A Social Justice approach to youth tobacco control

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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
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.

(Adams & Bell, 2016)
“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

Ginwright & Cammorota, 2002
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

Ginwright & James (2002)
Doing Social justice youth development is PYD

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<th>Social Justice Youth Development Core Elements</th>
<th>Strengths Based</th>
<th>Inclusive</th>
<th>Youth As Partners</th>
<th>Collaborative</th>
<th>Sustainable</th>
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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
“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

Upstream
- Policy and Programs
  - Corporations and other businesses
  - Government agencies
  - Schools
- Social inequities
  - Class
  - Race/ethnicity
  - Gender
  - Immigration status
  - Sexual orientation

Midstream
- Physical environment
  - Housing
  - Land use
  - Transportation
  - Residential Segregation
- Behavior
  - Smoking
  - Nutrition
  - Physical activities
  - Violence

Downstream
- Disease and Injury
  - Infectious disease
  - Chronic disease
  - Injury
- Mortality
  - Infant mortality
  - Life expectancy

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

Factors associated with youth tobacco use

- Feel unsafe or disconnected at school
- Experiencing a mental health problem
- Parent who smokes
- Multiracial
- Low SES
- LGB & T

A vicious cycle

Lacking connections to peers or teachers, feeling unsafe

School disengagement

- Tobacco & other substance use
- Mental health problems
Dropout of HS or do poorly in HS

Lower income

Feel unsafe at school

Live in lower income neighborhood, schools with less funding

School disengagement
**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
- 1st YAB meeting

AUGUST - OCTOBER
- Recruit 20 host organizations

OCTOBER - JANUARY
- Coalitions complete SJYD workbook

SEPTEMBER - NOVEMBER
- Site visits to coalitions

JANUARY - FEBRUARY
- Coalitions conduct root cause analysis

MARCH
- Statewide event

MARCH - MAY
- Participatory investigations
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References


