

**Show-Me Smoke-free Youth Summit:
Time to Clear the Air
...Our Future Depends On It!**

Show-Me
Smoke-Free Youth
Summit:
Time to Clear the Air
February 10-11
2009 

February 10-11, 2009
Capitol Plaza Hotel
Jefferson City, Missouri

Conference Agenda

Tuesday, February 10th

4:30 pm -5:30 pm

Hotel Check-in and Conference Registration

- Partner Exhibitor Booths open
- Visit April Aging and Poster Making Activity (2nd floor St Louis and Kansas City)

6:00 pm – 7:45 pm

Opening Session

- Opening Remarks
- Dinner
- Marching Warriors
- Motivational Speaker, Aric Bostick
- Dismiss to Evening Session

Evening Session

8:00pm – 10:30pm

Participants will attend a variety of mini-sessions, activities and activity booths throughout the evening. Some of the mini-sessions and activities include:

1. **How to be Heard: Dealing with Adult Leadership** *Jefferson/Truman*
8:15pm and repeated again at 9:30pm
2. **How to be Seen: Advocacy Training 101** *Jefferson/Truman*
8:15pm and repeated again at 9:30pm
3. **Create Advocacy Art**.....*Lincoln Room*
4. **Visit the Booths from Your Partners for A Smoke-Free Missouri** *Atrium*
5. **Make Your Own Anti-Tobacco Poster**.....*Kansas City (2nd floor)*
6. **Find Out How You Will Age As A Smoker vs. As A Nonsmoker "April Aging"** *St Louis (2nd floor)*

10:45 pm

Evening Wrap-Up

- Preview Wednesday's Agenda
- Evening Snack
- Prize Drawings
- Closing Remarks

11:00 pm

Students Check-In with Mentor

11:15 pm

Lights Out!

Wednesday, February 11th

7:00 am

Hotel Check-out before Noon

Remove personal belongings and leave key in the room.

7:30am -9:00am

Leadership Breakfast

- Meet State Legislators and Enjoy Breakfast
- Presentation "New Products of the Tobacco Industry" by Aaron Doeppers of Campaign for Tobacco-Free Kids
- Dismiss to Breakout Sessions

Breakout Sessions

9:15am – 10:00am

Choose from an array of excellent topics --- and a variety of approaches that will help improve your leadership skills.

1. **"Tobacco Industry 2009"***Capitol*
April Kusper
The tobacco industry continuously markets new products using the latest technology. Additionally, the tobacco industry utilizes the latest trends in pop culture to target their products to specific markets. This session will introduce some of the recent tobacco products on the market and share how advocates across the country have fought back from Camel # 9 and THE FARM to Purse Packs and Camel Orbs.
2. **"Training for Success"***Missouri*
Aric Bostick
Come and enjoy a motivating, entertaining, inspiring session on success and leadership from speaker Aric Bostick. Let his words be a change agent in your life.
3. **"How Clean is Your Air? Testing Air Quality in Your Community"***Lincoln*
Stan Cowan

Air quality monitoring can make a strong statement to city councils, school boards, and other leaders in your community. This session will give you the necessary tools to collect and report these powerful statistics to make a statement of why we need smoke-free environments.

Conference Agenda

4. **“Tobacco Can Leave You Speechless”**Carnegie
Don Young

Don Young represents Young Choices, a not-for-profit organization that presents tobacco prevention programs. He will tell the truth about tobacco by explaining what chemicals are added to tobacco, the dangers of secondhand smoke and how the tobacco industry targets children. Don will also share why it is important to avoid using any type of tobacco products, his personal story of his battle with throat cancer, and how he uses his experience to stop youth and adults from smoking.

5. **“Going Undercover, Missouri Laws in Buying and Selling Tobacco”**Jefferson A
Vanessa Mure

Are your local businesses in compliance with Missouri law about selling tobacco? Learn how to complete and report compliance checks so that your community is taking all measures to protect youth by keeping tobacco out of reach.

6. **“Raising Awareness About the Health Hazards Associated with Second-Hand Smoke”** Jefferson B
Dr. Jeremy Barnes, CHES; Dr. Ron Williams, CHES; Katie Farrar; Jillian Friedrich; Dana Glass; Arisa Yasui, Southeast Missouri State University

7. **“Helping Your Friends Quit: Getting Your School Behind a Cessation Program”**Jefferson C
Linda Cooperstock; Karisha Trentham

The process of gathering support to pursue school policies that foster smoking cessation will be discussed. The session will include a description of the “Brief Counseling” method and a discussion of using this method in a peer-to-peer environment.

8. **“It’s Bigger Than the Habit: Big Tobacco’s Social Injustice”**Truman A
MU PASS (*Peers Advocating Smoke-free Solutions*)

The dangers of tobacco use extend beyond the harmful side effects of smoke and secondhand smoke. Discover the truth about the tobacco industry’s exploitation of workers in the third world, and the detrimental impact of tobacco on the environment.

9. **“Put Your Foot in the Door, Not in Your Mouth: How to Effectively Communicate Your Smoke-Free Policy”** Truman B
MU PASS (*Peers Advocating Smoke-free Solutions*)

Come and learn the basics of smoke-free policy making through an overview of resources to start your school on a successful journey to smoke-free environments. Don’t be intimidated, you can influence any administrator using the skills in this presentation.

10. **“Policy Change in Your Home Town”**Truman C
Brittany Schulteheinrich, Truman State University CASE
.....Representative, Kirksville R-III Project Smokebusters
.....Co-Mentor, Breathe Easy Kirksville Member
Leslie Moss, Truman State University CASE Member,
..... Breathe Easy Kirksville Member
Nancy Johnson, Truman State University CASE Member,
..... Breathe Easy Kirksville Member

Covering the details of Kirksville, MO initiatives to move towards a smoke-free policy, this presentation outlines the history of their coalition as well as what activities assisted in achieving their goals. An opportunity to participate in a mock city council session will prepare you to return home and hit the ground running towards clean indoor air.

11. **“Focus Group: Mentoring Youth Prevention Programs”** St Louis
Barry Freedman; Sue McDaniel

Recommended for mentors to gain expertise and advice about leading youth in advocacy and prevention efforts.

12. **“Focus Group: Forming a Youth Advisory Council”**Joplin
Victoria Warren, MO DHHS

Interested in continuing the efforts towards a healthier Missouri? Youth matter! Let your voices be heard and continue your impact by attending this focus group.

10:10am -11:00am

Capital Steps: Advocacy Activity

- Last minute preparations as a group.
- Walk over to the capital steps (*remember to bring a coat...it is February in MO!!*)

11:30am – 12:30pm

Lunch

- Announcements and Prizes
- Newsmakers

12:30pm – 2:00pm

Closing Session

- Linda Hancock will lead participants in an interactive session testing tobacco and health knowledge.
- Dismissal

2:00 -2:30pm

Departures

Presenter Bios

Aric Bostick

This former speech teacher and graduate of Texas State University is nicknamed "Mr. Enthusiasm" because of his ability to fire up and inspire any audience. Aric is dedicated to one thing, helping students find the passion within so that they can start living their dreams today, not tomorrow! Aric does just that by touring the country and sharing the important steps to success with thousands of students each year. His success has led to numerous television appearances. He also conducts his own leadership camp for youth called The Camp of Champs.

Linda Cooperstock, MPH

Linda is currently the Public Health Planner for the Columbia/Boone County Department of Health and Human Services. She has worked on tobacco issues for more than 15 years, including positions as volunteer for American Lung Association, American Cancer Society, the State Tobacco Control Coordinator for Department of Health, and a member of the Columbia/Boone County Board of Health and the local smoke-free coalitions to help pass 1 state and 1 local clean indoor air laws, and 1 local smoke-free worksite ordinance. She wrote the grant and helped initiate the smoking cessation program for the Columbia/Boone County Department of Public Health and Human Services.

Stan Cowan

Stan has a bachelor of science degree in biology from University of Central Missouri and a master's in public administration from the University of Missouri. Stan retired from the Missouri Department of Health and Senior Services after nearly 34 years of service. The first 25 years there he was an environmental public health specialist working to eliminate or minimize environmental risk factors. Stan spent the last six years at the Tobacco Use Prevention Program with the goals to reduce youth initiation of tobacco use, promote tobacco cessation, and reduce exposure to secondhand smoke. His experience includes researching the science of tobacco harm; documenting tobacco industry interference; working with national, state and local organizations with interests in reducing the burden of tobacco on society; and promoting policies for public health.

Linda Hancock, FNP, Ph.D.

Linda is the Director for the Office of Health Promotion at Virginia Commonwealth University (VCU). She is also a Family Nurse Practitioner who has provided primary health care to college students at VCU for two decades. Linda's specialty is making science user-friendly and fun. Her high energy and lively sense of humor have made her a popular national speaker on topics such as substance abuse prevention, sexuality, social norms, and tobacco issues. Linda has a BSN from the University of Maryland, an MSN in Community Health and a PhD in Education from Virginia Commonwealth University.

April Kusper

April is the Associate Director for Youth Advocacy at the Campaign for Tobacco-Free Kids (TFK). April graduated from Marquette University in 2006 with a triple major in Political Science, Public Relations and Advertising. Before joining TFK in March of 2007 she worked at GolinHarris Public Relations working on the GlaxoSmithKline Smoking Control account. At TFK, April coordinates all of the youth advocacy efforts, including the Youth Advocates of the Year Awards program and Kick Butts Day, a national day of youth advocacy. She also develops and implements TFK's annual Youth Advocacy Symposium and works with youth advocates from across the United States and abroad to support TFK's advocacy initiatives at the local, state, federal and international levels.

Vanessa Mure

Vanessa graduated from the University of Central Missouri formerly known as Central Missouri State University with a Bachelor of Science degree in Criminal Justice Administration. Vanessa worked as a Probation and Parole Officer for 12 years before transferring to the Department of Public Safety, Division of Alcohol and Tobacco Control, formerly known as Division of Liquor Control. With the Division, she began as a State Field Agent working in Cooper, Howard, Pettis and Saline Counties where she enforced Chapter 311 and 312 of the State Liquor Laws. In 2001, the Division was given the responsibilities of enforcing youth access to tobacco and tobacco products, Chapter 407. In 2003, Vanessa was promoted to the position of Tobacco Program Manager.

Peers Advocating Smoke-free Solutions is a peer education group from the University of Missouri in Columbia. Approaching their campus with initiatives about the dangers of secondhand smoke, providing for those who want to quit while pursuing smoke-free policies are the group's headlining goals.

Dr. Jeremy Barnes and Dr. Ron Williams

Dr. Barnes and Dr. Williams are both faculty in the Department of Health, Human Performance and Recreation at Southeast Missouri State University. They both teach courses in the Health Promotion and Exercise Science options of the Health Management B.S. degree program. They have both directed health promotion and wellness programs in corporate, community, and university settings. Their research interests include health behavior change, substance abuse prevention, and tobacco control. They are the co-faculty advisors to both the Southeast Missouri State University Health and Wellness Association (HWA) and the Peers Advocating Smoke Free Solutions (PASS).

Katie Farrar, Jillian Friedrich, Dana Glass and Arisa Yasui

Katie, Jillian, Dana and Arisa are all seniors in the Health Promotion option of the Health Management B.S. degree program at Southeast Missouri State University. They have all been involved with both HWA and PASS at SEMO.

Karisha Trentham

Karisha has worked as a counselor in the Columbia/Boone County Health Department's smoking cessation program since the summer of 2007, is a member of PASS, and has been a volunteer for the American Cancer Society since 2001. She will graduate from MU in May with a B.S. in Biochemistry and will enter the School of Medicine at MU later this summer.

Don Young

Don started smoking at an early age. By 48, it had changed his life drastically. Don underwent a series of operations for throat cancer which saved his life, but left him unable to speak. He now uses an electrolarynx which allows him to reproduce a robot-like speech; without it, he cannot even whisper. Today, as a cancer survivor, Don now faces an even greater challenge – the challenge to help young people resist tobacco. By sharing his painful experience with others, Don hopes to save many young people from suffering and premature death caused by tobacco. Don says, "The choice is yours." (taken from youngchoices.org)