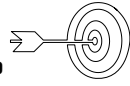


T.A.R.G.E.T. Project

Teens and Retailers Getting Educated on Tobacco



Office of the Los Angeles City Attorney,
Carmen Trutanich

Tobacco Enforcement and Education Program
T.A.R.G.E.T. Project

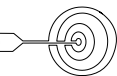
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Made possible by funding from the Department of Health and Human Services through the Los Angeles County Department of Public Health.

T.A.R.G.E.T. Project

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•**T.A.R.G.E.T. Project** is a civic engagement and community-based learning project that focuses on engaging high school students to educate the retail community around the schools.

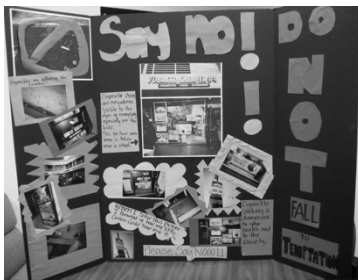
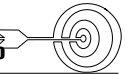
•Through PHOTOVOICE, the students will learn to raise awareness of tobacco's presence and influence in their communities.

•Students participate in six, one-hour activities and trainings such as media literacy and tobacco advertising, Photovoice and civic and local government participation.

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Say No!

Students make reference to the large number of "tobacco only" shops in their community.

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Smoking? You Must Be Joking!

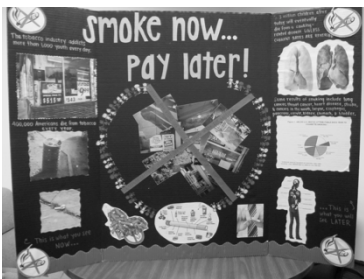
Students make reference to tobacco advertisements placed at eye-level. One specific brand is highly advertised/ marketed in this community.



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Smoke Now... Pay Later!

Students make the connection between access of tobacco products, the amount of litter/ environmental problems and the health risks.

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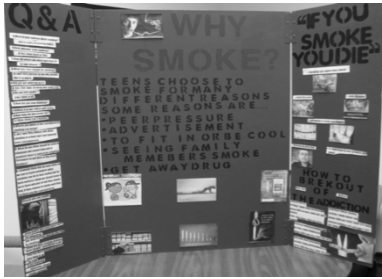
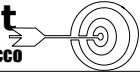
Teens and Retailers Getting Educated on Tobacco



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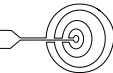
Why Smoke?

Students explain why teens choose to smoke and conducted a survey among their peers. New tobacco industry products are heavily marketed in this community.

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T.A.R.G.E.T. Project

Teens and Retailers Getting Educated on Tobacco



T.A.R.G.E.T. Project

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Preparation for Photovoice

- Mapping
 - 1. Mapping of Tobacco Retailers near targeted High School Area Mapping
 - 2. TSP investigators to run tobacco retailing locations to check for sales of parents
 - 3. TSP investigators to hand conduct for T.A.R.G.E.T. Project Support Staff
- Coordination of student participation
 - 1. Photovoice staff members to help students as to understanding the Photovoice/PhotoVoice tool based on information provided by ACU
 - 2. Students to get a group assignment to conduct tobacco retailing locations
 - 3. Students to get a group assignment to conduct tobacco retailing locations
 - 4. Students to get a group assignment to conduct tobacco retailing locations
- Mapping of tobacco per group
 - 1. Using mapping tool, map tobacco per group
 - 2. Draw each address and print out checklist for each
 - 3. Each team to conduct tobacco retailing locations per group's location.
- Team List
 - 1. Create Team List to include District, Chapter and number of students.
- Survey
 - 1. Create a list of Tobacco Retailers into each survey
 - 2. Develop a list of TSP Team List
- Prepare Team Sign
 - 1. Prepare a list of Tobacco Retailers, sign in sheets and team sign (see attached)
- Materials
 - 1. ACU to provide sign of materials to school location
 - 2. ACU to provide sign of materials to school location
- LARS
 - 1. ACU to send LARS representatives a list of tobacco retailer locations

Photovoice requires extensive planning and preparation:

- Assess your community
- Understanding your area of focus
- Safety of minors
- Mapping locations
- Coordination/ Team Lists
- Supplies i.e., cameras, surveys
- Photo Development

Lessons learned:

- Safety first
- Never underestimate students point of view & their creativity
- Establish protocols and procedures
- Varying differences between communities

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