



**HEALTH  
PROMOTION  
COUNCIL**  
a **PHMC** affiliate



SOUTHEASTERN PA  
**Tobacco  
Control  
Project**

**FY24 SEPA TCP Site Visit – July 11, 2024**

# Agenda



- Introductions
- Budget/Expenditures
- Program Reports and Evaluation
- Lunch Break
- Contract Specific Tasks and Milestones
- Barriers/Challenges
- Goals
- Questions for DOH
- Wrap Up

# Tasks 1 and 2: Collaborations & Statewide Partnerships



- Collaboration requirements
  - Diabetes Prevention Partnership (DPP)
    - Cross-promote and referral for TDT
  - PA Cancer Control Plan
    - Lung health workgroup
- Statewide Contractor Partnerships
  - PACT
  - Statewide Tobacco-Free Recovery Initiative (STFRI)
  - TRU/Vaping Workgroup
  - Statewide Merchant Education Initiative

# Task 3: Regional Coalition Requirements

## SEPA Tobacco-Free Coalition



- 188 members
- Coalition Meeting in February 2024 (46 attendees)
  - Guest Speakers Dr. Frank Leone and Sarah Evers-Casey, UPenn
  - Launched “Vape Visual Library” guide
- Coalition Meeting in August 2023 (45 attendees)
  - Guest Speaker Mimi Boublik, Parents Against Vaping e-cigarettes (PAVe)
- Chester Co and Delaware Co Tobacco-Free Coalitions meet regularly



**Save the Date: October 16, 2024, in Exton (in-person!)**

# Tobacco Recovery Treatment Workgroup



- Workgroup led by Dr. Frank Leone
  - Open to all who provide Tobacco Dependence Treatment or are interested in doing so
  - Opportunity to connect, learn, and share with peers
- Monthly Discussion Topics
  - Case studies
  - Current products: Zyn, vapes
  - Prescribing issues
  - Co-occurring use disorders
- 3rd Wednesdays, 10am-11am via Teams
- Launching in FY25, Tobacco Support Group to be led by Lynn Heyman, former SEPA TDT provider

# Youth Initiatives Workgroup (FY25)



- Workgroup to be led by Najdiyyah Cheeseboro
- Open to all coalition members interested in working with youth and implementing youth prevention, education, treatment, and advocacy
- Agenda items include:
  - TRU recruitment (youth and advisors) and troubleshooting
  - Implementation training for CATCH, NOT, and INDEPTH
  - School Policy Implementation
- Meets quarterly

# Trainings and Presentations

July 19, 2023: Hosted a “Youth/Adult Ally” training hosted by Katie Warner, KSW Collective and Kaliea Martin, Disrupt Transform, LLC; 16 attendees learned strategies to youth power building.

December 2023: Legislative Visits training hosted by SEPA staff with PACT team updates; staff and service providers learned where to access PACT resources for prepping meetings with legislators and reporting their completed visits.

May 17, 2024: Vape-Free Summer Break, hosted by SEPA staff; school staff and community partners attended a virtual session on how to promote and empower vape-free youth over the summer.





# **Task 4: Contractor Program Tasks**

## **Goal 1: Prevent Initiation of Tobacco Use**



# Engage and Educate Community Leaders and Decision Makers



## • Legislative Visits

- The SEPA region conducted 123 total legislative visits (final numbers pending)

Service providers have expressed difficulties scheduling and meeting with assigned legislators, despite this past year having specific asks and opportunities to update legislators on current events, such as HB 1657

- Updates from the PACT team were helpful to ensure the message and ask to legislators were clear and streamlined across all outreach attempts

## • Day at the Capitol

- Attended by all HPC staff and service providers
- # of youth at DATC: 72

# Tobacco Resistance Unit (TRU)



- In FY24, advisors in SEPA worked with 387 new youth, comprised of 19 TRU groups (July TRU report)
  - SEPA team aimed to engage 187 in TRU, achieving 207% of the goal
- Five SEPA providers attended Day at the Capitol with 72 middle and high school TRU youth
  - SEPA team aimed to engage 32 TRU youth at DATC, achieving 225% of the goal

# Youth Initiatives #RealTalkTobacco



Advocacy Institute (Ai) Mission: *empowers the next generation of youth advocates to create change that impacts their health and the health of their communities.*

# of cohorts: 2

# of youth participants: 22

SEPA team trained and co-facilitated RTT cohorts at Greater Reading LGBT Center in Reading with Bradbury-Sullivan, July 2023 with 8 youth participants and with Ridley YMCA in Delaware County, May 2024 with 14 young people.



# Advocacy Institute (Ai) TRAINING MATERIALS

**Real Talk Tobacco**

**Examples of Youth-Led Change**  
ALL FACILITATORS

**1987 - The Little Rock Nine**  
In 1957, nine African American students from Central High School in Little Rock, Arkansas, became the first to integrate the school. They were met with hostility and violence from white students and community members. The federal government intervened to protect the students, and the Supreme Court ruled in their favor. This event is a landmark in the history of the Civil Rights Movement.

**1971 - Voting**  
The 26th Amendment, which lowered the voting age from 21 to 18, was passed in July 1971. The result of a nationwide bond through Congress by student activists. It was the result of the Vietnam War, the draft, and the fact that many young people were being killed. The 26th Amendment is a landmark in the history of the Civil Rights Movement.

**2006 - Immigration Rights**  
The Immigration Reform and Control Act of 1986 was a landmark in the history of the Civil Rights Movement. It provided a path to citizenship for millions of immigrants who had been brought to the United States as children. This act is a landmark in the history of the Civil Rights Movement.

**11** ADVOCACY INSTITUTE  
REAL TALK TOBACCO 2011

**Cohort Training Facilitator Guide**

**12** ADVOCACY INSTITUTE  
REAL TALK TOBACCO 2011

**Youth Engagement Framework**

**Examples of Youth-Led Change**  
ALL FACILITATORS

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**13** ADVOCACY INSTITUTE  
REAL TALK TOBACCO 2011



# Youth Leadership Efforts (Vape-Free Memes)

- 186 entries from Chester Co middle schoolers
- Top three winners from Marsh Creek 6<sup>th</sup> Grade Ctr in Downingtown



# Youth Recruitment & Expansion Strategies



- **School outreach-** Posting flyers with QR code to sign up for TRU
- **School/Classroom presentations:** Coordinating with school personnel to provide in-class or virtual presentations on the services we provide and youth work that we do
- **Community events:** Tabling at community events, back to school night events and partnering with School Districts to attend their events in which target youth
- **Meme contest:** expand to other SEPA counties
- **Word of mouth:** Referral incentive for youth who encourage their friends to sign up and “take the pledge to be vape free.” Having our providers who work with youth identify 1-2 youth leaders to recruit other youth and reward them for their work. Reward TBD
- **Personal invitations:** School leaders, parents, etc. can invite youth to register for TRU or RTT
- **Social media:** Utilizing platforms such as twitter and TikTok to expand reach and generate discussions about vaping etc. Sharing videos and photos from recent and past events to get youth excited about our work and programs
- Possibly partner with Creative Arts and Design high school or group to help create marketing material (commercial/ video) or make it a contest as well.



# Youth Initiatives Recruitment & Expansion

- **Real Talk Tobacco Cohorts:**
  - Ridley YMCA (Spring 2024)
  - Salem Baptist Church (Fall 2024)
  - Bradbury-Sullivan (tbd)
  - Focus Youth Network (Fall 2024)
  - Make the Distinction(MTD) (Spring 2025)
- **Community Expansion:**
  - School leadership programs
  - Community Service Clubs
  - Sports Teams
  - after school groups
  - recreational centers
  - Libraries
  - community churches



# Youth Initiatives (School Support)



- Implementing prevention, alternative to suspension and treatment programs for youth across the region.
  - Catch My Breath
  - Parent, teacher, and one-time youth presentations at school's requests
  - INDEPTH
  - Not-On-Tobacco (NOT)
- Expanding efforts through Coalition Workgroup to train additional facilitators (scholarships available for N-O-T)
- Tobacco-Free School Policy Implementation and Vape Free Schools Initiatives (toolkit and recorded webinars online)



# Trainings and Presentations (Service Providers)



	Goal	Actual
Programs held to educate youth	14	152
Youth educated	670	9,439
Programs to educate stakeholders	3	14
Stakeholders educated	38	1,408

# Prevention Trainings

- Vape Free Summer Break- held on 5/17/24 virtually- 14 registrants and 9 attendees led by Najiyah Cheeseboro
- Vape visual guide:  
<https://www.sepatobaccofree.org/wp-content/uploads/2022/03/Visual-Vape-Library-Guide-Final.pdf>



# Youth Leadership Efforts: TRU + Recruitment and Smoke-Free Campuses (FY25)



- Re-engage colleges or universities that attended the Smoke-Free Campuses Summit in FY22
  - Offer mini-grants to support implementing and promoting smoke-free campuses, provide technical assistance
  - Recruit young adults as TRU + leaders to be smoke-free peer leaders and continue advocating for smoke-free campuses
- Smoke-Free Campuses toolkit available as a resource

# Youth-Focused Conference Presentations



- Sara Guiang presented at the Health Equity Summit, hosted by the Pennsylvania Department of Health on April 5, 2024. Sara presented about Ai as part of the breakout session entitled "Youth Health Equity."
- Tiffany Rodriguez presented at the 34<sup>th</sup> Annual Conference of the Commonwealth Prevention Alliance on June 13, 2024. Tiffany's presentation was entitled, "Make Change Through Youth-led Advocates Efforts: How to Train and Empower Young People."
- Pending acceptance, Najiyah Cheeseboro submitted an abstract to speak about youth tobacco resources in the SEPA region at the annual PA SHAPE conference in November

# Enforcement

## Act 112 Tobacco Compliance Checks (TCC) *(Data as of 7-10-2024)*

County	Provider	Goal	23-Aug	23-Sep	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	TOTAL	% Completion
Berks	Latino Connection	525	0	20	23	152	0	129	99	117	0	0	0	540	102.9%
Bucks	CoSEPA	567	156	31	1	55	16	0	0	66	11	112	53	501	88.4%
Chester	YLC	342	39	25	11	36	74	111	45	8	16	20	16	401	117.3%
Delaware	YLC	637	54	31	33	53	119	28	116	20	150	58	72	734	115.2%
Lancaster	1Alpha	465	0	0	1	1	277	145	1	0	0	0	42	467	100.4%
Montgomery	CoSEPA	682	117	0	0	0	52	29	1	84	0	135	171	589	86.4%
Schuylkill	Latino Connection	223	0	0	0	97	0	36	97	13	0	0	0	243	109.0%
	<b>Totals</b>	3441	366	107	69	394	538	478	359	308	177	325	354	3475	101.0%

We have exceeded our region’s TCC goal of visiting 3441 tobacco retailers in the Southeast region. Most of our service providers were able to visit establishments that were added to the list during the fiscal year.

One of our Service Providers, Council of SEPA, still has some outstanding TCC visits to enter into the statewide tracking system. We estimate their final completion rate to be roughly 97%.

Provider	Goal	Total	%Complete
Latino Connection	748	783	104.7%
CoSEPA	1249	1090	87.3%
1Alpha	465	467	100.4%
Young Lungs Clean	979	1135	115.9%

# PA Tobacco Merchant Education Initiative



## In-Person Merchant Education Visits

Region	Provider	Goal	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	TOTAL	% Complete
SE	HPC	689	0	38	55	88	61	223	97	42	95	699	101.5%
NE	ALA	427	0	0	0	0	31	20	93	67	118	329	77.0%
NC	ALA	175	0	0	0	0	0	0	9	0	15	24	13.7%
SC	ALA	368	0	0	0	0	0	19	39	130	136	324	88.0%
NW	Adagio	233	0	0	0	0	0	66	62	0	135	263	112.9%
SW	Adagio	358	0	0	0	0	0	120	88	0	181	389	108.7%
Allegheny	Adagio	282	0	0	0	0	0	52	23	24	260	359	127.3%
	<b>Total</b>	<b>2532</b>	<b>0</b>	<b>38</b>	<b>55</b>	<b>88</b>	<b>92</b>	<b>500</b>	<b>411</b>	<b>263</b>	<b>940</b>	<b>2387</b>	<b>94.3%</b>

The goal of visiting 20% of the tobacco merchants in the state as been very nearly met. We believe that there are some outstanding visits to be entered into the tracking system, so the percentage completed will likely increase.

RPC	Goal	Total	% Complete
Adagio	873	1011	115.8%
ALA	970	677	69.8%
HPC	689	699	101.5%
<b>Total</b>	<b>2532</b>	<b>2387</b>	<b>94.3%</b>

# PA Tobacco Merchant Education Initiative

Pennsylvania  
Tobacco Merchant  
Education Initiative

- The PA-TobaccoMerchantEd.org site has had 12K users since its inception.
- With a huge jump in visitors, nearly 5K, the day the “Think Twice” campaign launched.
- There have been 54K events (interactions on the site).
- The day after the “Think Twice” campaign ended there was a significant drop in the visits (June 30<sup>th</sup> = 92 users, July 1<sup>st</sup> = 16).
- The Hotline has received over 200 calls and 53 reports to the website about stores violating Act 112.
- Online training launched in April. It has not had any outside enrollments currently. It has yet to be promoted widely to drive traffic to it. This will be a focus heading into the next fiscal year.



Pennsylvania  
Tobacco Merchant  
Education Initiative

PA Act 112  
Tobacco Merchant  
Education Courses



# MERCHANT ED THINK TWICE

March – June 30, 2024



**6,679,635**

Total Impressions

**12,263**

Total Clicks

**73.05%**

Video Completion Rate (VCR)



**BEFORE SELLING TOBACCO & VAPES TO YOUTH**



# MERCHANT ED THINK TWICE

## How it worked

1

Merchant or customer introduced to targeted video ad at retail location

2

Merchant or customer engages with campaign ad via mobile

3

Multiple campaign ads are reinforced when the Merchant or customer engages with platforms again when leaving work...  
Mobile, TV Streaming, Social Media, etc.

4

Goals:

- Reduction in underage sales and fines
- Increase in calls to the hotline

# MERCHANT ED THINK TWICE

## Notable Campaign Highlights

This campaign performed as planned.

We were able to target the **17,234 tobacco retail locations in Pennsylvania** with a focus on two distinct audiences;

1. **The tobacco merchant owner/employee**
2. **The general consumer that frequents the tobacco merchant retail location.**

The demographics from this campaign are special to note as social media engagement was heavily dominated by Men in all platforms.

The innovation of the media methodology allowed for an extremely well-rounded balance of targeted age groups. We were able to clearly target 18–24-year-olds via Tiktok.

Having 13 different videos to rotate added to the synergy to connect and engage with this demo.

Conversely, Facebook/Meta offered the highest impressions with all Adults 25+ categories.

**This campaign exceeded its performance goals to target merchants and consumers.**

# MERCHANT ED THINK TWICE

Campaign Demographics



## Gender Tiktok

**251,021**

Male

**206,495**

Female

**7,854**

Other

## Age Tiktok

**264,451**

18-24 yr

**82,307**

25-34 yr

**34,183**

35-44 yr

**33,334**

45-54 yr

**233**

Unknown



## Gender Facebook

**1,281,154**

Male

**355,752**

Female

**9,105**

Other

## Age Facebook

**6,888**

18-24 yr

**188,634**

25-34 yr

**416,507**

35-44 yr

**369,149**

45-54 yr

**420,209**

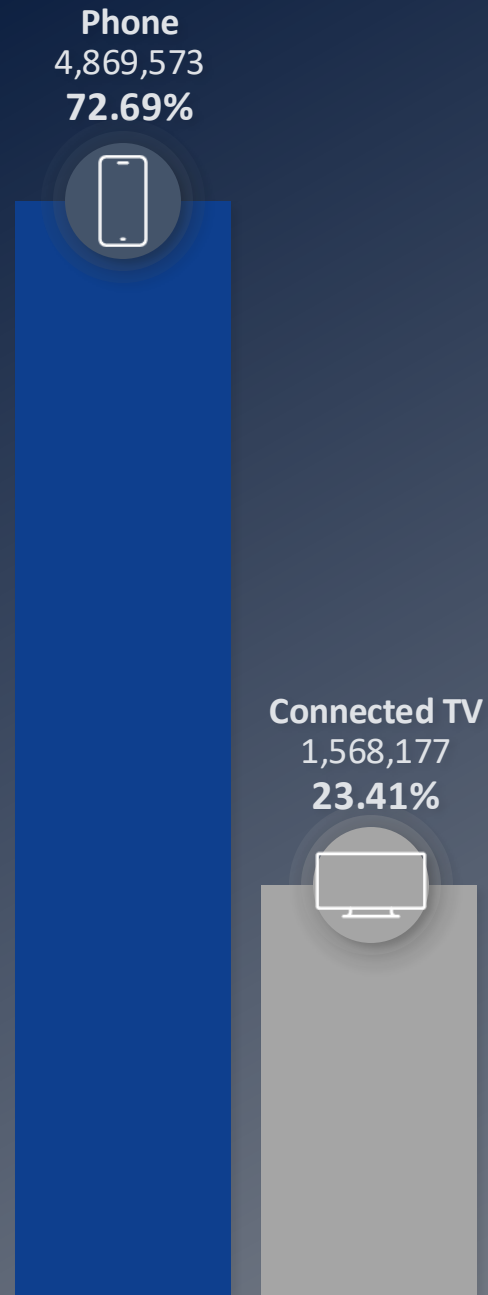
55-64 yr

**244,624**

65+ yr

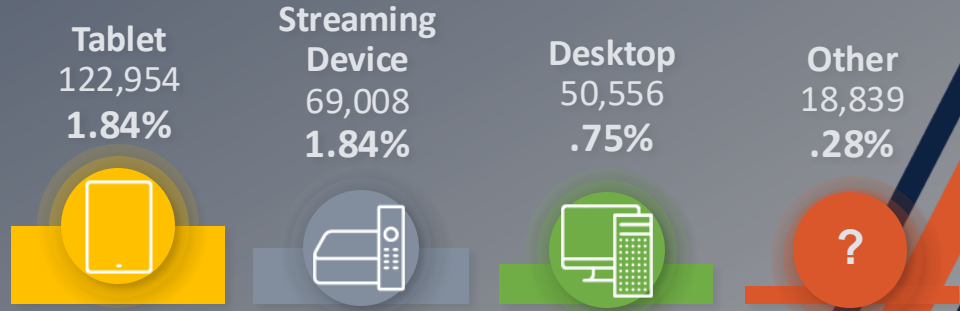
# MERCHANT ED THINK TWICE

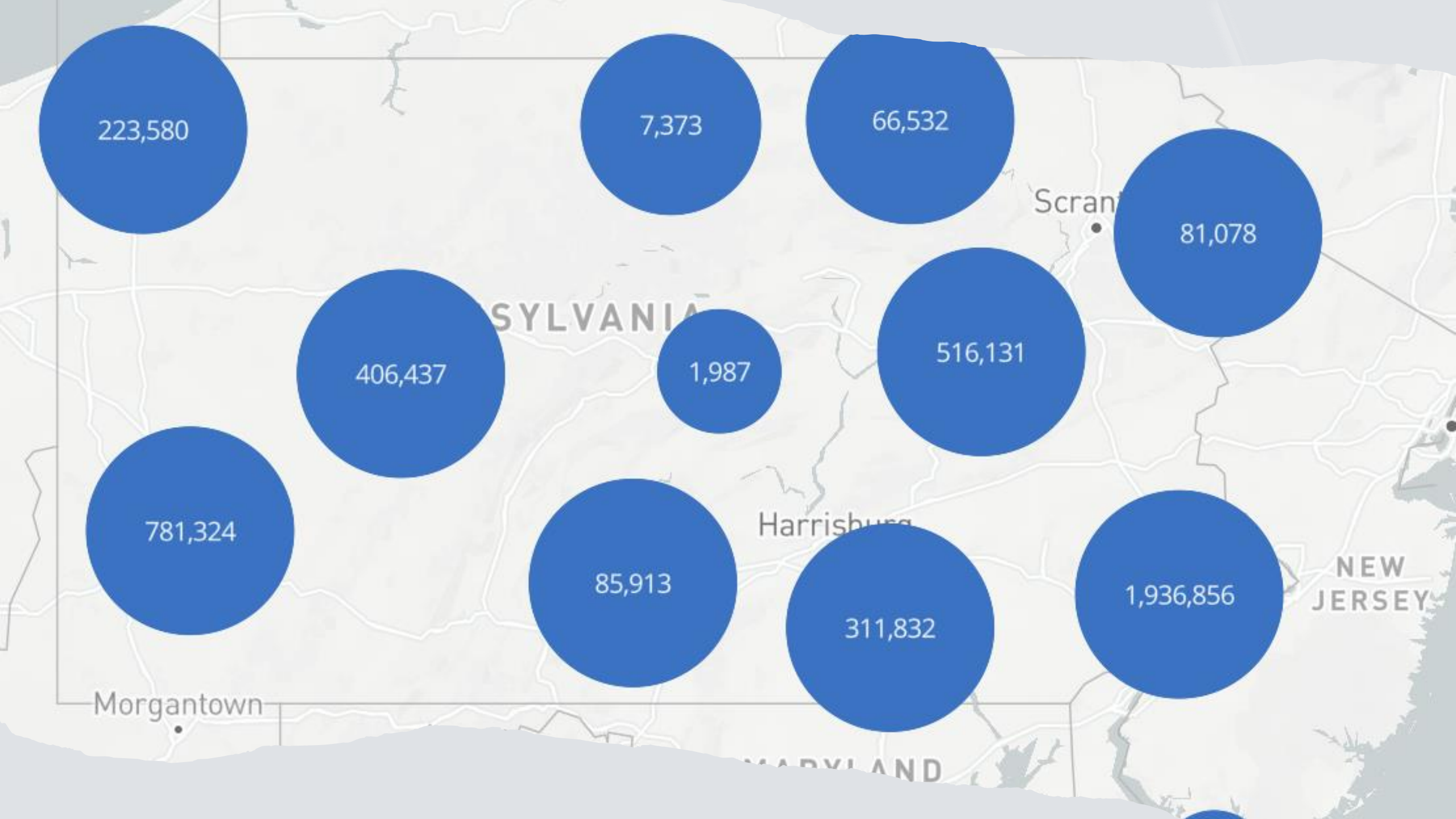
Campaign Impressions  
by Device



## CAMPAIGN MEDIA BALANCE

Display	2,638,784	39.50%
Social Media	2,102,768	31.48%
OTT	1,637,185	25%
Pre-Roll	300,898	4.5%





223,580

7,373

66,532

81,078

PENNSYLVANIA

406,437

1,987

516,131

781,324

Harrisburg

85,913

311,832

1,936,856

NEW JERSEY

Morgantown

MARYLAND



# National Honor for THINK TWICE

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- Health Promotion Council is this year's recipient of the 2024 NNPHI Public Health Innovation Award for the Pennsylvania Statewide Think Twice media campaign.
  - The team was honored at the NNPHI Annual Conference - Building Pathways to Improve Public Health in New Orleans on May 22, 2024.
- 





## **Goal 2: Eliminate Exposure to Secondhand Smoke**



# Multi-Unit Housing

- 4 new/updated multi-unit housing policies enacted
- Goal: 10, 40% of goal achieved (Q1-Q3)
  
- 14 multi-unit housing sites received support and technical assistance
- Goal: 15, 93% of goal achieved (Q1-Q3)



# Smoke-Free Worksites and Campuses

	<u>Goal</u>	<u>Actual</u>
Worksites receiving support	1	2
New or Updated Worksite policies	1	0

FY25: included worksite support goals on two service provider work plans and included goals on SEPA team to support smoke-free worksites and campuses



# Cross Regional Collaboration

## Young Lungs at Play, Puppy Lungs at Play, and Smoke-Free Green Spaces Promotion Statewide

- Established partnership with Pennsylvania Recreations and Parks Society
- Promote Tobacco-Free Initiatives to statewide network with collaboration from Adagio and ALA
- Newsletter posts, email introductions and paid advertisements to start in FY25





## **Goal 3: Promote Quitting Among Adults and Young People**



# Tobacco Dependence Treatment



- FY 24 Intakes (Q1-Q3)
  - 802 individual cessation intakes completed
    - *Goal: 1,144, 70% of goal reached*
  - 271 completed end of treatment
    - *Goal: 687, 39% of goal reached*

Barrier: N-O-T is not as warmly welcomed in schools due to the length of sessions (10 sessions compared to four INDEPTH)

*What other youth cessation curricula does DOH recommend?*

# Quitline



## FY24 (July 2023 – June 2024)

Total # Callers	Count	1,396
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Quitline Promotion Activities: 367

Goal: 15, 2,446% of goal reached

Request: a promotional toolkit highlighting available Quitline incentives. It could be cross-promoted by SEPA service providers with appropriate messaging and approved language/visuals.

How can we support the relaunch of mylifemyquit?

# LIVE2quit

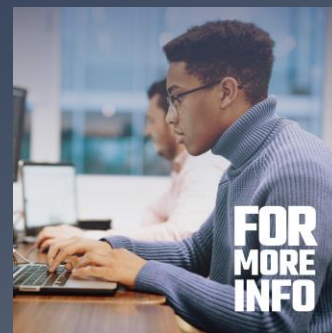


IT'S NEVER  
TOO LATE  
TO QUIT

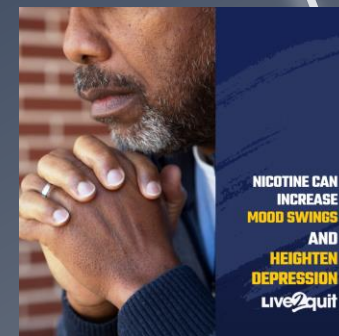
live2quit



FIND  
YOUR  
TRIBE



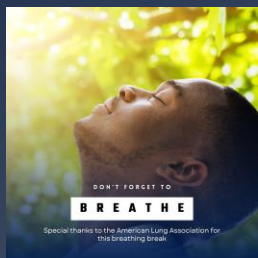
FOR  
MORE  
INFO



NICOTINE CAN  
INCREASE  
MOOD SWINGS  
AND  
HEIGHTEN  
DEPRESSION  
live2quit



In 2015,  
**68%**  
Adults cigarette smokers  
wanted to stop smoking

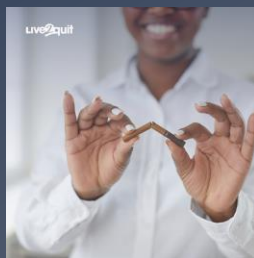


DON'T FORGET TO  
**BREATHE**

Special thanks to the American Lung Association for  
the breathing break



TALK  
WITH OUR  
TEAM



live2quit



live2quit



HOW TO...

live2quit



YOGA &  
MEDITATION



WHAT IS IN A  
CIGARETTE?



3 STEPS  
**TO**  
QUIT



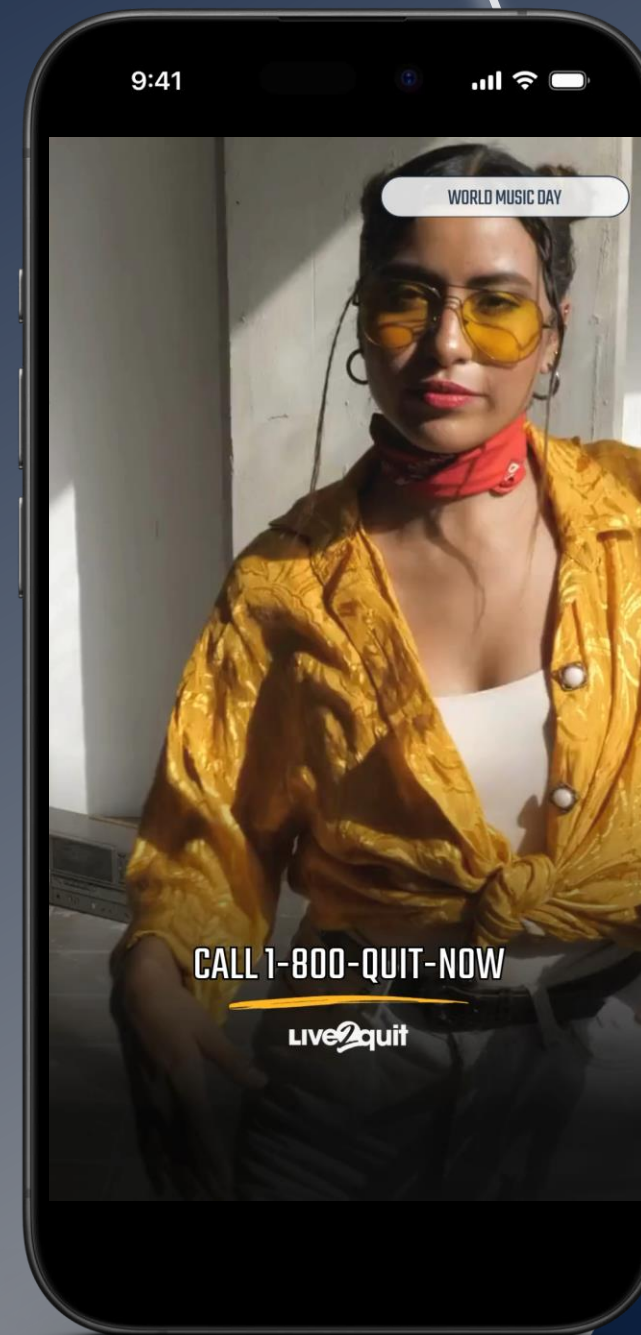




# Live2quit



DYK: IN 2021,  
19.7% OF  
PENNSYLVANIA  
HIGH SCHOOL  
YOUTH  
REPORTED  
USING ANY  
TOBACCO  
PRODUCT,  
INCLUDING  
E-CIGARETTES.  
Live2quit



f LIVE2QUIT @LIVE2QUIT

# LIVE2quit



Instagram  
**FY 24**

July 1, 2023 – June 30, 2024

**142**

Followers

**2.8k**

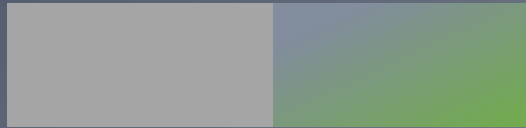
Reach



**+477.5%**  
prior FY22/23

**410**

Content  
Interactions



**+100%**  
prior FY22/23

**79**

Link Clicks



**+100%**  
prior FY22/23



Facebook  
FY 24

July 1, 2023 – June 30, 2024

319

Followers

9.5k

Impressions



+916.3%  
prior FY22/23

6.2k

Reach



+1.4k%  
prior FY22/23

437

Content Interactions



+1.0k%  
prior FY22/23

48

Link Clicks



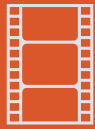
+4.7%  
prior FY22/23



# Maternal Health Awareness Day 2024



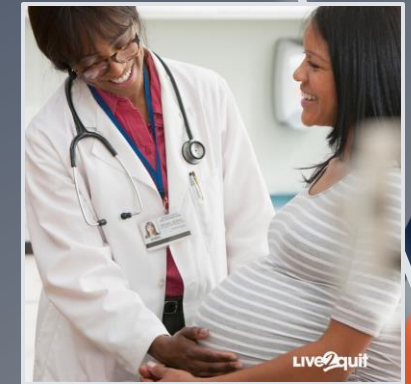
Powerful social media editorial series aimed at pregnant & postpartum women battling tobacco usage



Reels, stories & inspirational content targeting moms & new moms



This month-long series kicked off on January 5, 2024 leading up to Maternal Health Awareness Day, January 23, 2024



# STAR: Smoking Treatment And Recognition



- Objective: To improve the quality of care within PA hospitals by promoting focused attention to tobacco dependence
- The STAR program has developed a survey that captures an organization's practices around tobacco related measures. After evaluating support documentation and narrative answers the advisory board will approve a recognition ceremony.



# STAR Program



- STAR Advisory Board consists of:
  - Greater Philadelphia Business Coalition on Health
  - University of Pennsylvania
  - The Pennsylvania Society of Addiction Medicine (PSAM)
  - The Philadelphia County Medical Society
  - Community Care Behavioral Health Organization
  - Aetna Better Health
  - Health Partners Plan
  - Pennsylvania Psychiatric Society
- First round of STAR participants:
  - Jefferson Lung Cancer Screening Program
  - Fox Chase Cancer Center
  - Penn Medicine's Abramson Cancer Center
  - St. Luke's University Health Network



## STAR Program (FY25)



Current sites engaged with the STAR process:

- Children's Hospital of Philadelphia
- Phoenixville Hospital
- Lancaster General Hospital
- Lehigh Valley Health Network

# STAR Program



## Highlights of accredited sites

- St. Luke's University Health Network
- Penn Medicine's Abramson Cancer Center





# STAR Accreditation Ceremony

Abramson Cancer Center  
Penn Medicine

April 30, 2024





# STAR strategies for FY25



- Expand recruitment into behavioral healthcare settings
- Continue partnership with BCHIP to promote STAR in SEPA
- Encourage Technical Assistance:
  - Identify and prescribe solution(s) in rubric areas short of meeting basic STAR criteria, starting with subcontractors' network
  - Emphasize discretion until organization is comfortable with promotion
  - Customizing TDT approach to organizations' scope of care





## **Goal 4: Identify and Eliminate Tobacco Related Disparities**

# LGBTQ

- Provided sponsorship and/or outreach at six Pride events:
  - Reading Pride Celebration
  - Lancaster Pride
  - New Hope Celebrates
  - Chester County Pride
  - Delaware County Pride
  - Perkasie Pride





**LGBT SMOKE FREE**



Living proudly.  
Living longer.

For help quitting smoking, visit  
[www.sepatobaccofree.org](http://www.sepatobaccofree.org) or call  
1-800-QUIT-NOW

 **BRADBURY-SULLIVAN**  
LGBT COMMUNITY CENTERS  
Serving the LGBT Community  
of the Greater Lehigh Valley

 **LGBT center**

 **williamway**  
lgbt community center

 **sepa** SOUTHEASTERN PA  
Tobacco  
Control  
Project

The Southeastern Pennsylvania Tobacco Control Project is an initiative of Health Promotion Council, and is funded through a grant from the Pennsylvania Department of Health.

Ongoing ad  
placement in  
Philly Gay News

# Black Lives Black Lungs



May 1, 2024

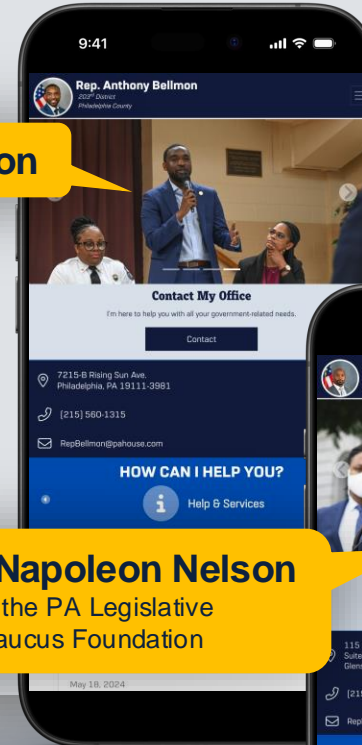


**Partners:**  
Salem Baptist Church  
Health Promotion Council

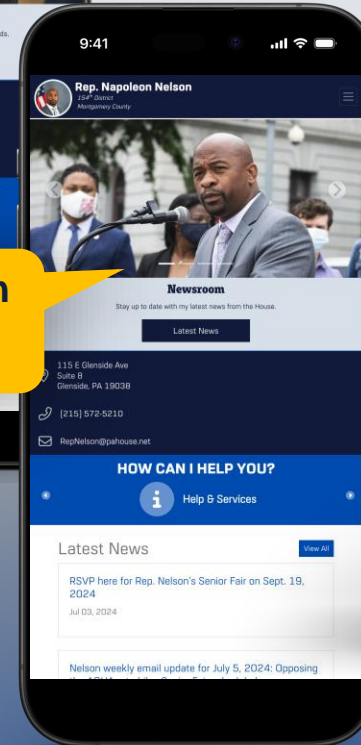


20 in attendance

**Rep. Anthony Bellmon**



**Rep. Napoleon Nelson**  
Chair of the PA Legislative  
Black Caucus Foundation





# No Menthol Sunday



## New partnership with church

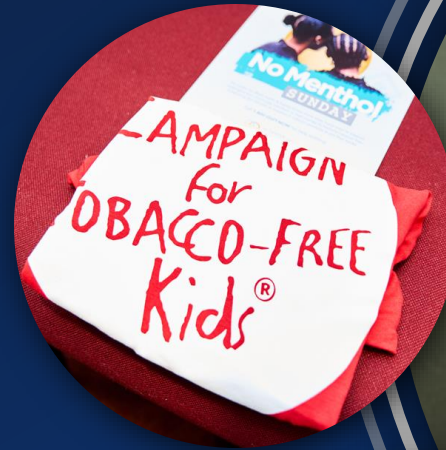
Salem Baptist Church will now be a hub for tobacco education

45

in attendance

2

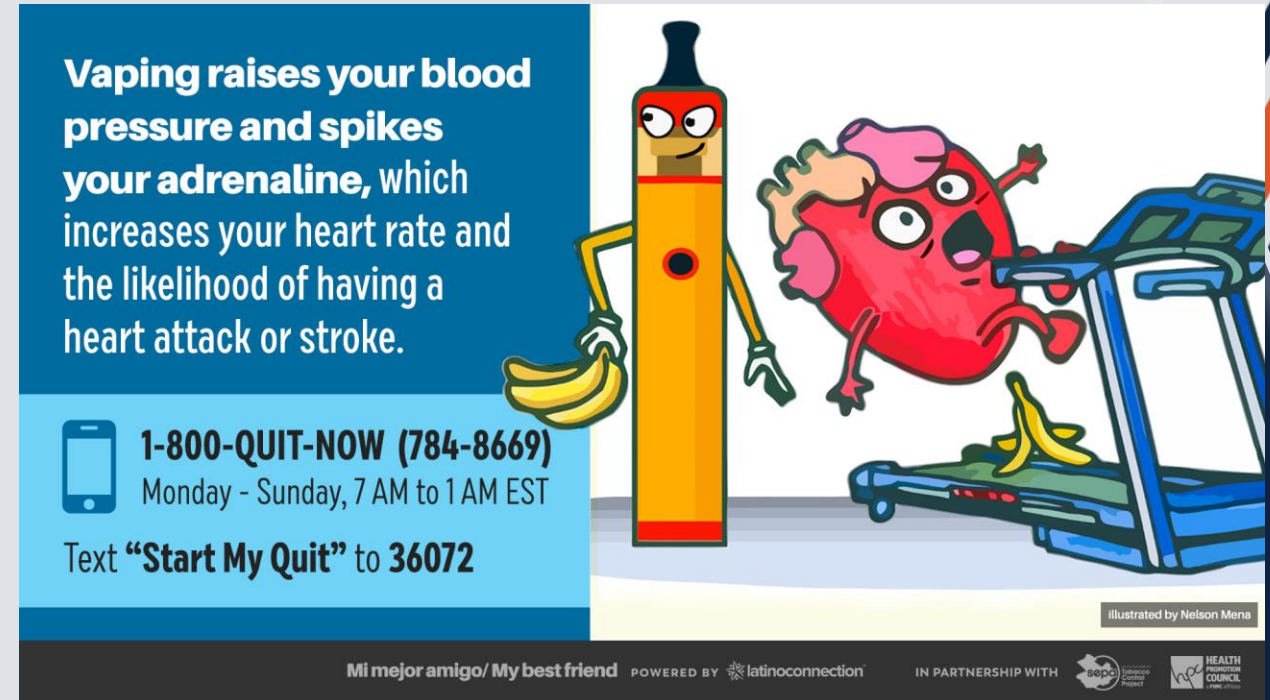
adults signed up to become trainers for youth prevention and TDT services








# Outreach to Latino Population

- Do It For Them & Mi Mejor Amigos Campaigns
  - Version 2.0 includes vapes and e-cigarettes
  - 182,000 reach every quarter






**Vaping raises your blood pressure and spikes your adrenaline,** which increases your heart rate and the likelihood of having a heart attack or stroke.

 **1-800-QUIT-NOW (784-8669)**  
Monday - Sunday, 7 AM to 1 AM EST

Text **"Start My Quit"** to **36072**

Illustrated by Nelson Mena

Mi mejor amigo/ My best friend POWERED BY  IN PARTNERSHIP WITH  

# Barriers / Opportunities for Improvement

## TRU/ Youth Engagement

- Struggle to engage youth and schools in TRU
- Opportunity to implement Ai throughout SEPA (OST)

## Statewide Initiative Involvement

- Need for improved communication
  - DOH Guidance
  - RPC leading initiative
  - Statewide data

## Youth TDT

- Need for other youth treatment curricula
- Promotional toolkit for resources
- Targeted social media recruitment

## Legislative Visits

- Legislative assignments for the SEPA regions was delayed; a complete list with updated legislators is appreciated earlier if possible

# Goals for FY25



- Expand reach of Statewide Merchant Education Initiative
- Increase FY25 TRU goal to 1,000 youth
- Expand Real Talk Tobacco cohorts (train the trainer model) and pilot peer coach cohort in SEPA
- Expand STAR Project outside of SEPA
- Host conference/event for all STAR participants – opportunities to network and learn
- Implement TDT sessions in Spanish (pilot in Berks County)

# Goals for FY25



- Continue to grow and expand media efforts to reach disparately impacted communities
  - Establish and convene a “Faith-Based Round Table” series
  - Continue grassroots media outreach to Latino communities
- Strengthen outreach in Black and African American communities
  - Grow and host No Menthol Sunday events to engage church leaders and parishioners



**HEALTH  
PROMOTION  
COUNCIL**  
a PHMC affiliate



SOUTHEASTERN PA  
**Tobacco  
Control  
Project**

**Thank you, PA DOH!**



**pennsylvania**  
DEPARTMENT OF HEALTH