

Project Highlight



Youth Tobacco Cessation Program & Tobacco Mini-Grant Program

The Alabama Department of Public Health's Youth Tobacco Cessation Program focuses on reducing the infant mortality rate among pregnant teens who smoke. Its purpose is to address tobacco prevention and cessation among teenagers, with an emphasis on the prenatal teenage population.

The program selected the pamphlet, *Smoke-Free for a Healthy Baby*, to help teens better understand the dangers of smoking while pregnant. The pamphlet lists the Alabama Tobacco Quitline number to encourage pregnant teens to utilize the line which offers free counseling and free nicotine patches (if eligible). Three wonderful posters were created to accompany the pamphlets in delivery health care professionals' offices as well as in pregnant teens' homes, pregnancy crisis centers and other locations. Finally, during March 2008 the program ran a statewide media campaign with a television ad for teens who smoke. The "Older Than Dead" ad was directed towards all teens, not just those who are pregnant.

For information about the Youth Tobacco Cessation Program, contact Laarni P. Cox at laarnicox@adph.state.al.us or call (334) 206-7001.

The Tobacco Mini-Grant Program is funded by the Tobacco Master Settlement Agreement. Grants are distributed among approximately 16 local organizations such as prevention agencies, school boards, extension services and church groups. These grants fund activities that focus on youth education, community advocacy, and tobacco prevention and cessation.

The purpose of this program is to reduce youth tobacco prevalence rates and increase awareness about the dangers of secondhand smoke. For information about the youth mini-grant program, contact Betsy Jones at ElizabethAJones@adph.state.al.us or go to www.adph.org/tobacco and click on the Youth TPC Program page.