

CITY OF MINNEAPOLIS

Youth as Changemakers

Making the Case, First Steps, Lessons Learned

D'Ana Pennington
Minneapolis Health
Department

Agenda

What we did and what we learned

- Three examples
- Our plans moving forward

How can this be applied to your work

- Some key questions to get started
- Small group discussion
- Q/A

Youth as Changemakers

Recognize the power and creativity youth have to create change:

- as peer educators among youth
- as influencers on social norms and culture
- as advocates on policy

Public health have an opportunity to engage youth and facilitate their development as educators, influencers, and advocates.

So how do we make this happen?...

Ladder of Youth Voice



Adapted by Adam Fletcher (2011) from work by Roger Hart, et al. (1994)

Minneapolis Youth as Changemakers initiative

- In 2013- scan of youth serving programs locally and model programs nationally which informed our approach- to facilitate opportunities for youth to:
 - Explore an issue,
 - Define the change they want to see,
 - Work to implement the change.
- Developed SHIP work plan to test out different ways to engage youth in healthy living work:
 - Partner with a youth serving organization to develop and pilot a curriculum using the Youth as Changemakers approach.
 - Hire high school summer interns
 - Encourage the approach and provide TA to youth-serving organizations.
 - Minneapolis Youth Congress
 - ReThink Your Drink Summer Campaign- youth component



Partnership with Minneapolis Youth Congress: Tobacco Initiative

- The Minneapolis Youth Congress, a program of the youth coordinating board, is a group of 50 youth who either go to school or live in Minneapolis. Grades 8-12.
- Goal is to influence systems/policy/programs that affect youth. *No decision about us, without us*
- Pitched the idea of working on youth tobacco use with a focus on flavored tobacco; *“If you think youth tobacco use is a problem, let’s figure out what needs to be done”*

Minneapolis Youth Congress

Exploring the Issue (Nov 13-May 14)

- Guest speakers (MHD, ANSR) and store visits,
- Youth surveys (approx 75)
- Community Conversations (5 conversations)

Defining the Change: (May 14-July 14)

- Reviewing survey results, and community conversations,
- Meeting with Public Health Law Center, and Public Health Advisory Council

Working to Implement the change (July 14-July 15)

- Radio, newspaper ads, press conferences
- Meeting with City Council committee, Healthy Living steering committee, Youth Coordinating Board.
- Participating in NorthPoint's Tobacco Summit, Public hearings on e-cig ordinance and tobacco sales ordinance.
- Meeting with store and tobacco lobbyists on tobacco sales ordinance.





Minneapolis Youth Congress Tobacco Initiative: Summary Report

Investigation and Deliberative Process

Data Collection- MYC developed a survey and collected responses from over 70 youth (under 18) in the community. The survey captured information and preferences from youth that have already begun experimenting with tobacco. Key findings include:

- 40% of youth surveyed initiated tobacco use before age 14.
- Cigarillos, Shisha (hookah) and E-cigarettes are almost as popular as cigarettes.
- 27% of respondents said “taste” or “flavor” was the main quality they like about their tobacco product.
- Almost 20% of youth report their most common way of getting tobacco is buying it directly from the store.
- 63% of youth surveyed know a place that sells single cigarettes (“loosies”).

Youth Engagement- The MYC hosted a community forum and attended four youth events to share survey findings and host discussions on what can be done to address tobacco issues.

Tobacco Expert Engagement- The MYC invited and met with tobacco experts from The Association of Non-Smokers of Minnesota, the Minneapolis Health Department, and the Public Health Law Center of William Mitchell College to gain insight on tobacco issues and share their recommendations.

Main Issues

Flavor and Price: Cigarillos, Shisha, and E-cigarettes come in a variety of flavors that mimic popular candy products. Cigarillos are also extremely cheap, 89 cents for a single cigarillo. This is a strong combination to attract youth to the habit.

New Unknown Products: E-cigarettes have grown in popularity, but health concerns remain unanswered. E-cigarettes contain addictive nicotine and initial studies show the presence of carcinogens. E-cigarettes may be harmful to use, may also serve gateway to traditional tobacco products and the vapor emissions may pose a risk to others.

Access and Compliance: Too many youth are able to easily access tobacco products. Youth have shared stories of being able to purchase “loosies” and cigarillos directly from stores with their pocket change.

Four Recommendations

1. Clean Indoor Air laws (state and local) should prohibit e-cigarette use in all of the same places that cigarette smoking is prohibited.
2. Minimum pack-size and minimum pricing on tobacco items such as little cigars and cigarillos.
3. Flavor tobacco products should only be sold by tobacco-only retailers.
4. No coupons or discounts should be allowed for tobacco products.



Muchos niños están fumando pequeños cigarros porque estos saben a dulce.



Los productos de tabaco que sean baratos y que sepan a dulce les atraen a los niños y dañan a su salud.

SWEET DECEPTION
...BY TASTEY TOBACCO

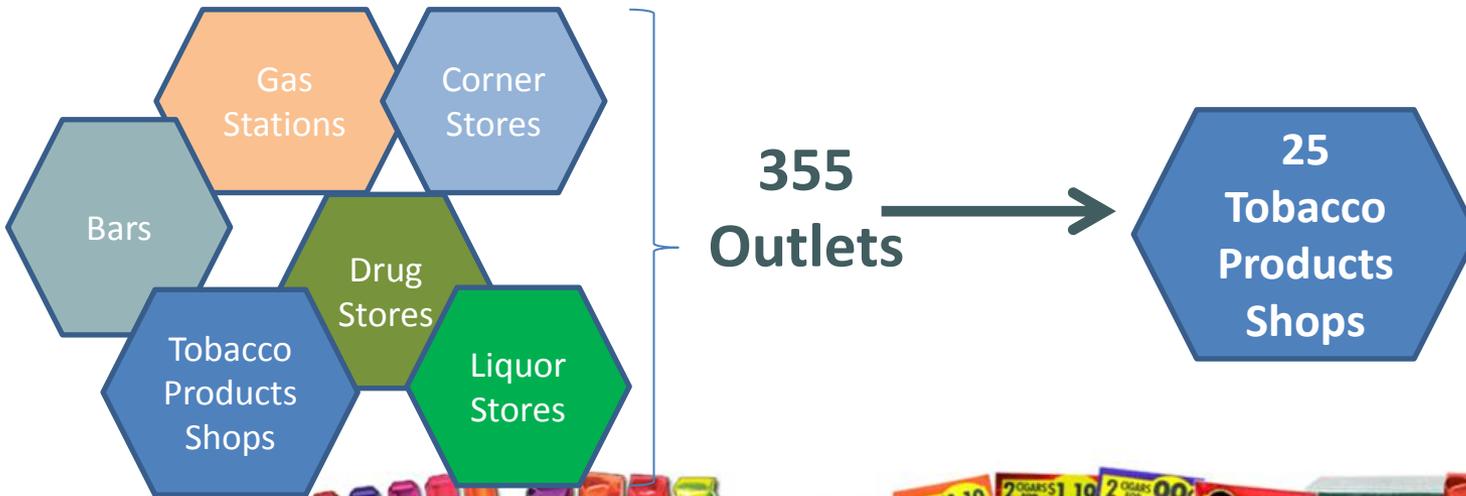
www.tobaccodeception.org



Impact of Flavor Restrictions

Before Ordinance

After Ordinance



What do you work on that affects young people?

BRAINSTORM BREAK

Minneapolis Tobacco Prevention Policy Accomplishments

- Price requirements
 - Sets a minimum price of cigars of \$2.60 per stick up; floor of \$10.40
- Restrictions on sale of flavored tobacco products (except menthol, mint, wintergreen) to tobacco-products shops.
- Requires tobacco products shops to prohibit entry to people under 18 years of age.

Many, Many partners on this project:

- Northpoint's BFN youth
- Association of NonSmokers
- Public Health Law Center



How did this work day-to-day?

Minneapolis Health Dept.

- Scheduled planning sessions with adults
- Created an 8 month work plan.
- Created session agendas and activities
- Cofacilitated sessions
- Created draft survey, did survey analysis and drafted findings sheet.
- Write draft script for public speaking with placeholders for youth to write their stories.
- Scheduled visits with experts and external events.

Youth and adult youth leaders

- Adults vetted work plan and activities
- Adults added in activities.
- Adults helped facilitate.
- Youth participated in sessions, shared ideas and collected surveys.
- Youth hosted and lead their own events and discussions.
- Youth wrote their own stories put information in their own words.

A “typical” session

- Icebreaker and chatting
- Educational Activity
- Reflection
- Next session planning



Youth Tobacco Survey Highlights

By Minneapolis Youth Congress Tobacco Group

Minneapolis Youth Congress tobacco group surveyed 76 youth across the city to find out the what, why and how of youth tobacco use. All surveyed participants were under 18 and used tobacco.



Who is using tobacco?

How old were you when you first tried a tobacco product? n=76	
Age range	As percent of respondents
8-10	12%
11-13	30%
14-16	49%
17	9%

Over 40% of youth surveyed initiated tobacco use before age 14.

Research shows the earlier a kid first tries smoking, the higher the chances of ultimately becoming a regular smoker, and the less likely he or she is to quit.¹

What's Popular?

Tobacco products like cigarillos, shisha and electronic cigarettes are just as popular as traditional cigarettes.

Which tobacco products have you used? n=76	
Tobacco Product	As percent of respondents
Cigarette	63%
Cigarillos little cigar	55%
Shisha (hookah)	43%
Electronic-cigarette	53%

73% of youth using e-cigs also smoke cigarettes.

Lesson: *Youth-Adult Partnership*

Each person involved had a unique skill set and role in this project

- Youth- had the insight, opinions, could generate buzz
- MYC Coordinator- trusted adult, experience working with youth and could provide feedback, provided another voice to discussion
- Subject Matter Expert (Health Department)- knew the issues, key players, could answer questions on the subject, could vision ahead of the group and connect to resources.

Lesson: *Meaningful Accomplishments*

Big Picture ideas can be hard to put into action.

- As ideas develop think about, *what activities can this group do to feel a sense of accomplishment?*
 - A subject matter expert should be able to help brainstorm ideas.
 - Things to consider: would it be more impactful to reach “the right people” or “lots of people” ? Would a presentation or a demonstration be more effective?
- Celebrate milestones that move ideas forward and generate a sense of pride.

Lesson: *Keep Moving & Build Skills*

- Youth may come and go, but a core will stay and they need to be kept interested and motivated.
- Learn through action and activity
 - Focused conversations
 - Photo-voice
 - Mapping activities
- Self-advocacy skill building
 - Elevator speech
 - Leading discussions
 - Being professional
- *Follow-through* and *logistics* are adult duties
- Incentives for hard work. The power of the Chipotle Gift card

Brainstorm Break

**DREAM BIG, WHAT IS YOUR IDEAL
YOUTH DRIVEN OUTCOME?**

YWCA's Wellness Warriors

- YWCA's Strong Fast Fit program works with Latino and Native youth in a one year program to educate on healthy eating and physical activity.
- Partnered to create a year 2 program where the youth would shift from individual behavior change to community-level.



Lessons Learned

- Staff buy-in is critical
- Open-endedness had its challenges. Focus in on a issue/challenge fast
- Challenges of working with a smaller group.



ReThink Your Drink Summer Youth Program Partners

- Appetite for Change
- YMCA Edison Beacons
- Migizi
- Brian Coyle Center
- MLK Park and Rec Center
- Million Artist Movement
- Cookie Cart
- Request for applications- selected 7 organizations
- \$1,500 stipend to:
 - Complete 4 activities to explore the issue of sugary drinks
 - Implement at least 1 place-based activity and 1 people-based activity.



Lessons Learned

- Framing issues with a health equity- social justice lens works: Youth are a target, our communities are a target.
- When the topic resonates- Youth will do more than they are required.
- Have realistic expectations for a \$1500 mini-grant and 3 month project period.

Youth as Changemakers moving forward

- Indigenous People's Task Force engaging American Indian youth on the issue of tobacco.
- Two new projects are beginning on second hand smoke in the home and sugary drinks.

YOUTH AS CHANGEMAKERS IN YOUR WORLD

Small Group Discussion

- What is your issue?
- What youth groups might be interested in it?
- How can you help them explore the issue?
 - What experts should they connect with?
 - What kind of data would be helpful?
- What key groups should they connect with once they define the change?
- Who are decision-makers you can help them connect with?

Summary of *Take-aways*

- Youth voice is powerful, youth are capable, youth need to be involved if it affects them.
- When creating policy or change, community voices especially youth voice, makes it “real.”
- Healthy equity gets people passionate
- When structuring youth as changemakers project, consider:
 - How will you be a good partner?
 - How will you help them build skills?
 - How will you facilitate meaningful accomplishments?

Q/A

Thank you, For more information:

D'Ana Pennington

Minneapolis Health Department

612-673-3815

Dana.Pennington@minneapolismn.gov