



**A YOUTH ENGAGEMENT PROGRAM FOR TOBACCO & OBESITY PREVENTION
FISCAL YEAR 2010-11 ACHIEVEMENTS AT-A-GLANCE**

Based on the **Outcome-Oriented Youth Engagement Model**, **Y St.** empowers youth to cause positive changes in Virginia communities through specific, branded campaigns. In FY10-11, Y St. worked on four campaigns; **Meltdown** to inform the public about new tobacco products; **ActOut** to promote physical activity; **CounterBalance** to assess point-of-purchase tobacco advertising and **Off The Screen** to reduce tobacco use in youth movies. Measures of progress (MOPs) are tangible and quantifiable actions, usually taken by the public, that show progress towards achieving the campaign goals. After being trained on the model, campaigns, and their MOPs, Y St. youth members were empowered to plan and execute their own projects to help achieve campaign objectives. With the support of a statewide action coordinator, youth throughout Virginia achieved the following.

FY10-11 Y ST. ACHIEVEMENTS

512
YOUTH TRAINED

287 UNIQUE
YOUTH MEMBERS LED
590 PROJECTS

VOLUNTEERING
982 HOURS

TO ACHIEVE
18,926
MOPs



7,008
SURVEYS

1,886
MESSAGES TO
MAGAZINES

30
VIDEO
TESTIMONIALS

123
YOUTH-DRIVEN
ONLINE
COMMENTS

1,977
YOUTH-DRIVEN
WEB HITS



2,126
FDA SURVEYS

148
STORE
ASSESSMENTS

519
PICTURES
OF TOBACCO ADS

30
VIDEO
TESTIMONIALS

3,005
EXPOSURE
SURVEYS



806
SURVEYS

138
SITE
SUGGESTIONS



1,130
MESSAGES
TO MOVIE STUDIOS



FOR MORE INFORMATION, PLEASE CONTACT:

MAYO DJAKARIA
RESCUE SOCIAL CHANGE GROUP
MAYO@RESCUESCG.COM

DANNY SAGGESE
VIRGINIA FOUNDATION FOR HEALTHY YOUTH
DANNY.SAGGESE@HEALTHYYOUTHVA.ORG