

**MARYLAND STATEWIDE YOUTH MOVEMENT AGAINST TOBACCO USE**  
**Statewide Event**  
**ESPN Zone**  
**February 21, 2004**

**TRASH kickin' Ash**



**maryland teens rejecting abusive smoking habits**  
[www.marylandtrash.com](http://www.marylandtrash.com)

Maryland Department of Health and Mental Hygiene  
and  
Center for School Mental Health Assistance, University of Maryland, School of Medicine



Danubia Hester	P.G. County TRASH
Tiffany Williams	P.G. County TRASH
Jerome Jones	Project Exhale
Elway Williams	Project Exhale
Cameron Anderson	Project Exhale
Ciara Mitchell	Project Exhale
Michelle Griffin	Project Exhale
Michelle Batt	Project Exhale
Kevin Callahan	Project Exhale
Travis Nolan	Project Exhale
Franklin Frisby	Project Exhale
Victoria Sampson	Project Exhale
Mikeshia Griffin	Project Exhale
Joseph Jennings	Project Exhale
Jessica Frisby	Project Exhale
Kathryn Frisby	Project Exhale
Devon Huges	Project Exhale
Rita Royster	Project Exhale
Talitha Royster	Project Exhale
Khayla Trowell	ROJA
Emmanuel Whitman	ROJA
Joy Covington	ROJA
Rica Blake	ROJA
Andrew Dill	ROJA
Rickey Blake	ROJA
Secret Blake	ROJA
Delana Colwell	ROJA
Jarred Braxton	Sheppard Pratt
Enoch Attenovkon	Sheppard Pratt
Kevin James	Sheppard Pratt
Darren McKoy	Sheppard Pratt
Devin James	Sheppard Pratt
Rashad West	Sheppard Pratt
Devin Johnson	Sheppard Pratt
Anthony Stanton	Sheppard Pratt
Kenneth Copprue	Sheppard Pratt
Patrick Jackson	Sheppard Pratt
Derek Stanton	Sheppard Pratt
Mariah Call	Sheppard Pratt
Ashley Montgomery	Sheppard Pratt
Jasmin Stewart	Sheppard Pratt
Danielle Branche	Sheppard Pratt
Lydia Ligon	Sheppard Pratt
Victoria McCullough	Sheppard Pratt
Chantille Sanders	Sheppard Pratt
Beverly Alleyne	Sheppard Pratt

Ashley Harlee  
Victoria Cox  
Tiarra Hill  
Nikita Corbin  
Amber Crawford  
Joron Harris  
Brittany Burreu  
Lynesse Smith  
Bryana Burreu  
Danielle Michael  
Natalia Figueiredo  
Raissa Figueiredo  
Maxine Norcross  
Zak Marsh  
Jeremy Kantman  
Danielle Carpenter  
Mikaela Berman  
Alison Ford  
Lindsay Davis  
Kelli Dungan  
Keke Mayo  
Jasmine Ford  
Ebony Coates  
Ellesse Frazier  
Barbie Bauvis  
Lakeisha Map  
Jasmine Ford  
Ebony Coates  
Renata Goeins  
Shawniece Disney  
Jalisa Jackson  
Michelle Decatur  
Megan Nicholson  
Tameika Kutrell  
Marlon Williamson  
Dameatric Scott  
Brittany Campbell  
Veronica Wheeler  
Waynisha Anderson  
Jordan Stubbs  
Ariel Jeter

Sheppard Pratt  
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**Adult Representatives**

Bonita Adeeb  
Tim Maxwell

**Coalition**

Chuck County TRASH  
Chuck County TRASH

Patricia Maxwell	Chuck County TRASH
Dawn Berkowitz	DHMH
Linda Naini	DHMH
Karis Pallone	DHMH
Andrea Tucker	DHMH
Elana Clarke	DHMH
Nia Coleman	Millennium
Jimmie Read	P.G. and Washington County TRASH
Patience Frisby	Project Exhale
Larry Lee Thomas	Project Exhale
Jonty Butler	Project Exhale
Jeffrey Reaves	Project Exhale
Baron Brown	Project Exhale
Jennette Brown	Project Exhale
Lanae Harris	Project Exhale
Towanda Reaves	Project Exhale
Lynn Thomas	Project Exhale
Benjamin McNeill	Project Exhale
Janice Euell	ROJA
Donald Brown	Sheppard Pratt
Norma Townsend	Sheppard Pratt
Melanie Peters	Sheppard Pratt
Crystal Peters	Sheppard Pratt
Marshall Clarke	Sheppard Pratt
Laura Sobers	Smoking Stops Here
Patsy Campbell	S.O.S.
Lisa Marsh	S.O.S.
Wendy Norcross	S.O.S.
Taneesha Skinner	Talbot County YCAT
Charla Lewis	University of Maryland
Ellie Davis	University of Maryland
Dennis Edwards	University of Maryland
Christina Huntley	University of Maryland
Michael Green	University of Maryland
Elizabeth Moore	University of Maryland
Patsy Campbell	Washington County TRASH
Jane Barrir	Washington County TRASH
Mandy Hornbecker	Washington County TRASH
Eddie Younger	Washington County TRASH
Sterlen Barr	Health Educator/Motivational Rap Artist
Demetrious Horton	Horizon H20 Dancer
Joseph Caraway	Horizon H20 Dancer
Mallory Murphy	New York Reality Check
Heather Bernet	New York Reality Check

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The meeting began with breakfast followed by introductions led by the youth advisory board. Youth were then divided into groups for the Toilet Paper Fashion icebreaker. Each group was provided with four rolls of toilet paper to “dress” a designated individual. All groups were judged according to their creativity and fashion.

**Tobacco & Hollywood: Headed Towards a Breakup**

Mallory Murphy, Executive Youth Board Member and Heather Bernet, County Coordinator of the New York Reality Check were introduced and presented Tobacco and Hollywood: Headed Towards a Breakup. New York State’s Reality Check is a youth-led movement with the goal of deglamorizing and denormalizing tobacco use by exposing the truth about manipulative marketing practices that target teens. They provided examples in films beginning in the 1930’s of cigarette use and the glamorization of this deadly product. After the Master Settlement Agreement in 1998, Big Tobacco promised the Attorneys General that it would stop product placement. Since then smoking screen time in PG13 movies increased 50%. In 2002 more than two-thirds of youth rated movies included smoking and more than 80% of R-rated movies included smoking. It has been estimated that smoking in the movies is responsible for 52% of starters.

Solutions were proposed to combat the impact of smoking in Hollywood.

- Certify no pay-offs: producers can post a certificate in the credits declaring that nobody received anything of value in exchange for using/displaying tobacco
- Require strong anti-smoking ads: studios and theaters can require a strong anti-tobacco ad to run before any film with any tobacco presence
- Stop identifying tobacco brands: there should be no tobacco brand identification nor the presence of tobacco brand imagery in the background of movie scenes
- Eliminate smoking in all new movies rated G, PG, PG13: Any film that shows/implies tobacco should be rated “R”. Tobacco should only be presented if it clearly reflects the dangers and consequences of tobacco use

The initiative goals and a variety of youth action components were enumerated. Reality Check also has an international counter-marketing effort to put pressure on Warner Brothers to stop British American Tobacco’s sponsoring WB movie nights in Nigeria where free cigarettes are distributed.

As a result of the Tobacco & Hollywood initiative, New York State youth have;

- sent more than 200,000 letters to Hollywood executives and celebrities.
- distributed more than 96,000 flyers near video rental stores and malls in New York.
- held more than 220 movie nights with more than 10,000 youth.
- had 7.5 million media impressions.

Tips were provided for youth that want to take a stand against Tobacco & Hollywood.

- Don't shy away from controversy
- It takes time to education people
- Circles of involvement
- Have focused and coordinated activities
- Track activities
- Look for partners – school and parent groups
- Earned media

### **Break and Shards O' Glass Presentation**

Nathaniel Wallace, Public Relations Liaison, and Natalia Figueiredo, Secretary, presented the Shards O' Glass Tee Shirts while youth enjoyed snacks.

### **Creation of Anti-Tobacco Messages Workshop**

Sterlen Barr, Health Educator and Motivational Rap Artist, along with Demetrious Horton and Joseph Caraway, dancers from Horizon H20, entertained with a dance presentation. PSA's from TRASH events from last year were played. Sterlen also presented a video PSA, featuring himself, youth, and former Pennsylvania governor, Tom Ridge.

Participants broke into groups of three to create their own PSA's. Coalition representatives shared PSA's including popular song rhythms, singing, rapping, and spoken word entries.

### **Coalition Presentations**

Danielle Grant, Vice-President, and Meroe Adeeb, President, led introductions of coalitions. Each coalition presented their accomplishments and activities of the past year and future activities.

### **Chuck County TRASH**

Highlights of 2003:

- Held a county-wide logo contest and the winning icon became the Chuck County TRASH logo
- Had 25 video entries from high school bands for a PSA contest
- Held a Kick Butts Day concert featuring high school bands
- Had 47 entries for a poster contest. The three winners won cash prizes and their posters will be displayed at the TRASH Statewide Event

Plans for 2004:

- April 3<sup>rd</sup>, Chuck County will host another Kick Butts Day concert at My Brothers Place in Waldorf, MD.
- In May, an anti-tobacco step competition will be held at Westlake High School.

### **Sheppard Pratt Community Education Program**

Highlights of 2003:

- Representatives were interviewed at Fox 45 in early December for a live television broadcast about the T.R.A.S.H. program.
- We planned community involvement activities.
- We initiated a poster contest for each site.

Plans for 2004:

- We are fortunate to have two coalitions in Baltimore. Our coalition would like to partnership with the other Baltimore Coalition and develop various projects and schedule to petition in Annapolis for Maryland to be a Smoke Free State.
- We planned to visit 2 or more youth community groups.
- Our January meeting was held on the 31st, 2004. We worked on a skit/PSA that involves a youth having to decide which group of kids he will hang with. One group is an activist group for anti-smoking and the other group feels that smoking is okay. The youth consults with his family members and makes the decision not to smoke and remain friends with everyone. We intend to finalize this media project and present this to the community groups that we plan to visit.

### **P.G. County TRASH Coalition & Oxon Hill Smoke Free Teens (OHSFT)**

Highlights of 2003:

- Conducted a carbon monoxide screening for awareness and recruitment at Oxon Hill High School
- Poster contest in P.G. County
- Oxon Hill Smoke Free Teens Day at Oxon Hill on March 26, 2004
- Created a newsletter called *The Prince George's County T.R.A.S.H. Can*
- Distributed a tobacco fact card with each ticket sale for the Bladensburg Dance

Plans for 2004:

- Hold a "Stomp" movie night
- Make tobacco stickers and place on tobacco ads in magazines in doctors offices

### **Project Exhale**

Highlights of 2003:

- Meeting with Delegates
- Weekend training session at Chase Suite Hunt Valley
- Freetown Day
- Kwanza Celebration

Plans for 2004:

- Gospel/Fashion Show
- Basketball Tournament
- Trip to Annapolis to meet with Legislators
- Visit schools in community to educate youth on smoking issues

### **Reaching Objectives through Joint Actions (ROJA), Inc.**

Highlights of 2003:

- World No Tobacco Day Event
- Tobacco workshop retreat and outreach events

Plans for 2004:

- Bike-athon in March

### **Students Oppose Smoking (S.O.S.)**

Highlights of 2003:

- Sponsored eight Putting Out the Smoke clubs in middle and high schools
- Hosted the Tobacco Free Sports Challenge for middle school youth
- Hosted the Kick Ash Forum for high school youth
- Developed PSA's and aired on Hot 99.5 FM

Plans for 2004:

- Carbon Monoxide testing at Westfield Shopping Center in March
- Tobacco Prevention Celebration at Orange Ball Billiards in April
- Butt Kicker contests

### **Youth Coalition Against Tobacco (YCAT)**

Highlights of 2003:

- Created a video for the local movie theater and held a premier for its release
- Produced full page in the Sunday newspaper bi-weekly
- Created their sixth banner to hang in the local community center
- Designed and created magnets with anti-smoking magnets
- Created and performed local radio messages
- Created and ran an anti-tobacco spot on the local cable television station
- Designed T-shirts for pre school children (over 600 have been delivered)
- Advocated for 100% clean indoor air by writing letters and attending county council meetings.
- Created and distributed bookmarks

### **Washington County TRASH Coalition**

Highlights of 2003:

- Holding a poster contest
- Created and disseminated a newsletter
- Created a new video involving the Hagerstown Suns

Plans for 2004:

- Hold a "Stomp" movie night
- Write to Hollywood stars regarding tobacco

### **Millennium Community Outreach Institute, Inc (Tobacco Use Prevention Action Coalition (TUPAC))**

Members: 30

First Meeting: November 2003

Highlights of 2003:

- Tobacco Van, offering free brochures, interactive games, and other tobacco preventive material, visited the coalition at the bon Secours of the Maryland Foundation
- Creating a newsletter for their coalition

Plans for 2004:

- Will be supporting cancer survivors by promoting a fundraiser to sell AVON Mark necklaces called "Circle of Friends". A prize will be awarded to the individual who sells the most necklaces.
- Connect with elected officials in the district to influence tobacco laws.

Respectfully submitted by CSMHA staff.