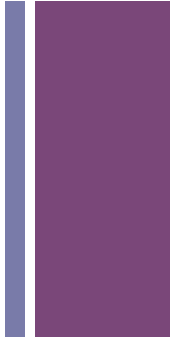




A Social Justice approach to youth tobacco control

Heather Kennedy, MPH

+ Today's objective



1. Describe social justice youth development
2. Discuss root causes of youth tobacco use
3. Explain a social justice youth development approach to tobacco control



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Program Manager



Daniel Martinez, Jr, MSW
Youth Program Senior Specialist



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Youth Advisor

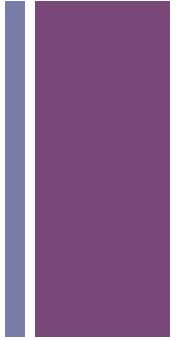


Amy Ryan, MPH
Assistant Project Director



Cerise Hunt, MSW
**Director- Center for Public
Health Practice**

+ What is social justice?

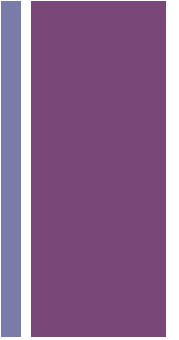


Social justice is both a process and a goal:

- Full and equal participation of all groups in a society that is mutually shaped to meet their needs.
- Distribution of resources is equitable and all members are physically and psychologically safe and secure.
- Social actors who have a sense of their own agency as well as a sense of social responsibility toward and with others.



Social Justice Youth Development



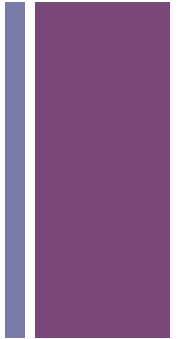
“SJYD examines how youth contest, challenge, respond to, and negotiate the use and misuse of power in their lives.”

(Ginwright and James, 2002, p 35)

+ Levels of Awareness Raising in SJYD



+ 5 Core elements of SJYD



1. Analyze of power in social relationships
2. Center identity
3. Promote systemic social change
4. Encourage collective action
5. Promote youth culture

+ Doing Social justice youth development is PYD

		Colorado's approach to PYD- Core Principles				
		Strengths Based	Inclusive	Youth As Partners	Collaborative	Sustainable
Social Justice Youth Development Core Elements	Centers Identity	✓	✓			
	Analyze power in social relationships			✓		
	Promotes systemic change					✓
	Encourages Collective Action			✓	✓	
	Promotes Youth Culture	✓	✓			



3 main ways social justice is applied



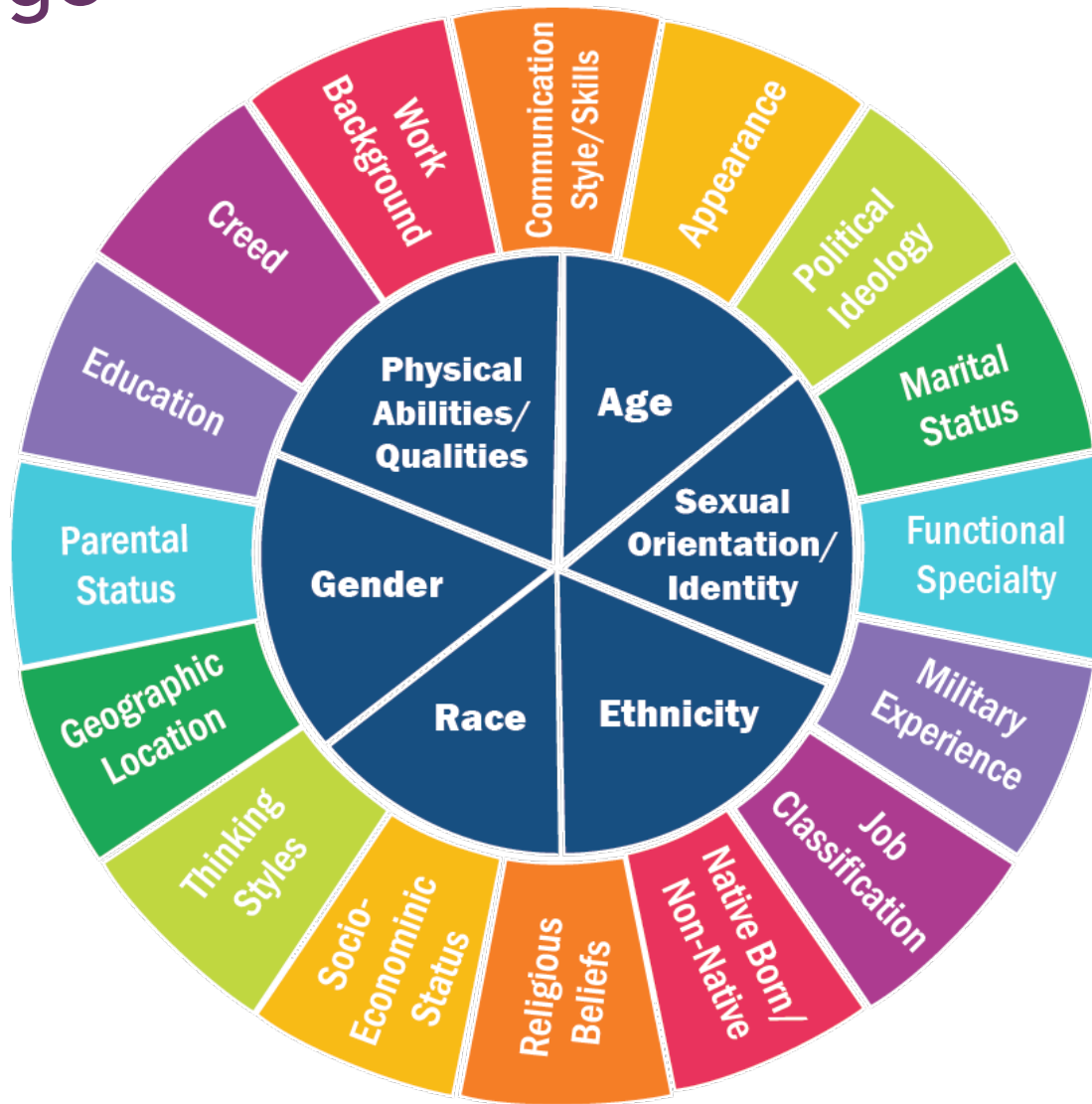
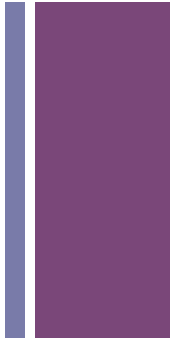
1. Examine individual experiences with and institutional causes of power, privilege, and oppression.
2. Learn the ways in which tobacco and nicotine are social justice issues.
3. Investigate root causes and contest unjust policies that have contributed to inequitable burden of tobacco and nicotine use, addiction, disease, and mortality.



Understanding power, privilege, and oppression

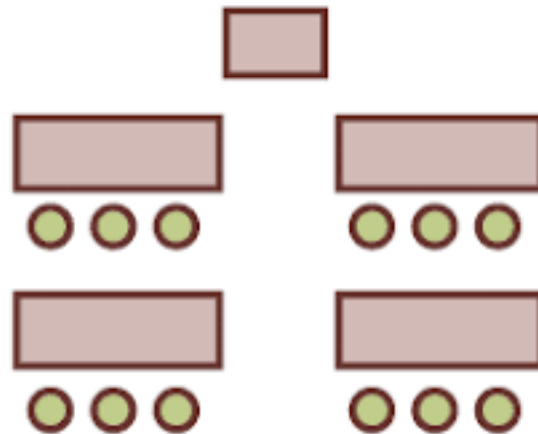
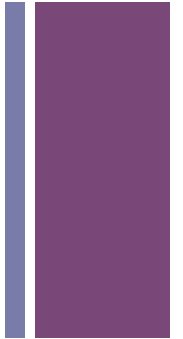


Social identities, intersectionality & privilege



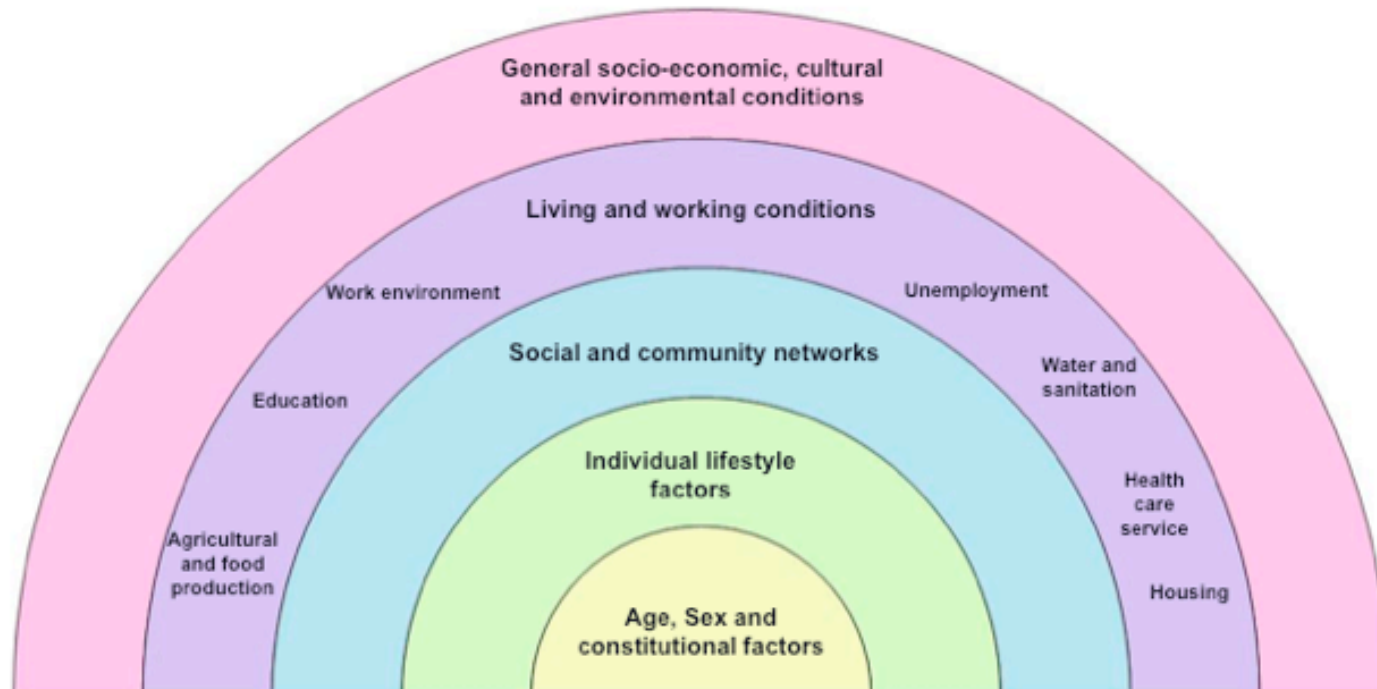


Understanding structural inequality





Social determinants of health



“The health equity framework considers the social, economic, cultural and environmental conditions that influence the health status of a population, expanding beyond lifestyle and behavioral factors.” (STEPP state strategic plan, p 8)



Tobacco/nicotine as a social justice issue

Government	Percentage
Current government	85%
Previous government	15%



<https://truthinitiative.org/news/tobacco-is-a-social-justice-issue>

+ Forced labor & Debt Bondage



<https://www.antislavery.org/debt-bondage-kazakhstans-tobacco-industry/>



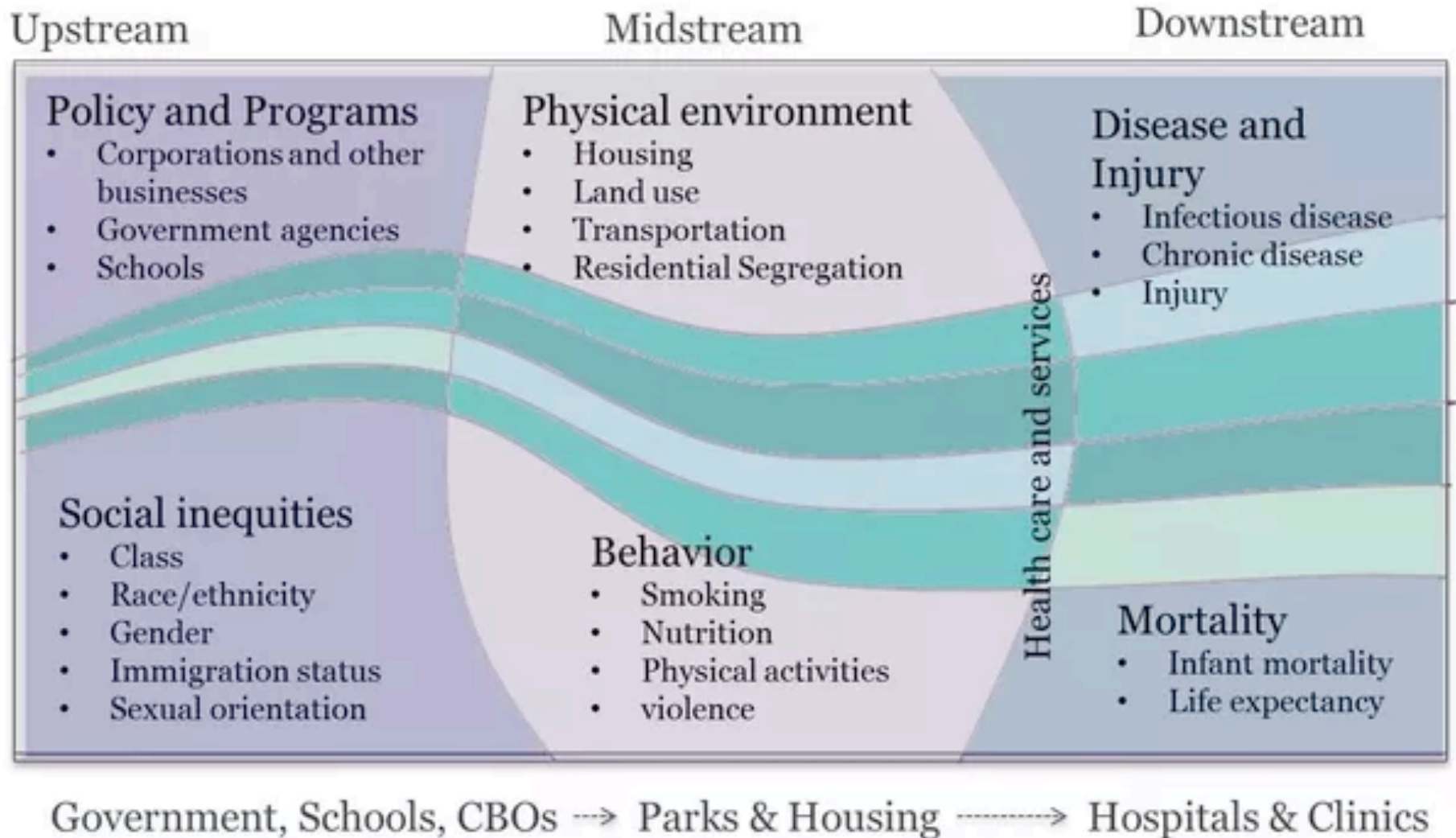
Known racketeers, power OVER US government



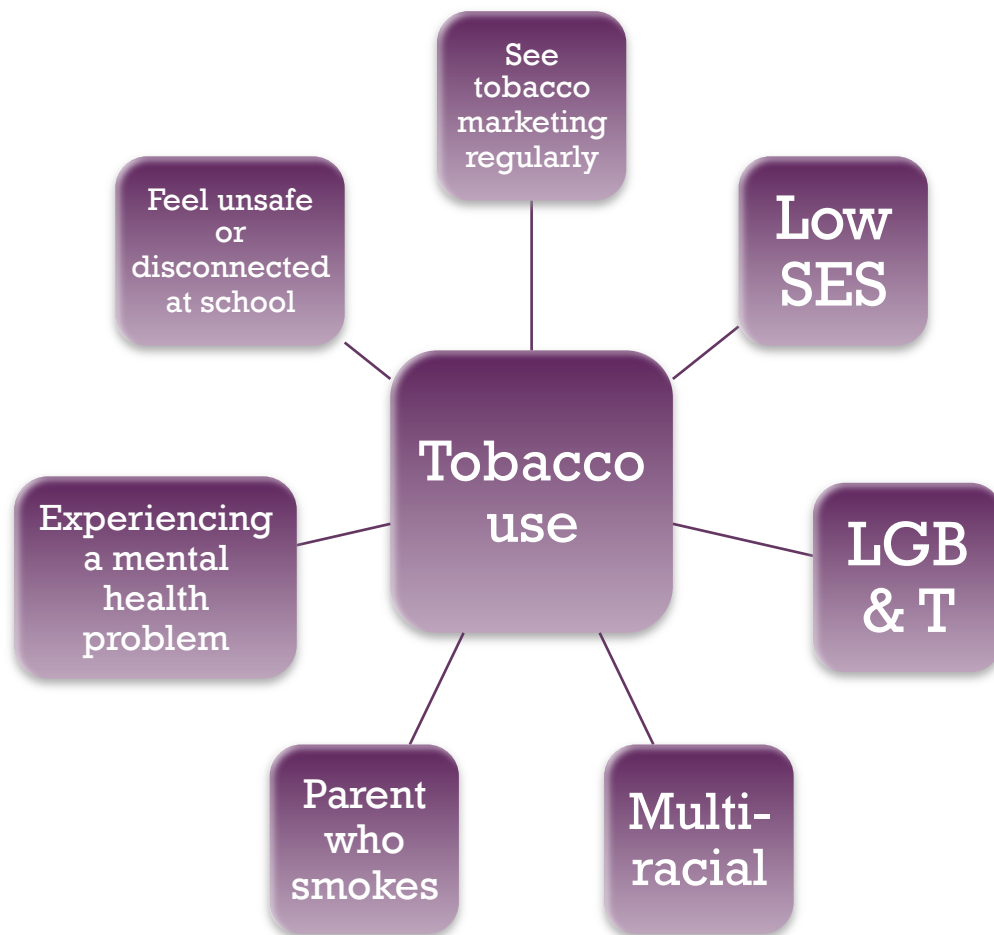


Investigate root causes and contest
unjust policies

+ Root cause analysis



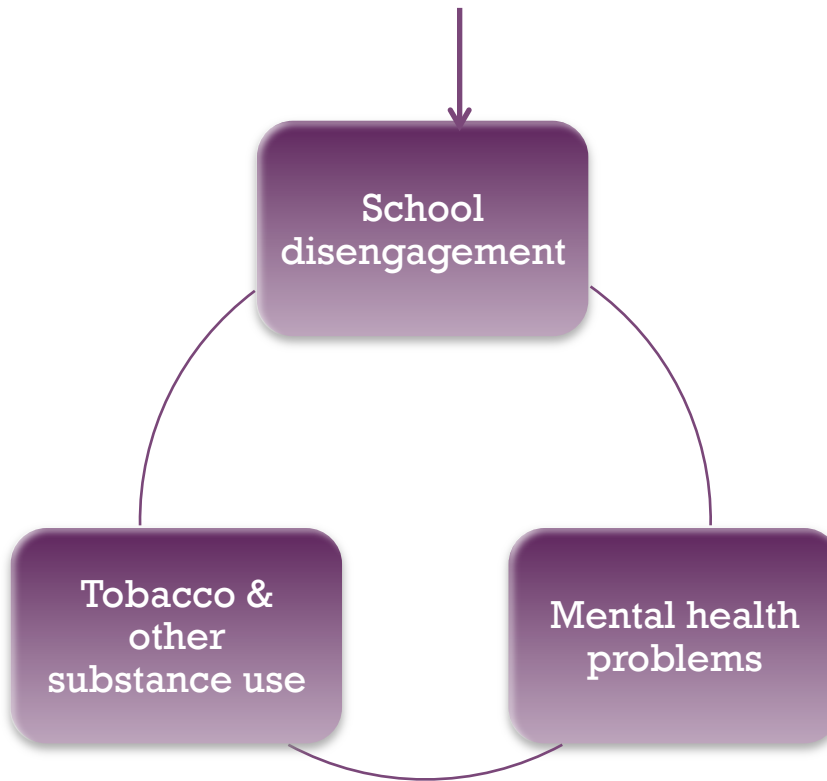
+ Factors associated with youth tobacco use

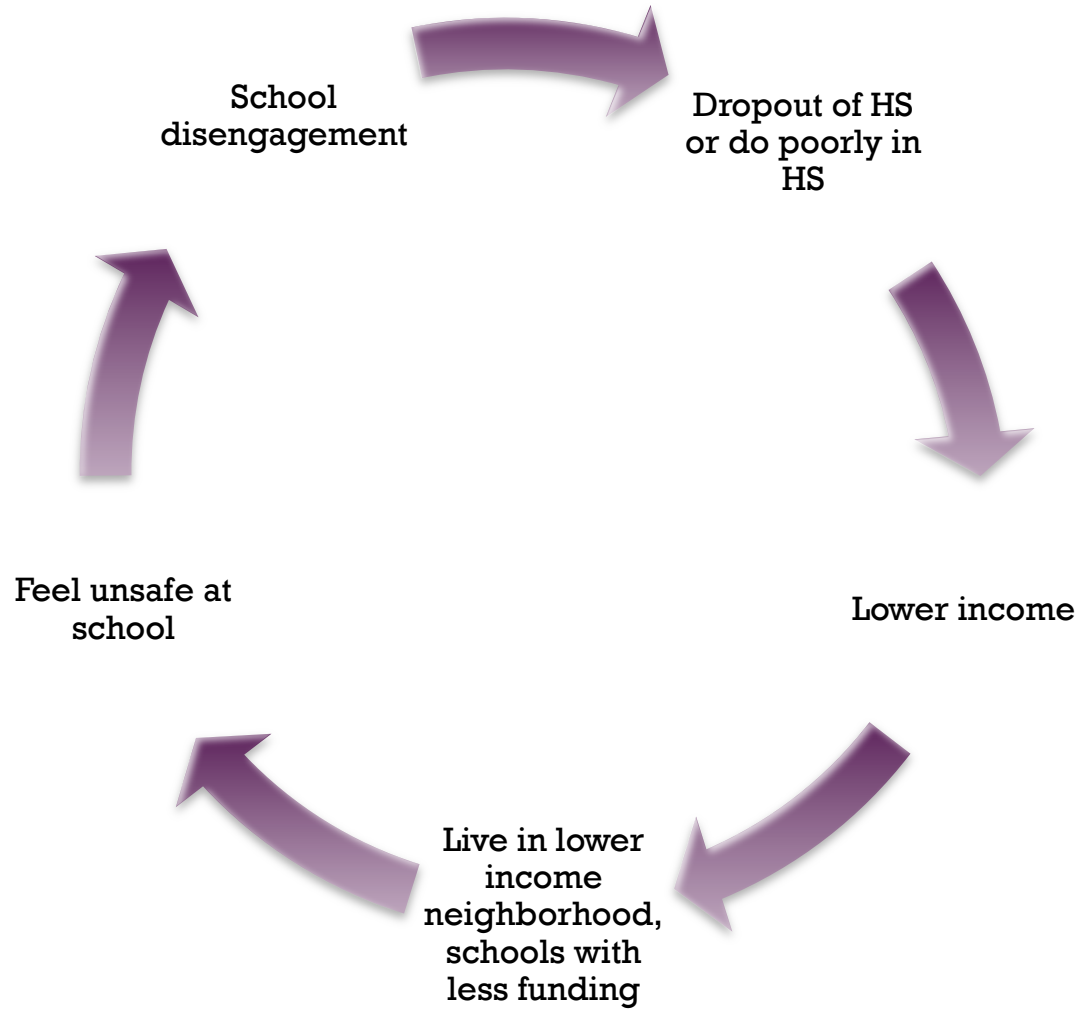




A vicious cycle

Lacking connections to peers or
teachers, feeling unsafe





YOUTH MOVEMENT

BY THE NUMBERS *



20

Coalitions

Youth-serving organizations and schools will host coalitions of 6-12 youth & 1 adult advisor

8-12

Youth Action Board

Youth leaders who will brand the movement, guide activities.

4-6

Adult Advisory Board

Adult advisors will create continuity between movement and other tobacco control work.

1

Statewide activity

Activity will be implemented with each coalition during a similar time period.

*plan as proposed, under negotiations

+ Coalition activities (Year 1)

Centers identity &
Analyze power

Examine
power &
privilege

Learn about
social
determinants
of health

Learn about
factors
associated
with tobacco
use

Root cause
analysis

Investigation
of root
causes in
local context

Promotes Systemic change & encourages
collective action

Promotes youth culture

Scaffold training, technical assistance, &
support to adult advisor & LPHA



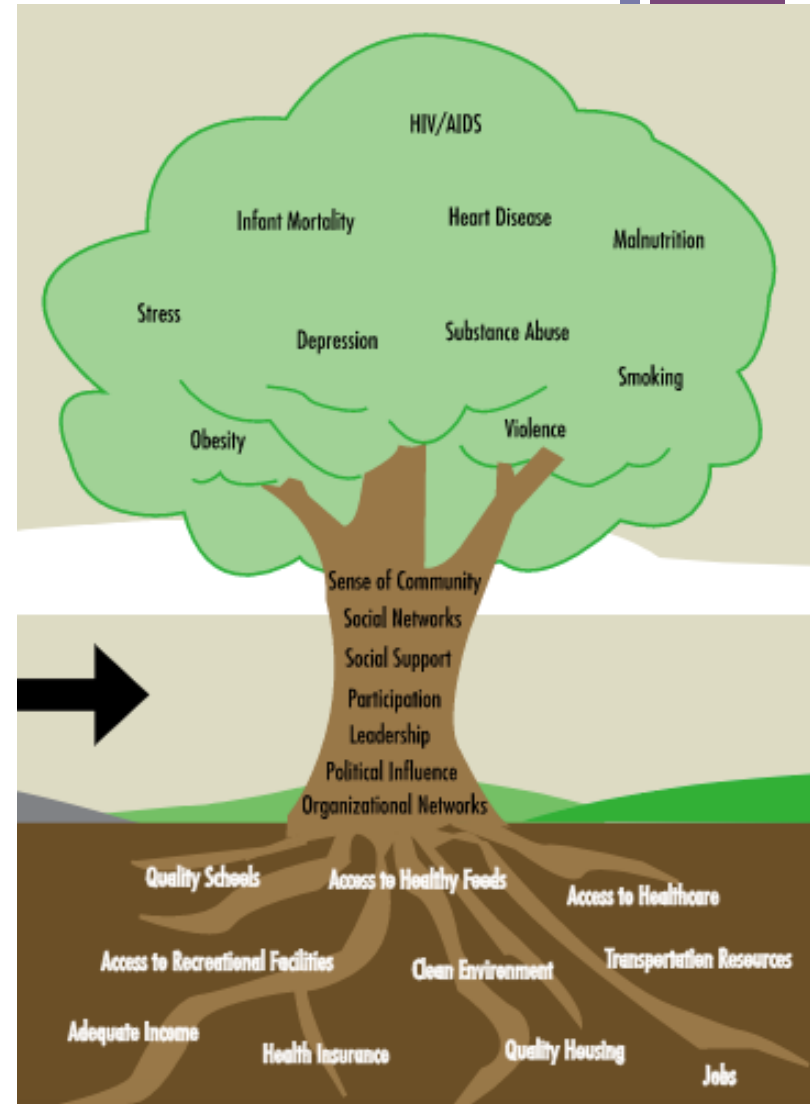
Aligning with CDC, STEPP strategic plan, Health Equity

CDC Best Practices health equity in tobacco:

- Tobacco-related disparities are challenging problems created and affected by a complex mix of factors, including social determinants of health, tobacco industry influence, a changing U.S. population, and a lack of comprehensive tobacco control policies.” (CDC Best Practices Health Equity, p 2)

STEPP Strategic Plan:

- “A majority of Coloradans live, learn, work and play in communities that have effective policies and regulations that reduce youth and adult use and access to tobacco” (STEPP Strategic plan, p 6).
- Objective: Explore, develop, and evaluate innovative practices.



YOUTH MOVEMENT TIMELINE *

• **JULY 1, 2018**

Recruit & hire staff

• **AUGUST**

Recruit Youth Action Board

• **AUGUST**

1st YAB meeting

• **AUGUST - OCTOBER**

Recruit 20 host organizations

• **SEPTEMBER- NOVEMBER**

Site visits to coalitions

• **OCTOBER- JANUARY**

Coalitions complete SJYD workbook

• **JANUARY-FEBRUARY**

Coalitions conduct root cause analysis

• **MARCH**

Statewide event

• **MARCH - MAY**

Participatory investigations



Map of Coalitions (as of 10/16)

Grantee Map

18 views

All changes saved in Drive

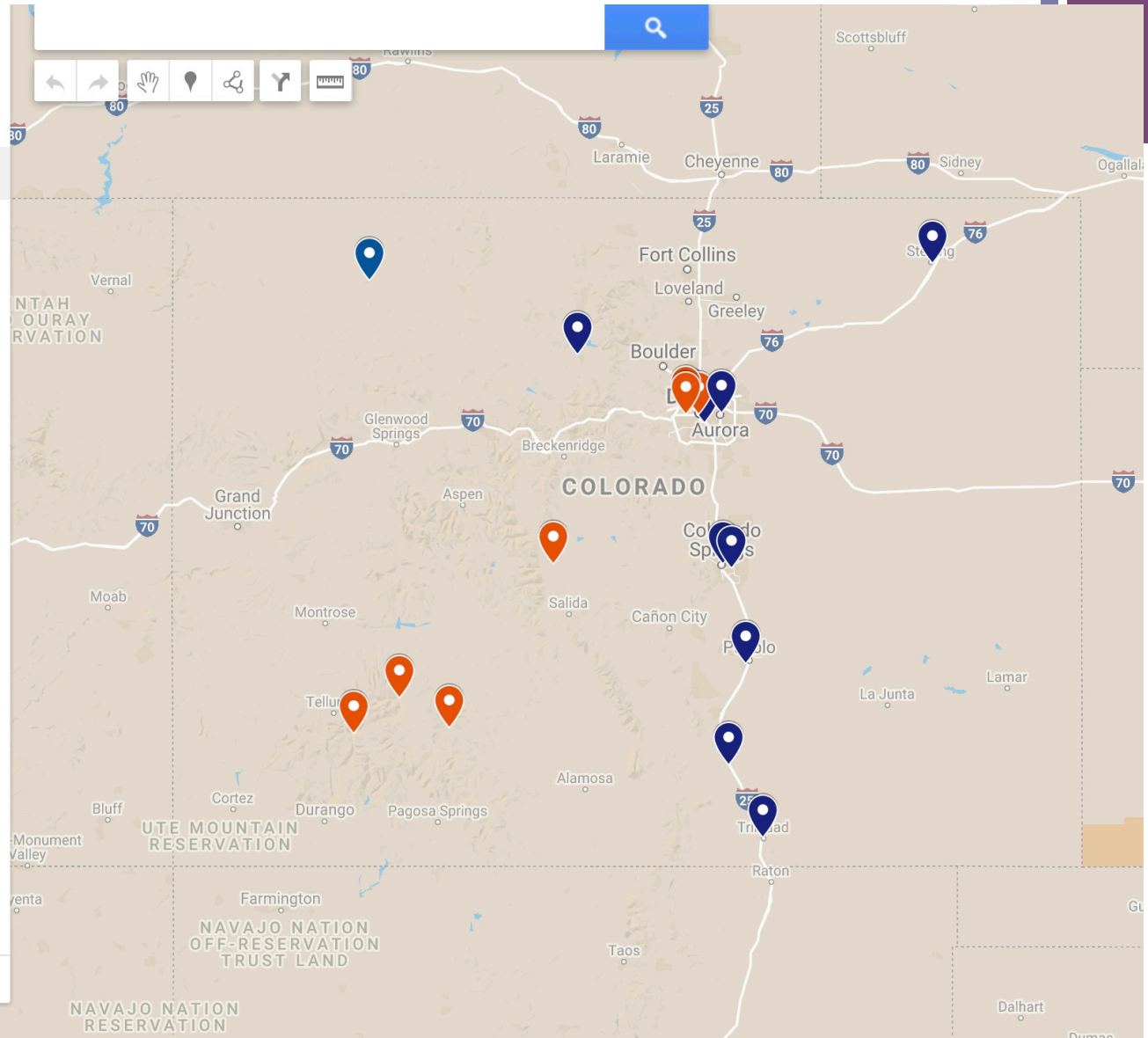
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Individual styles

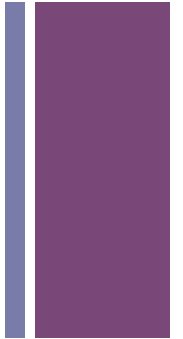
- Jefferson High School
- Mineral County Health Depa...
- Moffat
- Denver Bridge Project
- Chaffee County High School
- Family Resource Center
- Boys & Girls Clubs of Pueblo...
- Grand Futures Prevention C...
- SCCY (Sangre De Cristo Cen...
- San Juan County Public Hea...
- Silver Thread Public Health ...
- YAASPA
- Inside/Out Youth Services
- Youth Club of Trinidad
- CU Pre-Health Scholars Pro...
- Wheat Ridge High School
- Lakewood High School
- Second Chance Through Faith

Base map





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