



What is Y Street?

Y Street is the Virginia Foundation for Healthy Youth's (VFHY) award-winning teen volunteer initiative for high school students. Since 2004, more than 5,000 Virginia teens have participated in Y Street across Virginia. Y Street increases youth awareness of health issues in order to deglamorize tobacco use and other unhealthy lifestyles and empowers youth to be activists in their schools and communities. Y Street is managed by VFHY and Rescue Social Change Group, a VFHY contractor. Y Street members have presented data from their health surveys to top government officials, including the U.S. surgeon general, the Food and Drug Administration and Virginia's governor, attorney general and secretary of health and human resources.



Y Street's Recent Accomplishments

- **May 2011:** Y Street receives national Youth Advocate Group of the Year Award from the Campaign for Tobacco-Free Kids.
- **June 2011:** Y Street Leadership Team is invited to attend the FDA's White House press conference announcing selection of nine graphic warning labels for cigarette packs.
- **January 2012:** Y Street presents findings from its Meltdown campaign to the FDA's Tobacco Products Scientific Advisory Committee.

Current Y Street Campaigns

- **CounterBalance** is focused on assessing the impact of tobacco advertising in gas stations, grocery stores and conveniences stores on youth smoking rates.
- **Off the Screen** addresses depictions of smoking in movies. More than 40 percent of all G-rated and PG-rated movies still depict tobacco use.
- **ActOut** promotes healthy lifestyles by focusing on physical activity and helping to curb the increasing prevalence of childhood obesity.