

**Preventing Youth Initiation  
Georgia Tobacco Use Prevention Program#**

<b>Goal Area 1</b>	<b>Preventing Youth Initiation</b>
<b>Purpose</b>	Reduce tobacco initiation in youth through tobacco-free policy adoption, conducting mass media education campaigns on the dangers of tobacco use and by promoting tobacco cessation.
<b>Description</b>	In partnership with state and county agencies, local coalitions and youth trained under an effective empowerment model, evidence-based strategies are planned, implemented and evaluated that has proven to be effective in preventing youth initiation to overall tobacco use.
<b>Data</b>	<p><u>Georgia Youth Tobacco Use Quick Facts:</u></p> <ul style="list-style-type: none"> <li>• Approximately 9% (32,000) middle school students and 23% (103,000) high school students in Georgia used cigarettes, smokeless tobacco, or cigars in 2013.</li> <li>• Approximately 4% (15,000) middle school students and 9% (39,300) high school students used electronic cigarettes in 2013.</li> <li>• During the past year, 59% (6,200) middle school students and 59% (27,100) of high school current smokers tried to quit.</li> </ul> <p>All data are from the 2013 Georgia Youth Tobacco Survey</p>
<b>Partners</b>	Georgia Public Health Districts, Youth groups/adult leaders, Local and statewide partners such as Family Connections, Boys and Girls Clubs, Girl Scouts, Future Business Leaders of America, Student Against Destructive Decisions, Georgia Department of Public Health Communications Department; American Cancer Society of Georgia; American Lung Association of Georgia; American Heart Association of Georgia; Georgia American Academy of Pediatrics; Georgia Department of Human Services.
<b>Intended Outcomes</b>	<ul style="list-style-type: none"> <li>• Increase in the number of school districts to adopt the 100% Tobacco-Free School model policies.</li> <li>• Increase in the number of colleges and universities to adopt the 100% Tobacco-Free Colleges and Universities model policies.</li> <li>• Increase in the number of parks and recreation associations to adopt the 100% Tobacco-Free Parks and Recreation model policies.</li> <li>• Increase in price for all tobacco products.</li> <li>• Increase in the number of retail environments that adhere to laws restricting sales to minors.</li> <li>• Increase the number and type of mass media campaigns targeting youth.</li> </ul>

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