

3rd Annual Maine Youth Stop. Quit. Resist! Anti-Tobacco Summit WORKSHOP LIST

Session 1: Please select your 1 st and 2 nd choices from the workshops described below and enter the corresponding codes on your registration sheet.		
Code	Title & Presenter	Description
1A	The Dangers of Nicotine Dr. Victor DeNoble	Victor DeNoble, the Summit’s keynote speaker and a former research scientist for Philip Morris, will share his knowledge about the addictiveness of nicotine, and why tobacco companies fought so hard to deceive the public about the health risks caused by smoking. In this workshop you will learn more about Big Tobacco’s history of lies, and prepare yourself to help educate others on the truth about cigarettes.
1B	Teen Zen: A Healthy Alternative Kimberly Rowe, Five Seeds	This experiential workshop provides a safe and supportive atmosphere for teens to learn how to cope with all kinds of stress. Many people use cigarettes as a coping mechanism for dealing with pressure, and in this workshop we will practice breathing, mindfulness, meditation, and awareness as healthy alternatives. Join us for listening, sharing, and relaxing into yourself— adults are welcome to join as well as youth!
1C	“All the Popular Kids Eat Thumbtack Sandwiches” Ryun Anderson, MYAN Project Assistant	Together we’ll explore the tactics that Big Tobacco companies use to manipulate different groups into taking that first puff. This interactive and creative workshop will help you gain a better understanding about the inner workings of tobacco marketing. You’ll be more educated and able to teach your peers so that together you can resist tobacco companies’ attempts to lure you in.
1D	Smoke Screen: Tobacco on Film Michelle Ross, Partnership For A Tobacco-Free Maine	Recent studies have found that films depicting tobacco use are increasing, and are reinforcing misleading perceptions that smoking is both widespread and socially desirable. Moreover, these films do not convey the long-term consequences of tobacco use. In this workshop you’ll learn to be a critical consumer of the media’s message on tobacco, and how to fight the assumption that smoking is “cool” with facts about the dangerous health risks of smoking.
1E	Ignite Your Community! Brian Ross, Ignite National TJ Williams, Ignite Oxford County	As a young person, you have the unique moral authority to fight back and defend your generation, engaging your peers in the political process to triumph over Big Tobacco. In this workshop Ignite members will give you information on how to start your own Ignite chapter in your school, and share skills to tackle the important issues of tobacco in your community.
1F	Youth/Adult Partnerships: An Introduction Pentheia Burns & Shannon Heath, Muskie Institute of Public Service	Change happens when a group of people, no matter how big or small, works together toward a common goal. In this workshop we’ll discuss why youth/adult partnerships are important and how you can best create effective partnerships in your community. Come prepared to engage in positive self-assessment of your group, strengthen your collaborative skills, and take away tools that will help you approach future pursuits from a stronger and more dynamic team perspective.
1G	Teaching Big Tobacco Ellsworth High School Student Health Awareness Group (SHAG)	This workshop will focus on the “back room” of Big Tobacco, educating you in how the industry works to develop the next generation of tobacco consumers by targeting youth. You’ll learn about tobacco advertising and marketing, and why the dangerously addictive role of nicotine in cigarette engineering makes smoking a bad choice for everyone, young or old.

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Session 2: Please Select your 1 st & 2 nd choices from the workshops listed below and enter the corresponding codes on your registration sheet.		
Code	Title & Presenter	Description
2A	The Dangers of Nicotine Dr. Victor DeNoble	Victor DeNoble, the Summit's keynote speaker and a former research scientist for Philip Morris, will share his knowledge about the addictiveness of nicotine, and why tobacco companies fought so hard to deceive the public about the health risks caused by smoking. In this workshop you will learn more about Big Tobacco's history of lies, and prepare yourself to help educate others on the truth about cigarettes.
2B	Ready to Quit? Fred Wolff, Center for Tobacco Independence & Carol Coles, Partnership For A Tobacco-Free Maine	Often teens who use tobacco feel shamed, blamed and discriminated against, and many teens who are nonsmokers live with family members who smoke and worry about the health effects as well as the emotional impact of tobacco use in the home. Teens affected by tobacco use, in either or both situations, can find themselves in a very difficult position. In this workshop, we will work together to break through the negativity, shame and fear, and come up with ideas that can be helpful. Whether you're the one looking to quit or you want to support your friends and family, please come and share your creativity, compassion and energy!
2CN	"All the Popular Kids Eat Thumbtack Sandwiches" Ryun Anderson, MYAN Project Assistant	Together we'll explore the tactics that Big Tobacco companies use to manipulate different groups into taking that first puff. This interactive and creative workshop will help you gain a better understanding about the inner workings of tobacco marketing. You'll be more educated and able to teach your peers so that together you can resist tobacco companies' attempts to lure you in.
2D	Star Stores: Encouraging Retailer Responsibility Mary Bourque, Partnership For A Tobacco-Free Maine	The NO BUTS! Star Store initiative is designed to encourage tobacco retailers to reduce the advertising of tobacco products in their stores. YAP youth develop a working relationship with tobacco retailers in their communities, encouraging stores to reduce their advertising in exchange for promotional items for their stores as well as local recognition. The Partnership For A Tobacco-Free Maine plans to roll out the initiative to all HMP YAP programs in the fall of 2007, and in this workshop you'll get a preview of what the program is all about and how it can help spark change in your community.
2E	Ignite Your Community! Brian Ross, Ignite National TJ Williams, Ignite Oxford County	As a young person, you have the unique moral authority to fight back and defend your generation, engaging your peers in the political process to triumph over Big Tobacco. In this workshop Ignite members will give you information on how to start your own Ignite chapter in your school, and share skills to tackle the important issues of tobacco in your community.
2F	Beyond Bake Sales: Fundraising Ideas for Peer Programs Maine Community Foundation	This workshop digs deep into fundraising, coming out with ideas and resources for groups to call on beyond the traditional ideas of bake sales and bottle drives. Come discuss with a professional fundraiser ways to raise money for your peer program. Walk away with ideas for funding your specific project, along with a bag full of other means to "bring in the bucks."
2G	The Effects & Affects of Smoking Greenville High School MOOSE Group	Inhaling cigarette smoke cripples your lungs with dangerous chemicals and affects the way the rest of your body functions as well. In this workshop you'll learn about these negative effects through hands-on activities, and then participate in a discussion of ways you can educate your peers about the importance of staying smoke-free.

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Session 3: Please Select your 1st & 2nd choices from the workshops listed below and enter the corresponding codes on your registration sheet.		
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3A	Take Back the Media: Youth Developed Prevention Campaign Nikki Jarvais & Ken Krauss, CD&M Communications	This is your chance to collaborate with the Partnership For A Tobacco-Free Maine (PTM) to create a statewide TV message that will target your peers. Using the themes and framework provided, teams will turn their ideas into key messages or storyboards. At the end of the session, one or two of the teams will be selected to advance to the next stage of development and potentially make their winning concept into an actual broadcast spot. Other groups will gain insight and skills on turning ideas and messages into concepts that may be usable in their communities, schools or potentially broadcast on PTM's new youth web site.
3B	Learn How to Quit Even if You Are Not Ready to Quit Fred Wolff, Center for Tobacco Independence & Carol Coles, PTM	All are welcome, but this group is specifically designed for any teen currently or recently using tobacco who has thought about quitting. Even for very light smokers (or tobacco chewers), quitting isn't easy—but it can be done! No one can make you quit, but if you have sometimes thought you might want to quit some day, come and learn the latest strategies on how to do it, and share some of the ideas that you have figured out from any previous quit attempts.
3C	Be Heard: Creating Anti- Tobacco Policy Change Becky Smith, ME Coalition on Smoking or Health, & Michelle Caliandro, ALA	As students, you have more power than you know. You can learn how to be heard at the State House so you can help get anti-tobacco laws passed! During this workshop you will learn how laws are made and how you can influence the lawmaking process. Whether it's in Augusta, Washington DC, your town or your school, you can use these skills to influence the world around you.
3D	Grassroots Advocacy in Action Cara Bilodeau, Maine Women's Lobby	This workshop will introduce you to the basics of advocacy work and the power of community organizing. You'll learn how to find the decision makers in your community, and how to get them involved in the anti-tobacco issues you care about. You'll develop practical skills for making change, learning how to articulate your ideas and communicate them effectively to local leaders through a letter writing activity.
3E	Get Involved in National Anti-Tobacco Advocacy Brian Roth, Vice President of Grassroots, Ignite National	If you are angry about the role that Big Tobacco plays in government policy making, then join Ignite and learn about ways to fight back and get your voice heard by decision makers in Washington. You can influence government policy by pressuring politicians to reject campaign contributions from tobacco companies and their interests, informing voters of tobacco issues in key elections, and participating in national political efforts.
3F	Youth/Adult Partnerships: Troubleshooting as a Team Pentheia Burns & Shannon Heath, Muskie Institute of Public Service	This advanced workshop will focus on the challenges every youth/adult partnership is bound to face as it begins to develop and cultivate a vision for change. What can you do to best deal with problems your group may come up against and keep working hard toward your goals? We will address different situations that your group may experience and suggest helping techniques for resolving conflict.