



Peer-to-Peer Strategies

Goal: Reduce percent of 8th graders who report smoking by involving youth to improve awareness, promote beliefs and change norms among youth and their communities about tobacco use.

| Unit of Practice | Resources | Activities | Outputs | Outcomes | Impact |
|------------------|--|--|--|--|---|
| Youth | *Tobacco Settlement funding *Already formed youth groups | *Locally recruit and enroll teams *State or regional team training *Local activities | *271 teams with 1962 youth *703 school and 233 community based activities | *75 counties improved in percent of 8 th graders who reported smoking | *New youth leaders *Increase percent who commit to not smoke |
| Community | *Existing youth best practice projects *School partnerships *State advocacy relationships (TTI, ALA) | *Statewide FACT conference *TN Teen Tobacco Ambassadors | *#TNSTRONG campaign | *Presentations to community leaders *Youth teams anti-smoking advocacy | *Fewer adult smokers in future |

| Key outcomes | Why does this strategy work? |
|--|--|
| *Strategy evolved and improved through three different projects (TTI → TATU → T4) *Statewide work group created T4 curriculum *FACT summit by statewide work group with 400+ attendees *8 th grade smoking reduced from 11.3% (2010) to 6.9% (2016) (52 county survey) *86% of youth teams made presentations to schools, community leaders and organizations *45% Reduction for counties from which youth attended FACT summit versus 25% reduction for counties which did not attend | * Student behaviors are influenced by peers who are powerful advocates. *Tobacco was a new health issue opportunity for youth leadership development. *Tobacco topics were introduced as projects for existing youth groups. *Trained adults became new local partners for health departments. *Local youth teams selected activities, applying new knowledge to develop creative age/culturally appropriate attitude/beliefs messages. *Schools granted permission, access and support for youth teams. *Youth teams felt empowered to present tobacco issues to community leaders (school boards, elected officials, media, PTOs, etc.). |

What did we learn that promoted Topic projects' improvement?

- Desire to improve one best practice for youth and adult training (TATU) led to statewide work group of practitioners and content experts who designed, implemented and evaluated T4.
- Social media approaches enhance likelihood of access to and involvement of youth (#UNSMOKEABLE, #TNSTRONG, other local county platforms).
- Statewide youth summit provided facts and context about tobacco use dangers and reinforced sense of importance of T4 peer-to-peer youth teams.
- Youth teams willingly participate in or conduct best-practice education projects when adult support is present.
- Leadership, communication, and program training for youth enhanced skills and ability to be effective with peers, school administration and community.

Best practices

- Montgomery - Youth group researched, developed and presented smoke free ordinance which was adopted.
- Multiple counties - Integrated tobacco subject into existing student/youth groups (HOSA, student health councils, SADD chapters, teen health boards, athletic teams, etc.).
- Youth developed campaign slogans - (Morgan) "Tobacco addiction is nothing to crow about!", (Chester) "Smoke Pigs Not Cigs".
- #TNSTRONG that engaged FACT conference attendees in follow-up social media activities back in their counties.