



# Nebraska 4-H Teaching Tobacco Truths

Tobacco use is the single most preventable cause of death and disease, responsible for approximately 440,000 deaths annually in the United States. Tobacco use among Nebraska teens is a significant problem. In fact over half (53.4%) of Nebraska youth report having ever tried smoking cigarettes.



for a great state of health

The Nebraska 4-H – Leading the way to a Tobacco Free Future project has monies for the development of projects that would create a "Tobacco-Free Nebraska for Youth." The concept is for 4-H clubs from across the state to develop strategies for implementing programs that would help decrease tobacco use among young people at the local level. Clubs could work individually, or counties and clubs could work together. The Action Plan application form is attached.

As you develop your project, think about project goals (what you want the project to accomplish), methods for reaching the goals (what you will do to get there), your target audience, timelines (when will you do it), evaluation measures (how will you know the project was successful), and a project budget. Think about creative ways to address tobacco issues in your community and ways to get young people more involved in your plan. This year, the goal is really to go beyond education and explore new ways groups can impact their community. For example, maybe your group wants to help make the restaurant(s) in your community tobacco free. Maybe your school needs to implement tobacco free policies at the sporting events. Think about what we can do to really make a difference in communities and youth perceptions of tobacco. We also encourage you to share this information with other 4-H clubs.

Applicants with the strongest plans will be eligible for a grant for \$250. Monies can be used for a variety of purposes including training, the purchase of educational materials, travel, meals and lodging, postage, printing, and supplies. In the event that several coalitions want to team together to carry out a broader project, a larger sum of money would be granted.

Some examples of projects include (ideas are not limited to these):

- Communities collaborating to host speakers/programs which teach responsibility while educating about the ill-effects of tobacco use.
- Development of community campaigns to publicize and enforce state laws against smoking by minors.
- Public policy action designed to change local ordinances and create a broader awareness of the effects of tobacco use among youth.



Deadline for project submission is **FEBRUARY 10, 2009**. Applications are to be turned in to Shane Potter, 402 W State Farm Road, North Platte, NE 69101. All projects must be completed and summary reports turned in by **JULY 17, 2009**. NOTE: This year, we will especially be looking for pictures/newspaper articles/letters of support/etc. with your final report. If you have questions, please call Shane Potter, Project Coordinator, at (308)696-6708 or email at [spotter3@unl.edu](mailto:spotter3@unl.edu). Thank you!



# ACTION PLAN OUTLINE

APPLICATION DUE BY FEBRUARY 10, 2009

Coalition/Organization: \_\_\_\_\_  
(Please Print)

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

Representative: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Funding Request:\$ \_\_\_\_\_

Name of Organization to receive Funds: \_\_\_\_\_  
(if different from above)

On another sheet of paper, please provide the following information.

- I. Project Goal(s)
- II. Methods for Reaching the Goal
- III. Target Audience
- IV. Evaluation Strategies
- V. Budget
- VI. Project Timeline

**RETURN TO:**  
 Shane Potter  
 4-H Youth Development  
 402 West State Farm Road  
 North Platte, Ne 69101  
 (308) 696-6708 - Voice  
 (308) 696-6780 - Fax  
[spotter3@unl.edu](mailto:spotter3@unl.edu)



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Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.