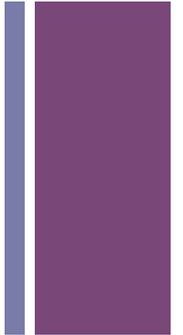




# A Social Justice approach to youth tobacco control

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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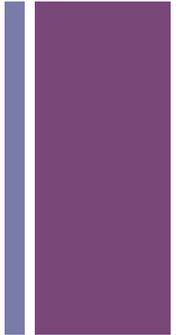


**Amy Ryan, MPH**  
Assistant Project Director



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

# + What is social justice?

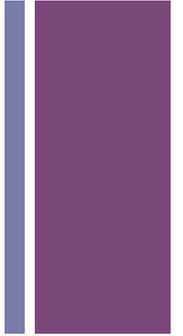


Social justice is both a process and a goal:

- 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



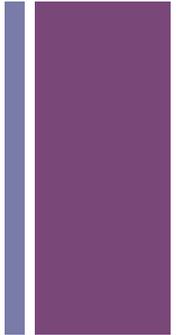
“SJYD examines how youth contest, challenge, respond to, and negotiate the use and misuse of power in their lives.”

(Ginwright and James, 2002, p 35)

# + Levels of Awareness Raising in SJYD

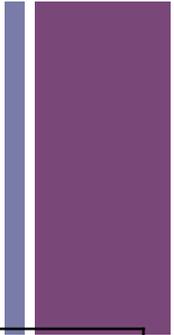


# + 5 Core elements of SJYD



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

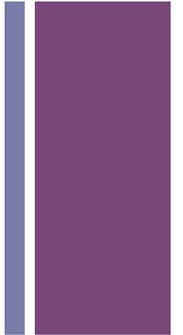
# + Doing Social justice youth development is PYD



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



# 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.

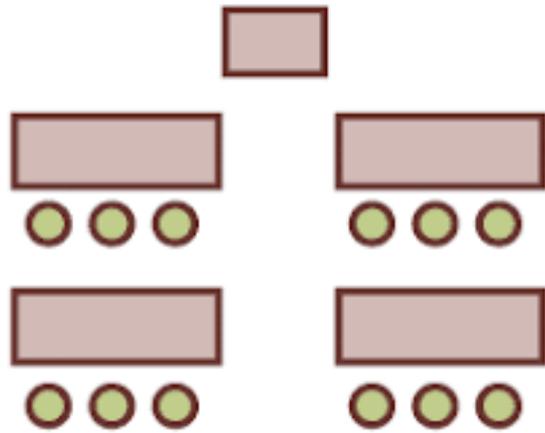
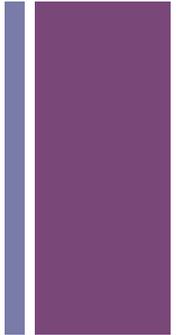


# Understanding power, privilege, and oppression

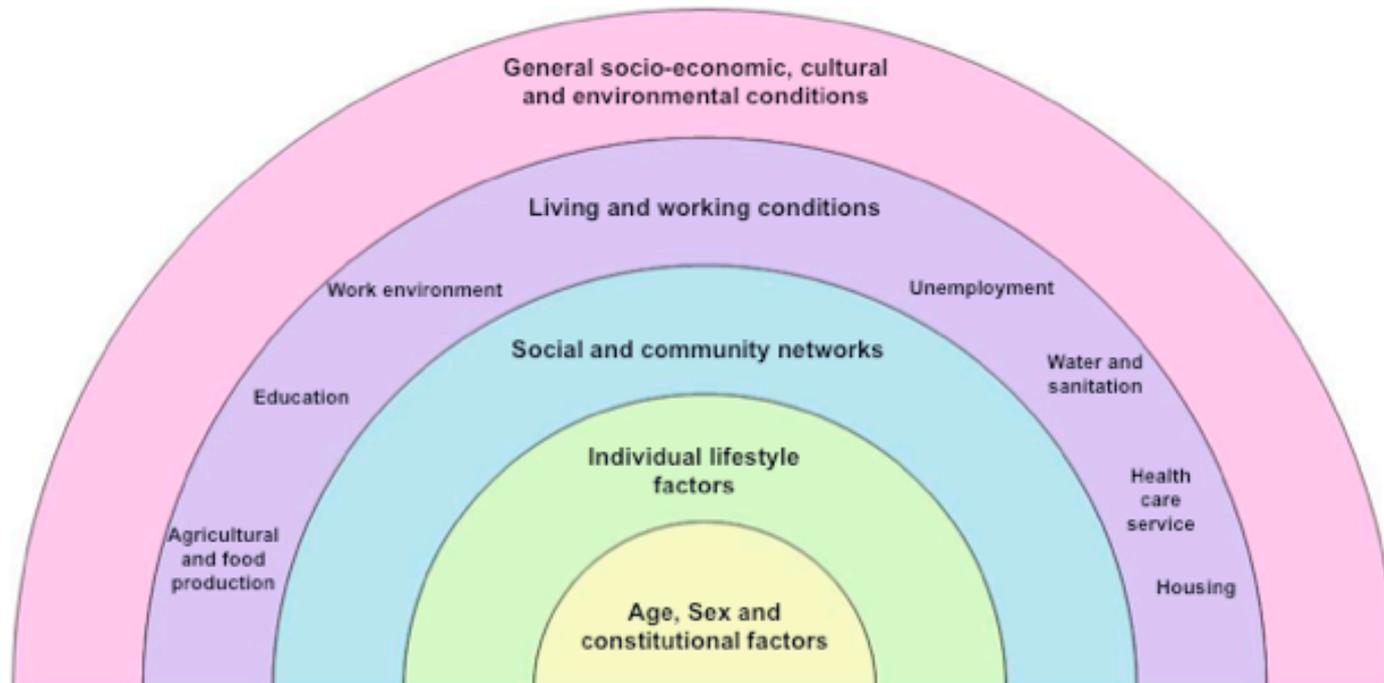
# + Social identities, intersectionality & privilege



# + 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

# + Exploitation



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

# + Forced labor & Debt Bondage



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

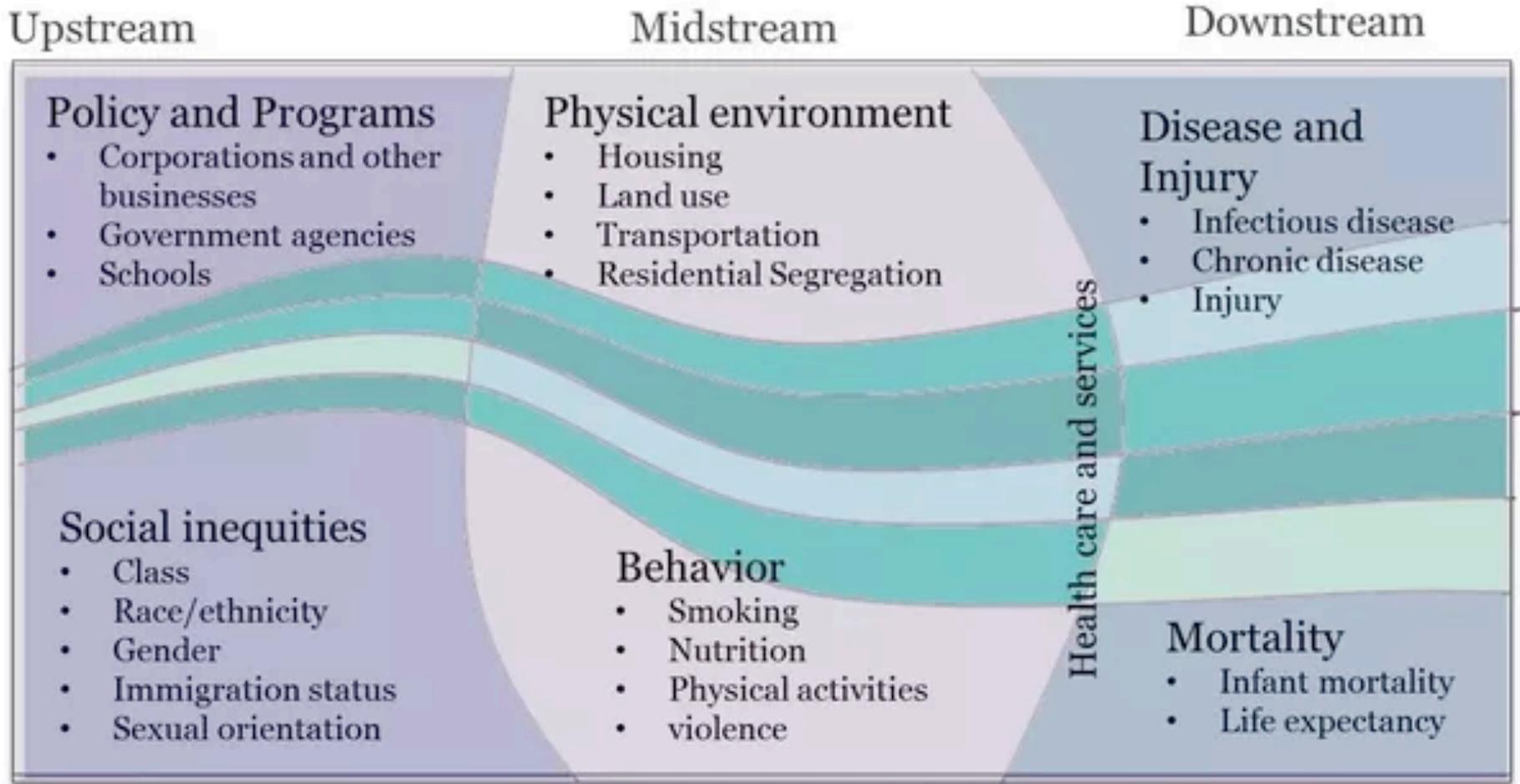
+ Known racketeers, power OVER US government





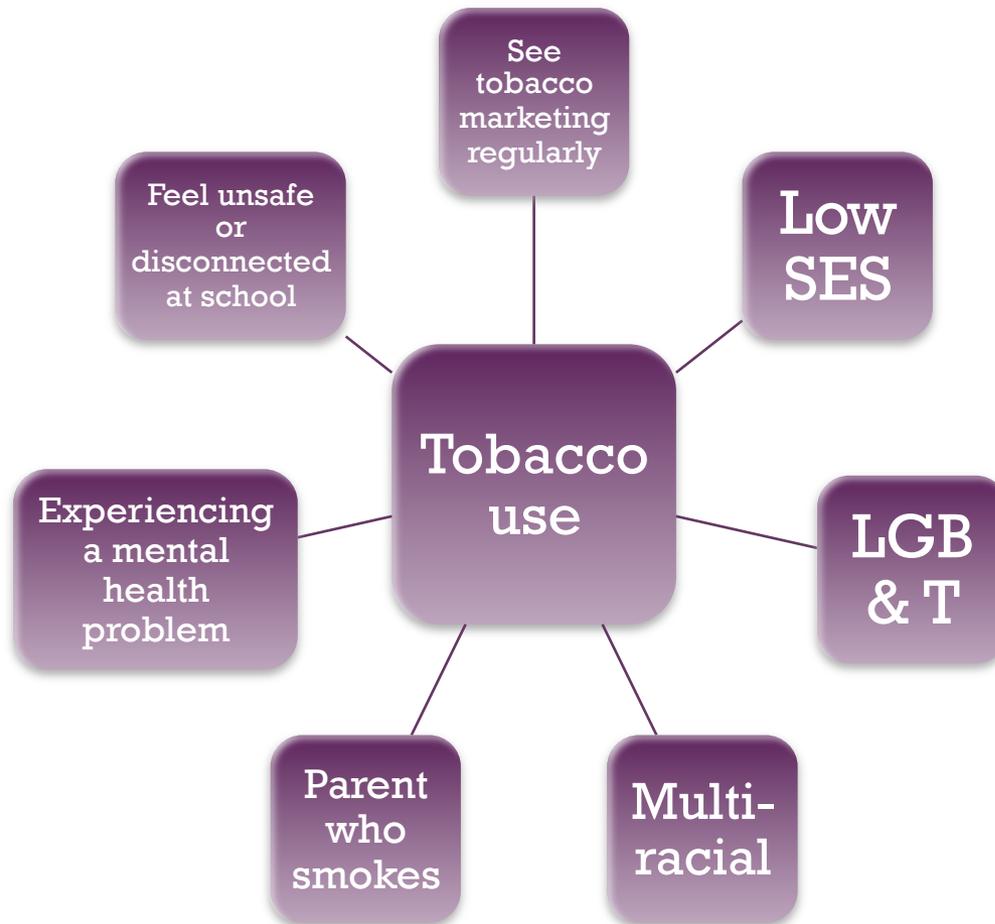
**Investigate root causes and contest  
unjust policies**

# + Root cause analysis



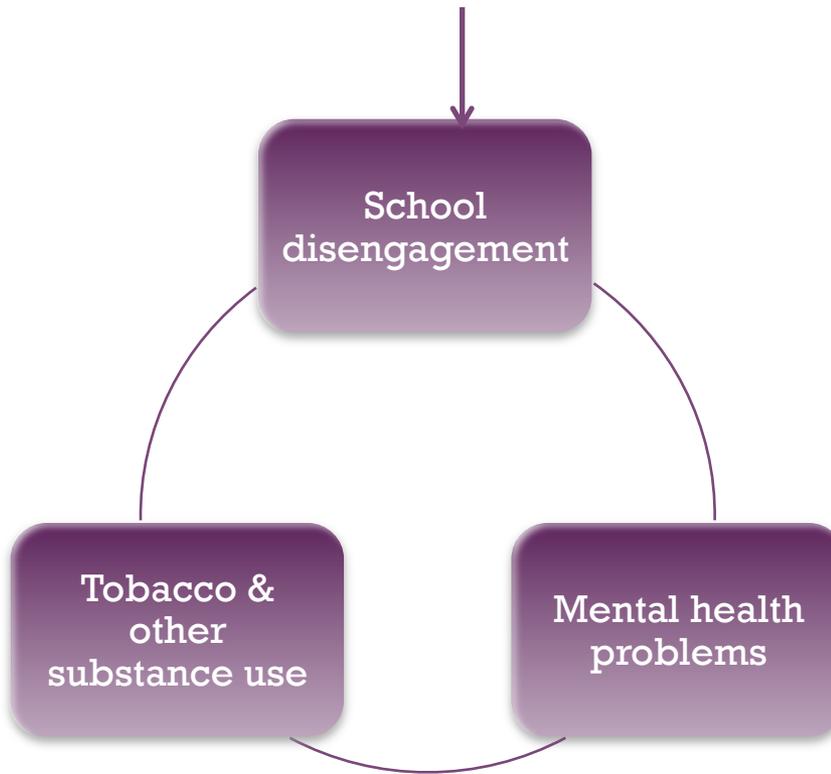
Government, Schools, CBOs → Parks & Housing → Hospitals & Clinics

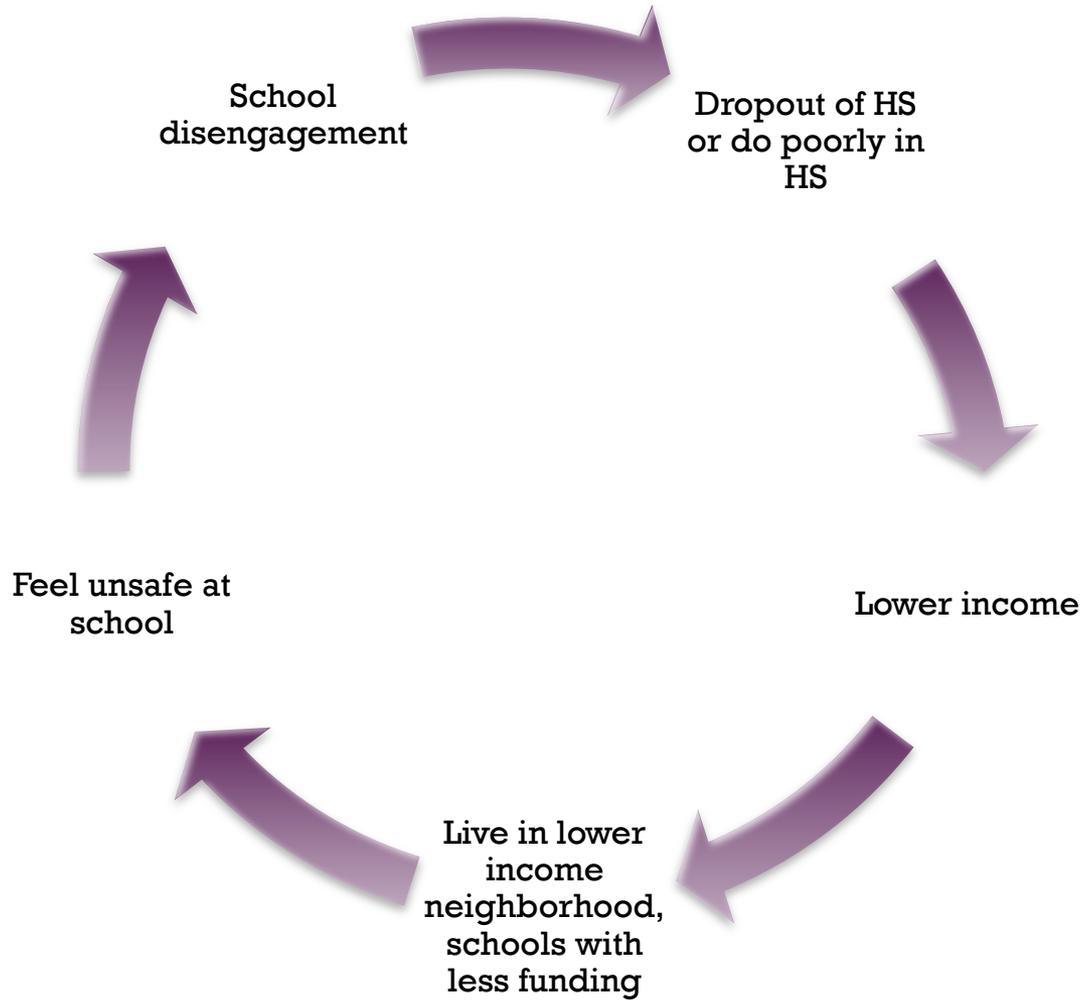
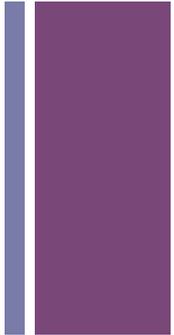
# + Factors associated with youth tobacco use



# + 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

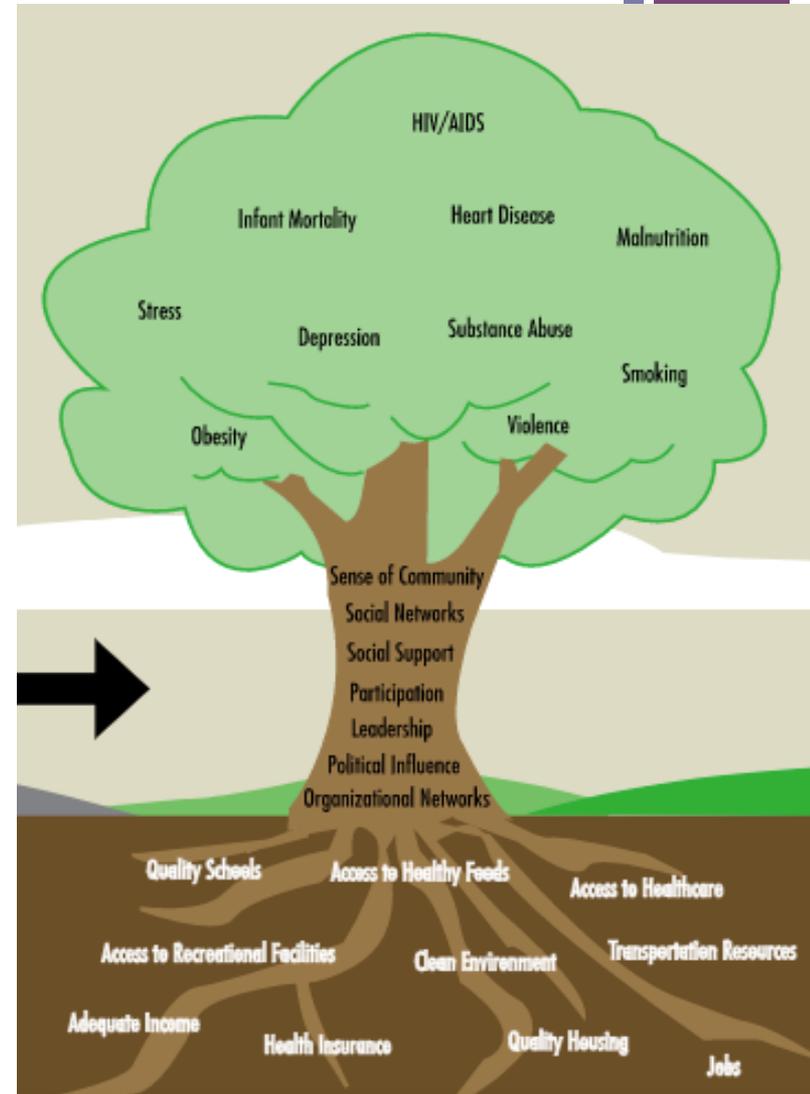
# + Aligning with CDC, STEPP strategic plan, Health Equity

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.



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# 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

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# Map of Coalitions (as of 10/16)

## Grantee Map

18 views

All changes saved in Drive

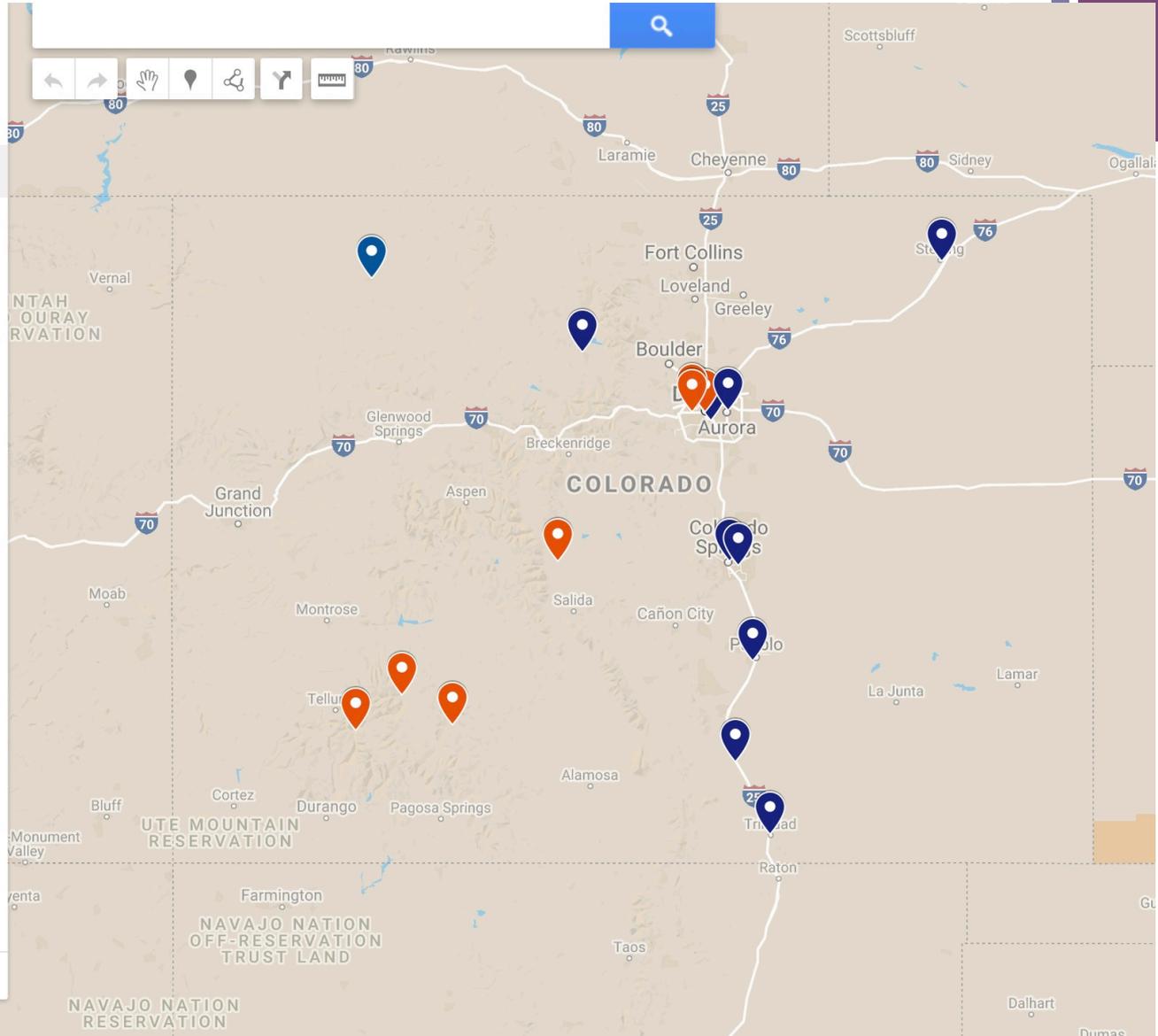
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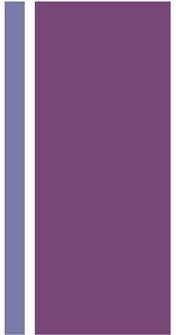
#### Individual styles

- 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



# + Contact



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