

VISTA Assignment Description (VAD)

Title: YKHC Tobacco Prevention VISTA

Sponsoring Organization: Rural Alaska Community Action Program

Project Name: Rural Alaska Community Action Program IV

Project Number: 19VSPAK002

Project Period: 09/01/2019 - 08/29/2020

Site Name (if applicable): Yukon Kuskokwim Health Corporation

Focus Area(s)

Primary: Healthy Futures

Secondary: Economic Opportunity

VISTA Assignment Objectives and Member Activities

Goal of the Project: The Yukon-Kuskokwim Health Corporation (YKHC) is a tribal health organization representing various tribal communities within the region. YKHC is located in the Southwest public health region of Alaska. Tobacco Use is the leading cause of death in the United States, with use rates in the YK region are as high as 50%, it is the lowest income area in Alaska. Tobacco related illness also is one of the leading causes of missed work days in the United States. Reducing prevalence of smoking may be the most effective strategy to start moving populations out of intergenerational poverty. Youth are being deeply affected by tobacco use, before they are even born in to this world.

Objective of the Assignment (*Period of Performance: First Year*)

Develop an Alternative to Suspension Program for youth violating school district tobacco free policies to provide the resources and help to quit using tobacco.

Member Activity: Work with stakeholders including the school district, students, teachers, the American Lung Association and YKHC to identify areas for improvement.

Member Activity: Research existing alternative to suspension programs and identify a best practice for the region or adapt an existing model.

Member Activity: Approach school leadership with the alternative to suspension program details and projections of moving youth away from tobacco usage and poverty.

Member Activity: Adapt the Alternative to Suspension program to meet school needs. If needed, write grants or fundraise for implementation (if support dollars needed) and implement.

Objective of the Assignment (Period of Performance: First Year)

Develop a culturally relevant K-12 Tobacco Prevention Curriculum.

Member Activity: Identify existing evidence based tobacco prevention curriculum that includes effects of tobacco use on health and finances.

Member Activity: Test lessons with school aged youth and receive feedback regarding applicability to youth.

Member Activity: Leveraging partners and subject matter experts, adapt existing curricula to meet needs of student body.

Member Activity: Train local or regional teachers and school nurses or public health nurses in lesson/curriculum implementation.

Objective of the Assignment (Period of Performance: First Year)

Establish & Support Youth Tobacco Prevention leadership opportunities.

Member Activity: Work with existing youth groups like 4H, Tundra Women’s Coalition, and the local teen center, develop materials for program staff to discuss tobacco use and it’s affect with at-risk youth.

Member Activity: Develop at least four opportunities over the course of the service year for youth-serving staff to implement tobacco prevention education.

Member Activity: Develop community or school wide events that are tobacco free, and designed to decrease likelihood of tobacco initiation among target age youth through improving their knowledge regarding tobacco company targeting, harms of vaping, smoking, and smokeless tobacco use.

Member Activity: Fundraise for events, and implement at least one in the first year of service.

Objective of the Assignment (Period of Performance: First Year)

Develop a culturally relevant campaign that targets youth and promotes the YK regional “This is Quitting”, mobile text to quit tobacco cessation program.

Member Activity: Work with existing youth groups like 4H, Teens Acting Against Violence, YEAH Tobacco Prevention advocates, and the local teen center to identify key tobacco cessation messages that resonate with youth and young adults living in the YK Delta region.

Member Activity: Develop a plan to disseminate the youth developed campaign that promotes “This is Quitting”.

Member Activity: Fundraise for promotional swag and media development that will advertise the youth text to quit campaign.