YOUTH SUBSTANCE USE PREVENTION GRANTS

Optional Community-Based Strategies

Alternatives to Suspension	Implement a school-based alternatives to suspension plan that uses restorative rather than punitive practices for students caught with nicotine products. Discuss program and policy options with school administrators, staff and resource officers. Programs are available from the American Lung Association and Stanford Medicine.
Early Childhood Care & Education	Work with early childhood educators and care providers to educate parents on the link between tobacco use and asthma in kids, poison risk, the hazards of secondhand and thirdhand smoke.
Merchant Education (T21)	Work with youth to educate tobacco and vape merchants about the Tobacco 21 law and the importance of compliance. New Virginia-specific resources and training materials are forthcoming from the VA Department of Behavioral Health and Developmental Services (DBHDS). To learn more, contact J.D. Carlin at Jason.carlin@dbhds.virginia.gov.
No Menthol Sunday Campaign	Engage faith leaders and their communities in a No Menthol Sunday Campaign, a national observance day led by The Center for Black Health & Equity. This campaign equips communities to advocate for policy change, protect themselves from the predatory tactics of the tobacco industry, and support quit journeys. Involve youth in the planning efforts.
Tobacco-Free Cars & Homes	Educate families on the risks of secondhand and thirdhand smoke. Promote kits and pledges for tobacco-free homes and cars for smokers and nonsmokers. Involve youth in the planning efforts.
Tobacco-Free Parks & Stadiums	Partner with Share the Air to help make outdoor spaces tobacco and vapor free. Work with youth to secure commitment from community parks and sports stadiums to be 100% tobacco-, nicotine- and e-cigarette free. Encourage the display of signage.
Youth Engagement Events	Engage youth to design and host activities connected to a larger campaign or event (e.g., Red Ribbon Week and Take Down Tobacco Day). Review this webinar on the Foundations of Authentic Youth Engagement to create a youth-driven initiative to shift norms around substance use. Host a Tobacco-Free Movie Night that shows a film which does not feature nicotine. Pair it with information about the dangers of substance use. Use this database to research family-friendly movie titles that do not feature smoking.