activities and strategies to help adults as well as youth maximize their advocacy power. Sections cover: 1) benefits of youth involvement; 2) organizational readiness; 3) youth recruitment and retention (includes the challenge of achieving diversity in backgrounds, age and gender); 4) advocacy and skill-building activities; and 5) conflicts and challenges. The manual also includes an extensive appendix of reproducible checklists, handouts and worksheets for both youth advocates and adult collaborators. This guidebook would be useful in many settings such as in-house trainings for staff, adult coordinators, community coalitions, youth conferences, and youth summits. The binder also includes a single copy of the "Youth! The 26% Solution" handbook by the same author (TECC RF 538). For additional information, see the Youth Activism Project Web site (<http://www.youthactivism.com/>).

CALL# TECC C 236

Tobacco Control Youth Task Force Recruitment Video Vista Community Clinic, 2000.

This well-produced youth recruitment video features members of Vista Community Clinic's Youth Task Force outlining Task Force activities including merchant education, making a video PSA, involvement with the media and presenting information at city council meetings. Youth Task Force members also describe the reasons why they joined the Task Force and encourage other youth to become involved. Good example of a youth recruitment video showing youth advocacy in action.

CALL# TECC V 446 TOB

3. Working with Youth / Youth Advocacy

Influential Young Advocates Youth Activism Project, 2003.

This video designed for audiences of all ages focuses on the tremendous capacity youth possess to influence both community norms and public policy. It features inspiring footage highlighting the crucial role of young activists in a wide range of public policy issues including, community-based teen health clinics, HIV education, tobacco control, legislation, gun violence prevention, gay and lesbian student rights, and child labor. The video emphasizes the power youth have to make a difference on local, national and global levels, as well as the many valuable contributions young people bring to advocacy efforts.

CALL# TECC V 523 INF

Take Action: Teen Voices for Change

Stanford University, Stanford Center for Research in Disease Prevention (SCRDP), 1995.

This multi-ethnic video for junior and senior high school students on youth advocacy features three different tobacco prevention and advocacy projects in San Jose, CA. Topics discussed are tobacco ad placement in stores, merchant education, campus smoke-free policy and tobacco sales to minors.

CALL# TECC V 72 TAK

**Tobacco Industry Gets Hammered by Teens (T.I.G.H.T.) Toolkit: The Ultimate Guide to Starting Your Own Youth-driven Movement Against the Tobacco Industry
Contra Costa County Health Services, 1998.**

This comprehensive step-by-step action guide provides information and activities for youth interested in organizing around countering tobacco industry targeting of young people. The guide includes background information, tools for creating and maintaining active T.I.G.H.T. (Tobacco Industry Gets Hammered by Teens) clubs, skill building and advocacy activities for youth, and resources for adults who work with youth organizations. Appropriate for use in both school or community youth group settings.

CALL# TECC C 149

**Youth Advocacy Guide : How to Integrate Youth into Tobacco Prevention Programs
California Youth Advocacy Network (CYAN), 2000.**

Based on a California statewide assessment of tobacco control projects, this comprehensive guide provides practical methods of incorporating youth advocacy strategies into an agency work plan. Detailed sections cover aspects of working with youth including recruitment, activities, youth coalition building, and planning for advocacy trainings and summits. Features usable tools such as processes for involving youth, planning checklists, suggestions for training materials, and examples of successful youth advocacy tobacco prevention projects throughout California. This manual is also available for purchase from TECC, (<http://www.tecc.org/order/catalog.php>) or 1-800-258-9090 x230 or x103. \$12.00 (#J491)

CALL# TECC C 153 2000

4. Working and Communicating with the Media

**Accessing the Media: Community Organization: the "How To" Videos
Chicago Video Project & ACTA Publications, 1994.**

This clear, concise video for community organizations stresses the importance of skillful use of the media to ensure publicity, shape public opinion and to get the message out. The video gives step-by-step advice about how to make a story newsworthy, how to focus and shape the message, how to pitch the story to the media and how to maximize the resulting coverage. Newspaper and television reporters offer additional tips about what they look for in news stories.

CALL# TECC V 401 ACC

Media & Internet Advocacy Guide

Public Health Foundation, Young Adult Action Network (YAAN), 2002.

This guide serves as a reference tool for advocates conducting media and Internet advocacy campaigns promoting tobacco control and/or countering the tobacco industry. The manual includes detailed sections with step-by-step instructions on: creating an advocacy plan; building media relationships; working with the media (newspapers, television, radio); using the Internet for advocacy; media tools with step-by-step instructions including media advisories, news releases, letters to the editor, op-eds and public service announcements; media strategies and campaigns including media events, petition drives, letter-writing campaigns and e-mail campaigns; online advocacy resources; examples of advocacy case studies; and media planning tools. This manual is also available for purchase from TECC, (<http://www.tecc.org/order/catalog.php>) or 1-800-258-9090 x230 or x103. \$3.50 (#J610)

CALL# TECC RF 942

**Using Media and Community Events to Promote Tobacco Control: A Guide for Health Professionals
California Medical Association Foundation, 1999.**

This guide for working with the media and organizing community and media events includes: communication strategies; tips to improve public speaking skills; how to create and deliver effective messages - news releases, etc.; and how to work effectively with the media to promote public health messages. It also features a section on how to plan a community and/or media event with a step-by-step outline and a case study.

CALL# TECC RF 679

5. Additional Resources

The TECC Resource Center also has sample press releases and press packets from past YPS, both state and local. For further information about these resources, contact the TECC Resource Center staff at 1-800-258-9090 x160 or kario@etr.org

*Information provided by:
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