



Iowa Students for Tobacco Education and Prevention

August 20, 2013

In early August, the I-STEP Executive Youth Council met for the first time as a council after their 2013 Summit in June. At this retreat they put together an extensive campaign strategy and plans for their yearly summit to be held in June 2014. We are writing to you on their behalf, to send out their plans for the upcoming year and to ask for your support in their youth-led initiative.

This year's campaign strategy will be primarily focused on two objectives, which are: build membership and gain name recognition. The attachment to this letter contains their campaign strategy put into an action plan format. Each activity is written as the youth who are working on the action plan. *Italicized/bold font* is how the youth believe you, as community partnerships, can help support them in their mission.

Each action step is a choice you can make in supporting the ISTEP mission. Each goal area ends in at least one youth from every county attending a regional summit in their area. The whole idea is to get the ISTEP name out there and get more youth on board with doing something locally in their community.

Our youth program has always been focused on preventing youth from starting and helping youth who use tobacco, quit. This year, the ISTEP Executive Youth Council would like to create educational presentations for schools statewide and promote the new addition to Quitline Iowa; youth 12-17 years old can call the Quitline. With your help, they can share their message by coming to you locally and working with you and your youth.

This generation of youth are ready for action, and have dubbed this year's campaign "Time For Action". It's all about putting the control at the local level and educating youth on the harmful effects of tobacco as well as preventing the next generation from starting. "Time for Action" was created by the ISTEP Executive Youth Council out of a discussion that they wanted to get more youth to "do something" locally and they wanted more youth to come to the summit. The ISTEP Executive Youth Council believes it's time to **DO SOMETHING**.

What time is it? "Time for Action" Are you with us?

Sincerely,

Robbyn M. Graves
I-STEP Youth Coordinator II

