



## **I-STEP Update - October 4<sup>th</sup> Commission Meeting**

### **Time for Action**

Time for Action is I-STEP's 2013-2014 campaign theme. The executive council's desire is to have an effective message remembered for years to come. Our goal is for youth to take leadership at a local level by spreading the message through I-STEP activities, sharing the word around school and utilizing social media as an effective marketing tool (Facebook, Twitter, Instagram, You Tube).

Time for Action to us is showing we're here and ready to do something!

### **Council**

We currently have 17 members on the I-STEP executive council, which is great. Our council is doing better this year than it has been the past two years. We are coming together to work as a team, to become more unified. As a council, we only will have the chance to meet four times this year in person to plan; meaning we have roughly eight to nine hours (we work from 9 a.m. to 6 p.m. with an hour lunch break) together each time. If we maintain a positive, hardworking mindset, brainstorming things we can do to help communities, determine what to do for tobacco holidays and much more. One day every two months, for only eight to nine hours can be hard to work with effectively. When we leave with a vast amount of information, we can have a conference call to continue the discussion. However, it is unfortunate we are unable to meet face-to-face more often, and have all our members together. Regardless of the time crunches, we are still hard at work planning ALL our activities earlier this week, such as Red Ribbon Week, Great American Smoke Out and the Summit.

**Red Ribbon Week-** This week will be a good way to get our message out simply and effectively. On the week of October 21<sup>st</sup>, youth across Iowa, will partake in dress up days put together by the Executive council. An example is on October 22<sup>nd</sup>, they will wear black to represent losing someone to tobacco. ISTEP is only participating in the first half of Red Ribbon Week due to the fact Red Ribbon Week covers all substances. (See Attached RRW plans).

**Events Being Planned by Council-** ISTEP is planning five events which are Red Ribbon Week, Great American Smoke Out, Through with Chew Week, and Kick Butts Day. Plans for these events are due one month prior to the events taking place. We make sure the information is given out in advance so that community partnerships have time to plan with their local chapters and communities. Our adult leaders have also met up with the Department of Education this year, so our message will be shared through schools as well! The idea is that schools can hang up posters to educate youth on what ISTEP is and how students across Iowa can get involved.

**Communication with Partnerships-** Our council has written letters to CPs and will write more with the following events. One of our goals this year is to form youth/adult partnerships across the state, and find adults that support youth in the area and for our program. In order for that to work, we need adults that are willing to give time and commitment to our group and youth across the state of Iowa.

**Membership-** This year's requirements for ISTEP are a bit different than previous years. You don't have to be an ISTEP chapter to take part in ISTEP planned activities. Any youth can be a member, and if you have a wellness chapter or drug prevention chapter that takes part in ISTEP activities, this counts as an "ISTEP chapter".

Recently this year, we have partnered with the Iowa High School Rodeo Association who has supported youth tobacco prevention in Iowa since the 2000's. The Iowa High School Rodeo Association has 150 members who support ISTEP and would like to work together with us to promote our message throughout the state at their events. They also have a tobacco free grounds policy and proudly announce the Smoke-Free Air Act Law before every rodeo event.

Robbyn has been traveling to meet CPs and see where they are at with youth prevention groups. Harlan, Iowa has sixty members, and there are eighty to a hundred youth involved in tobacco prevention at Van Buren High School. This is awesome, go youth!

**Summit-** We are planning on having four summits this year and are hoping to have at least fifty youth at each summit. The council will drive to each location in the state, and meet with youth from each region. The four locations are Harlan, Storm Lake, Pella, and Waverly. Buses will not be provided this year, so youth will have to find their own transportation to the summit. However, we have started our planning very early this year so we have enough time to prepare and promote the summits! This information will be to schools no later than January of 2014. That gives us at least six months to plan for the Upcoming ISTEP summits which we are looking to have the week of June 9<sup>th</sup>. Details will be sent out after they are finalized. Our year long campaign of "Time for Action" ties in with our Summit Theme "Taking Action". We are very excited to come together and take action as leaders in our state!

Thank you for your support! It is very much appreciated!

Sincerely,  
Savana Dorsey , 2013 -2014 ISTEP President