

St. Mary Medical Center, Families in Good Health, Educated Men with Meaningful Messages

Photovoice/Positive Merchant
Campaign

Engaging Youth in Policy Change

Friday, February 4th, 2011

History of EM3/Program Highlights

- Located at St. Mary Medical Center under Families in Good Health
- EM3 is a Youth Empowerment Program designed to provide multi-ethnic male age's 15-19 years olds with an opportunity to be proactive about issues that affect youth and their community.
- Program Highlights:
 - Walkability Project
 - Youth Asset Mapping Project
 - Tobacco Retailing Permit

Agenda

- Overview of Tobacco Related Disease Research Project (TRDRP)
- Overview of Photovoice and Positive Merchant Campaign
 - Findings
 - Successes and Challenges
 - How to Engage Youth in Policy Change
 - Ways to Effectively Engage Youth
 - Ways to Sustain Youth Programs
- Conclusion

Overview of TRDRP

- Previous project funded by APPEAL, using GIS and Photovoice to advocate for stronger tobacco policies
 - Geographic Information Systems (GIS) mapping of positive and negative influences
 - Photovoice pictures of positive and negative influences
- Youth presents findings to City Council Members
- City Council unanimously passes Tobacco Retailers Permit

Photovoice and Positive Merchant Campaign

- Project Goals
 - To identify local merchants that are “Youth Friendly, Youth Healthy” based on specific criteria determined by the youth.
 - To recognize and acknowledge these merchants for their positive outlooks through local ethnic media, Enews, CBO’s events and emails, etc.
 - For other communities to replicate this project and make a difference in their community with a positive approach.

Photovoice and Positive Merchant Campaign

- Criteria to be considered “Youth Friendly, Youth Healthy.”
 - Given the overall layout of the store, were there overwhelming tobacco advertisements around the stores?
 - Were there fresh fruits and/or healthy snacks immediately upon entering the store?
 - Given the surrounding neighborhood, was it safe for youth to walk to and from the store?
 - Were the merchant themselves friendly and respectful?
 - Did the youth feel welcomed in the store?

Photovoice and Positive Merchant Campaign

- Successes
 - Sustained commitment and involvement of youth participants
 - Highlights the success of the previous Tobacco Related Disease Research Project (TRDRP)
- Challenges
 - Single cigarette purchase was very time consuming
 - Limited time for youth to make attempts to purchase single cigarettes on weekdays and weekends

Positive Outlook



Fresh fruits and vegetables right at the entrance of the stores. Though store merchant decline to be in the pictures, they gave us the thumbs up to take pictures in their stores.

Positive Outlook???



Unhealthy food? Yes. Negative Outlook? Not exactly. Our youth leaders actually had these pictures as a positive point for the merchants. These unhealthy food were located in the back of the stores. Not to mention these stores had little or no tobacco advertisements on the windows.

Negative Outlook



If stores had visible unhealthy food/drinks, plenty of tobacco/alcohol advertisements at the entrance, they received negative points. Poor customer service, cleanliness of the store, and the neighborhood setting all played a role in the overall point system to be considered a “Youth Friendly, Youth Healthy” merchant.

Powerful Quotes!!!

- “Yea maybe the store owners are selling single cigarettes to their regular customers, but after being recognized through social media in the community, they have more of a reputation to lose now if they get caught selling it. So, maybe after being recognized they will decide to stop selling the singles.”
- “It’s like you’ve won a medal in the Olympics, and they take it away cause you cheated or used drugs.”

How to Engage Youth in Policy Change

- Youth participation and voice was crucial in playing a role in the passing of the Tobacco Retailers Permit
- Data collection and pictures are key to presentations for city council members
- Have the youth be upfront and straight forward when working with local merchants
 - Be prepared and professional when approaching the merchants
 - Approach during slow hours
 - Residency and Importance of the merchants participation in making a difference in the community

Different ways to Effectively Engage Youth

- Give youth decision-making power
- Use youth-friendly language
- Structure meetings/trainings to be youth friendly –
A safe space for youth
- Self led facilitation/Co-facilitation meetings, w/
adult support.
- Make meetings accessible for youth
- Active participation and equal voice for all youth
- Peer to peer support and training

Ways to Sustain Youth Programs

- **Keep meetings youth friendly and interactive**
 - **Engage youth with Technology and New Devices**
 - **Include physical activity with certain trainings**
- **Reminding and promoting the benefits of participation in the program**
 - **Community Service Hours**
 - **Looks great on Resumes and College Applications**
 - **Job Placements/Skills/Trainings**
 - **Incentives/Donations**
- **Resources and support we provide to youth and their families**
- **“Walking the Talk”**
- **Commitment with a Goal to keep pushing (Staff, Director)**
- **Different Vehicles to attract and mobilize youth**

Conclusion

- Special Thanks
 - Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL)
 - Long Beach Health Department, Tobacco Education Program (LBHD TEP)
 - Long Beach Police Department